

# aurecon

Westbury Outline Development Plan Final Report

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# Westbury Outline Development Plan

Date 12 December 2013 Reference 237021 Revision 3

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# 1 Introduction

### 1.1 **Project Overview**

Meander Valley Council (MVC) has engaged Aurecon to prepare an Outline Development Plan (ODP) for the Westbury Township. Westbury is located in the eastern region of the Meander Valley municipality, approximately 37 kilometres from Launceston and within close proximity to nearby townships of Deloraine, Exton, Carrick and Hadspen.

The Westbury Outline Development Plan is a visionary strategic document which will guide the future shape and growth of the township into a sustainable, attractive and highly functional settlement. The ODP will set out land use precincts, township connectivity, shared community facilities, highest and best use of land and land banking and a development hierarchy map.

# 1.2 Scope of the Outline Development Plan

The ODP outlines a clear and comprehensive strategy for how Westbury will develop into the future, and will be used to guide township investment and regulation. Notably, the ODP provides strategic direction in relation to the following:

- Activity Precinct location and development;
- Precinct connectivity, including specific activity precincts;
- The interrelationship between road, footpath and trail networks;
- Opportunities for shared community facilities;
- Best future use of private and public land and the need for strategic land banking; and
- Priority actions and timing.

The preparation of the ODP has involved extensive research and engagement with members of the Westbury community, businesses and Government departments.

# 1.3 Key Themes of the ODP

In order to guide the collection of information, discussion with stakeholders and preparation of ODP recommendations, five themes have been developed as outlined below





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# 2 The Westbury Township

### 2.1 Regional Context

Westbury is located within Meander Valley and to the north of the Great Western Tiers in Northern Tasmania.



Figure 2 Western Tiers

Westbury and other nearby population centres such as Deloraine, Prospect, Hadspen and Carrick are within commuting distance to both Launceston and Devonport.



Figure 3 Westbury Region

# 2.2 Study Area

The township of Westbury was originally established in the 1830s with the expectation of

becoming a regional centre for the broader area, however did not grow as anticipated. Westbury now acts as a District Services Centre for the surrounding agricultural area and maintains a high level of historic charm and significance. Natural features of the township include the Great Western Tiers scenic mountain backdrop and the Quamby Brook.



Figure 4 Westbury Village Green

The historic township contains a number of commercial and community facilities along with attractive open space assets including the Westbury Village Green and Westbury Town Common.



Figure 5 Holy Trinity Catholic Church



Figure 6 Westbury Township Study Area

# 2.3 Demographic Trends

Westbury's population, household and employment trends are as follows:

- The population of the Westbury urban area is 1824 persons<sup>1</sup>, with the broader Westbury locality being home to approximately 2100 residents.
- Growth to 2011 has occurred at an average rate of 1.8% annually; higher than the growth rate for Tasmania.
- Westbury has a higher proportion of persons aged 45 to 79 than Tasmania as a whole, and a median age of 45

years compared to an Australia-wide median of 37 years.

- The majority of residents in Westbury (90%) reside in separate family houses, with approximately 4.5% of the remaining residing in flats, units or apartments.
- Car usage by employed persons is high, with 69% of persons reporting commuting to work by car, and only 3% walking.
- 720 persons within Westbury are within the labour force, with 62% employed full time and 37% part time, and the median weekly income is just over \$100 less than the Tasmanian average.

<sup>&</sup>lt;sup>1</sup> ABS, 2011 Census of Population & Housing (SA1 Data 6105701, 6105702, 6105703, 6105708, 6105709)



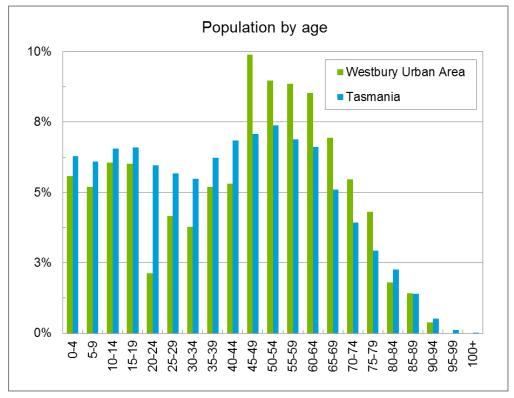


Figure 7 Population by Age – Westbury & Tasmania (ABS Census, 2011)

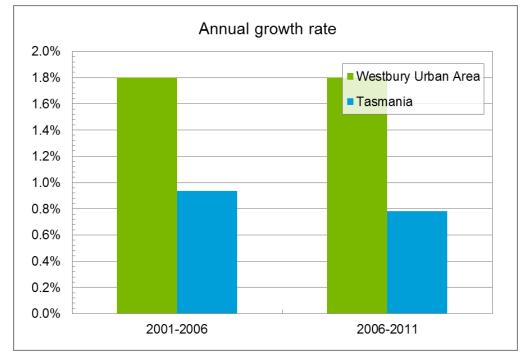


Figure 8 Annual Growth Rate – Westbury & Tasmania, ABS Census 2001, 2006 & 2011

# 3 Literature Review

## 3.1 Overview

There is a substantial body of existing literature which is relevant to the ODP and briefly summarised below.

# 3.2 State and Regional Policies

### 3.2.1 Regional Land Use Strategy of Northern Tasmania (2011)

This document sets out the over-arching land use strategy for eight Councils within the north and north-eastern areas of Tasmania.

Westbury is identified as being a 'Rural Town' that services to local area and passing visitors. However given the role of Westbury as an administrative centre for MVC, the activity centre falls within the District Services Centre, defined as follows:

"...town centres that serve the immediate needs of the surrounding regional district, for day to day needs and generally weekly shopping, convenience, banking, lower order retail and local business and employment opportunities. They are the centre for local government administration and related community and social services including district health and education needs."

### 3.2.2 State Policy on the Protection of Agricultural Land (2009)

The State policy identifies that a portion of land in the south-east and north-east of the Westbury ODP study area is considered to be Prime Agricultural Land.

# 3.3 Local Planning Framework

# 3.3.1Draft Meander ValleyInterim Planning Scheme (2012)

The Draft Interim Planning Scheme is the most recent body of planning work relevant to the Westbury Township.

The Draft Interim Planning Scheme supports the Westbury town centre as one of the key locations of retail and commercial activity in Meander Valley. It emphasises that consolidation and protection of this centre will assist in ensuring its continued viability and economic growth.

The key zones which are proposed for the study area include General Residential, Low Density Residential, Urban Mixed Use, Recreation, Open Space and Community Purpose.

# 3.3.2Meander Valley PlanningScheme (1995, updated 2012)

Westbury is considered as a Neighbourhood Centre for the purposes of the current planning scheme. The planning scheme was prepared prior to the Bass Highway by-passing the township, and identified the separation of the business and civic activities as a potential planning issue of concern for the township. The Scheme zones Meander Valley Road and William Street as Village Zone, however stipulates that higher order retail and administration functions should be encouraged to consolidate to provide an easily accessible business centre in the vicinity of William Street.

# 3.4 Local Strategies

# 3.4.1 Not a Spectator Sport: A Community Development Framework (2013)

This framework seeks to strengthen Meander Valley communities to be more resilient by fostering a community development approach, building capacity by encouraging local leadership, participation and collaboration. The ODP will be consistent with the framework.

### 3.4.2 Deloraine & Westbury Sport & Recreation Rationalisation Study (2012)

The Sport & Recreation Rationalisation study was prepared in conjunction with the Westbury Aquatic Facility Feasibility Study by Tredwell Management in February 2012.

The study recommends the tagging of development within the Westbury Recreation

Ground over the next five to ten years, with key initiatives proposed to maintain the grounds a vibrant district sporting club and community reserve.



Figure 9 Westbury Recreation Ground Master Plan

# 3.4.3Westbury Aquatic FacilityFeasibility Study (2012)

The feasibility study did not support the construction & operation of an indoor aquatic centre in Westbury and provided suggestions for improving existing facilities and alternative opportunities.

# 3.4.4Meander Valley Sport andRecreation Plan 2012-2015 (2012)

The Meander Valley Sport and Recreation Plan outlines the following relevant considerations for the ODP:

- Avoid unnecessary duplication by achieving orderly and viable development of facilities, programs and services;
- Give priority to initiatives which help to achieve an integrated approach to sport, recreation and community provision within the municipality; and

 Involve the community in major decisions affecting facilities, programs and services in the municipality.

# 3.4.5 Valley Safe: MeanderValley Community Safety Plan(2010)

The Safety Plan recommends a number of strategies through which the Meander Valley community can enhance safety, including:

"To encourage public space design and amenity that increases people's safety and sense of safety".

# 3.4.6Meander Valley Land Useand Development Strategy (2005)

This Strategy provides a guide to sustainable land use and development within the Meander Valley municipality.

The Strategy indicates that Westbury will be a node for residential growth given existing infrastructure capability, seeks to consolidate the fragmented commercial development within Westbury, and the importance of tourism precincts and the protection of historic assets.

# 3.4.7Meander Valley CouncilStrategic Plan 2004-2014 (2004)

The Meander Valley Council Strategic Plan is a high level document which sets out six future

directions and associated strategic objectives for the ten year period following 2004.

Of particular relevance to the Westbury ODP is the Strategic Objective to "*maintain and build the character of our townships through good urban design.*" The plan also seeks to strengthen the economic base of the municipality and to provide and improve the quality of recreation facilities and programs to encourage increased participation in structured and informal recreation.

# 3.4.8 Westbury Working Together

The following community vision for Westbury was established by Westbury Working Together:

A historic village community proud of its rich heritage and rural tradition; A peaceful, scenic environment with a vibrant centre.

Westbury Working Together identified and prioritised a number of strategic directions and projects for the township. There are a number of projects identified which will be of relevance to the ODP. Of particular note is the desire for a recognisable precinct landscape with a designed Village Centre, and improved cycle / walking / horse / heritage routes around town.

# 4 Best Practice Principles

It is crucial that the research, stakeholder engagement and the formulation of recommendations for Westbury are based on best practice planning, transport and urban design principles. A selection of such principles for Westbury is outlined below.

#### **Local Character**

- Enhance existing heritage assets;
- Reinforce a sense of identity;
- Build on the existing landscape character;
- Protect the natural features of Westbury.

#### **Linkages & Connectivity**

- Enforce a strong road hierarchy;
- Walkable and pedestrian friendly links that are visually connected;
- Enhance existing links to the commercial areas and develop new links, removing existing barriers;
- Create new links to community facilities.

#### Sense of Community

- Develop activity centres, encouraging social interaction;
- Provide 'social gathering' spaces;
- Encourage on-street activity such as markets and side walk seating.
- Improve community security through increased passive observation of public and community spaces through 'safety by design' initiatives.

#### Land Use Pattern

- Establish a sustainable land use pattern;
- Cluster common land uses into nodes where appropriate;
- Develop precincts to reflect key areas of activity.

#### **Community Infrastructure**

- Enhance and encourage use of existing community facilities;
- Ensure that sufficient infrastructure is provided to support the future population.

#### **Sustainable Transport Opportunities**

- Develop cycling linkages;
- Establish public transport nodes;
- Maximise walkability throughout the township.

#### **Ageing in Place**

- Ensure community facilities are universally accessible;
- Adequate provision of essential services;
- Support the development of suitable accommodation for elderly residents.

#### **Local Business Opportunities**

- Support the sustainable growth of local business;
- Facilitate appropriate tourism initiatives to encourage greater visitor numbers;
- Encourage new development in existing buildings.

#### **Development Opportunities**

- Establish appropriate development precincts and strategic development sites;
- Encourage the re-use of existing buildings;
- Support environmentally sustainable development.

# **5** Consultation Summary

### 5.1 **Overview**

The ODP requires a targeted and comprehensive approach to engagement to facilitate meaningful consultation with MVC, targeted key stakeholders and the broader Westbury community. This chapter sets out the various engagement activities carried out during the course of the project.

In summary the consultation principles to be employed during the project include to:

- Generate awareness of the project among key stakeholders;
- Provide opportunities for community input at key stages of the project;
- Explore business, tourism and local amenity issues and opportunities, as well as exchange ideas;
- Create an environment of openness and co-operation as the basis for all communications and discussion; and
- Develop mutually beneficial resolutions and outcomes for the ODP.

# 5.2 Agency & Authority Workshop

An Agency and Authority workshop was held on Friday 9th August at the MVC Chambers which included representatives from:

• Department of Sport and Recreation;

- Department of Premier and Cabinet;
- Tasmanian Police; and
- TasGas.

Further to the workshop, a number of individual consultations have been held via phone calls with other agencies, authorities and stakeholders.

# 5.3 Focus Groups

Five focus groups were conducted on Friday 9th August 2013 at the MVC Chambers. The focus groups comprised targeted engagement with groups, businesses and authorities relating to the following key issues:

- Business;
- Community Groups;
- Sport & Recreation;
- Tourism; and
- Health & Aged Care.

# 5.4 Community Consultation

Two community workshops were held in the Supper Room of the MVC Municipal Offices on Thursday 8th August 2013. Approximately 25-30 people attended each session, the first being held at 1:00pm and the second session at 7pm.



Attendees participated in an analysis of the strengths, weaknesses and opportunities relating to each of the five key themes established for the project. At the completion of the workshops, Aurecon collated the comments which were provided during the group exercise in order to produce a summary of the key and reoccurring ideas generated.



Figure 10 Community Consultation- recording ideas

other stakeholders. The outcomes of this historic consultation have fed into the preparation of the ODP.

### 5.6 Public Exhibition

Following completion of the Draft ODP, the community and key stakeholders were provided with the opportunity to comment on the document during a public exhibition period. This included a number of targeted consultation exercises including primary school workshops and drop-in sessions at key locations within Westbury.



Figure 11 Community Consultation – resident input

### 5.5 Historic Consultation

In addition to the targeted consultation undertaken during the course of preparing the Westbury ODP, MVC has facilitated on-going consultation with the Westbury community and

# 6 Opportunities and Constraints

Having regard to the ideas provided during the consultation activities together with the study area analysis and background literature review, an opportunities and constraints analysis has been undertaken to explore potential ODP directions.

## 6.1 Constraints

### Theme 1 – Land Use and Development

- Commercial development is disbursed throughout William Street and Meander Valley Road, with no 'defined town centre';
- Infrastructure constraints/high servicing costs for infill residential land/battle axe blocks, including the location of drainage lines;
- Heritage assets limit use and development opportunities ;
- Lack of commercial connectivity between William Street and Meander Valley Road.

### Theme 2 – Community Facilities & Recreation

- Underutilised community facilities including the primary school;
- Perceived safety and security issues around the skate park;

- Regular flooding of the Common and surrounding land around the Quamby Brook;
- Poor quality/insufficient public toilet facilities, particularly at the Recreation Reserve;
- Lack of flexible and adaptable community space for group meeting space and fitness purposes;
- Dated and unappealing facilities many of which have minimal or no heating /insulation including the Sports Centre and Town Hall;
- High cost of hiring community facilities such as the Supper Room and Town Hall;
- Westbury currently has multiple community groups acting independently, with no united voice representing the community.

### Theme 3 – Connectivity & Transport

- Meander Valley Road is a major northsouth barrier to movement;
- Footpaths are irregular and disconnected within key walking routes around the primary school, Sports Centre, town centre and the Common;

- Poor vehicle hierarchy and priority transport network throughout cross streets off Meander Valley Road;
- Undefined heavy vehicle movement routes through the township.

### Theme 4 – Urban Design & Township Character

- Vehicle orientated road pavement around the township core in Meander Valley Road and William Street;
- Inconsistent or no township gateway treatments to the east and west along Meander Valley Road and to the north along Birralee Road;
- Irregular signage placement and lack of signage theme within and external to the township;
- Poor placement and consistency of species and location of street trees;
- Land slope in the vicinity of the Quamby Brook is an obvious constraint to future development and connectivity;
- While the open drains contribute to the character of Westbury, many are deep with steep slopes and can be dangerous, especially when adjacent to local footpaths.

### Theme 5 – Business & Tourism

- Vacant shop fronts discourage visitors and investment within the township;
- Planning and building regulation 'red tape' discourages new business start-

up and increases business operating costs;

- Lack of signage on the Bass Highway and the broader township hinterland limits tourism opportunities;
- Limited visitor attractors such as local restaurants and cafes;
- Heavy vehicles use the main William
   Street shopping precinct.

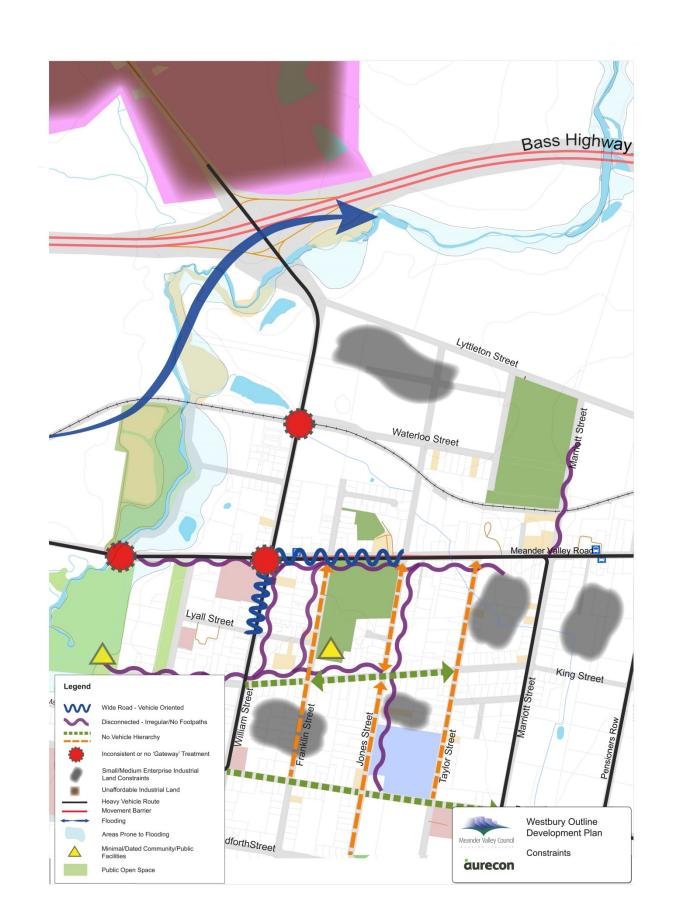


Figure 12 Constraints

# 6.2 **Opportunities**

### Theme 1 – Land Use and Development

- Population growth through residential infill development;
- Housing diversity including cottage lots and independent living units in appropriate locations;
- Consolidate commercial centre around William Street and Meander Valley Road and support development that links the two streets;
- Commercial development opportunities at the eastern end of Meander Valley Road;
- Protect and encourage 5 acre lifestyle lots on the fringe of the township;
- Potential to define the future role of Westbury as a District Centre as a result of future growth in district level services within the township;

### Theme 2 – Community Facilities & Recreation

- Greater use of primary school facilities including consolidated town/school library, multi-purpose hall, community garden and outdoor kitchen;
- More diverse use of existing open space areas (e.g. outdoor classroom at the Common, off-leash dog area);

- Redevelopment of the Sports Pavilion including the provision of toilets;
- Redevelopment of the Sports Centre to improve usability;
- Renewal of the outdoor facilities including skate park, playground, tennis courts and BMX track;
- Updated and more flexible space for community groups and recreation including office space, youth activities, U3A activities etc.;
- Define the role and function of each of Westbury's open space areas to provide guidance for future use and investment.
- Greater promotion of alternative facilities within Westbury.

### Theme 3 – Connectivity & Transport

- Township walking/cycling/equine circuit trail with heritage, health & fitness and nature components (possible link to Launceston & Deloraine);
- Improve walkability of streets close to the township core, connecting key nodes, either through footpath improvements and/or shared space;
- Traffic calming/pedestrian friendly streetscape around William Street and Meander Valley Road;
- Heavy vehicle route via Lyttleton Street, Marriott Street and Moore Street.

### Theme 4 – Urban Design & Township Character

- Consistent township gateway/entry treatment at key broader and more centralised/localised locations;
- Reinforce the extensive heritage assets when considering township character;
- Build on existing streetscape improvements in William Street to help create a connected commercial precinct with Meander Valley Road;
- Small town streetscape character (swale drains, grass verges) outside of central locations;
- Implement a 'drain hierarchy' strategy providing for upgraded swale drains and kerb & channel drains in key areas in order to improve safety and amenity and to introduce a design standard around new developments;
- Street tree theme based on street hierarchy and location within the township;
- Define/promote a tourism and heritage precinct.

### Theme 5 – Business & Tourism

- Improve township amenity as a means to stimulate business and tourism opportunities;
- Signage strategy to improve visitor traffic and wayfinding within the town;
- Tourist information hub in central location(s);

- Explore planning, building and other regulation dispensations to support small business start-up (e.g. heritage building controls);
- Provision of measures to improve the affordability of land within the industrial estate for small to medium sized businesses to encourage relocation and start-up for industrial businesses.
- Differentiate Westbury through the use of local produce and arts and craft at regular markets and events showcasing the assets of the township and broader region;
- Business incentives and vacant shop front initiatives, such as social enterprise opportunities or 'Renew Westbury'.

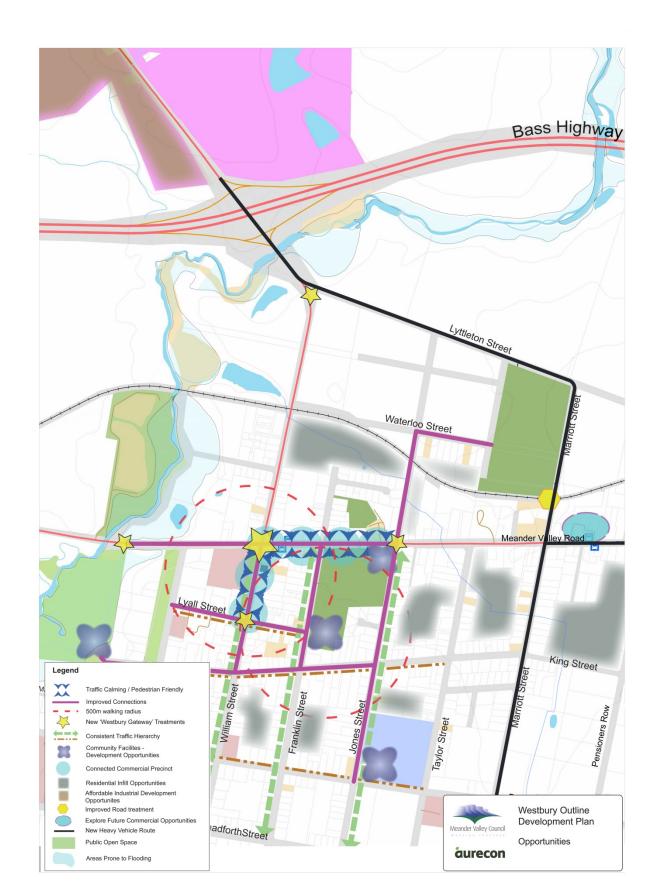


Figure 13 Opportunities

# 7 Outline Development Plan

# 7.1 Outline Development Plan

Based on the historical population growth rate of 1.8% annually, the Westbury urban area is projected to grow from 1,824 persons in 2013 to approximately 2,606 persons to 2031.

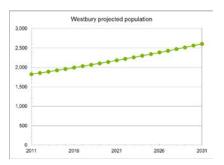


Figure 14 Projected Population for Westbury urban area until 2031

The Westbury ODP provides a framework for how Westbury will develop into the future in order to accommodate the projected growth, and guide the future shape and growth of the township into a sustainable, attractive and highly functional settlement.

The key initiatives within the ODP include:

- Provision of infrastructure and services to allow Westbury to function as a District Centre within the region.
- Consolidation of the town centre around Meander Valley Road and William Street.
- Increased housing diversity including medium density and independent living

units within close proximity to the town centre.

- Support for new development that respects the historic character of the township.
- A defined role, function and improvements for open space areas.
- Accommodate demand for community infrastructure in new and existing facilities.
- Increased focus on walking and cycling, linking the town centre, open spaces and other key locations.
- Establishment of a heavy vehicle route to minimise vehicle and pedestrian conflict and manage township amenity.
- Best practice urban design initiatives including gateway treatments, wayfinding and streetscape improvements.
- An 'English Village' heritage tourism precinct.
- A drainage strategy that endorses low swale drain treatments in streets outside of the town centre.
- Business and tourism stimulation initiatives to improve the economic performance of the township.

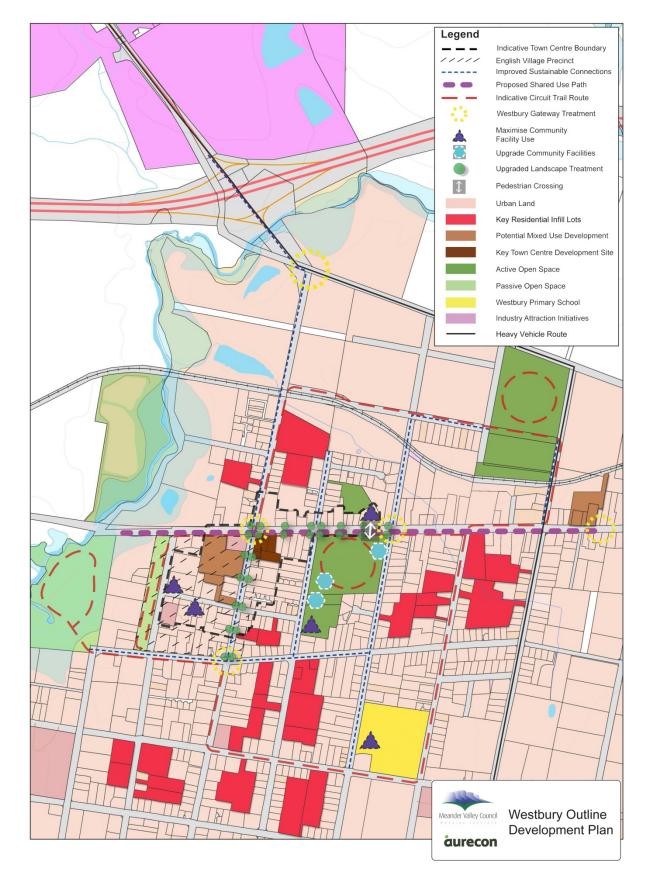


Figure 15 Westbury ODP

# 7.2 Theme 1 – Land Use & Development

Westbury's close proximity to Launceston coupled with its growing population provides opportunity for what is currently a 'neighbourhood centre' to grow in to a thriving District Centre that serves the immediate needs of the surrounding regional district. The ODP aims to guide the future development of Westbury to accommodate residential and commercial growth to support an expanding population into the future.

Precinct-	ODP Options	Rationale
Location/Initiative	•	
Fown Centre	Consolidate the town centre to create a township core:	There is an overwhelming community support for a consolidated town centre that is well serviced.
	<ul> <li>Create a defined town centre precinct to link commercial development along Meander Valley Road within the historic town centre in proximity to William Street.</li> <li>Identify development opportunities to link the two streets including a new major development site in proximity of the service station and library, taking frontage to Meander Valley Road and William Street.</li> <li>Promote development opportunities for independent living units and medium density housing on vacant Holy Trinity Catholic Church land subject to heritage considerations.</li> <li>Encourage intensification of commercial and residential development within the town centre.</li> <li>Discourage intense commercial</li> </ul>	Connecting William Street and Meander Valley Road with new landscape treatments, building on the existing work will: Create a hub of activity Provide for a walkable centre New commercial development such as a larger supermarket, around the corner of Meander Valley Road & William Street will help with connecting the two main streets. This will also create a new focus for the town centre. The supermarket is an anchor for a town centre a well serviced supermarket will encourage more people to shop locally providing for a mix of retail, commercial and associated community services.
	development outside of the town centre.	
Andy's Commercial Land	<ul> <li>A co-ordinated approach to the management of future development of the Andy's land is required in order to minimise any detrimental effect to the consolidated town centre. Options include:</li> <li>Managing any future development proposed for the site through a site specific master planning process.</li> <li>Encourage residential or mixed use development rather than commercial development</li> </ul>	The Andy's land is zoned for commercial development and if developed for large scale commercial use, has the potential to be detrimenta to the viability of the town centre. Encouraging the residential or mixed use development of Andy's will provide the greatest benefits for the township. An approach for managing the future use and development of this land is therefore
	development.	recommended.
Residential Development (housing diversity)	<ul> <li>Facilitate increased housing diversity within Westbury to ensure that a range of housing types are offered to suit the varying needs of the population, including:</li> <li>Infill development within vacant</li> </ul>	Improving housing diversity is supported by the broader community and will seek to provide accommodation for all community members, while containing urban expansion and improving the vibrancy and viability of the township.
	<ul> <li>residential sites and medium density housing within close proximity to the town centre. A total of approximately 177,375 square metres of land has been identified as a 'key residential infill site' within Westbury, which will yield approximately 266 new dwellings. This is based on a net developable area of 60%, and a lot size of 400square metres in accordance with the requirements of the General Residential Zone within the Interim Planning Scheme.</li> <li>Increasing the number of Independent living units to cater for older persons.</li> </ul>	

Theme 1 - Land	Use & Development Opportunities	
Precinct- Location/Initiative	ODP Options	Rationale
	<ul> <li>Support the retention of 5 acre lots on the fringe of town as a key element of Westbury's desirability and character.</li> <li>At such time as residential infill supply is reaching low levels (i.e. only 5 years supply remains), investigate opportunities for greenfield expansion areas, for example rural land to the east of Birralee Road and west of the Showgrounds, or in proximity of Dexter Street.</li> </ul>	

Figure 16 Westbury Town Centre

# 7.3 Theme 2 – Community Facilities & Recreation

Westbury has an abundance of community and recreation facilities, many of them well serviced, however a number of issues were identified during public consultation. The ODP seeks to rationalise the existing facilities and provide options around consolidation and redevelopment in order to meet the growing needs of the community into the future.

Theme 2 – Community Facilities & Recreation			
Precinct- Location/Initiative	ODP Options	Rationale	
Open Space	<ul> <li>Westbury Town Common –</li> <li>Support the ongoing role of the Westbury Town Common Committee in undertaking improvements to the Common.</li> <li>Installing improved signage including interpretive signage providing</li> </ul>	The Common is an important informal recreation area that provides for a number of different recreation activities however maintains the primary function of providing access to nature in an informal setting. Future initiatives should build on existing and proposed re-vegetation and infrastructure works	

Precinct- .ocation/Initiative	ODP Options	Rationale
•	<ul> <li>Westbury Primary School student involvement in re-vegetation and signage design.</li> <li>Developing a vision statement defining</li> </ul>	while acknowledging the extensive annual flooding that limits the usability of the Common for more fixed infrastructure.
	the future purpose of the Common. Westbury Village Green – Interpretive signs around history Connecting to existing 'silhouette walk' Key component of the 'English Village' heritage precinct. Developing a vision statement defining	The Village Green is an important aspect of an 'English Village' and should be preserved for passive recreation uses such as walking and picnicking. Continuing to build on the existing heritage
	<ul> <li>the purpose of the Village Green.</li> <li>Limit further infrastructure development, particularly to the southern end in order retain the openness of the Village Green for public use.</li> </ul>	silhouette walk will enable visitors and the community to appreciate this important asset.
	<ul> <li>Westbury Recreation Ground –</li> <li>Continue existing plans to redevelop club rooms in order to accommodate increased football and cricket patrons.</li> <li>Explore opportunities to improve the quality and flexibility of the facilities within the sports centre including improvements to toilet facilities, aesthetics, landscaping, heating in key areas of the centre and office space.</li> <li>Improve existing facilities including the barbeques and public toilets.</li> <li>Upgrade the skate park facilities from steel to concrete.</li> <li>Consider the addition of other complementary recreation activities such as a climbing wall.</li> <li>Consider relocation of the bowls club to the recreation ground where the health centre requires expansion land, and combine with a croquet facility. Alternatively, explore options to increase frontage of bowls club to Meander Valley Road</li> <li>Modify (where applicable) and implement the Westbury Recreation <i>Rationalisation Study 2012).</i></li> <li>Explore options to improve public access to Deloraine Primary School Pool such as promotions and subsidised transment.</li> </ul>	<ul> <li>The Recreation Ground serves as the primary active recreation space within the township and should be preserved for this function.</li> <li>Continuing to improve the public amenities around the recreation ground will: <ul> <li>Enable future expansion of existing sporting groups and encourage new groups to the grounds.</li> <li>Provide a safe welcoming environment that allows for more passive observation of facilities such as the skate park.</li> <li>Improve the flexibility of existing community facilities.</li> <li>Increase the participation of youth in sport and recreation activities.</li> </ul> </li> </ul>
	transport. Show grounds – More promotion around current events Improved connection to town centre	The show grounds are an important asset for Westbury and enjoy use by a number of different groups throughout the year; however the show grounds are disconnected from the town centre ar often forgotten. Promoting events locally will create awareness in the community and provide opportunities to capitalise on increased visitors to Westbury. Improving the connection from the ground to the town centre will invite visitors in to the centre offering more opportunity to discover what

Location/Initiative	ODP Options	Rationale
Location/Initiative Community Facilities	<ul> <li>Options to be considered in relation to Westbury's community facilities include: <ul> <li>Accommodating demand within existing spaces and addressing limitations of existing spaces such as poor heating, excessive hire fees, lack of toilets, inflexible spaces. In particular, greater use of the primary school multi-purpose hall, sports centre and the supper room should be encouraged. Consider fee exemptions and other infrastructure improvements to encourage usage.</li> <li>Relocation of town library to the primary school library to maximise resources and free up land within the town centre for future development opportunities.</li> <li>Improve the existing community garden and outdoor kitchen at the primary school as a community and educational asset.</li> <li>Consider a detailed audit of existing facilities – what works, what doesn't, what activities can be combined in similar spaces.</li> <li>Develop more flexible spaces for community use including within any future sports centre refurbishment/redevelopment and within vacant commercial space in the town centre. This space should be adaptable to a range of community uses such as gym/fitness classes, youth gatherings and groups, U3A office space and meetings, and offer limited barriers to community use.</li> <li>Consider re-location of bowls club to the recreation reserve where required for expansion of the health centre.</li> <li>Expand range of services offered within the townships status as a district centre. This includes the provision of Service TAS within the town centre.</li> </ul></li></ul>	Westbury enjoys a large number of community facilities in addition to its abundant open space, and requires a more proactive approach to encourage use of community space, including addressing underutilised spaces and combining facilities such as the library to improve the function of key services. Where these recommendations have been implemented, new flexible spaces for community use should be explored to improve community activity.
Circuit Trail	Develop and define community circuit trail, combining exercise, history and tourism (link to national bike trail)	A defined safe and accessible circuit trail will not only encourage physical activity it will provide a safe link to a number of areas within Westbury.







# 7.4 Theme 3 – Connectivity & Transport

Westbury's small town amenity and liveability are dependent on having a defined movement hierarchy that encourages more sustainable transport modes while managing other vehicle modes. In particular sustainable transport infrastructure is best located in areas of key activity.

Precinct-	ODP Options	Rationale
Location/Initiative Improving Movement	<ul> <li>Consider formal pedestrian crossing on Meander Valley Road in proximity of the health centre and recreation reserve.</li> <li>Investigate measures for improving access for vulnerable road users (elderly &amp; children) such as more formal pathways, pram crossings at intersections.</li> <li>Provide improved access along key routes throughout the town such as Westbury Primary School to the Sports Centre, Westbury Common and the town centre.</li> <li>Consider improved footpath design options when renewal is required, including providing setbacks from property lines in order to avoid conflict with overgrown hedging.</li> <li>Continue the program of improving the drainage and surface of unmade roads.</li> </ul>	Currently Meander Valley Road acts as a barrier with limited connection between land uses to the north and south. In particular the development of aged-care facilities to the north requires suitable crossing facilities. Both children and the elderly are increasing demographics within Westbury. Reinforce and promote the key links to encourage and safe sustainable transport modes. Improvement to unsealed roads will improve road safety and amenity.
Circuit Trail	Identify and protect corridor-route for future implementation of a formal walking/cycling/equine circuit trail(s) with heritage, health and fitness and nature components.	Retain the option to implement circuit trail at a future date.
Bicycle	Dedicated bike lanes & routes within Westbury town centre that connect to the Greater Westbury area and beyond (Launceston & Deloraine).	Provide safe bicycle routes to encourage riders of all levels of competency (young, experienced, commuter etc.).
Town Centre	Encourage and prioritise sustainable transport modes such as walking and cycling. Retaining essential vehicle parking to encourage local interaction and support vibrancy of town centre.	Promote and prioritise safe sustainable transport modes within the town centre to create a place of choice i.e. high public amenity. Convenient car parking has been identified as critical to the vitality of existing businesses within the town centre. Retain and increase parking provision to sustain these businesses.
Streetscape Works	Investigate options around traffic calming treatments for the intersections of William Street/Meander Valley Road and William Street/Lyall Street as part of the proposed town centre streetscape works.	Improved intersection treatments at key locations should be incorporated into the overall town centre streetscape design to improve safety and amenity.
Heavy Vehicles	Implement priority heavy vehicle route, considering the following option: Birralee Road Lyttleton Street Marriott Street Moore Street Mary Street	As part of the road network hierarchy review identify an appropriate heavy vehicle route in consultation with the community.

Theme 3 – Connectivity & Transport			
Precinct- Location/Initiative	ODP Options	Rationale	
Vehicle Hierarchy and Priority Network	Explore opportunities to develop a consistent vehicle priority network on local streets south of Meander Valley Road. Further consultation and feasibility study will be required.	Develop a road network hierarchy to ensure consistency in design, routing and capital projects and improve road safety.	
Movement Study	Consider a movement study to identify vehicle route hierarchy, consider support enforce sustainable transport connections	The development of strategic transport document such as a movement study can identify over- arching transport objectives, identify mode hierarchy and prioritise capital investment in transport infrastructure.	







# 7.5 Theme 4 – Urban Design & Township Character

Currently the initial arrival experience to Westbury can be described as 'unimpressive' with little to indicate that a visitor is entering the town centre, and many visitors bypass William Street altogether. Creating a welcoming and defined gateway to Westbury that provides clear direction through signage and landscaping will help define the image of the town, together with investment within the township that improves on the existing small town historic character.

Theme 4 – Urban Design & Township Character				
Precinct-Location /Initiative	ODP Options	Rationale		
Township Gateway	<ul> <li>Develop a strong arrival experience at the main entrances to Westbury along Meander Valley</li> <li>Road and Birralee Road, and continue the theme through to the town centre announcing arrival to town. Locations that could be considered include: <ul> <li>Eastern arrival on Meander Valley Road.</li> <li>Western arrival on Meander Valley Road.</li> <li>Northern arrival on Birralee Road.</li> <li>Southern arrival at Mary Street and/or William Street.</li> <li>Town centre gateway points along Meander Valley Road and William</li> </ul> </li> </ul>	Developing a series of themed entrance gateways will draw the visitor to the town centre.		
Town Centre	Create an integrated streetscape for William Street and Meander Valley Road by building on the existing streetscape treatments in William Street, providing a strong link between the two main streets. Reduce cross section on both William Street and Meander Valley Road, improving pedestrian	Creating an urban design and landscape language will define the arrival to the town centre and present a welcoming experience to the township. Providing clear direction through signage, landscape &visual clues will encourage visitors to discover the attractions within the town.		

Precinct-Location /Initiative	ODP Options	Rationale	
	amenity and providing more public space and greening opportunities. Provide opportunities to maximise shared spaces within the town centre, in particular William Street.	Reducing the cross section through landscape treatments will improve pedestrian and cycle amenities and provide more public space (including opportunities for alfresco dining and other activities and help to slow vehicle traffic upon arrival to the centre.	
		Creating 'shared spaces' will allow for greater flexibility of use of public spaces within the town centre such as outdoor dining spaces, and will assist in slowing traffic.	
Shared Use Paths	Implement new 2.5metre wide shared walking/cycling paths along Meander Valley Road from the eastern commercial area in proximity to Andy's through to the Village Green. Explore opportunities to connect these paths to the national cycling network.	A shared use path along Meander Valley Road will enable safer and increased pedestrian & cycle and other low power transport modes, and will provide an important connection to commercial developments outside of the town centre.	
Heritage Assets	<ul> <li>Build a unique visitor experience around the history and heritage of the town by: <ul> <li>Encouraging new development in heritage buildings</li> <li>Promote historical walks with markers including the silhouette trail.</li> <li>Develop an 'English Village' heritage precinct within the town core to promote as a point of difference and tourism asset.</li> <li>Information boards on historical buildings within the heritage precinct.</li> </ul> </li> </ul>	Westbury is an important historical township with a long and varied history. Today there is still a diverse range of heritage buildings, places and infrastructure (such as the hedge rows) in the town, many of these intact and in good condition. Supporting new businesses to locate within heritage buildings will enable the continued use of the buildings and encourage the restoration of buildings that are run down and in danger of being lost. Implementing interpretive signage, developing the heritage precinct and linking to a historical walk will provide visitors and locals alike with a snapshot of Westbury history.	
Drainage	<ul> <li>Identify and implement a drainage strategy that establishes a hierarchy of drain treatments throughout the township to enable defined 'precincts' areas:</li> <li>These precinct areas should focus on promoting low swale drains in streetscapes outside of the town centre as key characteristics of Westbury's small town character, and locations where kerb and channel infrastructure is appropriate.</li> <li>A program to replace existing deep open drains should be developed in order to improve safety and improve ease of maintenance. Provide a 'design standard' for new subdivisions that require low swale drains in place of kerb and channel.</li> </ul>	Establishing a drain hierarchy will help to identify and prioritise areas for improvement to existing treatments, and create a consistent streetscape character throughout Westbury.	
heme consistent theme for street trees within Westbury consistent I		The street tree hierarchy will assist in establishing a consistent landscape character and define the town centre and key Meander Valley Road spine.	



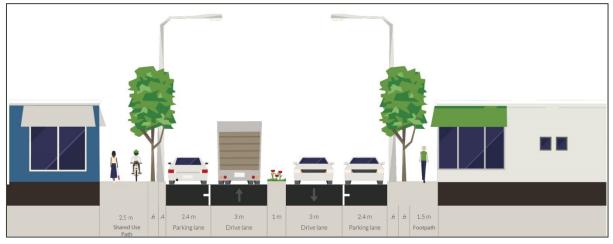


Figure 17 Indicative Meander Valley Road Town Centre Cross Section

# 7.6 Theme 5 – Business & Tourism

The ODP aims to address business and tourism concerns within the township by improving the amenity of streetscapes and other public spaces to attract passing trade, and to develop initiatives to encourage increased activity within and around the town centre.

Precinct/Location/ Initiative	ness & Tourism ODP Options	Rationale
Township Gateways	Building on the design of a township gateway, continue this theme through the town centre through landscape treatments that improve access and parking and create a pedestrian friendly environment.	Consistent gateway treatments on Bass Highway and at the Westbury Town Centre will create a welcoming, well presented gateway to the township inviting visitors to stay and discover the attractions of Westbury.
Business & Tourism Stimulation Initiatives	<ul> <li>Establish vacant shop front initiatives such as reduced rent to encourage start-up/pop up businesses.</li> <li>Create a business/traders association in order to explore new and innovative business development opportunities.</li> <li>Events promoting Westbury and the Meander Valley region such as regular farmers market promoting local produce within the town centre etc.</li> <li>Regulation dispensations for building and planning – use and development of heritage buildings etc.</li> <li>Develop the Westbury brand/theme through local and state wide tourism initiatives.</li> </ul>	A thriving township that offers a number of commercial and retail experiences will breathe life in to the township and help create a hub of activity. This will encourage the community to 'shop local' and attract tourism spend. Developing a Westbury 'brand' will promote what is unique to Westbury and draw in visitors. This could include the promotion of iconic attractions such as the big wickets.

Theme 5 – Business & Tourism			
Precinct/Location/ Initiative	ODP Options	Rationale	
	<ul> <li>Build on existing events such as dog shows at the show grounds and establish connections back to the town to bring visitors in to the town centre.</li> <li>Support home industry within close proximity of the town centre such as art, craft, history and artisan related small businesses.</li> <li>Consider creative studios, and 'corner shop' to service visitors, overnight stays and the immediate community.</li> </ul>		
Signage strategy	<ul> <li>Provide input into State wide highway signage strategy for Westbury in order to attract passing traffic.</li> <li>Prepare a signage strategy to guide the location, type and form of signage within the Westbury Township.</li> </ul>	Tourism Tasmania is currently reviewing the existing signs across the State and this provides a key opportunity for the community to have input into the location and form of future township promotion signage on key national routes. Developing a signage strategy for the township is a key initiative recommended by the community to develop a consistent theme for the presentation of information to visitors and residents.	
Industrial land attraction	<ul> <li>Create more affordable opportunities for industrial use and development north of the bypass including: <ul> <li>Encouraging/facilitating small and medium sized industrial lot subdivisions.</li> <li>Reducing the start-up infrastructure costs for small to medium sized businesses to relocate from the township to the industrial estate.</li> </ul> </li> </ul>	Improving the affordability of industrial land within the industrial estate will improve land take up and provide opportunities for the relocation of poorly located industrial uses within the urban area of Westbury.	







# 8 **Priorities and Actions**

### 8.1 Overview

The ODP sets out a vision to guide the future use and development of Westbury. In order to achieve the vision a number of actions have been identified that will require intervention from a number of stakeholders. Each action is assigned either a high, medium or low priority.

### 8.2 **Priorities & Actions**

An outline of the priorities and actions to assist in implementing the ODP are provided in the table below.

ODP Initiative	Initiative Delivery	Priority	Responsibility		
Theme 1 - Land Use and I	Theme 1 - Land Use and Development				
Town Centre	<ul> <li>Key development site identification and opportunities (e.g. new supermarket site).</li> <li>Establish land bank/undertake site assembly.</li> <li>Facilitate new use and development within the town centre.</li> </ul>	High-Med	MVC Traders Landowners		
Andy's Commercial Land	Prepare site specific     master plan	Med-Low	MVC Landowners		
Residential Development	<ul> <li>Residential development facilitation for infill sites.</li> </ul>	Med-Low	MVC Landowners		
Theme 2 - Communities F	acilities & Recreation				
Open Space	<ul> <li>Develop and implement program for open space investment.</li> </ul>	High-Medium	MVC Key Stakeholders		
Existing Community Facilities	<ul> <li>Prepare audit of existing facilities</li> <li>Implement initiatives to encourage greater use of existing facilities.</li> </ul>	High-Medium	MVC Key Stakeholders		
New and Refurbished Community Facilities	Develop and implement program for new/refurbished community facilities.	Medium-Low	MVC Key Stakeholders		
Theme 3 - Connectivity &	Transport				
Improving Movement	<ul> <li>Undertake capital works to implement sustainable transport</li> </ul>	High-Med	MVC		

ODP Initiative	Initiative Delivery	Priority	Responsibility
	initiatives in key routes within the township. • Prepare movement study.		DIER
Circuit Trail	<ul> <li>Identify and protect corridor route for circuit trail.</li> <li>Design and implement circuit trail.</li> </ul>	Medium-Low	MVC Westbury Historical Society Tourism Tasmania Tourism Association Traders Broader Community
Heavy Vehicle Route	Implement heavy vehicle route.	High	MVC DIER
Vehicle Hierarchy & Priority Network	Investigate options to improve vehicle hierarchy and priority network south of Meander Valley Road.	High	MVC DIER
Theme 4 - Urban Design	n & Township Character		
Township Gateway	<ul> <li>Prepare and implement township gateway strategy, potentially in association with the signage strategy.</li> </ul>	High	MVC Westbury Historical Society Traders Broader Community
Town Centre	Design & construct town centre streetscape works.	Medium	MVC DIER
Heritage Precinct	<ul> <li>Define and promote the 'English Heritage' precinct.</li> </ul>	Medium-Low	MVC Westbury Historical Society Traders Broader Community
Streetscape Themes	<ul> <li>Develop streetscape drainage strategy setting out design standards for new development.</li> <li>Develop program for upgrade of existing deep drains with swales.</li> <li>Establish street tree themes for key routes and local roads.</li> </ul>	High-Medium	MVC
Theme 5 - Business &	Tourism		
Business & Tourism Stimulation Initiatives	<ul> <li>Develop and implement business and tourism stimulation initiatives.</li> </ul>	High-Medium	MVC Tourism Tasmania Tourism Association Traders
Signage Strategy	<ul> <li>Input into State wide highway signage review.</li> <li>Prepare signage strategy for Westbury,</li> </ul>	High	MVC Tourism Tasmania Tourism Association

ODP Initiative	Initiative Delivery	Priority	Responsibility
	potentially in association with the township gateway strategy.		Westbury Historical Society Traders Broader Community
Industrial Land	Identify and implement mechanisms to facilitate industrial use and development within the industrial estate, particularly for small to medium size businesses.	High-Medium	MVC Landowners

# 8.3 Action & Implementation Statement

The implementation of the ODP will require a co-ordinated approach from MVC to mobilise the key stakeholders and realise the initiatives in partnership with the community. This will involve setting down priorities for the coming years and allocating delivery funds within the annual Council budget. To progress the implementation, the following is recommended:

- The release of an action and implementation statement within 12 months of adoption of the ODP that outlines MVC's short to medium term investment priorities.
- An annual review of implementation activities and associated revision to the action and implementation statement.
- Creation of a 12+ month contract 'Place Manager' position with MVC to oversee execution of implementation activities.

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