



EAST ULVERSTONE INDUSTRIAL EXPANSION

MARCH 2026 STAKEHOLDER CONSULTATION

GENERAL OVERVIEW AND FREQUENTLY ASKED QUESTIONS

What is the purpose of this consultation process?

Council is seeking feedback on a proposal to expand the East Ulverstone Industrial Precinct to include Council-owned land at 21 Maskells Road, Ulverstone. Your feedback will inform decisions we make about how we design and develop the site, including which planning controls we seek to have formalised through a planning scheme amendment.

Why do we need more industrial land?

In 2024, Council commissioned an *Economic Baseline Study* to help us better understand our local economy. The study found that a shortage of industrial land is likely to constrain future economic growth. As a result, we undertook a comprehensive assessment of industrial land supply and demand and found that the municipality has only two years supply of industrial land available. The *Industrial Land Analysis* confirmed the lack of vacant industrial land, tightly held sites and rising land values are also hindering opportunities for industrial development.

A thriving local economy is a key aspect of a vibrant, sustainable community; you can't have one without the other. Council needs to ensure that our existing businesses have room to grow, and that we are able to continue to attract new businesses and retain jobs.

Why is 21 Maskells Road the preferred site?

The *Industrial Land Analysis* examined a number of alternative locations. This site was identified as the preferred option given its proximity to existing industrial land and existing or readily extendable infrastructure, as well as good access to the Bass Highway and exposure to passing traffic.

Its scale allows for a diverse range of industrial uses, including larger occupiers and specialised industries that could leverage the site's Coastal Pathway interface, such as a boutique brewery or distillery. Council ownership also enables timely and coordinated delivery. For these reasons, Council has identified 21 Maskells Road for industrial expansion in its Economic Development Strategy: *Strategic Growth Actions – Year One (2025–26)*.

I heard a hospital was going to be built here. Is that true?

There have been suggestions in the past about locating a public hospital on this site, but there are no current plans from the State or Federal Government to build one there.

Will this affect the Ulverstone Miniature Railway?

The Miniature Railway will continue to have use of their part of the site and Council's commitment to a new building for the North West Model Engineering Society and Historic Machinery Tasmania near the railway remains the same.

What site attributes have informed the proposal so far?

The site's prominent location, its landscape setting with intermittent views to Bass Straight and pockets of mature vegetation, as well as proximity to the Coastal Pathway, are valued by the community and demand careful consideration.

The eventual extension of Industrial Drive through to Maskells Road will require the right hand turn across the Bass Highway to be closed. Further information is available on the project website.

Stormwater and flood assessments have concluded that stormwater can be appropriately managed, even under future climate change scenarios.

A bushfire assessment has concluded that bushfire risk can be appropriately managed.

Cultural heritage and ecological assessments have informed the proposed development footprint so that any potential impacts are avoided.

What is involved in a planning scheme amendment?

A planning scheme amendment is formally known as a Local Provisions Schedule (LPS) Amendment. While Council is likely to *draft* an LPS Amendment following this consultation period, all LPS amendments are determined by the Tasmanian Planning Commission (TPC). The process includes public exhibition period and TPC hearings before a final decision is made.

Expanding the East Ulverstone Industrial Precinct is not as simple as changing the zoning from Rural to General or Light Industrial. Any rezoning must be assessed against State, regional and local planning policies, as well as legislative requirements. Under the *Land Use Planning and Approvals Act 1993*, decisions must support economic development while protecting the environment, ensuring fairness and public involvement, and promoting sustainable development.

While the planning system is complex, it allows careful consideration of the specific characteristics of a site. It also enables locally tailored rules to be built into the planning scheme, so that development responds to the landscape and surrounding environment. These rules can cover matters such as landscaping, building form, environmental protection, traffic safety, stormwater management and water quality.

What is a Specific Area Plan?

Where a site warrants local rules that are not provided by one of the standard zones in the Tasmanian Planning Scheme, a Specific Area Plan (SAP) can be applied. Rezoning the land to one of the industrial zones *and* applying a SAP, means that Council and the community can have greater confidence about how development will occur and the outcomes it will deliver.

Obtaining TPC approval of a planning scheme amendment that includes a SAP is a complex exercise. An important part of the process is consultation with the community, which often provides valuable insights into the values or functions of a particular area.

A separate sheet accompanies this paper, outlining components of the Tasmanian Planning Scheme industrial zones, some matters that Council considers warrant inclusion in a SAP for the site and a flow diagram of the process for preparing and lodging a planning scheme amendment. It is also available on the project website.

How will the site be developed?

If rezoning with a SAP is approved by the TPC, the land can then be developed. Council is yet to fully consider delivery options, which could include sale of the land, Council-led development, or development in partnership. Early input from industry will help inform these decisions and is being sought through this process.

While Council's current vision for the site includes a cellar-door-type offering (associated with food and beverage manufacturing) adding value to the Coastal Pathway, favourable planning controls alone cannot guarantee this outcome, and this will also need to be taken into account when we consider delivery options.



Want More Information?

Visit <https://my.centralcoast.tas.gov.au/east-ulverstone-industrial-expansion> or contact the Strategic Growth team on 6429 8900. You can also call in to the Ulverstone Administration Centre at any time for a chat with one of the project team.

How can I provide feedback?

Consultation is open between Tuesday, 3rd of March and Sunday 15th of March and we are seeking feedback from the general public, as well as from parties who may have a future commercial interest in the site (e.g. purchasing, leasing or developing land). An expanded Industrial Precinct must meet industry needs while also being an attractive, sustainable and value-adding place that our whole community can be proud of.

The preferred method of feedback is via the project page on My Central Coast, accessible via the QR Code below. Council values inclusion, and if you require assistance with the My Central Coast platform or would like to discuss alternative arrangements, please contact Tracey Clark on 6429 8900.

OTHER IMPORTANT INFORMATION

Parties with a potential commercial interest

As part of this consultation, Council welcomes early input from parties who may have a potential commercial interest in the future of the site (including development, construction, purchasing or leasing) to help ensure the proposal is responsive to market needs. This consultation is for planning and engagement purposes only and does not constitute, nor should it be interpreted as, a procurement, tender, or land disposal process.

Confidentiality of submissions

All submissions will inform a thematic analysis of feedback, which will be published to support transparency. Council will not disclose information that could identify an individual or a business, nor the details of any business proposal or other commercially sensitive information. Commercially sensitive information is information that is not publicly available and that, if disclosed, could reasonably be expected to disadvantage the commercial position of a person or business. Such information will be treated as confidential and managed only by Council staff directly involved in the project, to the extent permitted by law.

