

Defining the Vision

A vision for Bridport has been developed in light of the detailed site analysis, review of community values and aspirations and other assessments. The vision will assist in defining Bridport as a valuable, distinct place within the Dorset municipality and in the broader Tasmanian context. The vision will also assist in achieving the identified needs and desires of the community and will allow for ongoing investment in the commercial sector, securing the town's crucial economic base.

This vision should become the focal point for future decision-making for the township at both the municipal and the State levels.

Bridport will be a unique coastal town where:

Its unique environmental and landscape values are celebrated

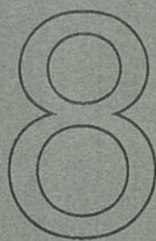
Natural resource endowments yield optimum economic, tourism and community benefits

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



8.1 Themes and Objectives

In order to achieve the vision, it is necessary to address a number of issues more specifically. A range of themes have been prepared that underlie the vision for Bridport. Using these themes, a number of key objectives have been developed, which assisted in identifying the strategies and opportunities discussed in the following Section.

Themes	Objectives
Landscape and Environment	Preserve valuable natural features to enhance the landscape amenity of the area
Traffic and Pedestrians	Improve traffic management to increase safety, amenity and accessibility
Infrastructure Provision	Ensure new developments take place with due consideration to infrastructure capacity
Built Environment	Promote quality buildings and public spaces that support the desired character for Bridport
Recreation and Open Spaces	Ensure the continued enjoyment of recreational and open space areas with improved connectivity and access for all users
Commercial Development	Encourage new developments that revitalise the commercial hub and address community needs
Future Growth	Allow for future residential infill development that maintains town character and for expansion in defined areas and ensure optimal use is made of valuable land within Bridport
Tourism Industry	Promote and enhance Bridport's unique attractions and ensure new tourism ventures have a positive impact on the local community

8.2 Strategies and Opportunities

To achieve the stated objectives a number of general strategies and specific opportunities have been identified for Bridport and are outlined below. The strategies outline solutions that are not necessarily site specific, but can be applied across Bridport. The opportunities relate to individual sites or issues.

8.3 Implementation Measures

Measures to be employed in implementing the recommendations within the Strategy are also outlined in the following section. It is noted that the actual timing of the implementation of these projects is dependent on the level of funding and resources available to Council. In some cases, certain

components of the projects have been identified as priorities.

Implementation of the Bridport Future Planning and Development Strategy will primarily involve an integrated approach between Council, other relevant agencies and ongoing community input will be sought.

8.4 Detailed Design Resolution

A number of individual strategies have been proposed and include a number of conceptual designs and a range of capital works projects that will assist in the achievement of a 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.

8.5 Ongoing Community Input

In order to ensure ongoing community input, Council will develop a working group comprised of residents, business owners and other stakeholders to assist in the ongoing implementation of the Planning Strategy. It is noted that the Strategy is for a 25 year period and future events will undoubtedly require review of the Strategy. It is envisaged that a review process will be undertaken on a five to ten year basis to gauge progress and amend strategies where necessary. This process will require community and stakeholder input.

8.6 Recommended Timeframes

The main considerations for identifying timeframes for implementation of works and concepts are the importance of the works/activities for future sustainable growth of Bridport, the economic benefit they can provide the way they support community values. Immediate priority activities have also been identified where they can be undertaken at relatively low cost to Council in the near future.

The following sheets list the themes and their elements and includes a recommended timeframe to provide a defined direction for their implementation. Priorities are identified as either immediate priority (within 12 months), short (within 5 years), medium (5-10 years) or long term (more than 10 years). However, it is acknowledged that that projects and their individual components will be undertaken when funding and resources become available to Council.

A summary Action Plan, linking specific infrastructure components and institutional initiatives is presented in Section 10.

8.7 Theme: Landscape and Environment

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

The village of Bridport is nestled between three important landscape features, which both serve to define the boundaries of the town and contribute to the town's identity. These features are the coastal edge stretching from Granite Point to Barnboughle Beach, Trent Water and Brid River estuarine environments and the forested hills that overlook the town. While the town is now an established 'built' landscape, the beach, river, foreshore and hills still provide important natural habitats and the treatment of the interface between them and the built environment needs to be managed responsibly.

The following general strategies and specific opportunities have been defined.

General Strategies	Specific Opportunities	Timeframes
Preserve Bridport's landscape values	Ensure protection of skyline & 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 the top of Henry Street, Richard Street & Thomas/Walter Streets.	Short-medium term priority and to be undertaken in conjunction with trail improvements.
Protect and enhance fragile coastal ecosystems	Existing native vegetation to be retained and protected with improved foreshore weed management. Develop re-vegetation program with local volunteer/school groups along Goftons Beach	Short term priority to be undertaken in conjunction with community groups.
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 at the same time. Incorporate an interpretive signage system relating to pre and post European settlement 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).	Short-medium term priority to be undertaken in conjunction with the development of interpretation.
Promote sustainable water management.	Consider removal of beachfront sewerage outfall on Goftons Beach to enhance habitat protection and increase biodiversity. Encourage water recycling, residential tanks and innovative use of all water resources.	Medium term priority.

Implementation Measures:

- ▶ Incorporate visual landscape assessment recommendations into the Planning Scheme.
- ▶ Seek community and stakeholder (eg. Parks and Wildlife, Landcare and Coastcare) contributions for development of interpretation material.
- ▶ Interpretation to be implemented through Councils Operational Plan as part of the community education and participation in Council's environmental initiatives.
- ▶ Prepare a riparian zone management plan for Trent Water and Brid River.
- ▶ Seek State funding to assist in implementing landscape and environmental improvements.

8.8 Theme: Traffic and Pedestrians

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

The Bridport traffic network is comprised of mainly residential streets, with only one connection to other parts of the region via Emily Street. The commercial area of Bridport is centred on Main Street. Main Street is the boundary between the urban fabric and the foreshore reserve, the town's biggest asset. It is therefore of paramount importance that the flow of pedestrians from one side to the other is treated in such way to promote this movement in a safe manner.

Many elements of the road in the commercial area are characterised by a lack of maintenance or out-dated design, leading to diminished amenity for locals and visitors. An example of this is the orange concrete planter cylinders that separate the service lane and Main Street.

The supply of car parking is adequate for most times of the year, but often cannot meet the demand during peak periods. Furthermore, it is unlikely that any new mixed use residential and commercial developments will be able to provide sufficient parking to meet off street planning requirements. In light of these issues, the options for new consolidated and rationalised parking areas must be examined. The following general strategies and specific opportunities have been defined.

General Strategies	Specific Opportunities	Timeframes
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 pedestrian and vehicles to Trent Water channel edge	Tactile paving installation- immediate priority. Raised pedestrian crossings- short term priority. Address Trent Water issue- short term priority.
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.	All short term priorities.
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. Provision of overflow carpark adjacent to Tourist Information Centre on Main Street. Provision of disabled parking spaces along Main Street. Upgrading of 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,	Main Street parking and overflow arrangements- short term priority Boat ramp access car park- medium term priority. Henry Street parking arrangements- Medium term priority Trailer parking arrangements – short term priority. Gofton's Beach parking- short term priority
Road upgrading	Unsealed roads in the Bridport township should be progressively sealed, with appropriate drainage and pedestrian access. Priority roads include Westwood Street.	ongoing
Limit heavy truck movements through the centre of Bridport.	Development of a western access road to provide a shorter freight access to Launceston/other centres.	short term

Implementation Measures

- Changes to traffic management such as speed, signage, intersection modifications, traffic calming, etc. must be approved by Department of Infrastructure, Energy and Resources under the *Traffic Act, 1925*.
- Council to seek public comment and advise adjacent landowners of works identified.
- Council will review the Operational Plan and include identified opportunities for funding.
- Liaise with owners of the former Telstra site.

8.9 Theme: Infrastructure Provision

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

Water supply is a constraint for development in Bridport. The surety of supply from the Brid River (the current source) is a concern and needs to be addressed. After heavy rains turbidity is also a problem in producing a water of acceptable quality. The existing water treatment plant is operating at capacity during peak demand periods (summer time) and is a limiting factor in any future growth of Bridport. In addition, growth of the town may create problems in the distribution network and there may not be adequate flow and pressure in all areas.

The stormwater drainage network has no known structural or hydraulic problems, but future development of the catchment would cause further hydraulic loads being placed on the network, which may result in hydraulic problems. There are also areas throughout the town that have open drains and no piped network.

Bridport's sewerage system is another constraint on development. There is inadequate emergency storage capacity at Pumping Stations 1 & 2 in the event of pump or power failure and potentially insufficient capacity in all of the pumping stations if significant growth was to occur. The present poor performance of the wastewater treatment facility in complying with water quality emission limits is yet another issue with sewerage infrastructure.

There are no significant issues with telecommunications within Bridport and while electrical outages occur occasionally, there are no significant issues with electricity supply to the town. Aurora is also currently completing a proposal to install additional injection points throughout the north east of Tasmania, which will further increase power supply quality, reliability and capability over the next 10-15 years. The following general strategies and specific opportunities have been defined.

General Strategies	Specific Opportunities	Timeframes
Ensure sewerage, water and stormwater meets current demand in a sustainable manner.	Water Supply - Ensure 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.	Existing capacity and issues to be addressed in the short-medium term .
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.	Further expansion of services will be dependent on demand for residential development and availability of resources.

Implementation Measures

- Investigate option to augment existing water supply by construction of a pipeline from Scottsdale;
- Obtain detailed costing and construction program for replacement of sewerage treatment plant and possible upgrade of pump stations;
- Undertake a detailed study to determine what upgrades are required to the stormwater network to ensure it will meet the needs for the envisaged development of Bridport.

8.10 *Theme: Built Environment*

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

Bridport's built environment has a mixture of architectural styles, set out in clearly defined areas of manufacturing/industrial, commercial/public and residential. There is a distinct lack of heritage buildings in Bridport, but the town still provides a somewhat traditional seaside village feel. In the commercial area, the scale of development is important to the community and there is the opportunity for new designs. The community hall is also in need of rejuvenation, particularly as it does not currently address the vantage points across Anderson's Bay. Land behind the town 'village' or 'hub' is primarily residential and suburban in character. Some other parts of the residential area present a more shack style appearance and this feel is enhanced by the lack of formal gutters and drains. The following general strategies and specific opportunities have been defined.

General Strategies	Specific Opportunities	Timeframes
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.	Development of the building- medium term priority. Themed signage - immediate priority.
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.	Amendments to the existing Planning Scheme or considerations for a new Planning Scheme- short term priority.
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 interpretive shelter, viewing platform, picnic shelters and boardwalks. Establish underground electrical infrastructure.	Amendments to the existing Planning Scheme or considerations for a new Planning Scheme- short term priority.

General Implementation Measures:

- ▶ Commission architectural competition to develop a unique building adjacent to the Brid River and fish farm, which would be a landmark announcing the gateway to the town.
- ▶ Develop design guidelines and/or style guide for new buildings to control form, mass, height colors and materials, as well as urban elements such as furniture, paving, lighting and integrate into the Planning Scheme.
- ▶ Commission a qualified heritage practitioner to identify buildings or other places with less tangible heritage values.
- ▶ Seek community and stakeholder contribution for development of heritage interpretation materials and displays throughout the town in prominent positions.
- ▶ Liaise with owners of land and operators in the commercial precinct in relation to upgrading the site, establishing outside dining and allowing parking to the rear of the buildings.
- ▶ Design works will need to be approved through the Scheme to ensure they are in compliance.
- ▶ Works on Council owned land will need to be implemented through Council's Operational Plan and approval given by designated land managers.

8.11 Theme: 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.

Bridport comprises predominantly of the following Resource Units: Residential (comprising the majority of the town); Public Purposes-Reserved (coastal region and larger areas surrounding the golf course); and Public Purposes and Mixed Rural (most of the land behind the township). There are also smaller pockets of land within the township Zoned as follows: Commercial-comprising the business district of Bridport; Light Industry - at the mouth of the Bridport Rivulet; Mixed Rural - Larger land parcels defining the eastern boundary of the township; Rural Coasts and Rivers - Large area adjacent to the golf course; and Rural Plains-east of the bridge incorporating a large amount of land south-east of Bridport.

It is also noted that future residential development will depend on water supply to these areas, however, there is a need to identify land for potential future residential development given increasing demand for permanent dwellings. To ensure the town develops in a sustainable manner into the future, infill development will be a primary consideration. There is also potential to establish residential uses in the vicinity of the sports oval. Land to the east of the bridge is sparsely developed for residential use, as the allowable lot size is 25ha. There is potential to intensify residential development in this area. The Town's Police and fire stations are situated on prime locations with views over Trent Water and Anderson Bay. Better use could be made of the land on which the fire and police stations are located. The potential for an alternative access to the town from the west has been a matter of discussion during community consultation. It is envisaged that this might take place in conjunction with a golf course development that could include a residential component.

General Strategies	Specific Opportunities	Timeframes
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, ensure future residential development along Bridport Main Road maintains the rural character and ensuring the viability of the light industrial area.	Amendments to the existing Planning Scheme or considerations for a new Planning Scheme-short term priority. Allowing for development outside existing town boundaries will be dependent on infrastructure upgrades and availability. It is likely to be a medium to long term measure.
Use of Waterfront Properties	Consider future relocation of fire and police station to allow tourist based developments that take full advantage of coastal location. Support enhancement of the Community Club as a major community facility.	Determine viability of relocation as an immediate priority.
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.	Establish buffer areas in the medium term, or when infrastructure is available for residential development east of the bridge. Substantial intensification/upgrade of airstrip activities will require establishment of buffer area.
Western Access	Develop future western access and associated infrastructure when application is made to Council.	It is envisaged that the western access may require Council consideration within the short term .
Provision of Cemetery	Carry out study to determine potential location for a cemetery at Bridport.	short term

General Implementation Measures

- › Ensure the planning scheme allows for infill development that maintains the character of Bridport.
- › Ensure the planning scheme allows for future higher density development behind the town and to the east of the bridge as infrastructure is provided and as the demand arises.
- › Obtain community opinion on relocation of the oval as additional demand arises for residential land.
- › Liaise with police and fire station representatives to determine viability of relocation.
- › Develop future western access and associated infrastructure when application is made to Council,

8.12 Theme: Recreation and Open Spaces

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

The main parcels of public open space within the Bridport community are the series of smaller beaches extending from Granite Point to Goftons Beach itself, the Village Green and the loosely defined coastal park adjacent to the Village Green, which includes tennis courts and junior playground. Public consultation showed strong support for upgrading these facilities with particular emphasis on the Village Green to increase its usability. The following general strategies and specific opportunities have been defined.

General Strategies	Specific Opportunities	Timeframes
Increase the role of the Village Green as a community hub.	Improve the layout of the existing Village Green and to encourage events such as markets, festivals & outdoor performances. Three timber picnic shelters to be installed on northern side of Village Green. Install large timber deck/viewing area to frame Village Green and provide location for gatherings, 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. Installation of new surface treatment to be used 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.	Council shall consider an implementation plan for improvements to Village green within the immediate future. It is envisaged that actual establishment of village green improvements would be undertaken in the short-medium term. Short-medium term.
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 & 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.	Improve linkages in the short term. Medium-long term. Long term. Short term.
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.	Relocation of the oval would be a medium-long term priority and dependent on viability, infrastructure and demand for additional residential land.
Allow for improvement to existing facilities and establishment of additional recreational facilities.	Existing junior playground to be expanded and establishment of rubber soffitall 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.	Improvements to playground - short term priority. If there is a desire to maintain the existing sports oval, implementation of the improvements could be a medium term priority as the existing facility generally meets community needs.
Wellness Centre.	Establish a wellness centre to provide indoor recreation activities, particularly to encourage winter tourism.	Short term priority based on acquisition of government funding to support the development.

General Implementation Measures

- ▶ Council to develop a staged implementation plan for improvements to Village Green.
- ▶ Council to involve community groups in the development of an interpretation trail in Bridport.
- ▶ Council to liaise with Aboriginal Heritage section of Tourism, Arts and Environment and Tasmanian Aboriginal Land and Sea Council in relation to potentially establishing Aboriginal interpretation along the foreshore.
- ▶ Council will review the Operational Plan and update it to include the strategies and opportunities outlined in this Strategy.
- ▶ Road works will require formal design drawings and these need to be approved under Planning Scheme and in some cases with DIER to ensure free flow of vehicle and pedestrian traffic and to maintain public safety.
- ▶ Play equipment and surfaces must be installed to meet DDA standards.
- ▶ Seek State funding to implement modifications to Village Green to create a stronger hub for Bridport and catering for local and visiting community needs.

8.13 Theme: Commercial Development

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

The commercial hub of Bridport is currently centred on Main Street in the vicinity of the Village Green. While the shops are serving mainly local needs, there is no clear direction or catalyst for future development. There is a need for Bridport to be redefined as a business location to provide an incentive for new retail operators.

The current site of the local commercial fishing and shipping activity, just outside Bridport proper, has potential to include development on the site to not only attract visitors but to add significantly to the arrival experience for those visiting Bridport. The following general strategies and specific opportunities have been defined.

General Strategies	Specific Opportunities	Timeframes
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.	Amend the planning scheme to allow only for commercial uses at group level as an immediate priority.
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.	immediate
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.	Traffic improvements should take place as a short term priority given the overall impact on the town these measures will have. Liaison with business owners should occur in the immediate future to determine viability of parking recommendations.
Foster links between existing tourism activities and commercial area.	Consider ways to attract golf players from the Barnbougle Dunes Golf Links into Bridport and 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.	Development of a detailed tourism strategy for the town in conjunction with business owners should be undertaken in the short term .
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	Short-medium term priority. Discussions with fishing/industry should commence immediately .
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.	Potential improvements for the community hall should be considered in the immediate future, but it is expected that implementation would have a short-medium term timeframe, unless private or State funding becomes available.

General Implementation Measures:

- ▶ Ensure the Dorset Planning Scheme encourages café and boutique style commercial development.
- ▶ Ensure the Dorset Planning Scheme encourages commercial uses at ground level in the existing Commercial Resource Unit. Residential development on upper level may be appropriate in some cases.
- ▶ Ensure the Dorset Planning Scheme allows for outdoor dining within the existing Commercial area. In addition Council will prepare an amendment governing the use (and licensing) of footpaths.
- ▶ Council to devise working group with local business owners to formulate marketing strategies and links with tourism activities. Existing business owners will be encouraged to work with Council to contribute to the group.

8.14 *Theme: Tourism Industry*

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

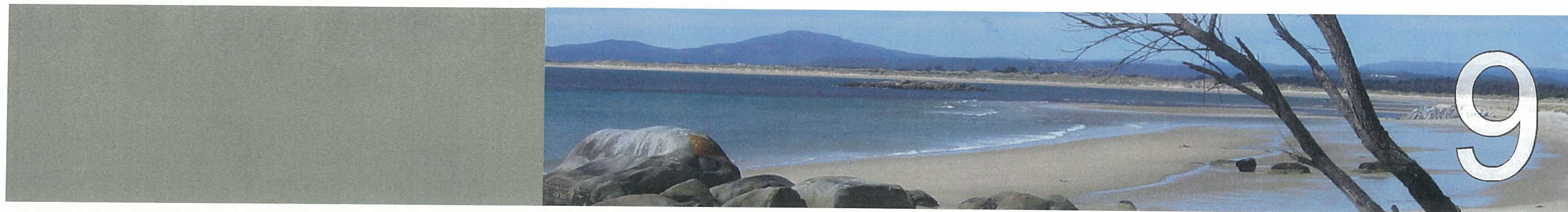
Tourism is a central component of the local economy. Facilities include golf courses, fishing charters and tours; a tourist information centre and art/craft gallery accommodation facilities two hotels, restaurants a group accommodation facility, beachfront camping sites and caravan park; and holiday homes utilised in the summer months/at weekends by non-residents. Demand patterns for tourism and outdoor recreation based on coastal camping, vary significantly by season and ongoing pressure is an increasing issue. Bridport is increasingly being associated with its world class golfing course and there is potential to further develop upon this theme.

The following general strategies and specific opportunities have been defined.

General Strategies	Specific Opportunities	Timeframes
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.	Discussions between business owners and Council to be coordinated within the immediate future.
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. Potential new uses may include education, community and dining/retail, to compliment the existing library and Internet access facilities.	Establish a tourism-working group involving Council, community members, business owners and land managers in the immediate future.
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.	New contract should be considered by council with agreed management plan as basis for future work. Funding for improved toilet facilities - immediate priority .

General Implementation Measures

- ▶ Involve the community in supporting the Federal Government's funding of the Wellness Centre for the town and develop a working group.
- ▶ Ensure tourism strategy considers infrastructure provision to the town.
- ▶ Investigate potential grants available for sustainable tourism development.
- ▶ Council to devise working group with local business owners to formulate marketing strategies and links with tourism activities. Existing business owners will be encouraged to work with Council to contribute to the group.
- ▶ Seek State funding to assist in financing the detailed tourism development strategy and potentially for marketing activities.



Concept Plans

To better explain some of the strategies and opportunities, a number of concept plans have been developed. These drawings provide either a plan or elevation view of the proposed improvements and combine some of the strategies and opportunities on a site-by-site basis. Indicative costings for these concepts are provided.

These concept plans are only preliminary at this stage and will need to have detailed design drawings prepared before they can proceed. Specific planning and building approvals may also be required for individual capital works projects developed from these concepts.

Future Residential Growth.

Depending on adequate provision of infrastructure;

- In the short term, contain development within the existing town boundaries through infill development that maintains town character. 
- Consider future residential development in cleared areas behind the town below the 65 metre contour. 
- Consider relocation of the sports oval to the approaches to Bridport to allow for future residential/tourist accommodation development on the current site. 
- Intensify residential development east of the bridge in the long term. 
- Ensure future residential development along Bridport Main Road maintains the rural character of the approaches to Bridport. 

Commercial Land Use.

- Maintain the existing commercial area as the main commercial hub of Bridport. 
- Ensure commercial development is established at ground level within the existing commercial area.
- Encourage residential uses on upper levels within the Commercial Zone.
- Maintain existing light industrial area and establish buffer areas to any future sensitive use. 

Use of Waterfront Properties.

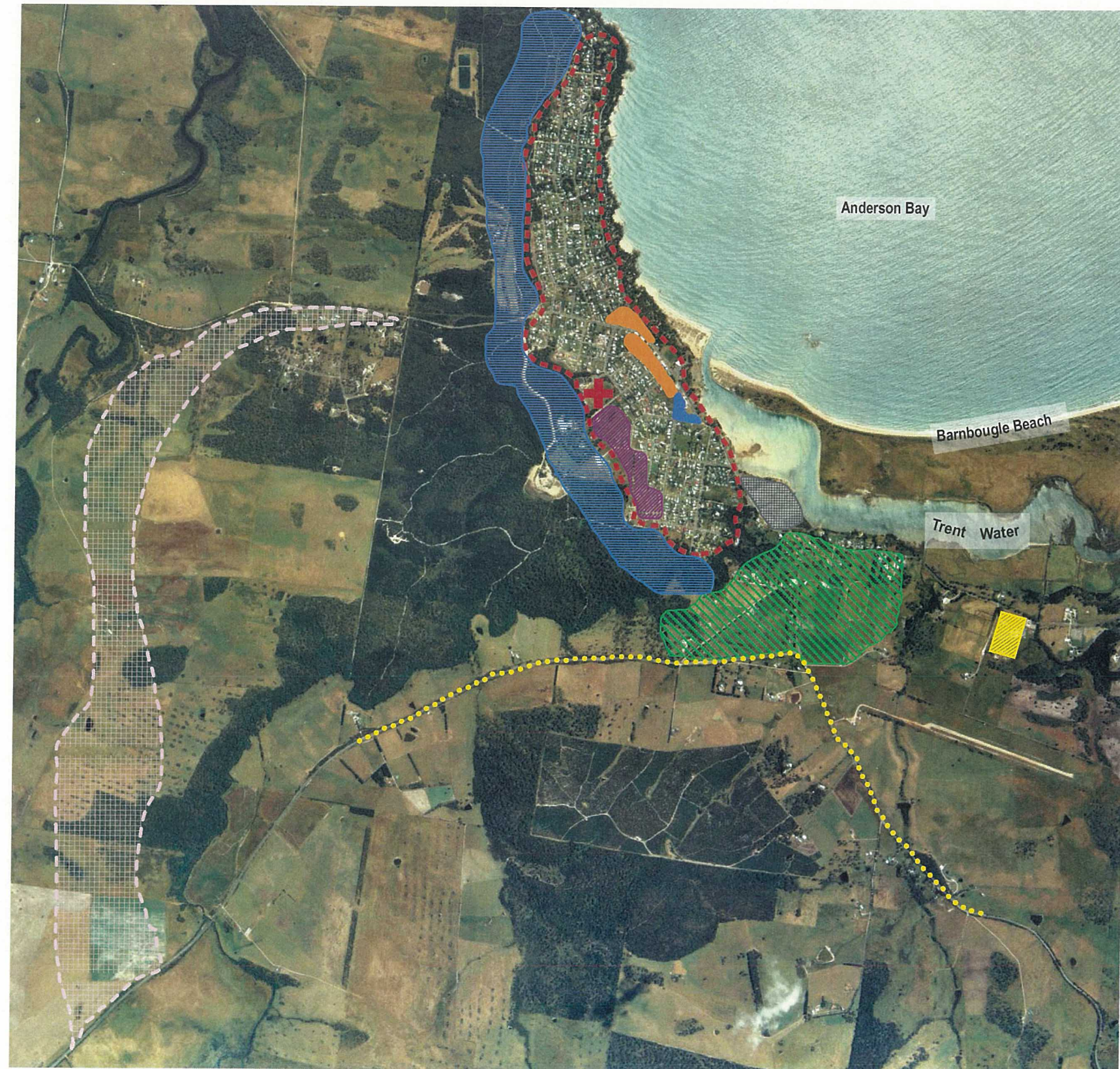
- Consider future relocation of fire and police station and establishment of community/tourist based uses that take advantage of views across Anderson's Bay and Trent Water. 
- Support enhancement of the community club as a major community facility at its current location.
- Maintain marine industries area. 

Future Road Corridor.

- Consider future road access corridor to Bridport from the West. 

Landscape.

- Maintain skyline as a reserve. 
- Ensure foreshore areas remain undeveloped along Anderson Bay and Trent Water.



NOTE: Indicative boundaries only

Figure 30

Future Landuse Opportunities



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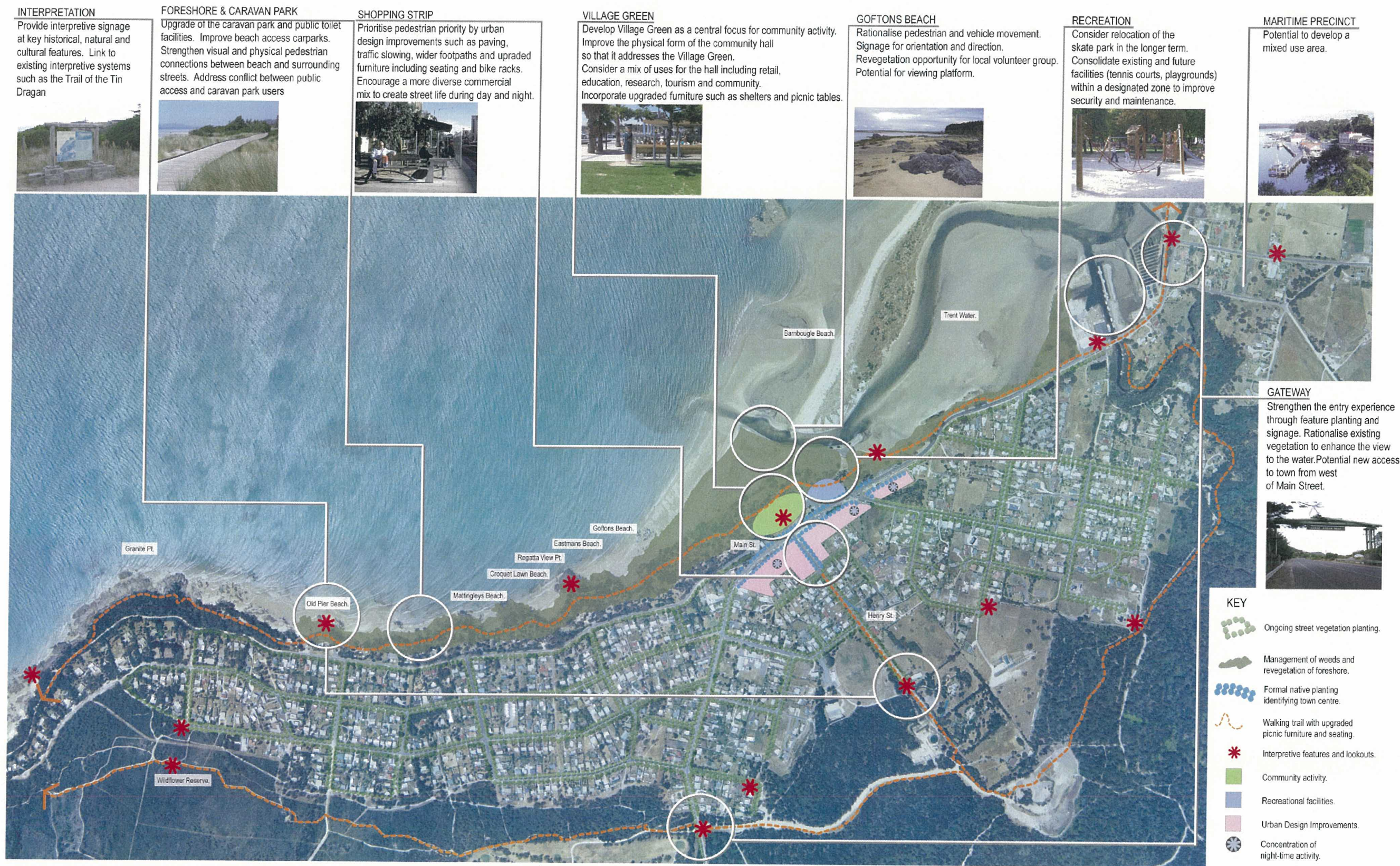


Figure 31: Future Action Plan

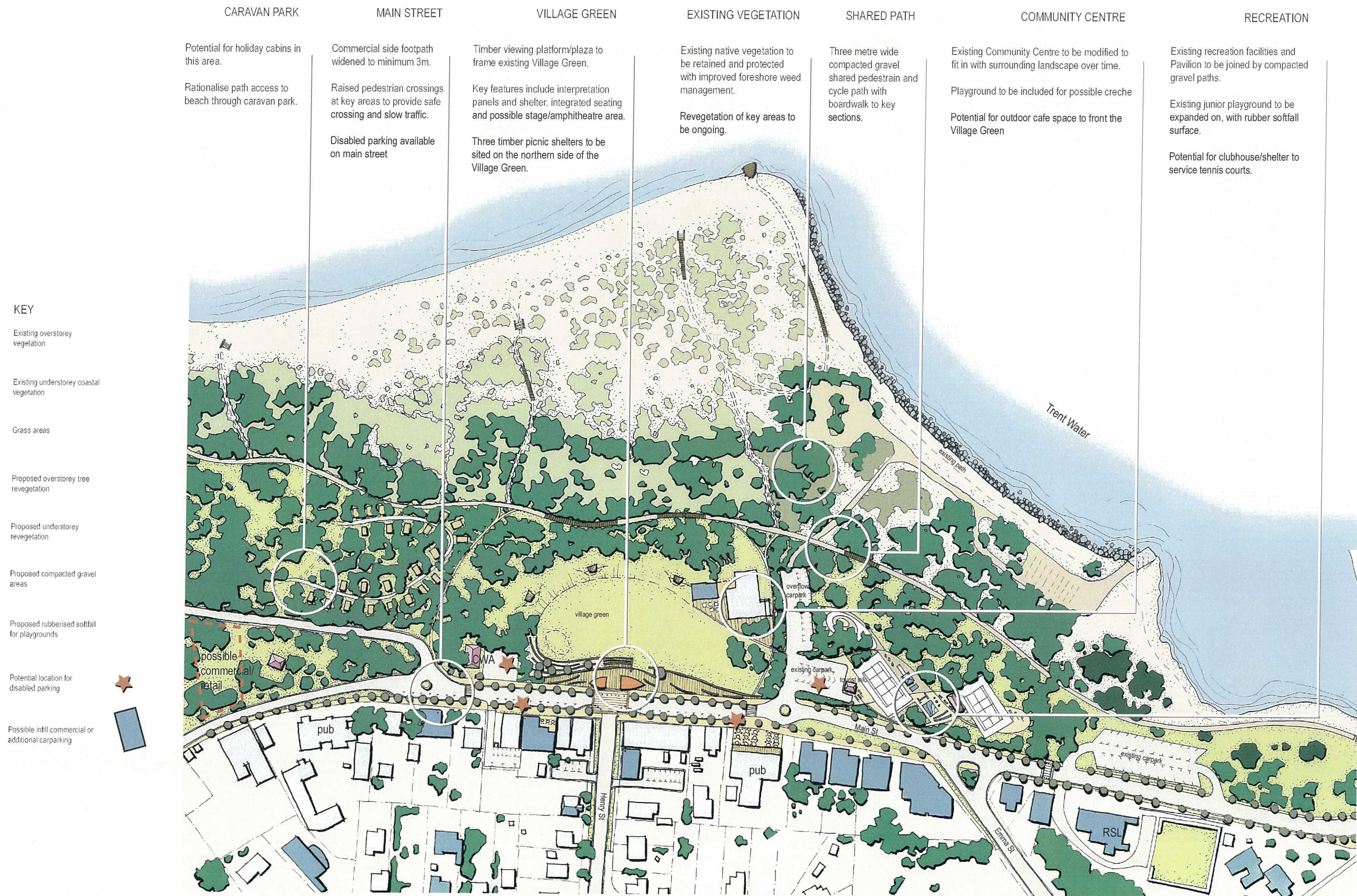


Figure 32:

Village Green & Shopping Strip Concept Plan

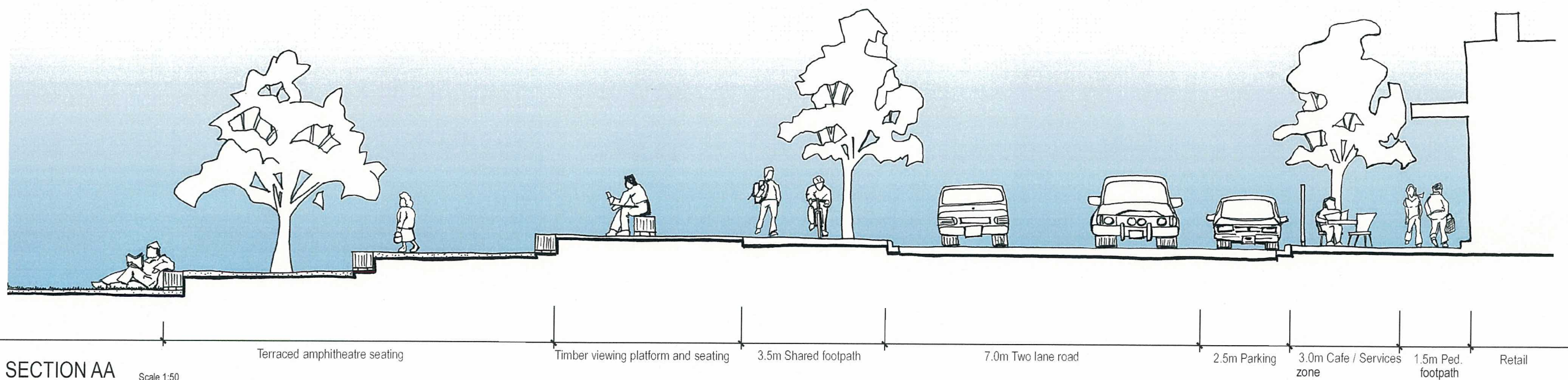
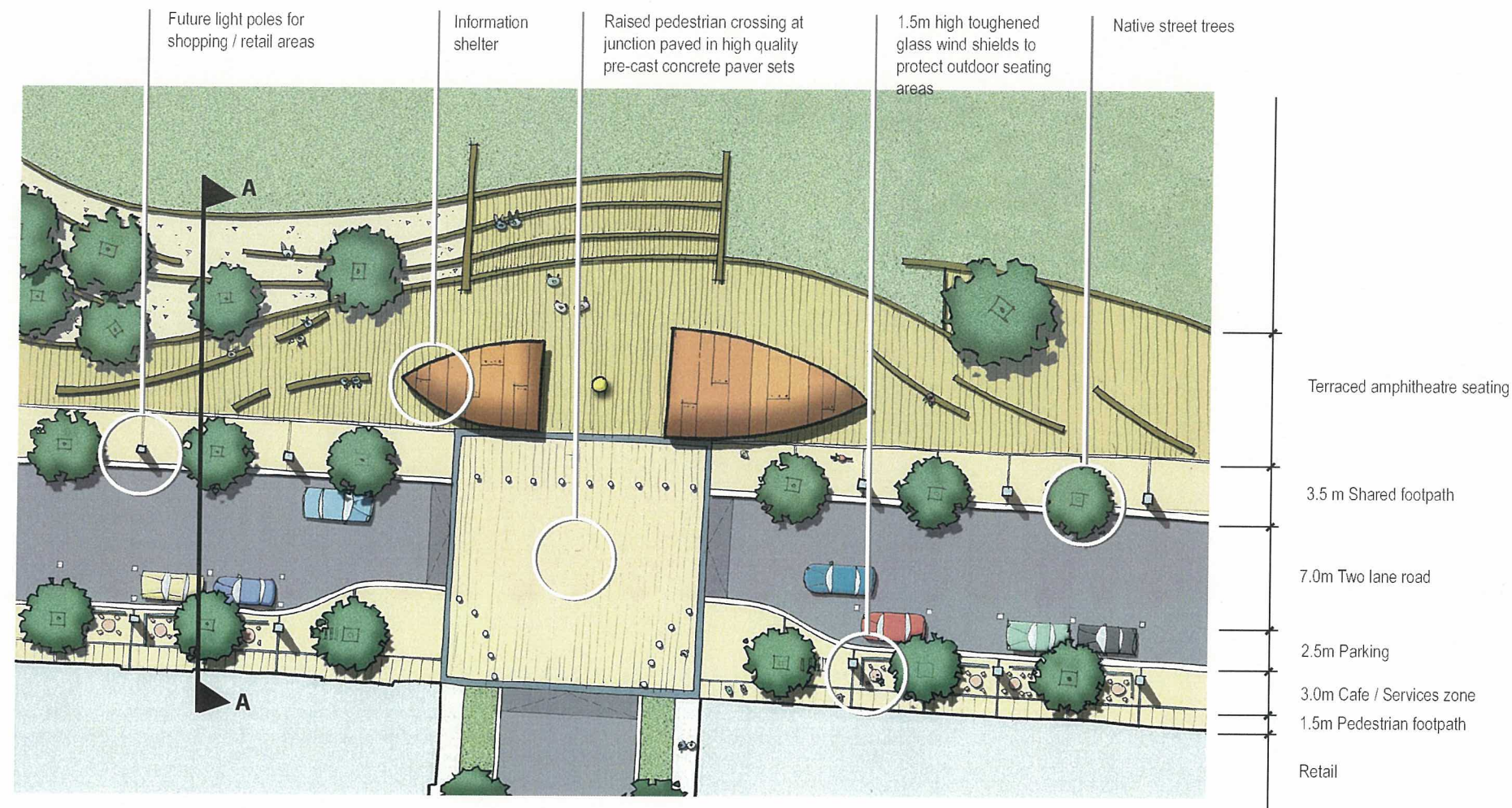
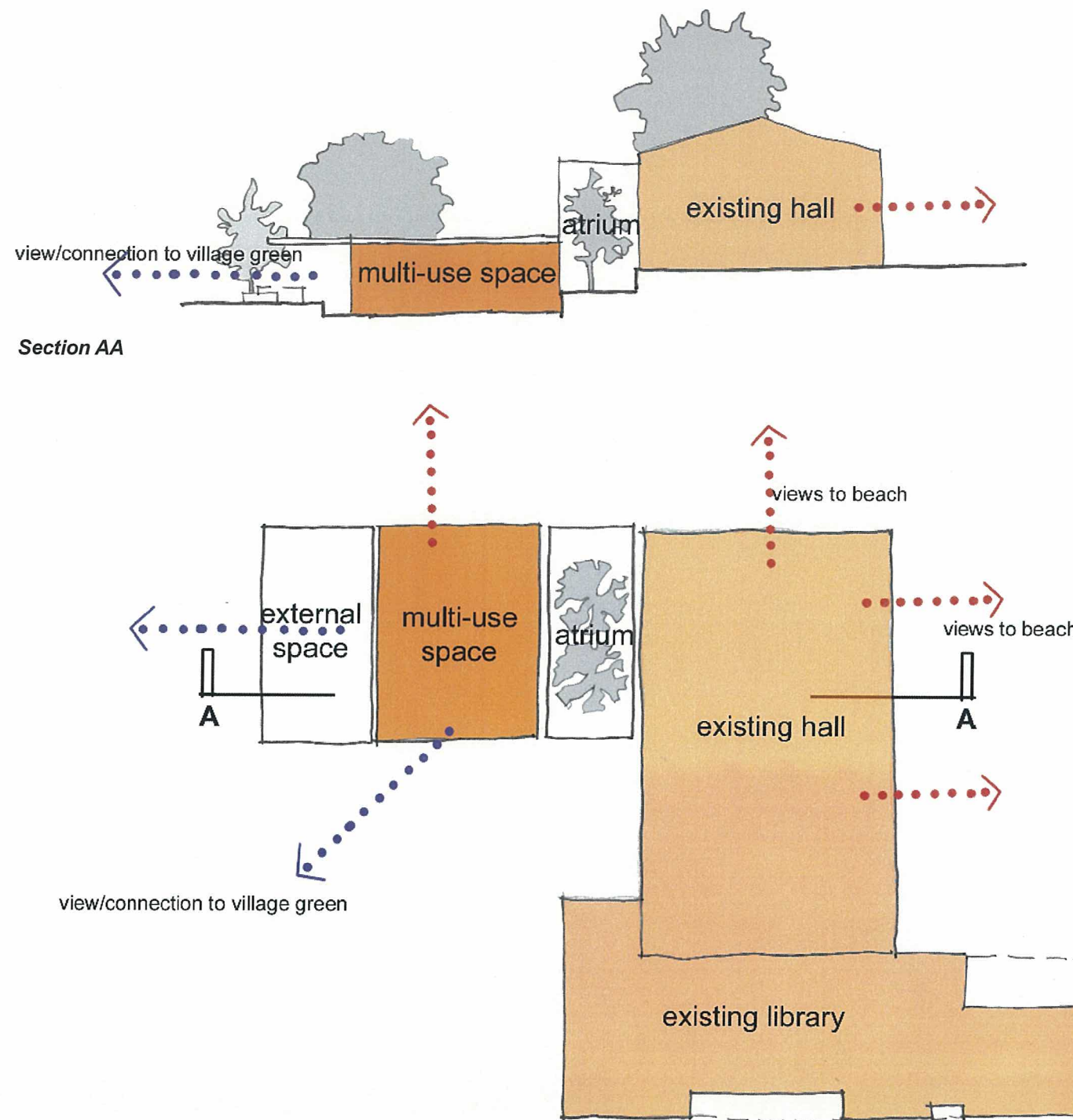


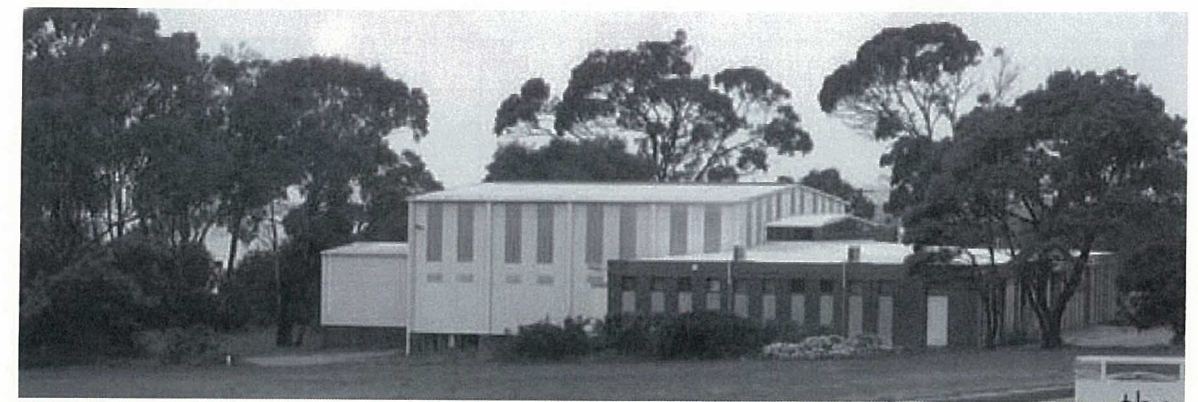
Figure 33:

Village Green & Shopping Strip Detail Plan



New Pavilion as Extension to Community Centre

Open facades of existing hall to views of beach, open new pavilion building onto Village Green



Existing Community Centre Facade



Photomontage of Pavilion Concept
Open pavilion onto Village Green



Watercycle Pavilion
by Sam Hecht



James Street Market
by Cox Rayner Architects



Barossa Valley Estate
by Stafford Architects / Woodhead International (SA)



Griffith University Campus Club
by Brand & Slater Architects Pty Ltd

Concept Ideas

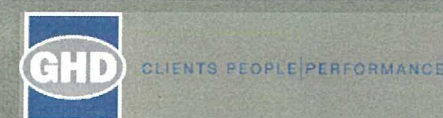


Figure 31: Community Centre Concept Plan

Figure 34:

Community Centre Concept Ideas

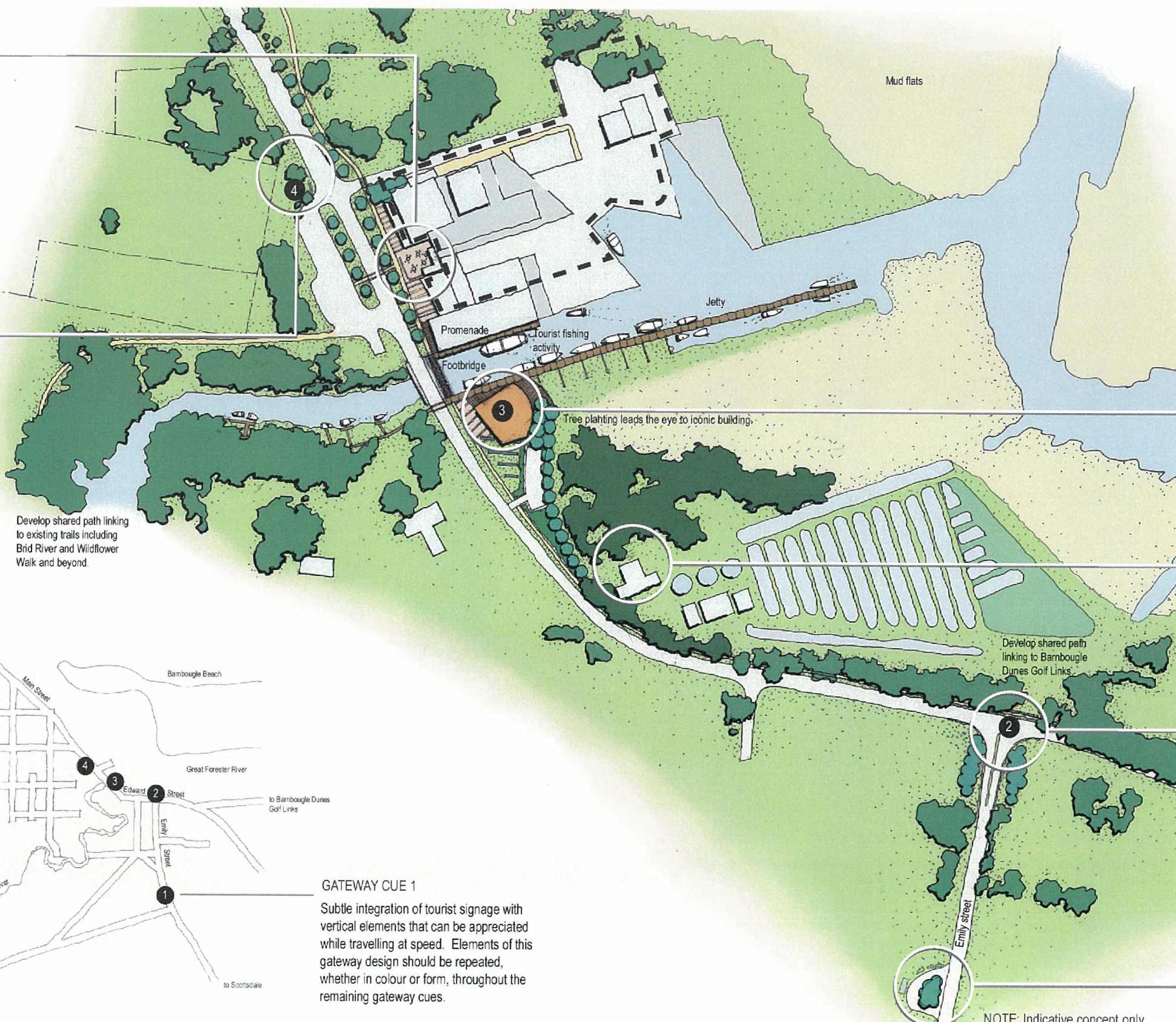
MARITIME INDUSTRY PRECINCT

Activate edge with feature paving, rationalised parking & tree planting. Refurbish building frontages & enhance & develop existing retail activity (takeaway, seafood). Provide pedestrian crossing point to encourage use of existing adjacent car park. Rationalise parking and vehicle access.

GATEWAY CUE 4

Vertical wall element reflecting the form and material of iconic building. Potential to include logo and limited tourist information. Remove existing 'Welcome to Bridport' sign beyond.

Develop shared path linking to village green & beyond.



GATEWAY CUE 3

Precinct made up of landmark building, pedestrian promenades and footbridge. High quality seafood restaurant. Iconic architectural statement & a point of orientation and arrival marker. Services a new tourist market related to golfing.

FISH FARM

Investigate relocation of fish farm & possible future redevelopment of site with tourist accommodation, restaurant, public promenade/plaza & landscape rehabilitation works. New planting to screen fish farm edge & strengthen arrival experience.

GATEWAY CUE 2

Feature tree & ground planting to guide view to Emily & Edward Street intersection. Low feature wall with directional signage relocated above. Selective removal of pine trees and middle storey vegetation to allow clear views. LAY-BY Retain as public open space. Relocate service club notices and community information to Village Green. Accent tree planting to identify start of entry sequence.

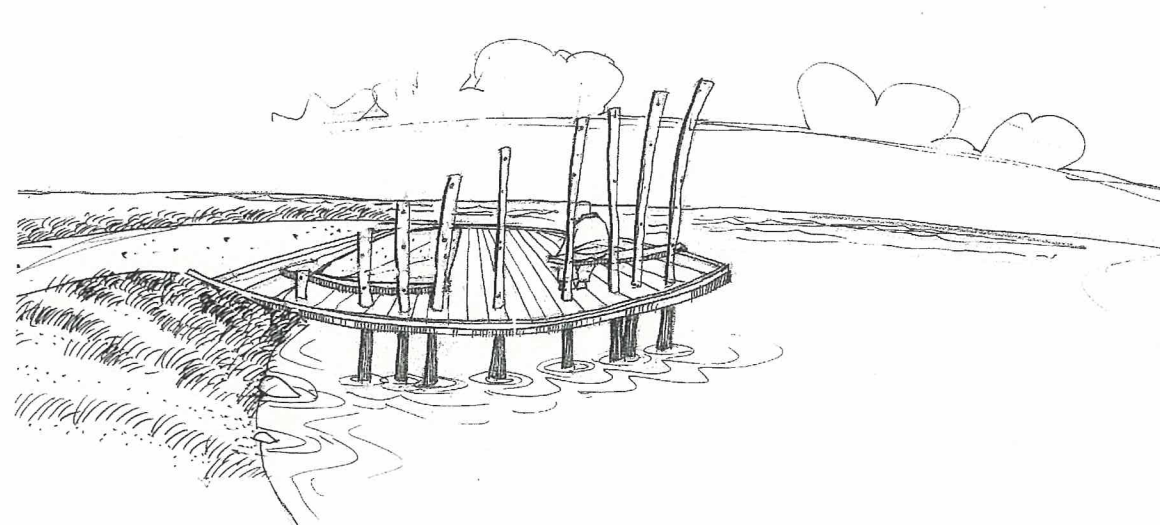
GATEWAY CUE 1

Subtle integration of tourist signage with vertical elements that can be appreciated while travelling at speed. Elements of this gateway design should be repeated, whether in colour or form, throughout the remaining gateway cues.

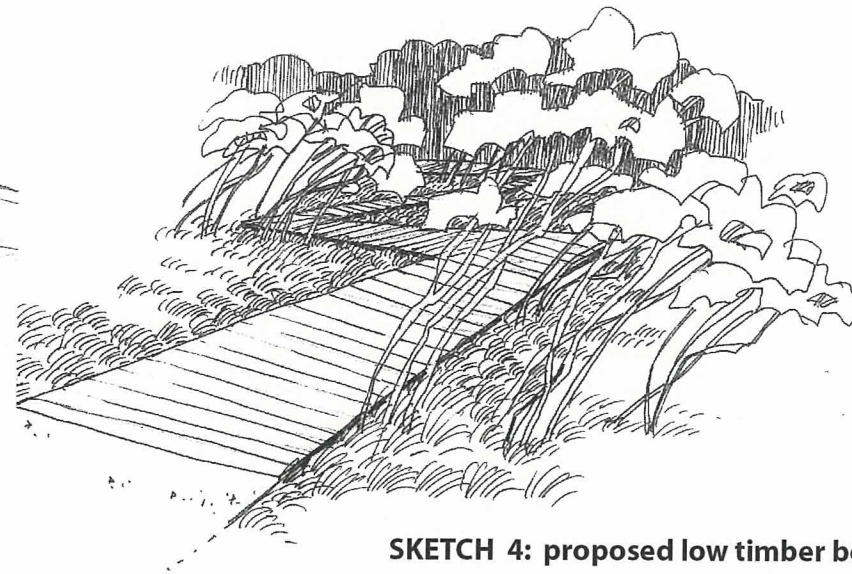
NOTE: Indicative concept only

Figure 35:

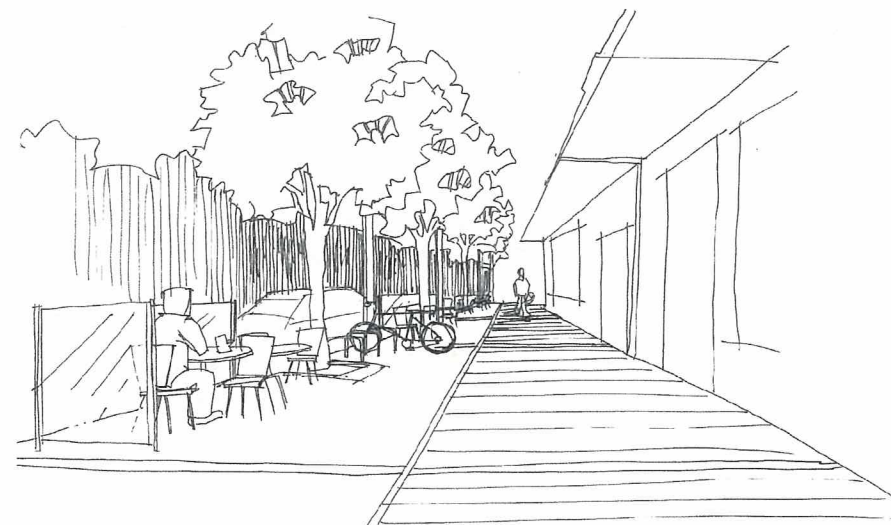
Bridport Gateway Strip Concept Plan



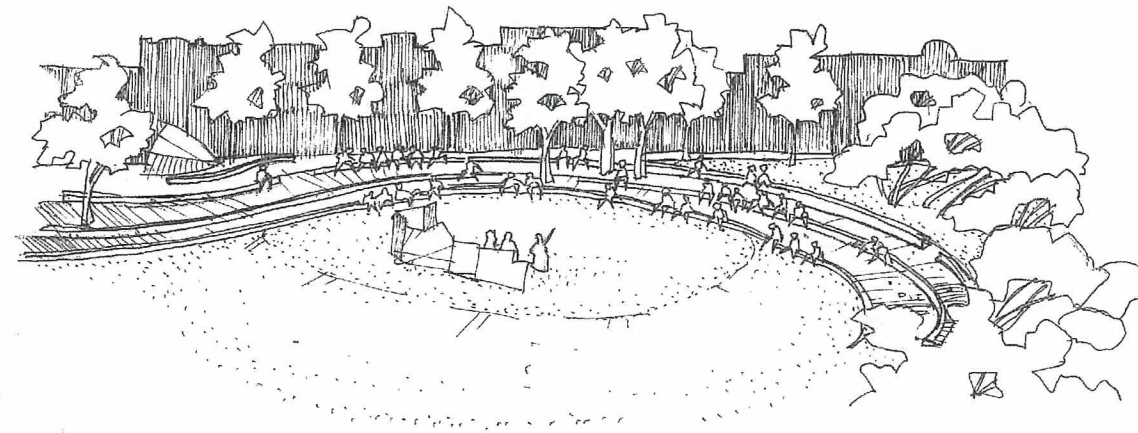
SKETCH 1: proposed timber viewing platform



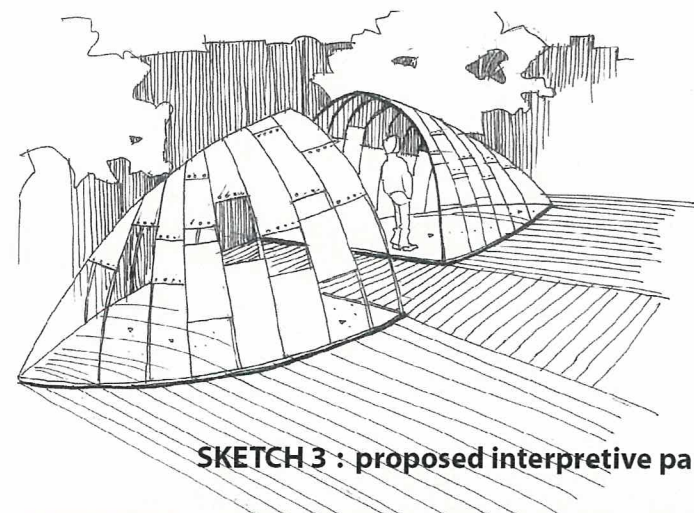
SKETCH 4: proposed low timber boardwalk



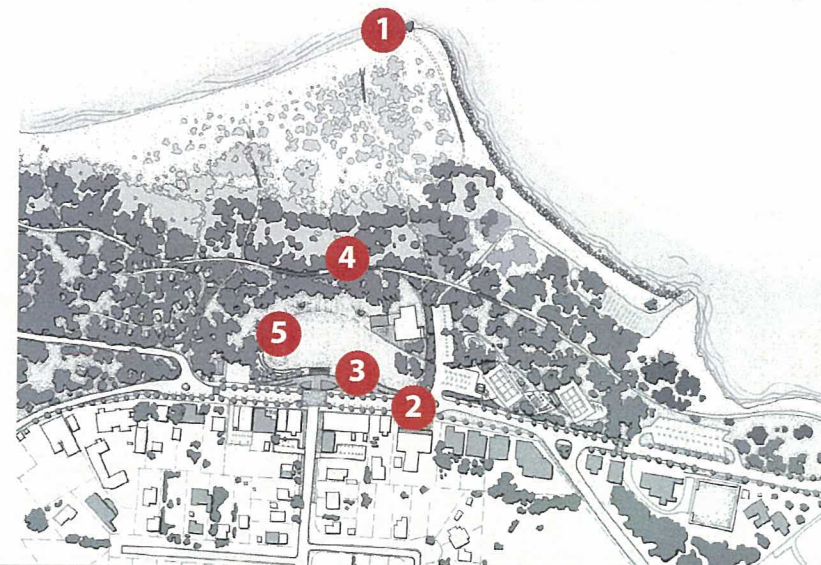
SKETCH 2 : proposed pedestrian treatment shopping strip



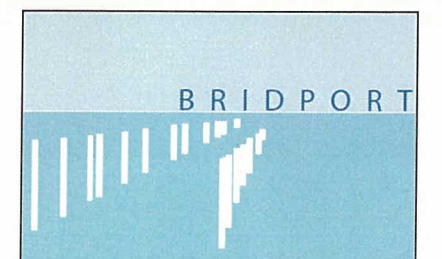
SKETCH 5: proposed informal stage and terraced seating



SKETCH 3 : proposed interpretive panels/shelter



LOGO CONCEPT



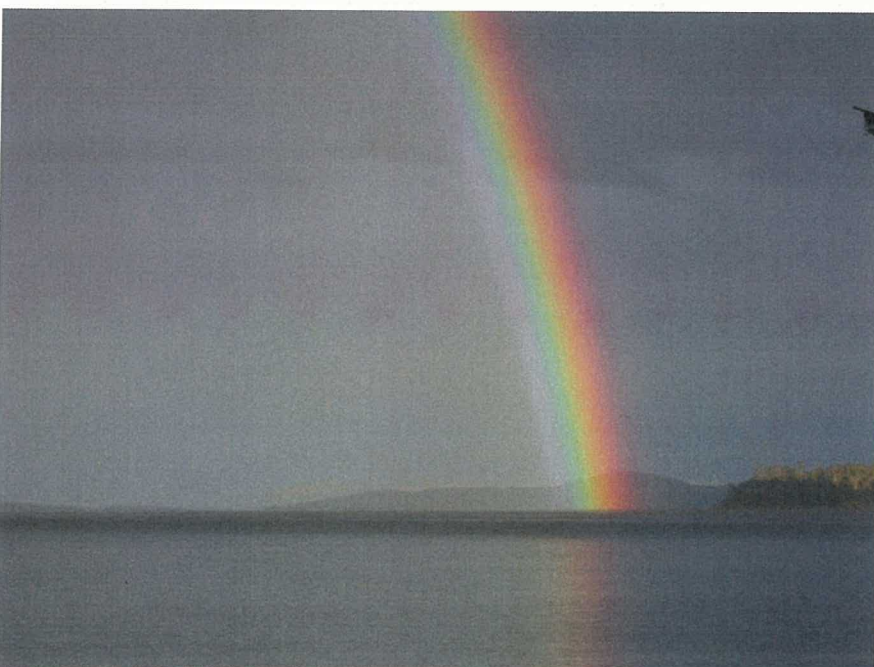
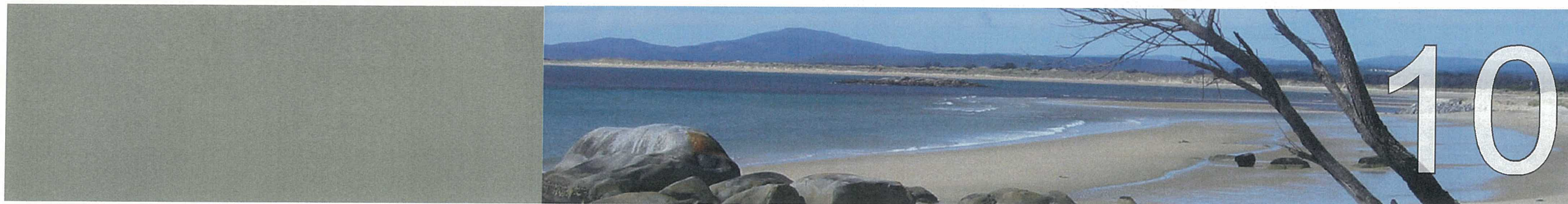


Figure 37: The future offers many opportunities.....

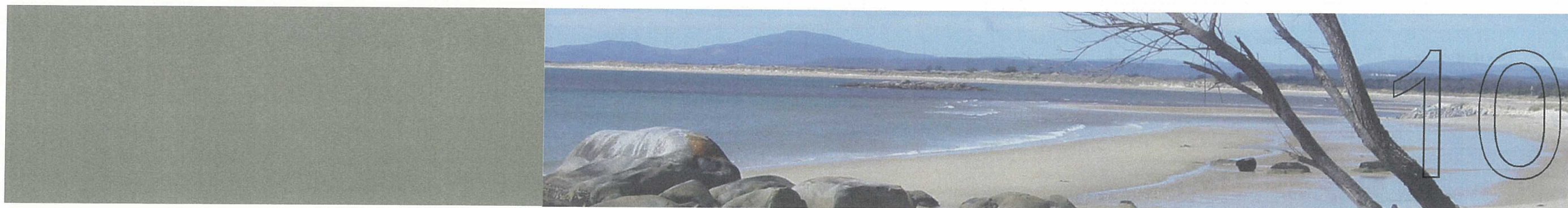
Summary Action Plan

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

Project Identification	Indicative Cost (Excluding GST)	Agency Involvement	Priority	Timing & Potential Funding Sources
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)



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 develop 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 future growth and long term extension of infrastructure provision 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

This strategy has highlighted that future development within Bridport must take into account improvements and augmentation in infrastructure provision, the important local qualities of the place, the key natural and landscape values of the coastal setting and Bridport's unique cultural lifestyle.

It is also important that development within Bridport is sympathetic to the values and aspirations that the community has for the place, and that the recreational assets are managed in a sustainable manner, with a focus on meeting community needs and desires.

With the implementation of this strategy and the themes, objectives and actions offered, it is expected that the important features of Bridport can be enhanced and maintained into the future.