



Exeter and District Structure Plan 2026



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.1 Background and context

The Exeter and District Structure Plan 2026 builds on the foundations of the previous Exeter Structure Plan, which was adopted in 2014, and provides a 20-year vision for the area.

The 2014 Structure Plan has been reviewed to understand what has changed in the twelve years since it was released and what the future needs of the community are. The focus of the 2026 Structure Plan is on land use and development and seeks to address future needs for growth, particularly residential growth. Other community priorities will be managed through separate processes.

1.1 What is a Structure Plan?

A Structure Plan is a document that guides the future development of a town or suburb. It lays the foundation for regulatory zoning and the planning process, including where future growth is planned to occur.

Land use planning in Tasmania sits within the Resource Management and Planning System as shown in Figure 1. Local land use planning is regulated through the Tasmanian Planning Scheme, with the Local Provisions Schedule reflecting the unique qualities for the municipality. The regulatory land use planning matters are usually incorporated into the Local Provisions Schedule through zones, overlays or specific area plans.

While there are no legislative requirements for the content or preparation of Structure Plans, amendments to the West Tamar Local Provisions Schedule will be required to effectively implement the outcomes promoted by the Structure Plan.

The Structure Plan has been prepared to provide the local planning policy which would support an amendment. It has been prepared to align with:

- The objectives of the Resource Management and Planning System; and
- The 'LPS criteria' included in section 34 of the *Land Use Planning and Approvals Act 1993*.

The **objectives of the resource management and planning system of Tasmania** are –

(a) to promote the sustainable development of natural and physical resources and the maintenance of ecological processes and genetic diversity; and

(b) to provide for the fair, orderly and sustainable use and development of air, land and water; and

(c) to encourage public involvement in resource management and planning; and

(d) to facilitate economic development in accordance with the objectives set out in paragraphs (a) , (b) and (c) ; and

(e) to promote the sharing of responsibility for resource management and planning between the different spheres of Government, the community and industry in the State.

Source: Schedule 1, Land Use Planning and Approvals Act 1993

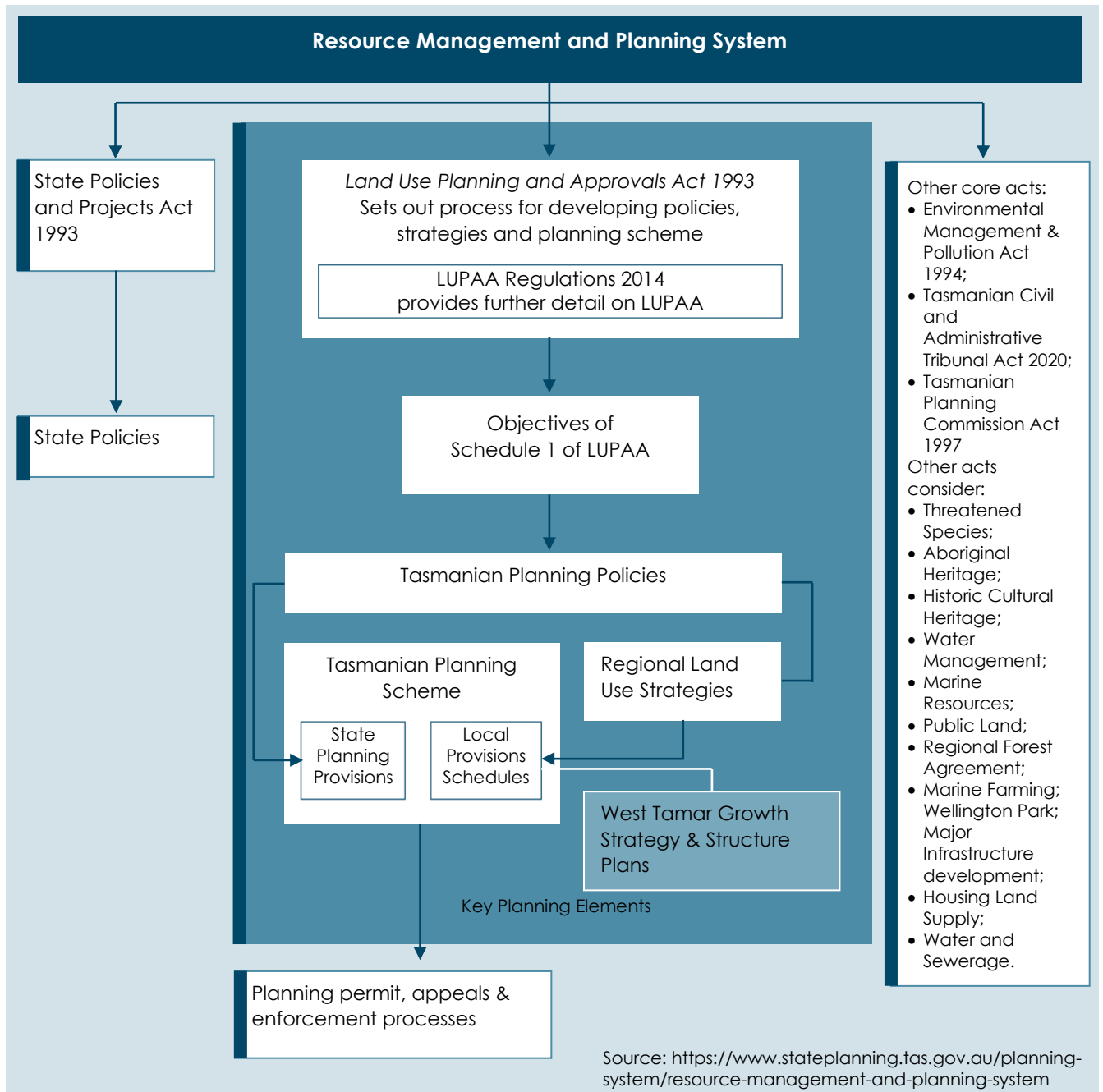


Figure 1: Tasmanian Planning System

An aerial photograph of a coastal region, likely in Australia, showing a mix of agricultural fields, forests, and a coastal town. A prominent orange line outlines a specific area, which is the Structure Plan Area. The area includes a large body of water on the right side, a river or inlet flowing into it, and a coastal town with buildings and infrastructure. The orange boundary follows the coastline and extends inland through various land types.

1.2 Structure Plan Area

The Exeter and District Structure Plan Area boundary generally aligns with the Australian Bureau of Statistics SA1 (suburb) boundaries for Exeter, Gravelly Beach, Blackwall and Lanena.

1.3 About Exeter and District

Exeter and District is made up of the towns of Exeter, Gravelly Beach, Blackwall and Lanena.

Exeter is centrally located in the West Tamar Municipality, 24km north of Launceston. The town functions as a service centre for the surrounding areas of Lanena, Blackwall, Gravelly Beach, Rosevears and Deviot, along with the rural localities to the north and west of Glengarry, Frankford and Bridgenorth.

While there are still reminders of the district's fruit growing past in the landscape, Exeter now acts as a regional service centre with a wide range of facilities.

The area is now the home of varied industries including retail, landscaping, metal fabrication, agriculture and food, a Primary and High School, Community Hub and Council's Waste Transfer Station and Works Depot.

Gravelly Beach, located on the banks of Kanamaluka/Tamar River estuary, has stunning views over the Tamar Valley. The low density residential area and rural hinterland which has traditionally been a holiday village, is now a residential community featuring local businesses, and the popular Rose Bay Park. Continuing south, Blackwall and Lanena are also benefitted by beautiful views and a quiet riverside lifestyle.

The Exeter and District community is:

- **Growing faster** than in previous decades;
- **Ageing**, with many smaller households;
- Dominated by detached housing, with **limited housing diversity**;
- **High home ownership**, with low rental availability; and
- **Experiencing rising property prices** and emerging affordability concerns.

While land zoned for "Local Business" exists, much of it is used for other purposes, creating a perception of adequate commercial land.



How the community feels about Exeter and District



Source: Created by AI from community feedback responding to a question asking 'what I like about Exeter'

Exeter and District Snapshot



1,408 people in 2021

The population is **older**, with **35% aged 60+** in 2021 (compared with 28% Tasmania-wide).



Forecasts indicate an **additional 357 people** will make Exeter, Gravelly Beach, Blackwall or Lanena home **by 2041***



49% of residents are not in the labour force

84% of people aged 15 years and over **have a post school qualification**



99% of dwellings are separate houses

Only 16% of dwellings are rented, compared with 26% in Tasmania



217 new dwellings will be required between 2021 and 2041 to accommodate the forecast population*



57% of people lived in the same address in 2021 as they did in 2016

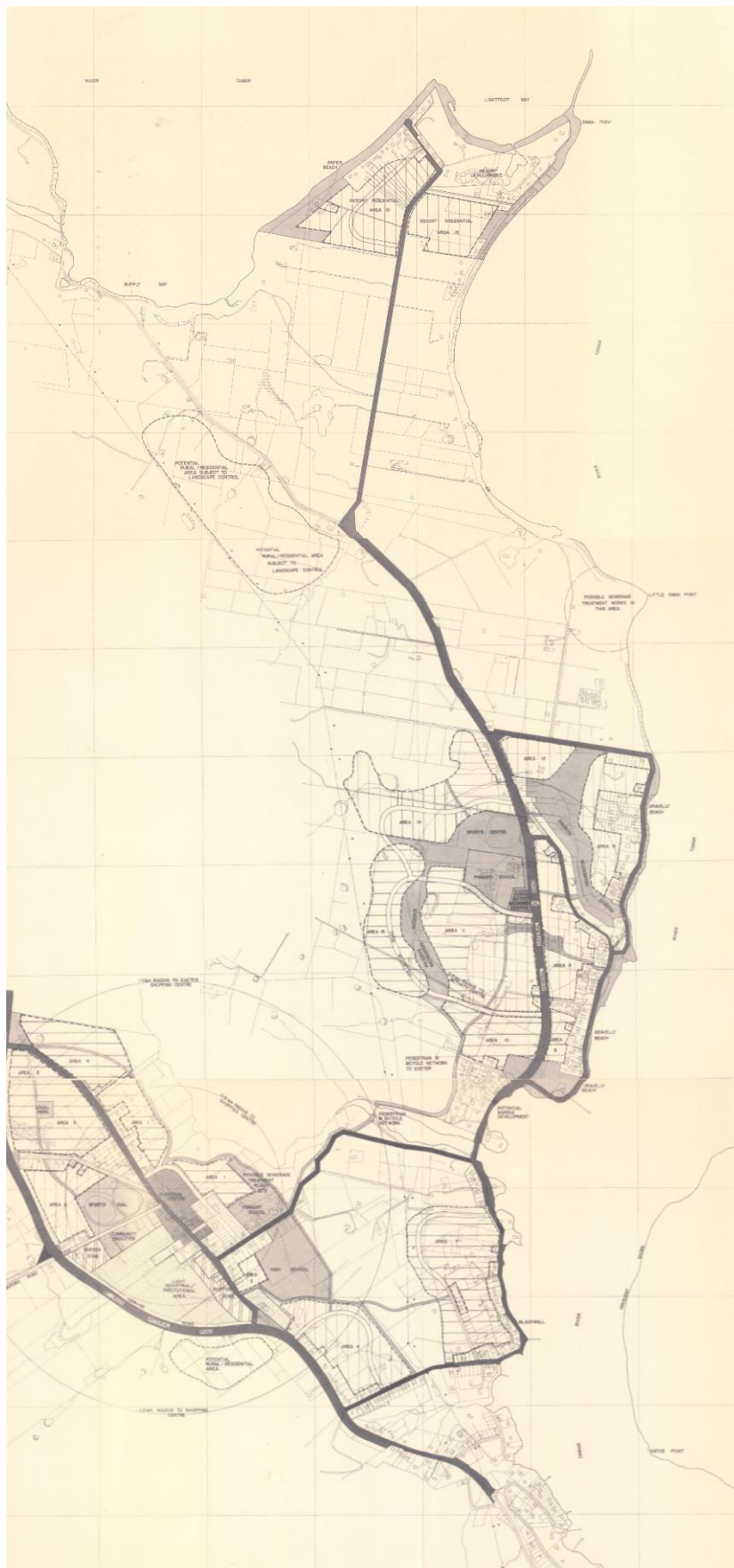
Lone-person and couple-only households make up 68% of all occupied dwellings.

Sources:

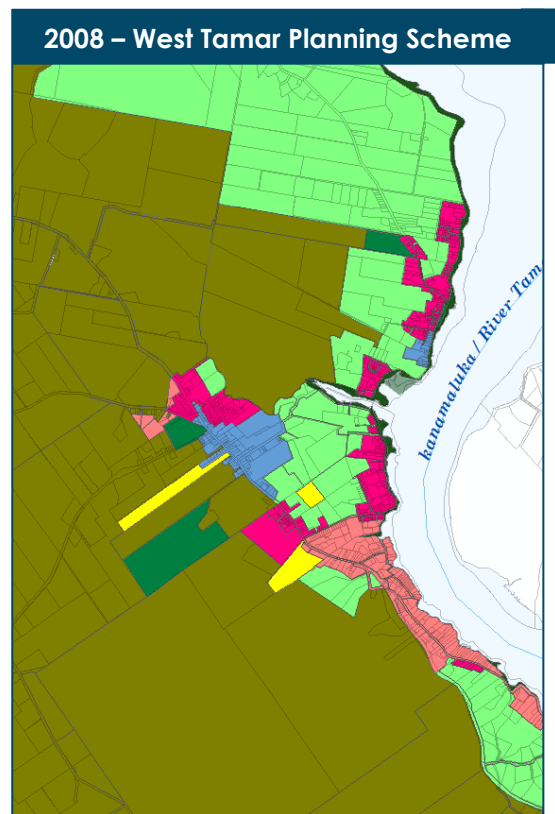
* REMPLAN (2024) Northern Tasmania Residential Demand and Supply Study: Demand and Supply Report

All other data sourced from the Australian Bureau of Statistics, Census of Population and Housing 2021 (Usual residence data)

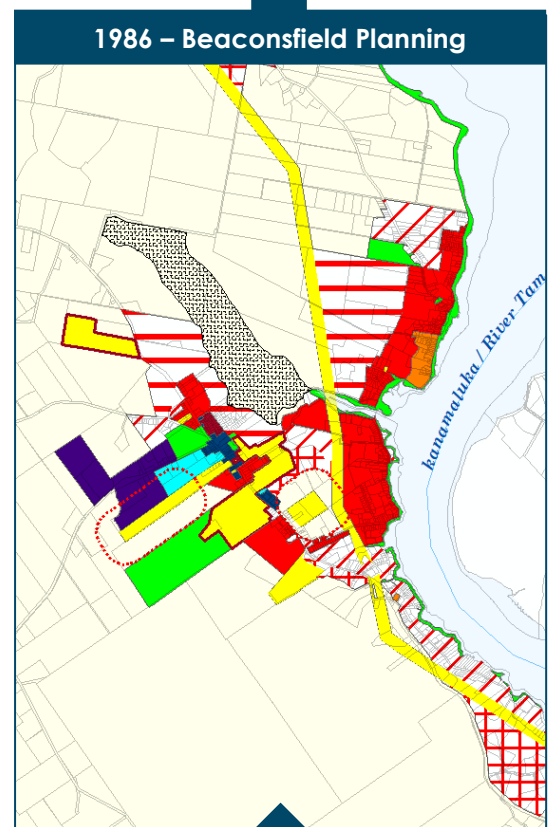
1.4 Evolution of strategic planning in Exeter and District



1979 – Exeter Structure Plan

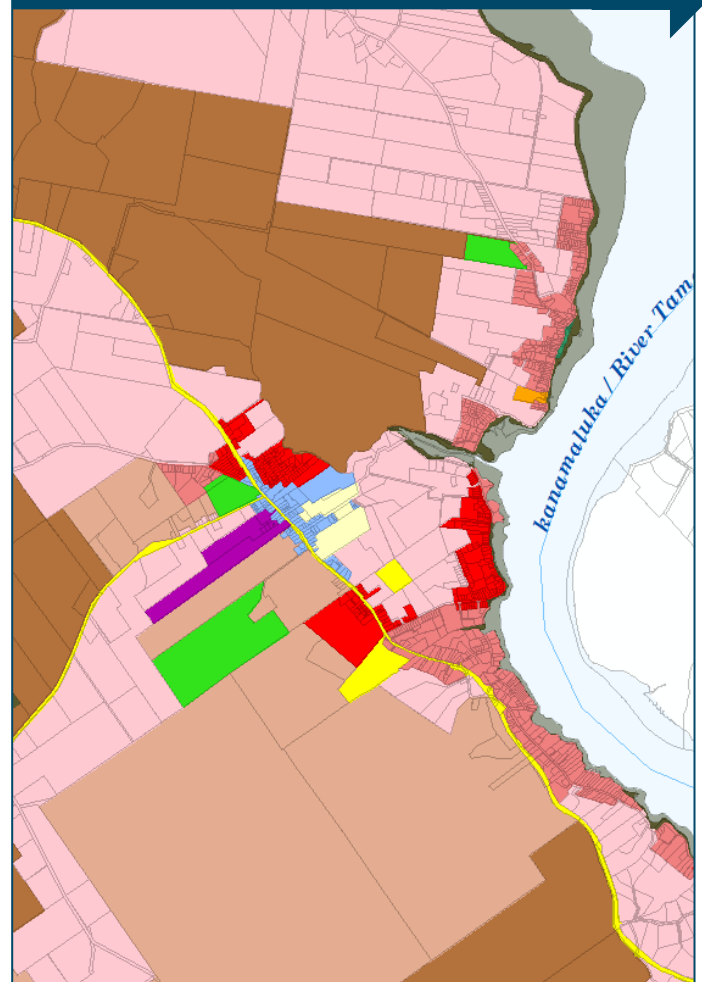


2008 – West Tamar Planning Scheme

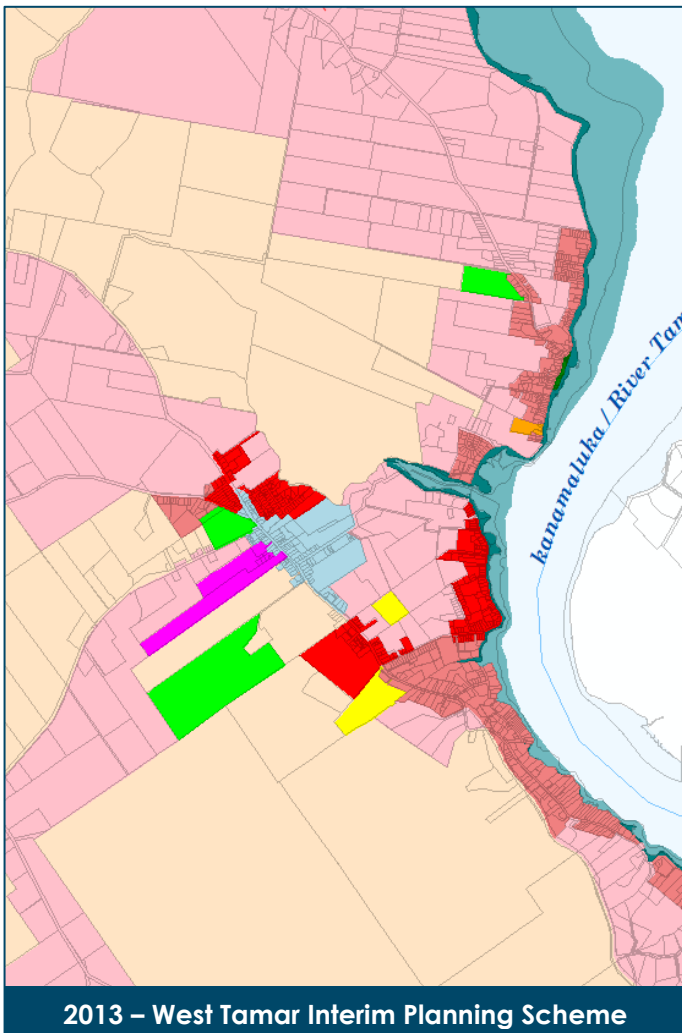


1986 – Beaconsfield Planning

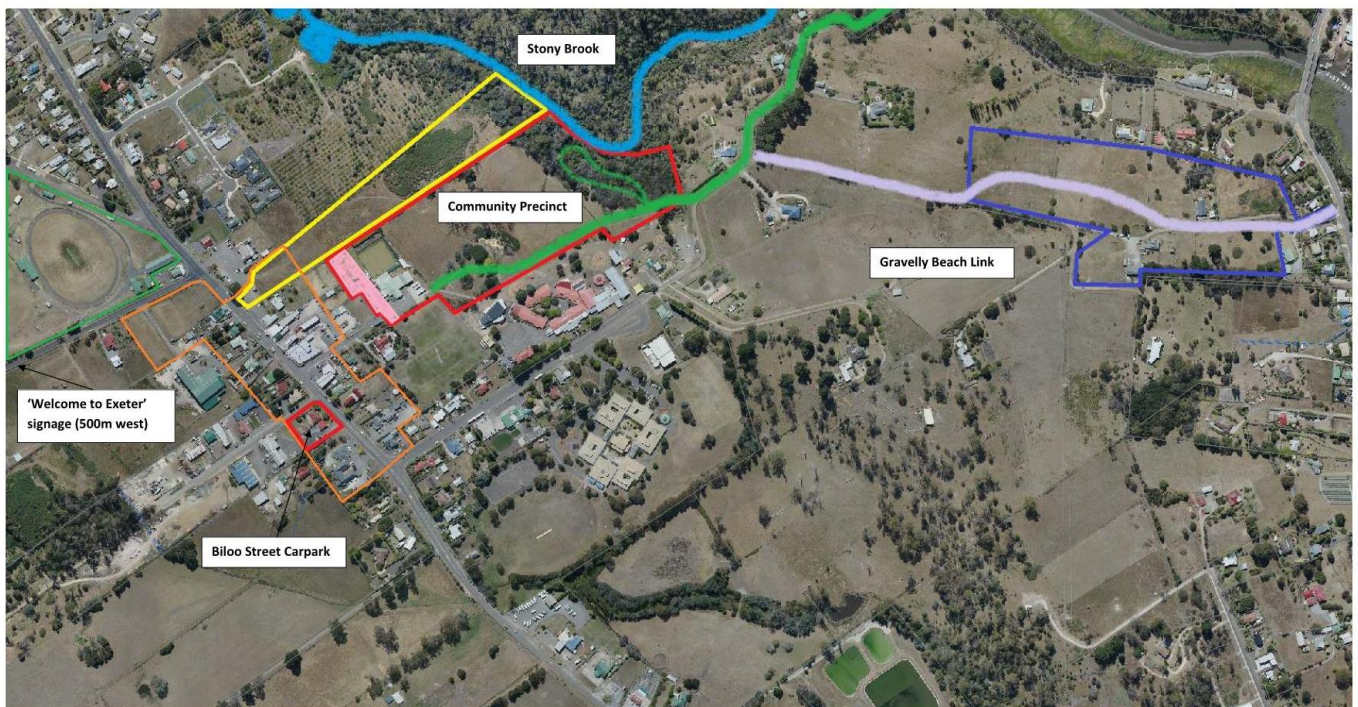
2022 – Tasmanian Planning Scheme



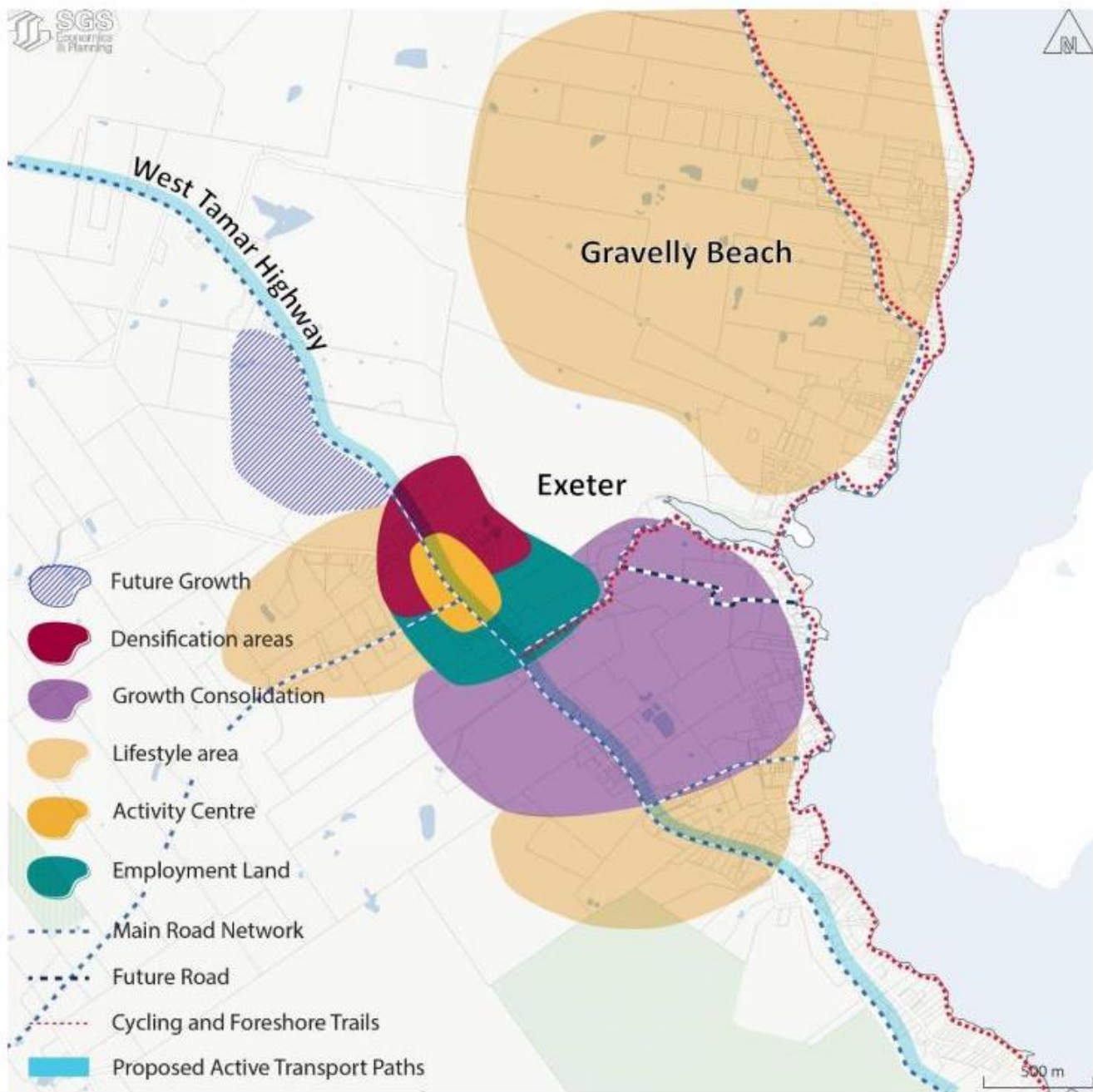
2013 – West Tamar Interim Planning Scheme



2014 – Exeter Structure Plan



	MAP LEGEND		Council owned project site		Strategic privately owned site – (land south of The Exeter Hotel)
	Road link		Main Road area – for built form controls		Strategic privately owned site – 185 Gravelly Beach Road
	Future road reserve		Pedestrian walkway		Exeter Show grounds



Source: SGS Economics and Planning, 2025

Exeter has a current capacity to accommodate an increase of 98 new dwellings, with 44 falling within the area designated for densification, 39 within the area nominated for gentle densification, and 15 lifestyle properties. Under the growth scenario, 28 hectares are recommended for densification, and 180 for gentle densification. This scenario also allows for lifestyle development in Exeter and nearby Gravelly Beach. To accommodate this growth, it is recommended to review and potentially rezone specific areas within the Rural Living and Rural zones to General Residential or Low density Residential.

In addition, given Exeter's role as a local centre and its potential for growth, it is recommended that a Future Growth Area be considered to provide for additional long-term growth opportunities in proximity to the activity centre, subject to further investigation to determine the appropriate form.

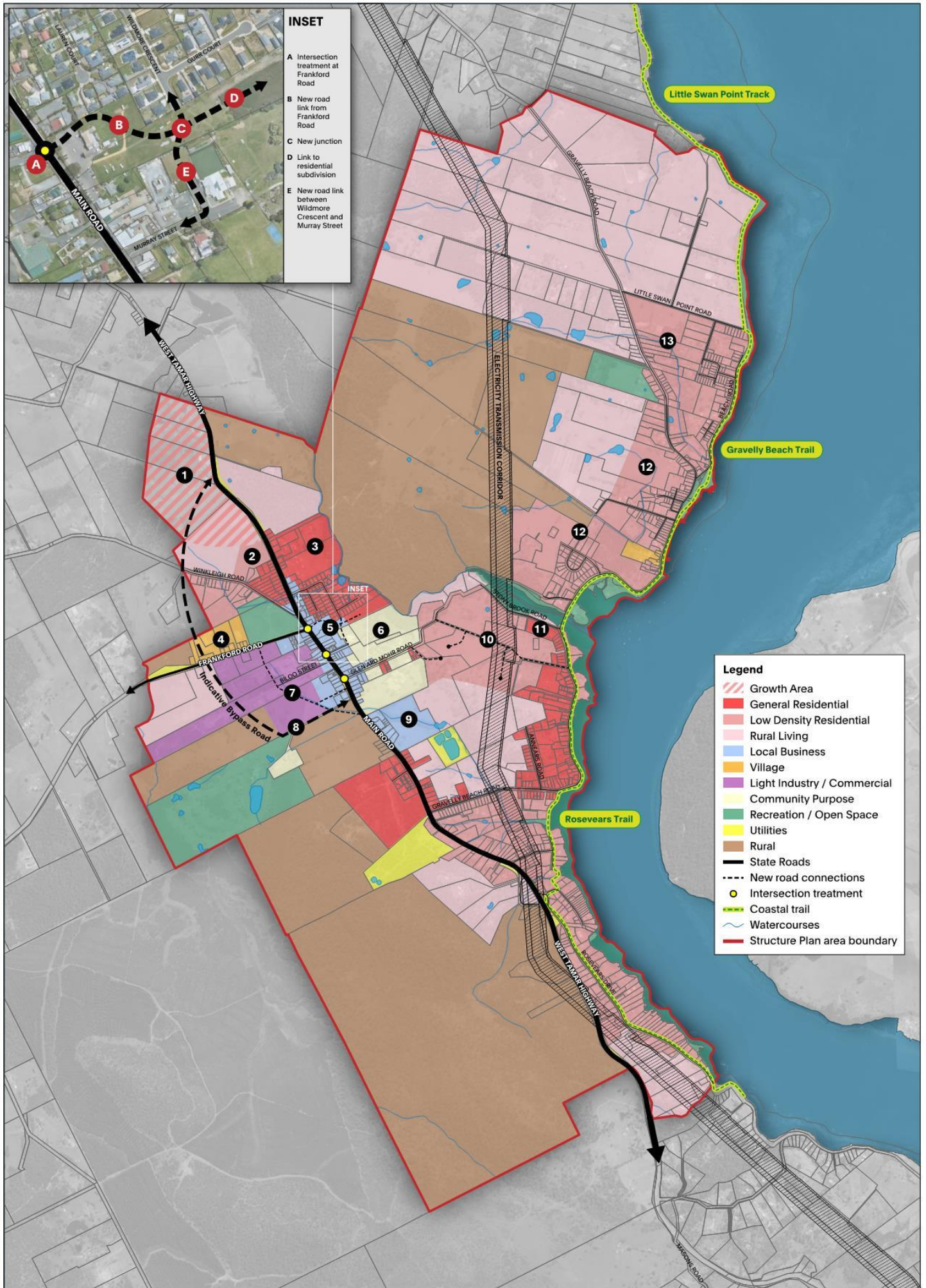
2 Exeter and District Structure Plan

The Structure Plan divides the study area into precincts that represent the intended future land use as described in section 2.1.

Growth and development opportunities that will contribute to delivering the outcomes are detailed in Section 2.2. Amendments to the West Tamar Local Provisions Schedule (the planning scheme zones) will be required to enable future development opportunities.



Blackwall



Structure Plan | Exeter and District

2.1 Structure Plan Precincts

The following describes the intent of each of the precincts identified on the Structure Plan.

Precinct	Description
General Residential	Residential development from single dwellings to multiple dwellings where a full range of services are available
Low Density Residential	Larger residential lots between 1500m ² and 5000m ² , generally with some services
Rural Living	Single dwellings on large lots generally with rural characteristics
Local Business	Local businesses and community services
Village	A mix of residential, community services and commercial activities
Light Industrial / Commercial	Light industrial and commercial uses where off site impacts are minimal or can be managed
Community Purposes	Community and education facilities
Recreation	Sports and recreation facilities servicing the local community and the region
Utilities	TasWater facilities for water and sewerage services
Rural	Balance area for rural and agricultural activities
Future Growth Area	Forecast for long term residential growth subject to demand

2.2 Growth and development opportunities

The following growth and development opportunities have been identified for Exeter and District.

Amendments to the West Tamar Local Provisions Schedule (the planning scheme) will be required to change the zoning to enable most of the opportunities with the exception of infrastructure related changes. These may be initiated by Council but in most circumstance will be led by the landowners.

Indicative timeframes for development have been identified over the short (0 – 5 years), medium (5 - 10 years) and long term (10+ years).

No	Growth and Development Opportunities	Timeframe	Responsibility
1	Future Growth Area identified for a long-term growth opportunity for residential use, with density considerations based on site investigations.	Long	Landowner
2	Expansion to the Low Density Residential Zone .	Short	Landowner
3	Expansion to the General Residential Zone subject to connection to reticulated services.	Short / Medium	Landowner
4	New Village precinct providing for a mix of residential, commercial and community activities.	Medium	Landowner
5	Murray Street and Frankford Road connections to facilitate improved vehicle and pedestrian access and circulation in the town centre, with: - Corridor width of 20 metres and a sealed road width of 11 meters; - Capacity for on-street car parking along the length of the new roads; - Revised access arrangements for the hotel; and - A sealed footpath on both sides of the road.	Medium / long	Landowner Council
6	Expansion of community uses and active recreation opportunities adjacent to the Exeter Community Hub.	Medium	Council
7	Expanded Light Industry / Commercial area to provide opportunities for employment generating uses and local business expansion ensuring external impacts such as noise and other emissions are managed.	Medium	Landowners
8	Future Exeter By-pass indicating a long term vision for a heavy vehicle by-pass of Exeter town centre to improve amenity and safety. The alignment of the by-pass will be refined through future traffic investigations.	Long	State Government Council

No	Growth and Development Opportunities	Timeframe	Responsibility
9	Expansion of the Local Business Zone to enable local business opportunities.	Short	Landowners
10	Residential infill between Exeter and Blackwall: • A low density residential growth area for single dwellings on larger lots, generally with some services; • Minimum lot size of 5000m²; • Not suitable for multiple dwellings; and • A road connection between Glen Ard Mohr Road and Gravelly Beach Road with a sealed road width of 8.9 meters and a sealed footpath extending the length of the road.	Short / medium	Council Landowners
11	Minor expansion to the General Residential Area to accommodate growth within a sewer serviced area.	Short / medium	Landowners
12	Expansion to the Low Density Residential area in proximity to the Gravelly Beach Village Zone with minimum lot size determined through geotechnical investigations for onsite wastewater management and in consideration of stormwater management requirements and traffic impacts.	Short / medium	Landowners
13	Expansion to the Low Density Residential area with minimum lot size determined through geotechnical investigations for onsite wastewater and stormwater management requirements.	Medium / long	Landowners
	Review of Rural Living Zone designations to allow for consolidation and infill through minimum lot size review.	Medium	Landowners / Council
	Intersection treatments to improve efficiency and safety are indicated for: • Frankford Road and Main Road; • Murray Street and Main Road; and • Glen Ard Mohr Road and Main Road.	Medium / long	Council State Government
	Coastal Trail as part of the delivery of the West Tamar Trail Strategy.	Medium / long	Council

3 Supporting information

3.1 Our community

This section examines how the community of Exeter and the surrounding area has changed in the 15 years between 2006 and 2021. Understanding these changes provides useful context to planning for the future.

3.1.1 Population and housing

At the 2021 census, the population in the Structure Plan Area was 1733. In the 15 years from 2006 this represents an average annual growth rate (AAGR) of 1.09% - see Table 1. Over the same period, the AAGR for the West Tamar municipality was 1.47%.

Between 2016 and 2021 the AAGR was 2.4%, or an increase in 189 people across the Structure Plan Area. This was consistent with the AAGR for West Tamar.

This is a significant increase in population compared to previous years representing a 12% increase in population.

Table 1: Population (place of usual residence) 2006 to 2021

Location	Year			
	2006*	2011	2016	2021
Exeter	338	389 (+51)	387 (-2)	446 (+59)
Gravelly Beach	536	561 (+25)	567 (+6)	641 (+74)
Blackwall	615*	306	270 (-36)	303 (+33)
Lanena		313 (+4)	320 (+7)	343 (+23)
TOTAL	1489	1569 (+80)	1544 (-25)	1733 (+189)

Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2011, 2016 & 2021 (Usual residence data) included in the Basic/ General Community Profiles

Notes:

* In 2006, Blackwall was part of the Lanena SLA. Between 2006 and 2011 Census the Exeter SLA reduced from 3.9sq km to 3.2sq km and Gravelly Beach increased from 5.1sq km to 6sq km. The overall size of the combined structure plan area changed from 13.7 sq km to 13.8 sq km between 2006 and 2011.

The Census recorded an additional 137 occupied dwellings between 2006 and 2021 in the Structure Plan Area – see Table 2. Almost 100 additional occupied dwellings were recorded in the 5 years between 2016 and 2021, with an AAGR of 3.3%. There is limited diversity in housing types, with 99% of occupied dwellings in 2021 being separate houses. By comparison, separate houses represent 96% of occupied dwellings in the West Tamar municipality and 88% in Tasmania.

Council's building approvals data indicates only 51 new dwellings were approved in the same period – 31 of these were in Exeter which coincides with the approval of a 38 lot subdivision in 2017. This may indicate that some existing dwellings that were previously used

for holiday homes or visitor accommodation are now being used for permanent accommodation.

Short stay accommodation data compiled by The Department of Justice¹ indicates approximately 28 properties in the Structure Plan Area are being used for short stay accommodation. Of these properties, 19 are also the primary residence of the provider (meaning a room or part of the residence is used for short stay accommodation), leaving only nine properties that are wholly used for visitor accommodation. This data does not take into account a holiday home that is not commercially provided for visitor accommodation, for example, a family holiday house or shack.

The 2021 Census recorded 772 private dwellings in the Structure Plan Area with 77 unoccupied dwellings, or a 9% vacancy rate. While this is higher than the number of short stay accommodation premises, there would be a number of people not home on census night, or, as above, some properties that are not permanently occupied. By comparison, just over 9% of dwellings in Australia were unoccupied on Census night². This is not considered significant, particularly as coastal locations are popular for holiday homes and shacks.

The structure of dwellings has remained consistent, with most dwellings being separate houses – see Table 2. Census data indicated there are very few multiple dwellings; however, it seems unlikely that the census recognises multiple dwellings that are detached units, and this is the most common form of multiple dwellings approved in the Structure Plan Area.

With 700 occupied dwellings recorded on the 2021 census night and a population of 1733 persons, the average household size in the Structure Plan Area was 2.4 persons. This has reduced from 2.6 persons per household in 2006. In Tasmania, the average household size in 2021 was 2.5 persons.

¹ Based on Q4 2025 data provided by the Consumer, Building and Occupational Services unit of the Tasmanian Government Department of Justice. The *Short Stay Accommodation Act 2019* requires booking platform providers to collect and display certain information regarding short stay premises listed on their booking platforms.

² Australian Bureau of Statistics <https://www.abs.gov.au/statistics/people/housing/housing-census/latest-release>

Table 2: Dwelling structure of occupied private dwellings and total dwellings 2006 to 2021

Location	Dwelling structure of occupied dwellings*				Total dwellings***	
	Separate house	Multiple dwellings	Other	Total	Number	Percentage of unoccupied dwellings
2006**						
Exeter	140	0	4	144	..	..
Gravelly Beach	206	0	0	206	..	..
Blackwall	..	..	..	..	..	..
Lanena	206	7	0	213	..	..
TOTAL	552	7	4	563	..	..
2011						
Exeter	152	0	4	156	166	7%
Gravelly Beach	223	0	0	223	257	14%
Blackwall	107	0	0	107	121	12%
Lanena	114	0	3	117	135	13%
TOTAL	596	0	7	603 (+40 or 7.1%)	679	11%
2016						
Exeter	152	0	4	158	171	8%
Gravelly Beach	209	3	0	212	245	13%
Blackwall	107	0	0	107	122	17%
Lanena	124	0	0	124	142	14%
TOTAL	592	3	4	601 (-2 or -0.3%)	688 (+9 or 1.3%)	13%
2021						
Exeter	185	5	0	188	208	10%
Gravelly Beach	245	3	0	248	273	9%
Blackwall	122	0	0	122	135	10%
Lanena	142	0	0	142	156	9%
TOTAL	694	8	0	700 (+99 or 16.5%)	772 (+84 or 12%)	9%

Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2011, 2016 & 2021 (Dwelling Structure data) included in the Basic/ General Community Profiles (Table G36 of 2021, Table G39 of 2016, Table B36 of 2011 and Table B31 of 2006)

Notes:

Please note that there are small random adjustments made to all cell values to protect the confidentiality of data. These adjustments may cause the sum of rows or columns to differ by small amounts from table totals.

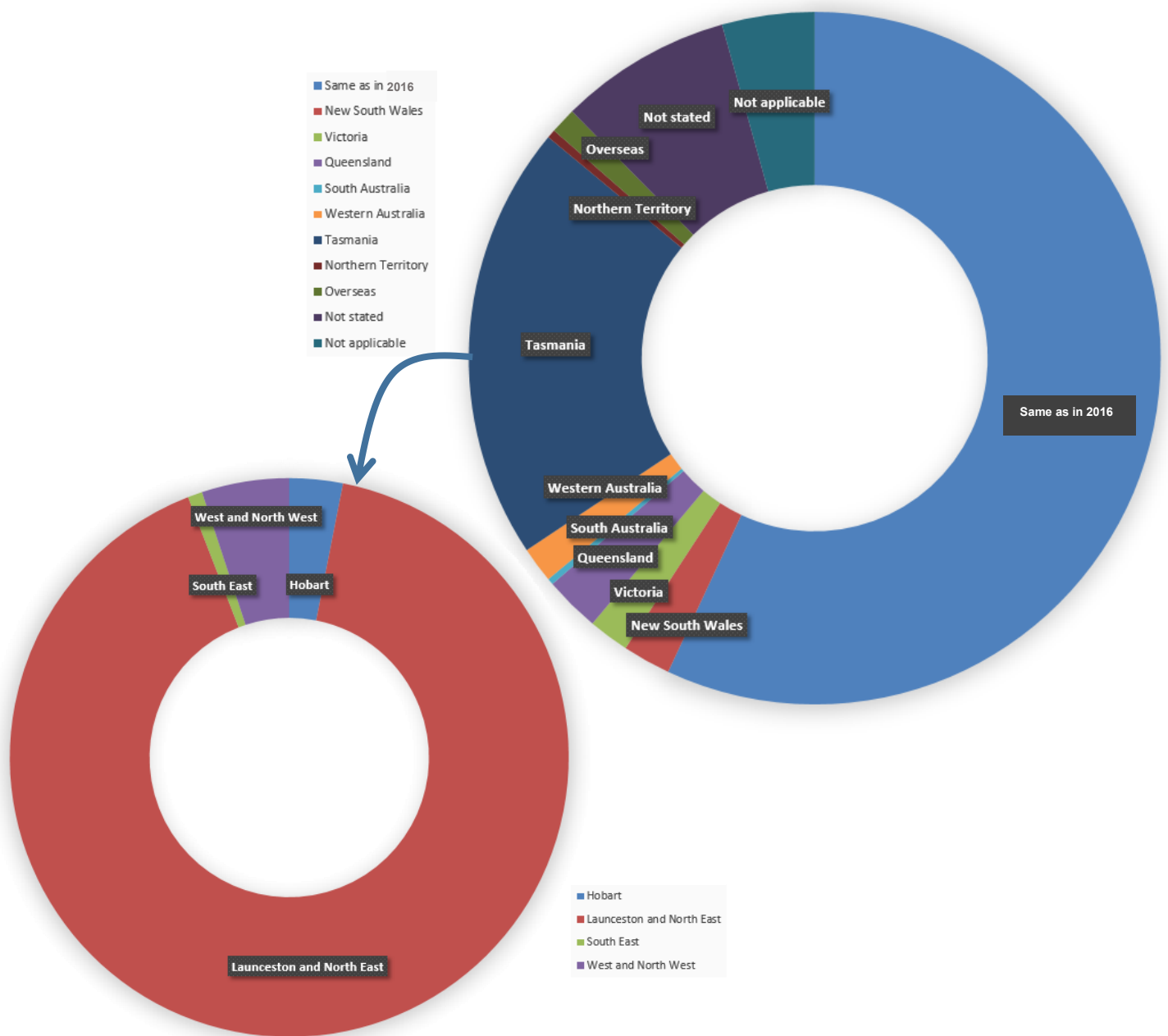
* Multiple dwelling includes: Semi detached, row or terrace house, townhouse etc; flat or apartment

Other dwellings includes: Caravan, cabin, houseboat, improvised home, tent, sleepers out, house or flat attached to a shop or office, and not stated

** In 2006, Blackwall was part of the Lanena SLA. Between 2006 and 2011 Census the Exeter SLA reduced from 3.9sq km to 3.2sq km and Gravelly Beach increased from 5.1sq km to 6sq km. The overall size of the combined structure plan area changed from 13.7 sq km to 13.8 sq km between 2006 and 2011.

***Total dwellings was not recorded by the census in 2006.

In 2021, 57% of the residents in the Structure Plan Area lived at the same address as they did in 2016³. Most new residents moved from other places in Australia with only 1% from overseas. Of the 511 residents who lived somewhere else in Australia in 2016, 69% were living in Tasmania and 91% of those were in Northern Tasmania, with 55% from the West Tamar municipality – see Figure 2.

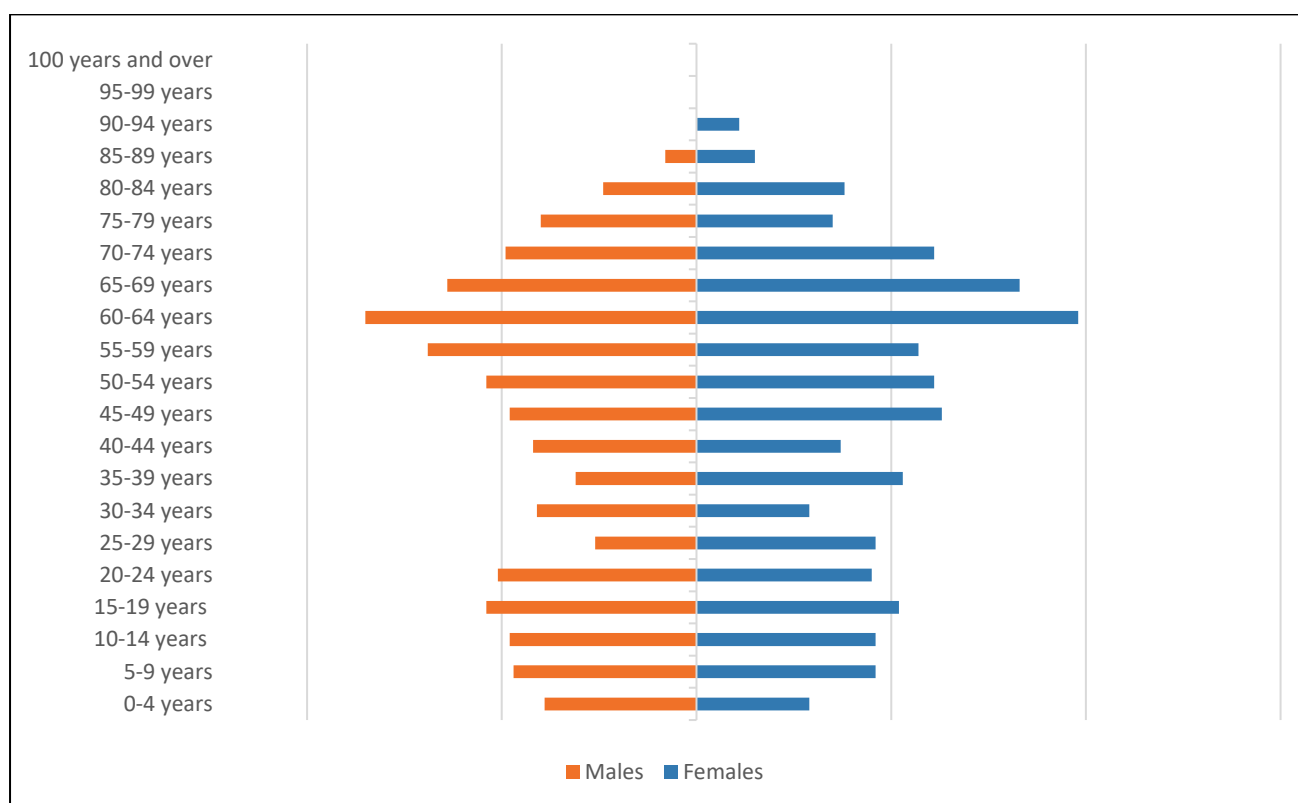


Source: Australian Bureau of Statistics 2021 Census of Population and Housing, Place of Usual Residence Five Years Ago

Figure 2 – Where residents of the Exeter Structure Plan Area at the time of the 2021 Census lived in 2016

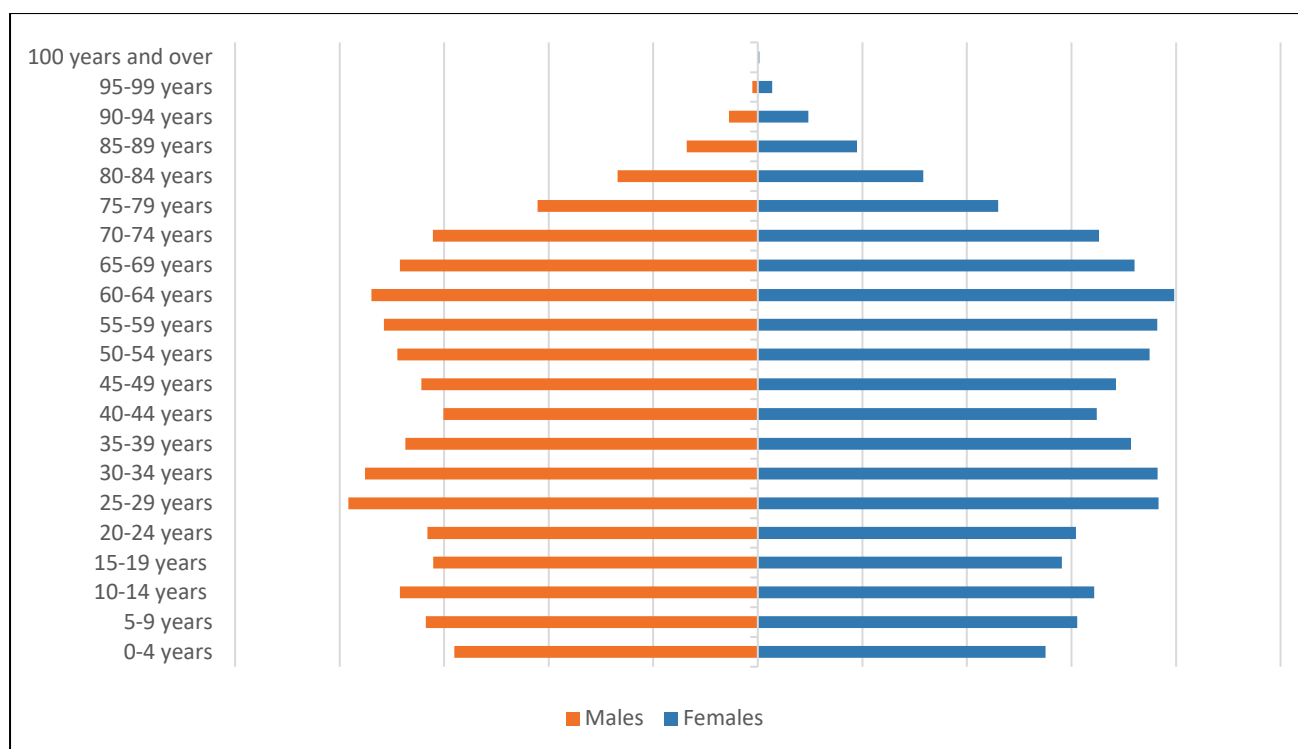
³ Australian Bureau of Statistics 2021 Census of Population and Housing, Place of Usual Residence Five Years Ago

Almost 35% of the population in the Exeter Structure Plan Area were aged 60 years and over in 2021 as illustrated in Figure 3. By comparison, Tasmania has a more evenly distributed age profile with almost 28% of the population aged 60 years and over in 2021, as illustrated in Figure 4. This aligns with the high proportion of lone person and couple households, which made up 68% of occupied dwellings in 2021. The proportion of lone person households has been increasing since 2006, with households of three or more persons decreasing by the same proportion – see Table 3.



Source: Australian Bureau of Statistics 2021 Census of Population and Housing, Age by Sex, General Community Profile Table G04

Figure 3: 2021 Age Sex Pyramid – Exeter Structure Plan Area



Source: Australian Bureau of Statistics 2021 Census of Population and Housing, Age by Sex, General Community Profile Table G04

Figure 4: 2021 Age Sex Pyramid – Tasmania

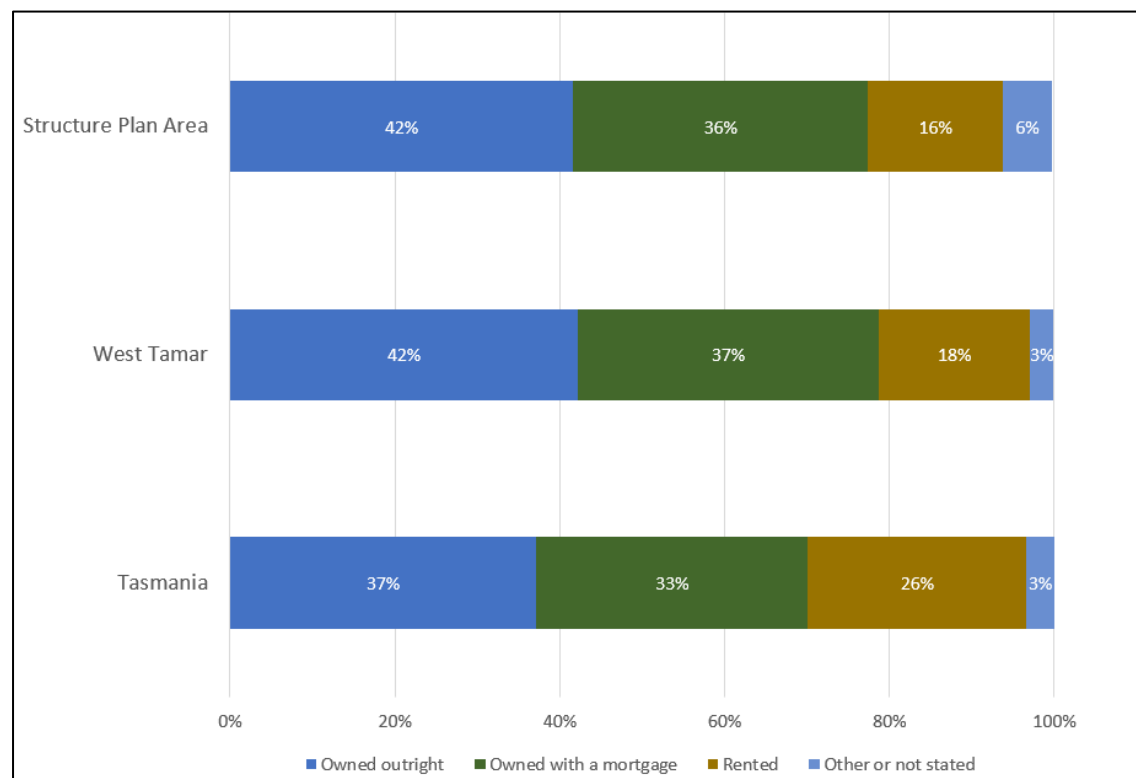
Table 3: Household structure (occupied dwellings) 2006-2021

Location	Lone person				2 persons				3 or more persons			
	2006	2011	2016	2021	2006	2011	2016	2021	2006	2011	2016	2021
Exeter	28%	33%	32%	37%	42%	34%	33%	35%	30%	33%	32%	32%
Gravelly Beach	25%	29%	31%	30%	36%	36%	37%	34%	36%	35%	34%	30%
Blackwall*	N/A	21%	32%	28%	N/A	40%	48%	43%	N/A	38%	24%	25%
Lanena	16%	19%	19%	18%	42%	56%	57%	53%	42%	25%	28%	29%
Structure Plan Area	22%	27%	29%	29%	40%	40%	42%	40%	37%	33%	31%	30%
Tasmania	27%	27%	30%	29%	36%	35%	36%	36%	37%	34%	34%	35%
West Tamar	21%	23%	26%	26%	38%	39%	39%	39%	41%	39%	35%	35%

Source: Table B30 2006 Basic Community Profile; Table B30 2011 Basic Community Profile; Table G31 2016 General Community Profile; Table G35 2021 General Community Profile

*Blackwall and Lanena were a single area in the 2006 Census

In 2021, 78% of dwellings in the Structure Plan Area were either owned outright or owned with a mortgage, with only 16% rentals. This is consistent with the West Tamar municipality as a whole; however, when compared to the whole of Tasmania there is a lower proportion of rental properties, with 26% of Tasmania's private dwellings being rented – see Figure 5. This indicates a relatively low availability of rental properties in the area.



Source: Australian Bureau of Statistics Census of Population and Housing - 2006 Basic Community Profile Table B32; 2011 Basic Community Profile Table B32; 2016 General Community Profile table G33; 2021 General Community Profile Table G37

Figure 5: Tenure of occupied private dwellings

Housing affordability is a measure of the percentage of household income used to secure housing. Generally, if less than 30% of income is used on housing, this is considered affordable. For the 42% of households that own their property outright this is less of an issue, as mortgage or rent payments are not required, noting that other costs like rates and utilities are not accounted for.

As an indication of housing affordability, the percentage of the median household income used for mortgage or rent payments was calculated and depicted in Figure 6. It is acknowledged that half the community are paying more than this amount and there would be a reasonable percentage within the Structure Plan Area where their housing would not be considered affordable. Based on the data, Exeter is the least affordable location. This may be indicative of the recent increase in land and construction costs as the majority of new dwellings have been built in Exeter. As outlined above, 57% of residents lived in the same place in 2021 as they did in 2016. If those dwellings were purchased prior to the housing price increases, then mortgages and rents would likely be lower than if purchased more recently. Nevertheless, it is important to continue to monitor housing affordability to ensure there is sufficient opportunity for affordable housing.

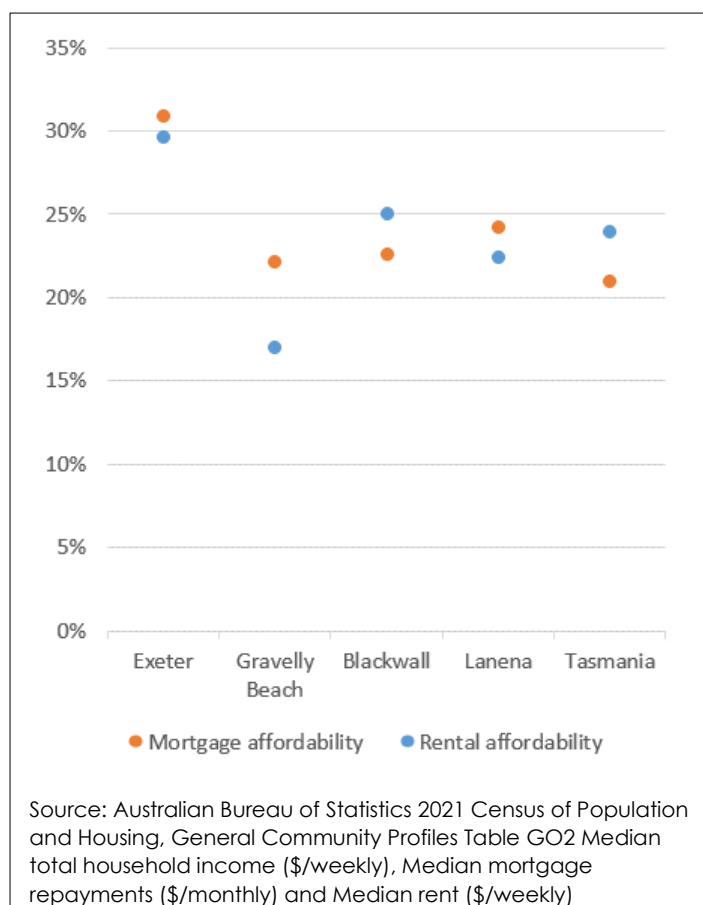


Figure 6: Housing Affordability indicator 2021
 (% median mortgage repayments / rent to median household income)

Average sales prices for both non-vacant (with a dwelling or improvements) and vacant land have increased significantly across the four localities in the Structure Plan Area – see figure 7. The higher sales prices reduce the affordability for the area; however, as a high proportion of residents are in older age cohorts, affordability may have less influence on people relocating in the area due to established careers, downsizing or transitioning to retirement.

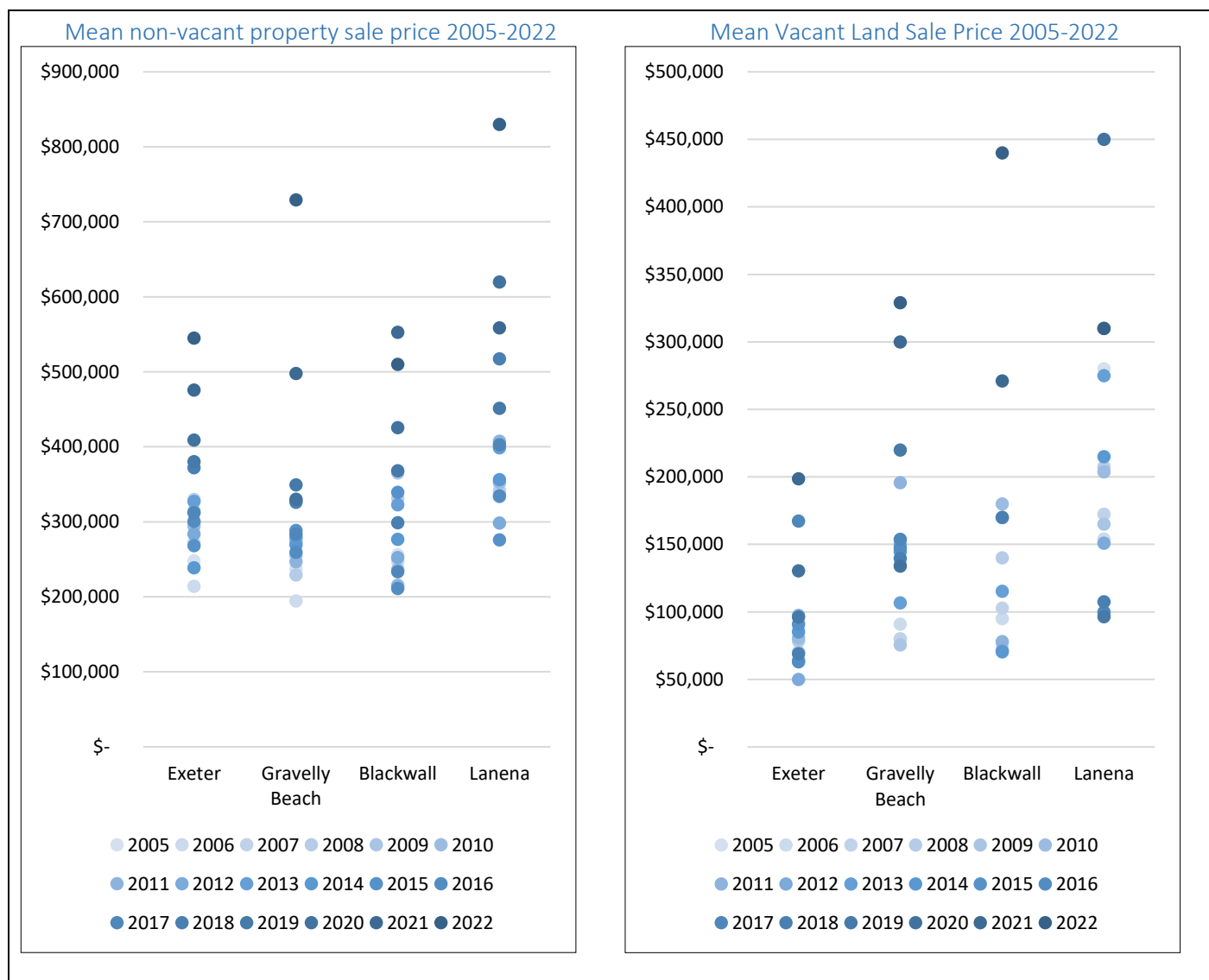


Figure 7: Mean property sale price 2005 to 2022

In summary, the Exeter and District community:

- Is growing faster than it has in the past;
- Is ageing and has a high proportion of single or couple households;
- Mostly lives in detached houses; however, the number of multiple dwellings has increased in recent years;
- Mostly own or are paying off their homes, with lower numbers of rental properties; and
- House prices have increased significantly which may affect housing affordability.

3.1.2 Community services and facilities

As Exeter is a regional service centre, there is a large range of community services and business activities in the Structure Plan Area, including those listed below.

Some of the community services and business activities in the Structure Plan Area

Community

- Exeter Primary School (Kindergarten to year 6)
- Exeter High School (years 7 to 12)
- Childcare centre
- Council works depot and waste transfer station
- State Emergency Service (SES)
- Tamar Visitor Centre
- Exeter Police station
- Library
- Community Hub and RSL
- Tresca Community Centre
- Places of worship
- Off-leash dog area

Recreation

- Exeter Showgrounds (and AFL / cricket oval)
- Exeter Golf club
- Exeter Bowls club
- Squash courts
- Exeter Main Street park
- Coastal parks and pathways Gravelly Beach, Blackwall and Lanena

Health

- Doctors surgery
- Physiotherapist

Business / retail

- Agricultural / feed shop
- Bakery
- Banking
- Butcher
- Cafes
- Clothing
- Concrete and landscaping supplies
- Grocery
- Hairdressers
- Hardware
- Hotel
- Mechanic
- Metal fabrication
- Pharmacy
- Post office
- Real estate agent
- Service stations

The community has also highlighted opportunities for future public or private investment, such as:

- Parks and recreation that specifically caters for young people – for example, a strength and agility obstacle course proposed by the West Tamar Youth Strategy 2023-2026;
- Veterinary services;
- Additional food or retail offerings; and
- Expanded service offerings at the Community Hub.

While the Structure Plan cannot require investment, these services are promoted as priorities for future consideration.

3.1.3 Employment

According to the 2021 Census⁴ a high proportion (49%), of residents in the Structure Plan Area are not in the labour force. This is either because they are under 15 years of age (15%) or have nominated that they are not working or looking for work. Almost 50% of residents not in the labour force are 60 years of age or over. This corresponds with the age profile of the community discussed earlier. Only 2% of residents responded that they were unemployed at the time of the census.

In 2021, 98% of employed persons within the Structure Plan Area worked in Tasmania, with the remaining working in other Australian states. Most of those employed in Tasmania worked in Northern Tasmania (91%), with small numbers working in Hobart or North West Tasmania. Of the people working within Northern Tasmania, 49% worked in the City of Launceston local government area and 38% in the West Tamar municipality. Notably, 24% worked in the Grindelwald / Lanena locality (which includes the Structure Plan Area) and a further 10% in either Legana or Riverside, indicating a relatively high proportion of people who work locally or only a short distance away.⁵

Most people who went to work on census day 2021 travelled to work by private vehicle (84%). Nobody used public transport to go to work and only 4% used active transport (walking or cycling). On census day in 2021, 62 people worked from home, more than twice as many people as used active transport. On the 2016 Census day, only 27 people indicated they worked from home.⁶

The reliance on private motor vehicles for transport is reflected through the car ownership rates. In 2021, 98% of households had at least one car and 66% of households had two or more vehicles.⁷

The current and historical zoning of Exeter has included large areas in the Local Business Zone that are being used for community purposes or housing. This may have created a distorted perception that there is an adequate supply of commercial land within Exeter.

Previous rounds of consultation have not identified the need for additional land for business activity; however, the range or type of businesses was raised. The strategic location of Exeter on an alternative travel route from North West Tasmania to Bell Bay via Frankford Road may provide an opportunity for a transport or distribution centre in the vicinity of Exeter. Further investigation into the economic feasibility and the capacity of the transport network is required to confirm this.

⁴ Australian Bureau of Statistics 2021 Census – employment, income and education – Labour Force Status by Age in Five Year Groups

⁵ Australian Bureau of Statistics 2021 Census – employment, income and education – Place of Work

⁶ Australian Bureau of Statistics 2016 and 2021 Census, method of travel to work (Employed persons aged 15 years and over)

⁷ Australian Bureau of Statistics 2021 Census – selected dwelling characteristics – number of motor vehicles. Note the percentages were calculated excluding where the number of vehicles was not stated or not applicable.

3.2 Transport

How people move around and access the area is important, both for safety and efficiency of the transport network and its contribution to liveability.

3.2.1 Roads

The Structure Plan Area is serviced by a network of roads, with the key roads being:

- **Main Road** – to access the Exeter business area and provide a key north south road corridor linking the town with Launceston to the south and Beaconsfield and townships to the north. It also provides a freight link to Bell Bay Port via the Batman Highway;
- **Frankford Road** – providing an important freight link between Devonport and Bell Bay Port. It also provides a direct connection for tourists disembarking the Spirit of Tasmania to the region;
- **Gravelly Beach Road and Rosevears Drive** – providing connections to the coastal communities and a scenic coastal drive.

Previous traffic studies were completed in 2015 and 2019.

As part of the review of the 2014 Structure Plan, Council identified a number of traffic impacts that required further analysis, including:

- An assessment of the impact of increasing residential densities between Exeter and Blackwall;
- An assessment of a new road that provides a connection to Murray Street from the Frankford Road/ Main Road junction with a link to Wildmore Crescent; and
- Provision of recommendations based on the above for treatments (if required) in Main Road at the Glen Ard Mohr Road and Frankford Road junctions.

Midson Traffic completed the *Exeter Traffic Study – Options Analysis* in October 2022 which addresses the above issues and makes the following conclusions:

- Traill Road is the preferred alignment for the **link between Glen Ard Mohr Road and Gravelly Beach Road**;
- There are two options for providing a link between **Murray Street to Wildmore Crescent and to Main Road**, either at the Frankford Road intersection or a new junction north of 120 Main Road, both utilising the existing carpark associated with the Hotel. The link road will also enable vehicle circulation around the business areas and provide better access to parking areas.
- The design of the new link road would need to carefully consider the revised access to the hotel, changes in car parking arrangements and additional parking opportunities along the length of the road. The link through to Murray Street will also require consideration of the potential loss / relocation of a bowling green and the overall community benefits;
- A roundabout is strongly recommended at the **Main Road/Frankford Road junction** to facilitate the Murray Street connector link road, improve traffic performance and

improve road safety. Note that, the Department of State Growth have indicated significant land acquisition may be required to facilitate these works and existing bus stops may require relocation;

- A roundabout at the **Main Road/Glen Ard Mohr Road junction** is recommended to facilitate future traffic growth associated with development within Exeter; and
- The **Main Road/Murray Street junction** is performing at an acceptable level and can accommodate forecast traffic flows; however, it is recommended that a channelised right turn lane at this intersection would benefit the proposed road link to Wildmore Crescent.

2015 Exeter Traffic Study

A report titled 'Exeter Traffic Study' was prepared by Midson Traffic in 2015. The study investigated the various recommendations of the Exeter Structure Plan and tested their implications on traffic flow and road safety. The findings of this report supported the recommendations of the Structure Plan and provided additional detail for implementation over the next twenty years.

The key recommendations of the report were as follows:

- Two roundabouts were proposed. These were located at the Main Road/ Glen Ard Mohr Road junction and the junction of Main Road/ Frankford Road.
- A link road was recommended between Glen Ard Mohr Road and Gravelly Beach Road.
- A link road was recommended between Murray Street and Main Road/ Frankford Road.
- Improved pedestrian crossing facilities along the Main Road corridor.
- Implementation of a new park at the corner of Biloo Street and Main Road.

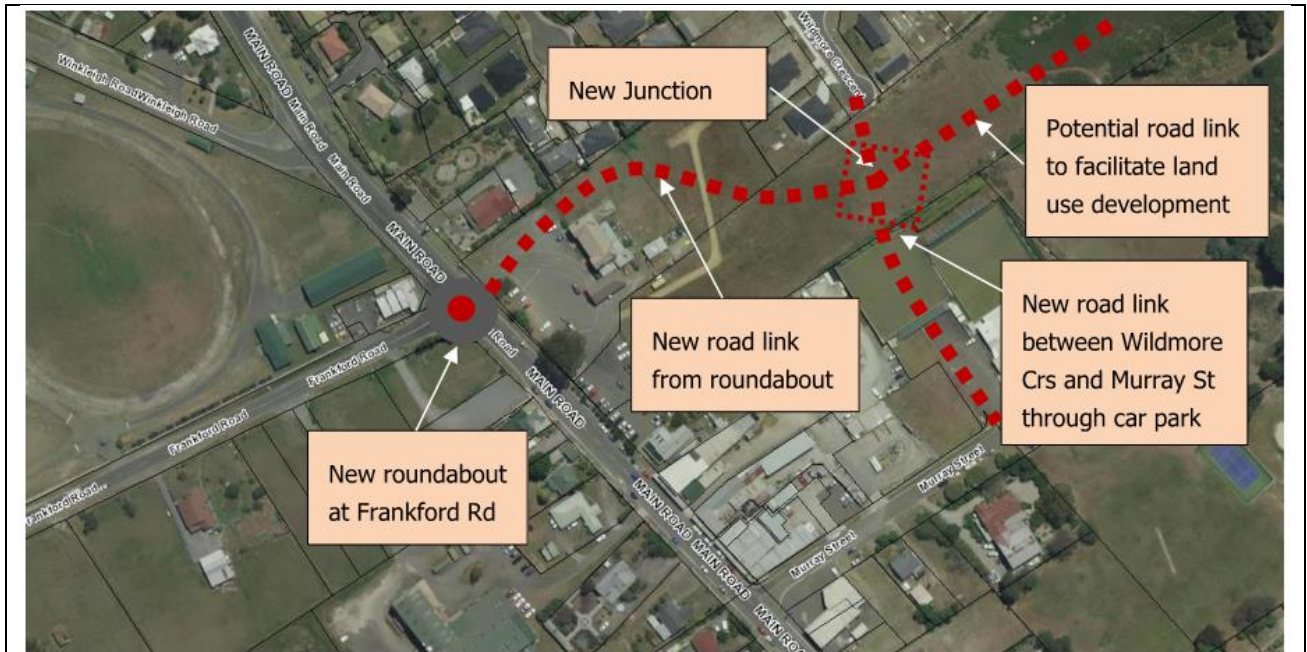
2019 Exeter Traffic Study Options Report

GHD prepared a study titled "Exeter Traffic Study – Options Report" in October 2019. The aim of the study was to review potential options and improvements in Exeter to manage conflicts between the various road users with competing priorities.

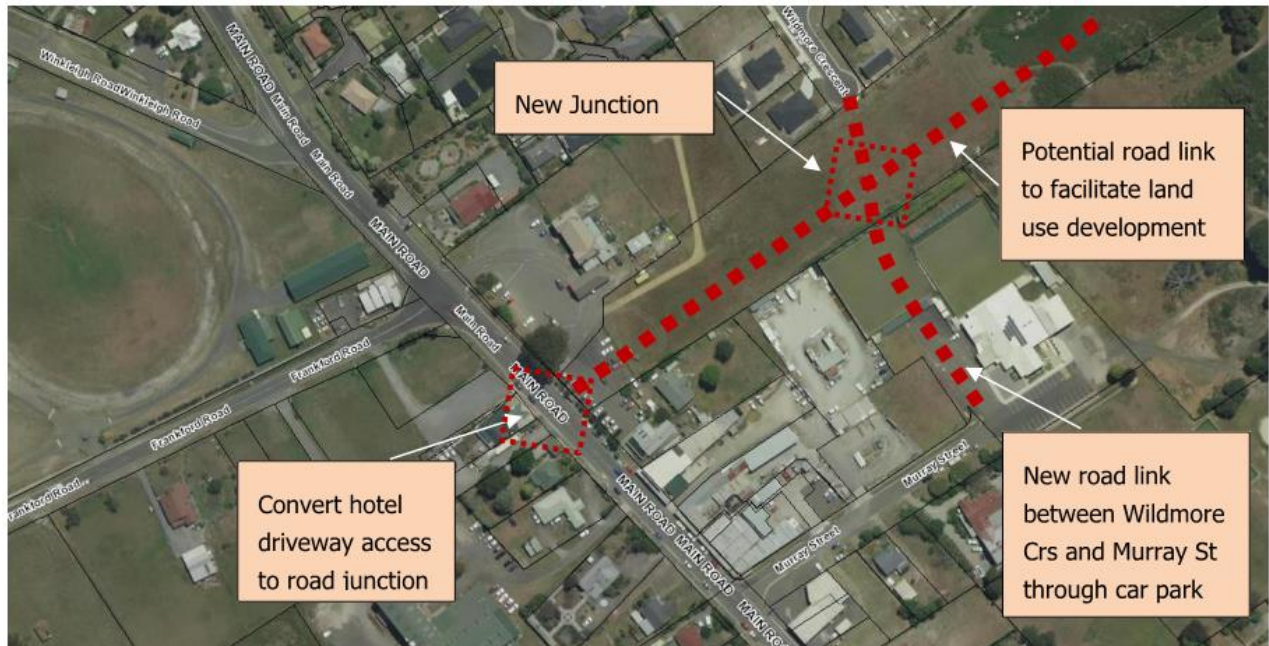
The report concluded that the following options be considered for further design and investigation:

- Installation of roundabouts at the Main Road/ Frankford Road and Main Road/ Glen Ard Mohr Road junctions.
- Installation of entry thresholds in Main Road near Frankford Road and Glen Ard Mohr Road.
- Installation of additional kerb outstand crossing treatments throughout Main Road.
- Formalisation of on-street parking arrangements.

Source: Midson Traffic Pty Ltd, Exeter Traffic Study – Options Analysis, October 2022



Indicative Murray Street to Wildmore Crescent link via Frankford Road junction



Indicative Murray Street to Wildmore Crescent link via Main Road junction

Source: Midson Traffic Pty Ltd, Exeter Traffic Study – Options Analysis, October 2022

Figure 8: Options for links between Murray Street, Wildmore Crescent and Main Road

Car parking has been raised through consultation as a constraint for the business area. Further investigations will be required to properly consider where and when any future car parking is provided

3.2.2 Active transport

Active transport includes walking and cycling and doesn't rely on motor vehicles. Active transport can be used for recreation purposes in addition to accessing work and services.

Only 4% of the working population in the Structure Plan Area travelled to work by walking or cycling on census day in 2021; however, it is acknowledged that there are a relatively low number of jobs in the area and the majority of people travel outside the Structure Plan Area for work. Anecdotally, it is reported that walking is a popular exercise and recreational activity in the Structure Plan Area and to access the riverside parkland and pathways.

Pedestrian safety, and improved pedestrian pathways, was a strong theme from consultation with the community, with specific reference to:

- Safe crossing points on Main Road at the main business area and at the Exeter High School farm;
- Improvements to the paths along Main Road and particularly between the retirement village and the business area (noting that some improvements to the footpath in this location have recently been completed); and
- Improvements to the 'Goat Track' between Glen Ard Mohr Road and Gravelly Beach Road via Stony Brook Road; and
- Improvements to pathways within the residential areas.

The Pathway Network map in Appendix 1 shows the existing formal pathway network (eg concrete or bitumen seal) and indicates where there are opportunities to improve connections and safe crossings.

Council has recently prepared the West Tamar Trails Strategy which provides a strategic framework to inform future funding for the delivery of a comprehensive trail network that is accessible for all, promotes active living, and encourages tourism. The Strategy recommends improvements in the Structure Plan Area for the:

- Gravelly Beach Trail; and
- Exeter to Gravelly Beach Trail.

Implementation of the Strategy will be subject to future funding and a timeframe for this is not known at this time.

3.2.3 Public transport

Bus Stops are located on Main Road (south of Frankford) and on Gravelly Beach Road.

Manions Coaches operates a general access bus service with stops in Exeter. It provides 9 services a day on weekdays between Beauty Point and Launceston (with one of the services only operating on school days) and 3 services a day on weekends and public holidays. The bus timetable suggests the journey to Launceston takes around 50 minutes.

Responses to the 2021 Census indicated that nobody travelled to work by public transport on census day. There may be an opportunity for additional trips via bus if the frequency and timing of the services were more suitable for workers. However, with a variety of workplaces, accommodating this level of service may not be feasible.

3.3 Water and Sewerage

TasWater delivers reticulated water and sewerage services within Tasmania.

Most properties in the Structure Plan Area are within the water serviced area; however, only Exeter and parts of Blackwall are serviced by reticulated sewerage, as shown in Figure 9 below. Sites without reticulated sewerage are required to manage wastewater on site which is a consideration for determining appropriate land use and minimum lot sizes.



Figure 9 - TasWater Serviced areas

TasWater's Master Plan⁸ states their intention to establish a new Sewerage Treatment Plant and recycled water scheme on a new site to cater for growth and improve buffer distances. The Masterplan currently indicates that this is a short term priority (by 2035).

Minor upgrades may also improve capacity in the short term.

3.4 Other infrastructure

Reliable infrastructure beyond transport, water and sewerage is essential to support growth, liveability and economic activity within the Structure Plan Area.

This includes access to high-quality internet and telecommunications services which is increasingly important for residents, businesses, health and community services and education. This is becoming more important given the opportunity for people to work from home and the role of Exeter as a service centre for surrounding communities. While the district has capability to connect to the NBN network, ensuring appropriate levels of service are provided and sustained is critical.

Future development should be supported by infrastructure that enables digital connectivity, emergency communications, business operations and equitable access to online services. While the Structure Plan does not directly deliver telecommunications infrastructure, early coordination with relevant providers when planning new residential, commercial and community developments is strongly encouraged.

3.5 Residential land supply and demand

The previous section has provided a good understanding of the community and how it has grown and changed over time.

This section will examine the current capacity of the Structure Plan Area to accommodate anticipated demand for housing and whether there is sufficient land to accommodate growth for the next 20 years.

Existing supply is based on the current Planning Scheme Zoning for residential land, not including the Rural Living Zone.

In 2024, the Northern Tasmania region released the *Northern Tasmania Residential Demand and Supply Study: Demand and Supply Report* prepared by REMPLAN.

REMPAN observed that:

*'Exeter has a relatively low estimated supply. Practical supply will accommodate forecast demand up to 2037, but exclusion of underutilised land will reduce this timeframe to around 2031.'*⁹

The Study found that existing residential zoned land in the Structure Plan Area has practical capacity to supply 161 lots in the categories and locations identified below in Table 5 and Figure 10.

⁸ TasWater (2025) Meander-Tamar Region Water and Sewerage Master Plan
<https://yoursay.taswater.com.au/meander-tamar-master-plan>

⁹ REMPLAN (2024) Northern Tasmania Residential Demand and Supply Study: Demand and Supply Report, page XI

Table 5: Residential land supply category

Supply category ¹⁰	Estimated supply (lots)
Retail: A retail parcel is an existing vacant parcel that is not of a size that can accommodate further subdivision based on localised average yields and criteria established under the supply process. These are parcels that are currently available for development. Retail parcels have the highest certainty of supply realisation.	31
Approved Plan: this category is allocated to any parcel that was identified by individual councils as having an approved permit, an approved master plan, or similar. As such, there is a relatively high certainty around supply being realised. It does not include instances where a specific area plan states an alternative minimum lot sizes, these being incorporated into the model through general yield calculations.	12
Vacant serviced: this category is a vacant parcel that is of sufficient size to accommodate further subdivision based on localised average yields and accounting for standard takeout rates. Servicing is allocated where the property is within a 'Full Service' area of TasWater's sewer serviced land mapping. Given this land is vacant and currently serviced with key infrastructure there is higher certainty of supply being realised compared to unserviced vacant land.	58
Vacant unserviced: this category is generally the same as the vacant serviced category but is allocated to parcels that are within areas identified as 'Unserviced' in TasWater's sewer serviced land mapping. As these parcels do not currently meet TasWater's criteria for serviced land, it is considered that these parcels would be less likely to be developed before fully serviced land.	6
Underutilised: this class is allocated to parcels that are currently developed with a dwelling improvement. These parcels meet the set of criteria established in the supply assessment around land area and building to land area ratios to be considered as underutilised and have further subdivision potential. This class has the lowest certainty around supply being realised.	54
Total	161

¹⁰ Extracted from page 27 and 134 REPLAN (2024) Northern Tasmania Residential Demand and Supply Study: Demand and Supply Report and supporting data



Figure 10 Land Supply locations by category¹¹

Seven residential subdivisions were approved in the 15 years between 2011 and 2026 for 73 lots in total, with three of the subdivisions producing 51 lots in Exeter and 13 lots in Gravelly Beach.

Between 2011 and 2026, there were planning approvals issued for 152 dwellings in the Structure Plan Area. Multiple dwellings made up 43, or 28%, of housing supply over this period, albeit the majority within newly subdivided developments.

The REMPLAN Study also forecasts that the area will grow by an additional 357 people by 2041 with demand for 217 dwellings.

The West Tamar Growth Strategy makes several recommendations for Exeter. Table 6 summarises how the Structure Plan responds to those recommendations.

¹¹ Extracted from page 137 of the REMPLAN (2024) Northern Tasmania Residential Demand and Supply Study: Demand and Supply Report

Table 6 – Structure Plan response to the West Tamar Growth Strategy

Growth Strategy recommendations	Structure Plan response
28 hectares recommended for densification.	Additional General Residential Zone identified is ~ 7 ha The new Low Density Residential Zone between Exeter and Blackwall is approximately 32ha including roads.
180 hectares are recommended for gentle densification.	An additional ~ 57ha is included in Low Density Residential area. Gentle densification also includes multiple dwellings and subdivision within existing areas. A strategy has also been included to review the minimum lot size for Rural Living zoned areas which would accommodate additional growth. There is over 300ha in the Rural Living area however it is unlikely the entirety of this area will be rezoned or developed in the short to medium term.
To accommodate growth, specific areas within the Rural Living and Rural zones should be reviewed for potential rezoning to General Residential; and Low Density Residential.	As above.
A Future Growth Area should be considered to support additional long-term growth near the activity centre. Further investigation is required to determine the appropriate form and extent of the Future Growth Area.	Included in the Structure Plan and Growth and Development Opportunity 1.

3.6 Review of the 2014 Exeter Structure Plan

The 2014 Exeter Structure Plan focused on the Exeter Township; however, the recommendations included in the plan extended beyond this boundary.

Consultation completed as part of the review highlighted the community connection and relationship between Exeter and nearby Gravelly Beach, Blackwall and Lanena which, while recognised as places in their own right, form part of the broader Exeter community.

The scope of the Structure Plan has been extended to Exeter and District. The boundary generally aligns with the Australian Bureau of Statistics SA1 (suburb) boundaries for Exeter, Gravelly Beach, Blackwall and Lanena.

2014 Structure Plan Area

'The Exeter Structure Plan area the General Residential zoned land at the Gravelly Beach Road junction, the Local Business zone in the town centre and the General Residential and Low Density Residential areas to the north of the town. Key outlying sites were also included; Exeter Golf Club and the Tresca community centre, the sewage ponds and the sawmills on Frankford Road. Similarly, any issues or opportunity sites outside the study area that arose during the structure planning process were included.'

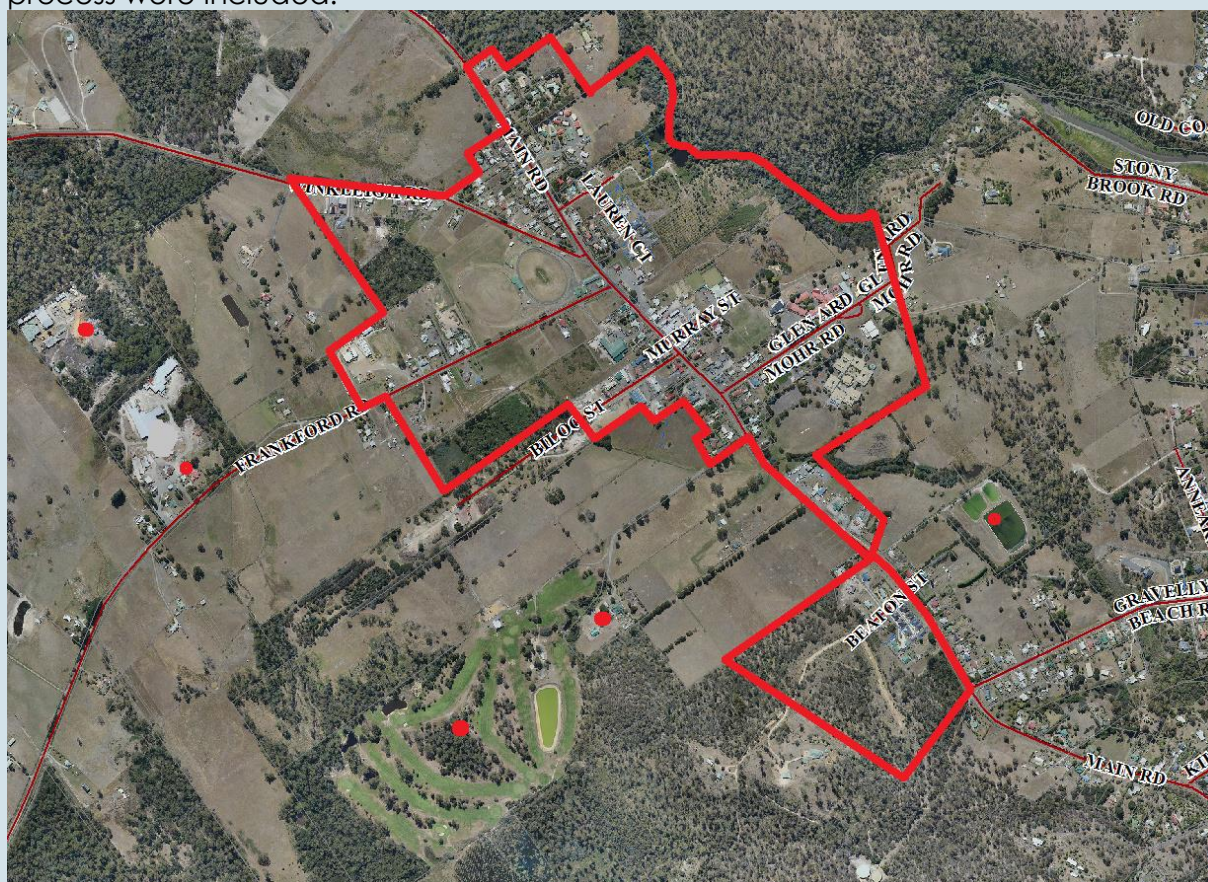


Figure 11 - Extract from the 2014 Exeter Structure Plan

3.6.1 Opportunity sites

The 2014 Structure Plan identified six opportunity sites as shown in Figure 12 below.



Figure 12: 2014 Structure Plan opportunity sites (Green – privately owned and Orange – Council owned)

Table 7 contains a review of the opportunity sites and future projects that were identified in the 2014 Structure Plan. It identifies what has been implemented since 2014 and considers if any additional planning interventions are required.

Table 7: Review of the 2014 Structure Plan opportunities and projects

The 2014 Opportunities and projects	Review
Murray Street Community Precinct The Exeter Community Hub was completed and opened in 2019 and is the first stage of the Community Precinct. Longer term considerations include the potential relocation of Tresca services, the library and additional services, such as medical facilities and community activities. The more recent establishment of a fenced off-leash dog park, a bandicoot garden and maintenance of the goat track has provided the foundation for an important community precinct into the future.	Include the site in the Community Purpose Precinct in the new Structure Plan. Continue long term planning and investment to enhance the services provided. Request an amendment to the West Tamar LPS to include the site in the Community Purpose Zone.

The 2014 Opportunities and projects	Review
Biloo Street Public Park The Biloo Street Park was established in 2019. It provides public facilities and a meeting and rest stop in Exeter for residents and visitors.	A caravan waste dump point has been installed in the car park behind the library (completed July 2026).
Corner Frankford Road and Main Road This is a group of four privately owned sites located at the western entry to Exeter. The 2014 Structure Plan provided limited commentary in relation to the opportunity for the site. A Planning Permit has since been issued for multiple dwellings on two of the properties.	The site is included in the Local Business Zone which provides a high degree of flexibility for future commercial uses that would be suitable for the site. Multiple dwellings have been constructed at 1 Frankford Road. Future road upgrades or street beautification works should take into consideration the role of this intersection as the western gateway to Exeter. No additional planning interventions are required at this time.
122 Main Road (Exeter Hotel) The 2014 Exeter Structure Plan considered the potential for Council to consider purchasing this site to facilitate: • better land management in relation to weed infestation with the interface with Stony Brook; • future options for a road link and associated land development; and • Council ownership of the car parking area fronting Main Road. At this stage Council have not been in the position to purchase the site, however options in relation to a future road link are included in the Structure Plan.	The site is included partly in the General Residential Zone and partly in the Local Business Zone. 13 residential lots have been approved at the rear of this site and is currently under construction. As noted in the 2014 Structure Plan, the site is also important for achieving a connected road network and providing connections from Wildmore Crescent to Main Road and Murray Street.
106 Main Road This is a single site located between the Exeter Bakery and the Exeter Uniting Church. Limited detail is provided in the 2014 Structure Plan in relation to the opportunity; however, given its Main Road location and prominent position, there are a range of commercial opportunities that may be suitable for the site.	The site is included in the Local Business Zone which provides a high degree of flexibility for future commercial uses that would be suitable for the site. Multiple dwellings have been approved for the site. No additional planning interventions are required.

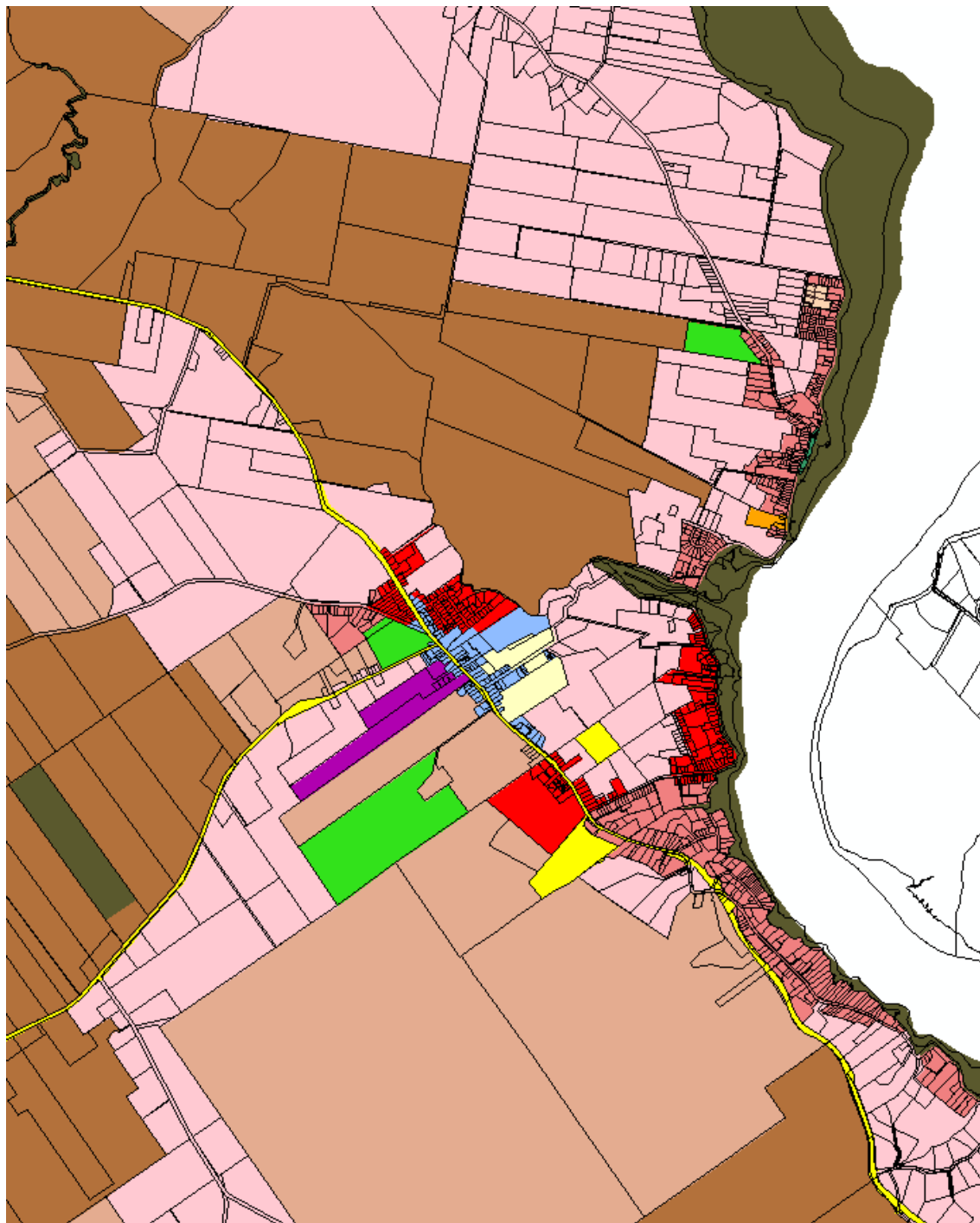
The 2014 Opportunities and projects	Review
185 Gravelly Beach Road This site was highlighted for potential low density residential development with the opportunity to establish a link road between Glen Ard Mohr Road and Gravelly Beach Road (or potentially Murray Street).	Residential supply and demand is further examined in sections 3.5.
Development of passive recreation facilities on the Clarke land including re-alignment of the walkway between Glen Ard Mohr Road and Exeter. A walking track will encourage walkers currently using Glen Ard Mohr Road between the Goat Track and Exeter to cut through the Clarke land (a 30% shorter route).	In progress. Goat track and paths on Glen Ard Mohr Road have been upgraded. A trail has also been constructed in partnership with Landcare through the Clarke land to link Glen Ard Mohr Road with Murray Street.
Business Promotion Signage Provide attractive and informative business and community facilities signage on Frankford Road approximately 800m west of Main Road.	Information signage installed.
Exeter and Gravelly Beach Advisory Group Branding (previously the Exeter Improvement Committee) Ensure projects are consistent with the rebranding project.	Community branding completed and adopted for completed projects.
Form-based Controls for Main Road Introduce form – rather than use – based statutory planning controls for property fronting both sides of the Main Road between Frankford Highway and Glen Ard Mohr Road.	Not progressing – the introduction of the Tasmanian Planning Scheme has standardised development controls in relation to the design and siting of buildings
Exeter Community Precinct - Consolidate community services on the site of the Exeter Recreation Centre /RSL (now the Community Hub), possibly within a new building. - Relocation of Tresca Services. - Future consideration of also co-locating the library, medical facilities and scouts.	
	Exeter Community Hub opened in 2019
	Subject to external funding and future Council decision.

The 2014 Opportunities and projects	Review
Biloo Street Public Park and Carpark / Turning Area - Develop a public park. - Develop a link to the tourist information centre. - Upgrade informal parking at 57 Main Road (Visitor Centre).	Public park completed Not completed Subject to future planning
Better utilise the RV Overnight Park at Gravelly Beach Increase maximum stay from overnight only.	Legislation does not permit more than an overnight stay
Primary Producer Incubator Provide space for small primary producers to process goods, potentially including warehouse and retail space (at the Community Hub or within the precinct)	Kitchen established as part of the Community Hub Other subject to external funding and business case
Exeter Showgrounds Discuss with the Exeter Show Society public access to the Showgrounds. Current showground operations including the Exeter Show would continue unchanged.	To be determined by the Exeter Show Society
Option to purchase the vacant land south of the Exeter Hotel (122 Main Road, Exeter) Council to consider future purchase of site to enable better land management, control over future option for a road link and development and ownership of existing car park.	Approved subdivision provides for a potential road connection to Murray Street and pedestrian connection to the land behind the Community Hub.
Road link to Gravelly Beach through 185 Gravelly Beach Road, Blackwall Support rezoning of this land to low density residential, provided that the subdivision layout provides for public road access through the lot towards Glen Ard Mohr Road.	Currently included in the Rural Living Zone. The Structure Plan includes the site in the Low Density Residential Area with a through road following the Traill Road alignment.

Appendix 1 - Supporting Maps

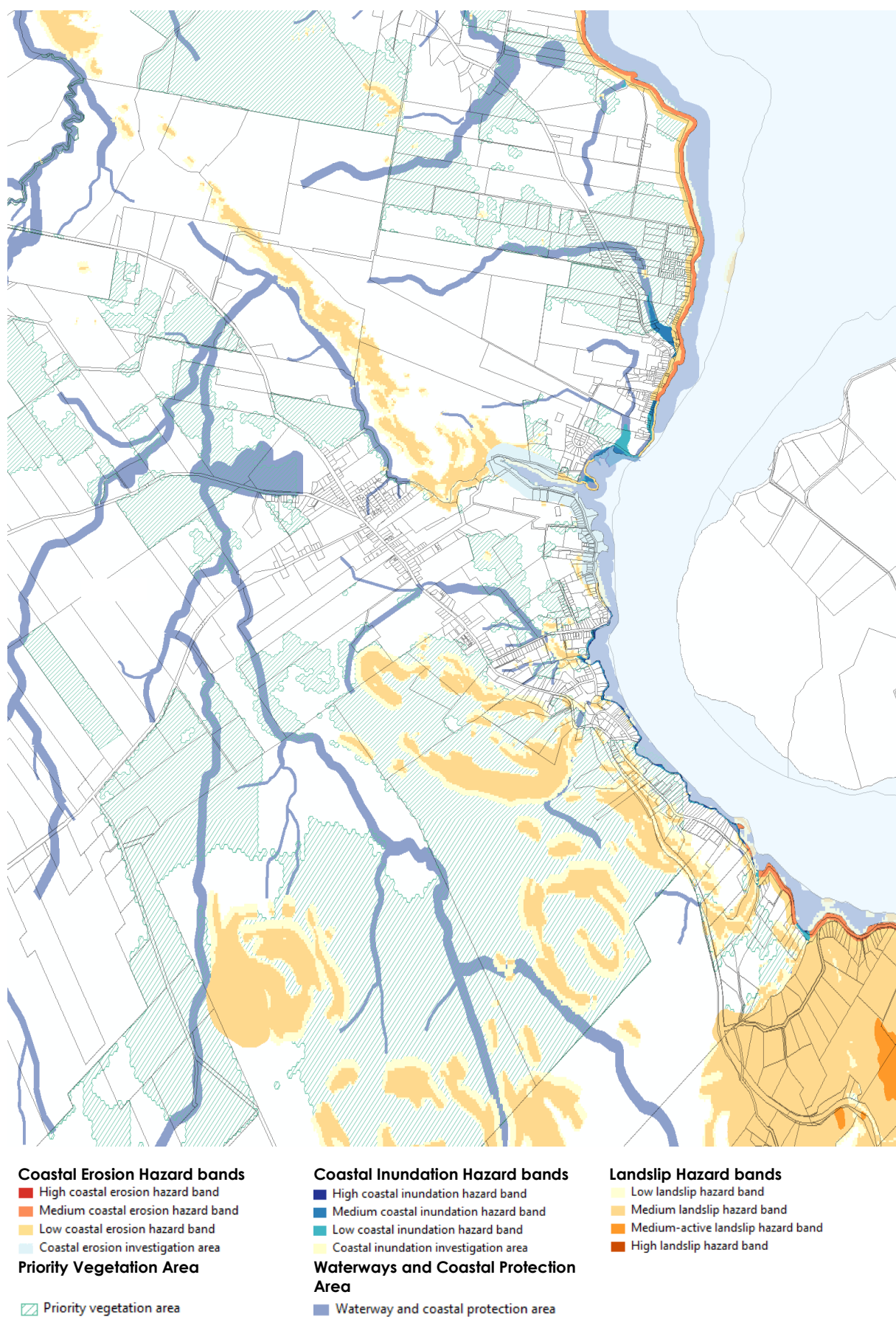
Constraint and infrastructure mapping provides the spatial evidence base for the Structure Plan. By identifying where development may be limited by natural hazards, environmental values, servicing capacity and transport access, the mapping helps determine which areas are suitable for growth, what form of development is appropriate, and what infrastructure or further investigations may be required before development can occur.

West Tamar Local Provisions Schedule zoning

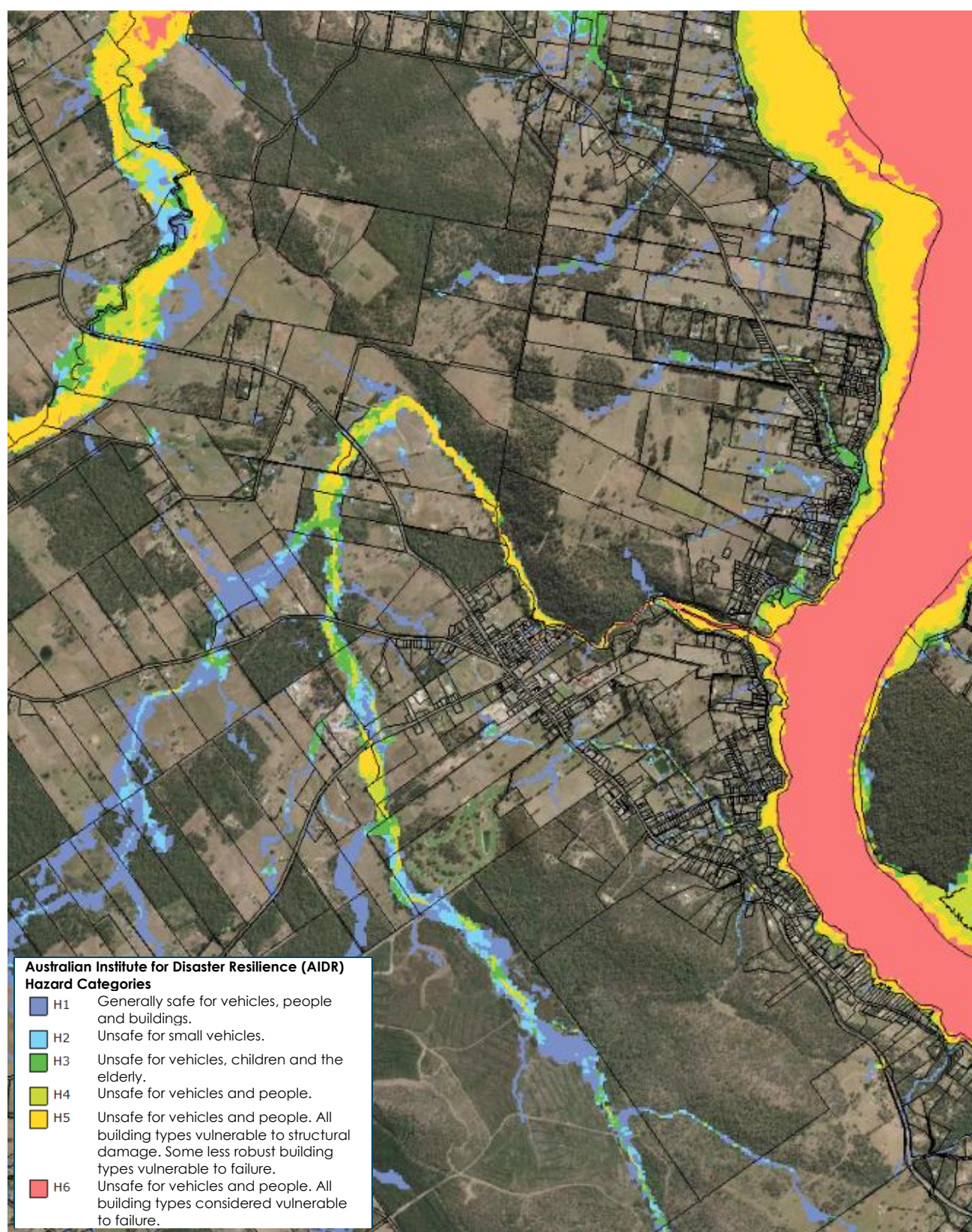


- | | | |
|--------------------------------|---------------------------------|---------------------------|
| ■ General Residential Zone | ■ Central Business Zone | ■ Major Tourism Zone |
| ■ Inner Residential Zone | ■ Commercial Zone | ■ Port and Marine Zone |
| ■ Low Density Residential Zone | ■ Light Industrial Zone | ■ Utilities Zone |
| ■ Rural Living Zone | ■ General Industrial Zone | ■ Community Purpose Zone |
| ■ Village Zone | ■ Rural Zone | ■ Recreation Zone |
| ■ Urban Mixed Use Zone | ■ Agriculture Zone | ■ Open Space Zone |
| ■ Local Business Zone | ■ Landscape Conservation Zone | ■ Future Urban Zone |
| ■ General Business Zone | ■ Environmental Management Zone | ■ Particular Purpose Zone |

Natural Assets and Hazards



Riverine and Overland Flooding



Tasmanian Strategic Flood Map (TSFM) Design Flood Event (DFE) 1% AEP Climate Change
<https://www.ses.tas.gov.au/floodmaps/tasmanian-flood-mapping-project-reports/>.

Underground services



Sewer

- Manhole
- Sewer
- - - House connection
- Rising main

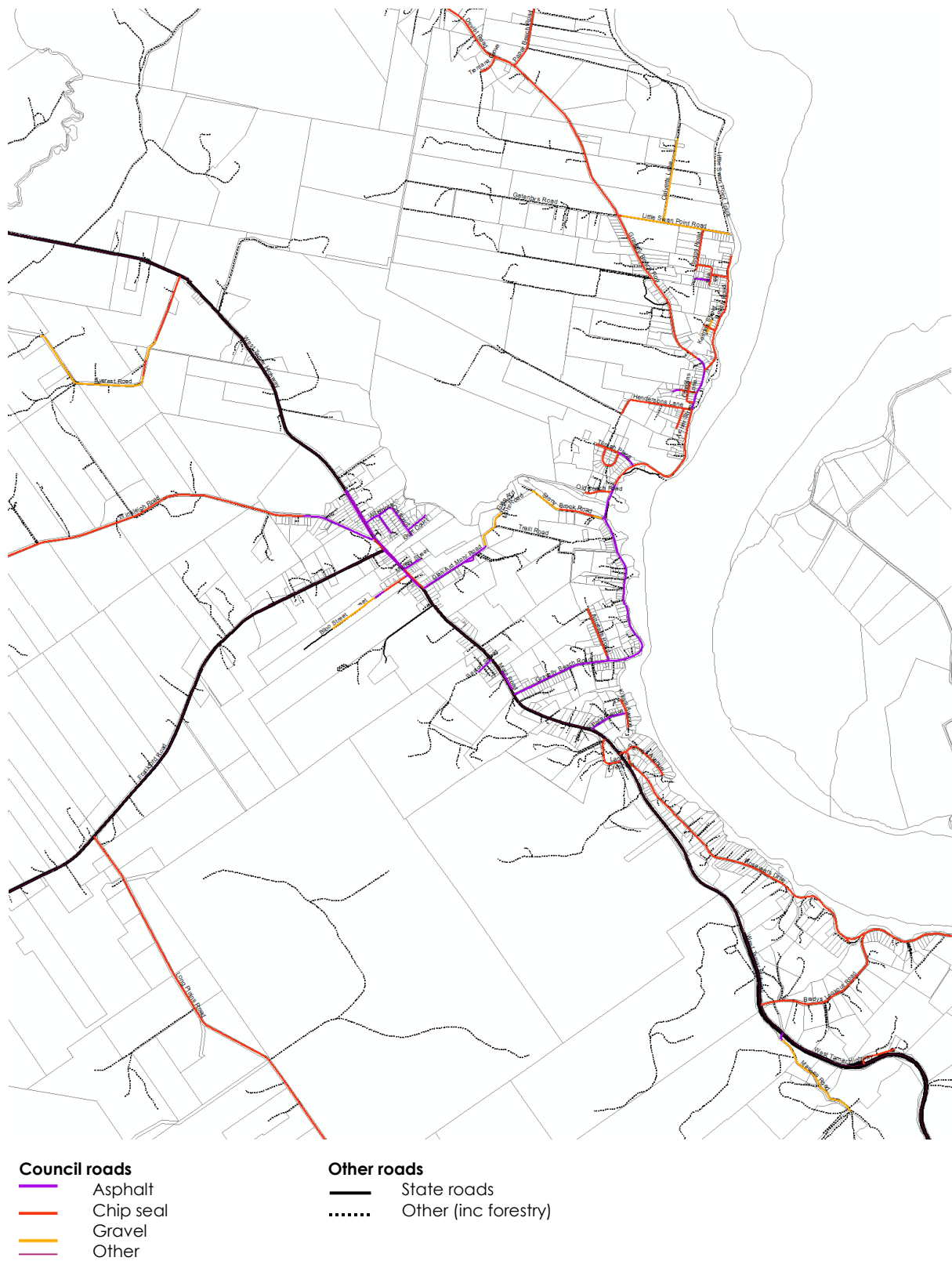
Water

- Water Supply
- - - Water lateral

Stormwater

- Pit
- Gravity line
- Open drain line

Road types



Pathway Network





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