Consultation Summary

Seven Mile Beach Local Area Plan

ENTURA-2076DC
20 November 2022

Prepared by Hydro-Electric Corporation ABN48 072 377 158

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Executive Summary

A Local Area Plan (LAP) for Seven Mile Beach (SMB) is being developed by Clarence City Council (CCC) to facilitate sustainable growth and management, including protection and enhancement of the special qualities of the area values by its local community. The process of community consultation has been undertaken to inform the development of this plan.

Five key types of community consultation were undertaken between June and August 2022, in the form of an online survey, intercept surveys, focus group, one-on-one targeted discussions and responses through a dedicated email address. Over 400 people, which is more than 25% of the Seven Mile Beach community, engaged across the total consultation period. From the consultation findings, it can be concluded that the Seven Mile Beach community has a positive outlook for the future of their township.

Overall, residents and visitors alike shared a common vision of Seven Mile Beach as a beachside community with upgraded road, footpath, sewer, and stormwater/drainage infrastructure which celebrated the proximity to the beach and the setting within natural bushland. In keeping with the family and coastal lifestyle that is currently present, residents want to see improved public open space areas, including park facilities and a wider range of outdoor activities such as a surf club and pump/bike tracks. Limited development was supported to ensure the retention of a low-scale character; however, the need for improved community and local retail or destination facilities was recognised.

Key findings of the consultation program for the development of the Seven Mile Beach LAP identified that:

- Character
    - Residents choose to live at SMB for its lifestyle, access to recreational facilities, community spirit and proximity other locations in Greater Hobart, while non-residents visit Seven Mile Beach primarily for its beach.
    - The demographic of Seven Mile Beach has changed from a traditionally shack town to that being a suburb with a diverse range of needs and facilities.
- Housing
    - Participants considered the current housing typology to be mixed, and would prefer future housing to consist of larger lifestyle lots and suburban homes.
    - Most residents did not support overdevelopment and did not want to see an increase of density within the community.
- Heritage and environment
    - Heritage values of Seven Mile Beach is not generally known to most participants.
    - A large majority of respondents identified water management features to be the key environmental concern, which included rising water table, inundation and flooding, drainage, and stormwater.
    - Respondents identified native fauna and running/walking trails as important features of local parks, however also identified that park and park facilities should be upgraded.

- Commercial and retail facilities
    - The most anticipated commercial and retail facility is a café, preferably located beachside similar to that of The Beachhouse at Blackmans Bay.
    - An upgraded local/corner store would also be appreciated by the community.
- Community facilities
    - Those who wanted improved community facilities recommended a community hub (such as library, hall or meeting space), sporting facilities (including surf club, skate/bike facilities, pump tracks), and playgrounds.
- Transport and movement
    - An overwhelming majority of responses obtained during consultation identified the need to upgrade road and footpath infrastructure. This ranged from better all-weather and accessibility-friendly footpaths to better drainage to minimise retention of water on roads and footpaths after rain events.
    - Commentary regarding increased traffic primarily related to concerns over the proposed subdivision on Lewis Road.
- Services and utilities
    - The improvement of sewer infrastructure in the area was overwhelmingly supported with the majority of residents at intercept surveys recognising that financial contributions would be required. Improvement in stormwater, drainage and water table management were also identified as key concerns for respondents when it came to utilities and services in the SMB area.

Distilling implications from the results of the engagement activities, it can be understood that:

- the community value the residential nature of the township, and would prefer any future development to be aligned with larger lots as opposed to medium/high density development
- the changing demographic with increase in younger families requires improved facilities, such as parks and playgrounds that suit a broader age range of children.
- the community's primary focus is on the upgrade of drainage, upgrade of footpaths and improvements to the road condition.
- there is a strong support for the upgrade of sewerage headworks, albeit knowing this may come with a minor additional cost to their bills.
- the community appreciate the relaxed village character of the township and there is subsequently no desire to increase density. It should be noted though that this does not directly correlate with no desire for growth.
- given that there is not anticipated to be a large population increase, any commercial growth should be as a destination, such as an iconic building with local grocer and café.
- visitors commented on the need for improved beach facilities, such as showers, toilets, cafes, and seating.
- traffic volume is not a priority concern for the community.

Specific conversations with landowners highlighted the desire for an upgrade of the existing Seven Mile Beach Store to support local residents and increase amenity of the area. There was also discussion to provide further retail and mixed-use opportunities, as well as public facilities through additional storeys. Developer contributions may also be provided to upgrade the adjacent public park, enhancing the vibrancy of the neighbourhood.

Detailed consultation was also undertaken with One Hill Estate Retirement Village. It was evident the current village is a success with many residents expressing satisfaction with the facilities and close community atmosphere. A proposal was presented during consultation, to extend the existing retirement village from a 50 to 100 dwelling estate.

Submissions generally supporting both developments were received during the course of the consultation.

Contents

1. Introduction **1**

2. Strategic context **3**

2.1 Greater Hobart Committee 3
2.2 City of Clarence Strategic Plan 2021-2031 3
2.3 City of Clarence Community Engagement Policy 2020 4

3. Consultation overview **5**

3.1 Engagement purpose 5
3.2 Period of engagement 5
3.3 Engagement scope and method 5

4. Online survey **7**

4.1 Methodology 7
4.2 Results 9

5. Intercept surveys **20**

5.1 Methodology 20
5.1.1 Seven Mile Beach Intercept Surveys 20
5.1.2 Golf Course Intercept Surveys 21
5.2 Results 22
5.2.1 Seven Mile Beach Intercept Surveys 22
5.2.2 Golf Club Intercept Surveys 25

6. One Hill Estate focus group **27**

6.1 Methodology 27
6.2 Results 28

7. One-on-one targeted discussions **33**

7.1 Methodology 33
7.2 Results 33

8. Dedicated email address **35**

8.1 Methodology 35
8.2 Results 35

9. Council committees **36**

9.1 Methodology 36
9.2 Results 36

10. Agencies **38**

11. References **40**

1. Introduction

Clarence is a mix of urban, rural, and coastal communities, enterprises, and environments. With a resident population of over 61,500, Clarence is a growing City, with the largest residential population in southern Tasmania. Over recent years there has been substantial growth in commercial, recreational, tourism, and residential development across all of Clarence. This has resulted in pressure to expand the coastal settlements which have limited growth potential under the Southern Tasmania Regional Land Use Strategy 2010-2035 (STRLUS) declared by the Minister for Planning, on 9 May 2018, pursuant to section 5A of the *Land Use Planning and Approvals Act 1993* (LUPA Act).

While the STRLUS identifies the existing Seven Mile Beach settlement within the Urban Growth Boundary (UGB), there are important planning considerations concerning the form and growth of the Seven Mile Beach settlement and how its community is serviced.

The Seven Mile Beach community has an area of approximately 75 ha. According to the Australian Bureau of Statistics (ABS) 2021 census data, Seven Mile Beach recorded 1,467 people (up from 1,286 at 2016 census, approximately 14% increase) with a median age of 46, including 441 families and 562 private dwellings.

The beachside township is located 14 km from Hobart and serviced with five bus routes to Rosny Park and Hobart City. Services are limited, although it benefits from a local store and good access to beach recreation opportunities and golf courses. There is a range of environmental values, and the settlement is un-serviced with piped infrastructure, is relatively low lying with a high-water table, and exposed to coastal hazards.

The Clarence City Council is currently developing a Local Area Plan for the sustainable growth and management of Seven Mile Beach including protection and enhancement of the special qualities of the area valued by its local community. The study area for this project is the Seven Mile Township and its immediate surrounds comprising of the village, Recreation Area, Nursery and Light Industrial land southwest of Grueber Ave, the One Hill Lifestyle Village and proposed/potential expansion area to the southwest of Acton Creek, as shown in Figure 1.1.

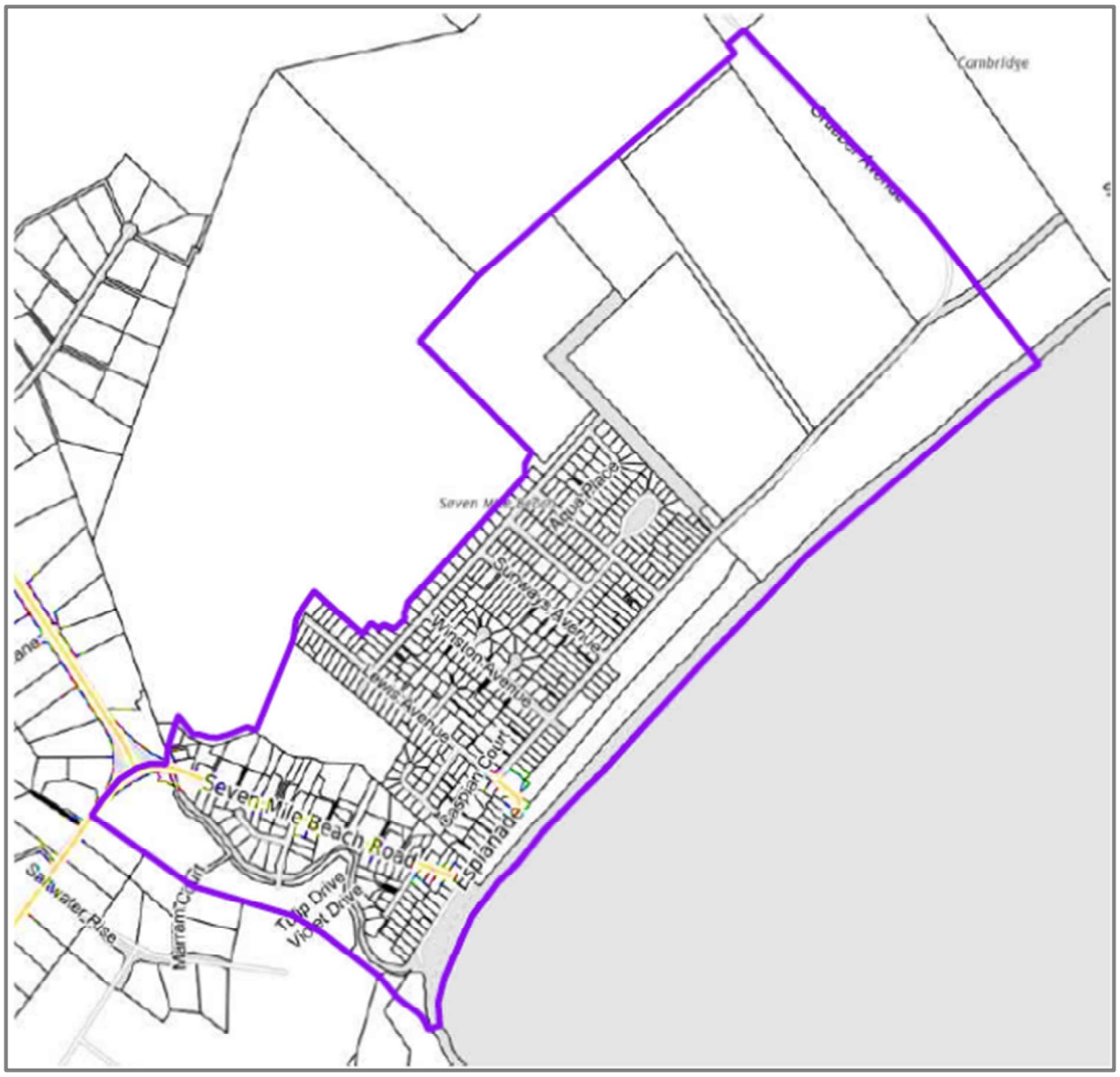


Figure 1.1: Map showing study area outlined in purple.

2. Strategic context

The locality of Seven Mile Beach is within the City of Clarence Local Government Area in Tasmania, Australia.

2.1 Greater Hobart Committee

The Clarence City Council is part of the Greater Hobart Committee, which is a collaboration of the Clarence, Glenorchy, Hobart and Kingborough Councils and the Tasmanian Government operating under the framework of the Greater Hobart Act 2019. Councils within the committee are aiming to deliver the 2050 Vision for Greater Hobart, which is underpinned by the following themes:

- *Be greater for our people – a great place to live; safe and welcoming; better active transport; and contribute to health and wellbeing*
- *Have greater interconnection, but distinct communities – continue to 'feel like Hobart'; connected to unique natural environment; thriving, unique neighbourhoods; and people centred, activated places*
- *Have greater resilience – build resilience and disaster preparedness; strong local business community; adapt towards a low carbon economy; and community spirit to 'future-proof' the city*
- *Be well planned – 'right place, right time'; collaborative approach to planning; and coordinated provision of infrastructure and services*
- *Have greater connection – easy to get around; greater transport choice; increase co-location of jobs and housing; and smart technology to enhance useability*
- *Plan for growth and change – greater housing choice; increase residential density in inner areas; growth will be planned and sequenced; and protect unique natural areas and biodiversity*[1]

A 30-year Greater Hobart Plan is currently being produced and a draft is available.

2.2 City of Clarence Strategic Plan 2021-2031

The City of Clarence Strategic Plan 2021-2031 details the opportunities available for the Council to provide services and facilities to enrich the lifestyle of the Clarence community. The plan is divided into five key goals:

- *A people friendly city: Clarence values diversity and encourages equity, inclusiveness and accessibility. We aspire to create high quality public places for all people to live actively, engage socially and enhance our health and wellbeing.*
- *A well-planned liveable city: Clarence will be a well-planned liveable city with services and infrastructure to meet current and future needs of our growing and vibrant community.*
- *A prosperous and creative city: Clarence encourages creativity, innovation and enterprise and will develop the local economy by enabling opportunities for all people.*

[1] Greater Hobart Committee, 2022.

- *An environmentally responsible city: Clarence is environmentally responsible, valuing and protecting the natural environment for a sustainable and liveable future. This project aims to contribute towards achieving priorities within this strategic plan for the study area.*

2.3 City of Clarence Community Engagement Policy 2020

The City of Clarence Community Engagement Policy 2020 outlines Clarence City Council's commitment and approach to community engagement to assist the council in its decision making. The community consultation process for the Seven Mile Beach Local Area Plan aims to align with the principles of community engagement outlined in the policy. These principles are as follows:

- Communicate openly and in a timely way, in plain English;
- Have a planned approach to community engagement activities;
- Provide information and opportunities for community involvement that are meaningful, inclusive, accessible, and seek a diverse range of perspectives;
- Be clear about how much opportunity there is for stakeholders to participate through the consultation process and to contribute to a decision;
- Ensure processes conform with relevant statutory requirements;
- Ensure Aldermen have to opportunity to provide input reflecting community views and expectations into the consultation and engagement planning process;
- Use a variety of engagement/consultation techniques to engage with relevant communities and stakeholders;
- Keep the community and stakeholders informed, including reasons for decisions;
- Ensure that all contributors to any community engagement activity are informed of the outcomes following the completion of consultation and engagement;
- Review completed community engagements to identify opportunities to improve council community engagement practices; and
- Retain records in accordance with relevant statutory requirements[2].

[2] City of Clarence, 2020.

3. Consultation overview

3.1 Engagement purpose

The purpose of the stakeholder engagement was to:

- work with the immediate residents to understand what they would like to see in a Local Area Plan
- work with visitors and other users to understand what they would like to see in a Local Area Plan
- work with key stakeholders to understand their long term goals and what they would like to see in a Local Area Plan.

3.2 Period of engagement

Consultation occurred between June and early September 2022.

3.3 Engagement scope and method

The engagement scope for the development of the Seven Mile Beach Local Area Plan was designed to capture community views and aspirations within a highly engaged community. Activities were undertaken between June and August 2022. The approach consisted of a series of targeted one-on-one meetings with high interest/high influence landowners, supplemented by meetings with relevant council committees to distil key information. As part of the consultation program for the development of the Local Area Plan, a range of consultation activities were undertaken between June and August 2022. These are summarised in Table 3.1.

Table 3.1: Consultation activities

Type	Description
Letter drop	Council organised a mailout of a letter to residents within the Seven Mile Beach and Acton area, outlining avenues for providing comment and feedback for the development of the local area plan. A copy of the letter is included in Appendix A.
Online survey	An online survey was hosted on Council's Your Say platform and made available to the public between 4 July and 1 August 2022. The online survey included an interactive map where survey participants were able to 'drop pins' of locations where they wanted to provide comment. A copy of the online survey is included in Appendix B.

Type	Description
Intercept surveys	Intercept surveys were conducted by three members of the project team between 7am and 1pm on Saturday 9 July at four locations – Seven Mile Beach off Lewis Avenue, outside of corner store on Lewis Avenue/Surf Road, inside the corner store, and at the Royal Hobart Golf Course. The process of intercept surveys included three questions and participants were codified based on whether they were a Seven Mile Beach resident, while their responses are anonymous. A copy of the intercept survey is included in Appendix C.
Focus Group	A focus group discussion with One Hill Estate residents was held on Saturday 9 July 2022 at the community hall in the estate. Facilitated and moderated by the project team, residents shared their vision for the township and the improvements they would like to see in the area.
One-on-one Targeted discussions	A range of one-on-one discussions were conducted with a number of landowners, business owners/operators and representatives of community groups. Most of these discussions were undertaken as phone calls or online meetings.
Dedicated Email Address	An email address was made available to the public to send comment or feedback, or information not able to be presented in the online survey or intercept surveys. The email address was included in the letter mailout. Submissions were received via email from members of the public.
Council committees	The various committees within Clarence City Council were consulted in the form of an online survey. The purpose was to ascertain if there are any projects currently, or will be undertaken, by any of the committees that will be occurring in Seven Mile Beach, and whether they may overlap or address any matters raised by the community or recommendations from the project team.
Departments/agencies	Relevant agencies and government departments were consulted on the project as part of the technical studies.
Council briefing	A workshop/briefing was conducted with the project steering group as well as Council aldermen to provide background of the engagement program and the results that were obtained.

4. Online survey

4.1 Methodology

A 19-question online survey was hosted on Clarence City Council's Your Say Platform between 4 July and 1 August 2022 (refer Figure 4.1), where any member of the public was able to access and provide responses. A total of 240 submissions were received.

The purpose of the survey was to obtain people's opinions on existing features and values within Seven Mile Beach, as well as thoughts and aspirations for the future development to be included in a new Seven Mile Beach Local Area Plan. The questions were also designed to capture feedback for all seven key areas of a local area plan, being:

- Character
- Housing
- Environment & Heritage
- Commercial & Retail
- Community Facilities
- Transport & Movement
- Servicing & Utilities

Apart from written responses, an online interactive map was also available for questions which asked for participants to identify 'where' opportunities or concerns are.

A full copy of the survey is included in Appendix C, and summarised below:

- Character of Seven Mile Beach
  - Do you live in Seven Mile Beach?
  - What do you value about Seven Mile Beach?
- Housing
  - How would you describe the style of housing in Seven Mile Beach?
  - What type of housing would you prefer to see in the development of Seven Mile Beach?
- Heritage & Environment
  - Do you have knowledge of heritage stories, places or buildings associated with the Study Area?
  - Based on your experience of parks within the study area, what are the most important aspects of a park to you?
  - What upgrades, if any, of existing recreational facilities within Seven Mile Beach are required?
  - Are there any environmental concerns you would like to share?

- Commercial & Retail Facilities
  - Is your workplace located in Seven Mile Beach?
  - In the future Seven Mile Beach Local Area Plan area which of these retail/employment places would you like to see?
- Community Facilities
  - Does Seven Mile Beach need additional community facilities?
- Transport and Movement
  - Do you have any concerns about current traffic and transportation within Seven Mile Beach?
  - What new infrastructure and/or upgrades would you like to see in the future?
- Services & Utilities
  - Are there any existing issues with the services & utilities you would like to raise? (Relating to electricity, sewerage, NBN, potable water, gas etc)
  - What new infrastructure and/or upgrades would you like to see in the future?
- Final thoughts
  - If you were to make ONE improvement to Seven Mile Beach what would that be?
  - What two words, or short sentence reflects your vision for the future of Seven Mile Beach?
  - Do you have any other comments you would like to share?

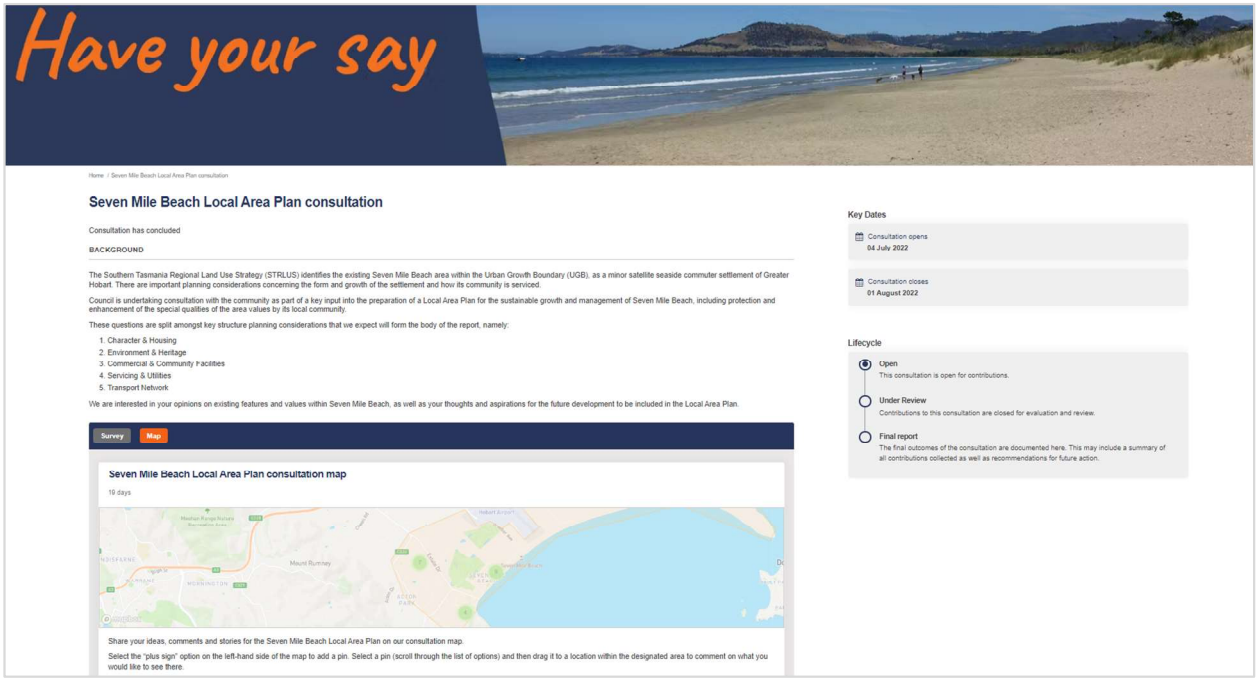


Figure 4.1: Screenshot of the online survey platform

4.2 Results

The online survey was opened between 4 July and 1 August 2022, where 240 online survey responses were received, of which 76% (183) were from Seven Mile Beach residents.

Among the 240 respondents, 91% were aged 35 and over, with a relatively even range of 25% of respondents in the age ranges of 35-44, 45-54 and 55-64 years old.

Character

Residents indicated that they chose to live at Seven Mile Beach for its lifestyle (163 responses), access to recreational facilities (135 responses), and natural amenity (104 responses) (Figure 4.2).

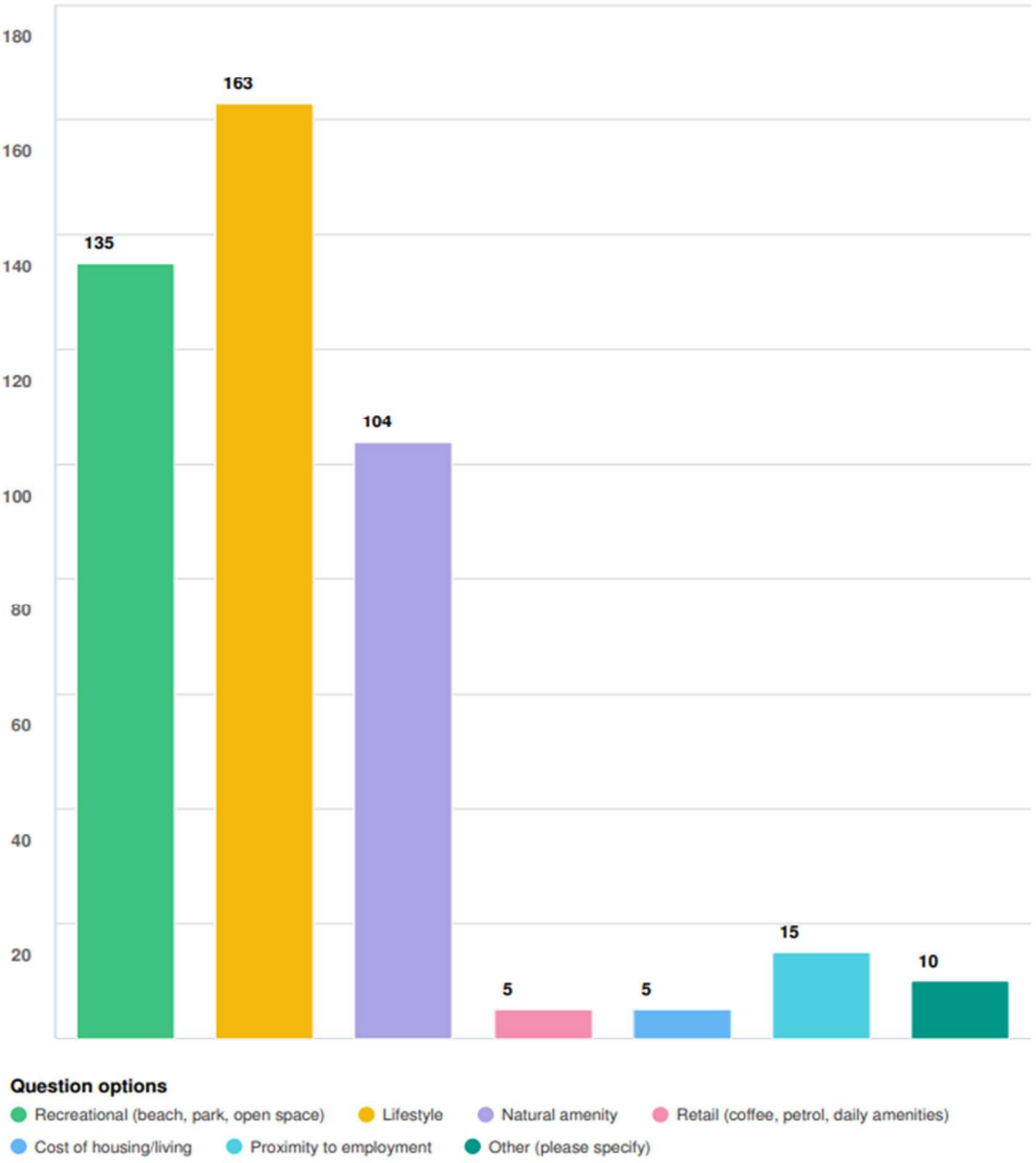


Figure 4.2: Reasons for residing at Seven Mile Beach

Furthermore, a large majority of people (96%) visit Seven Mile Beach for recreational reasons (Figure 4.3), and value Seven Mile Beach for its village community and its natural amenity.

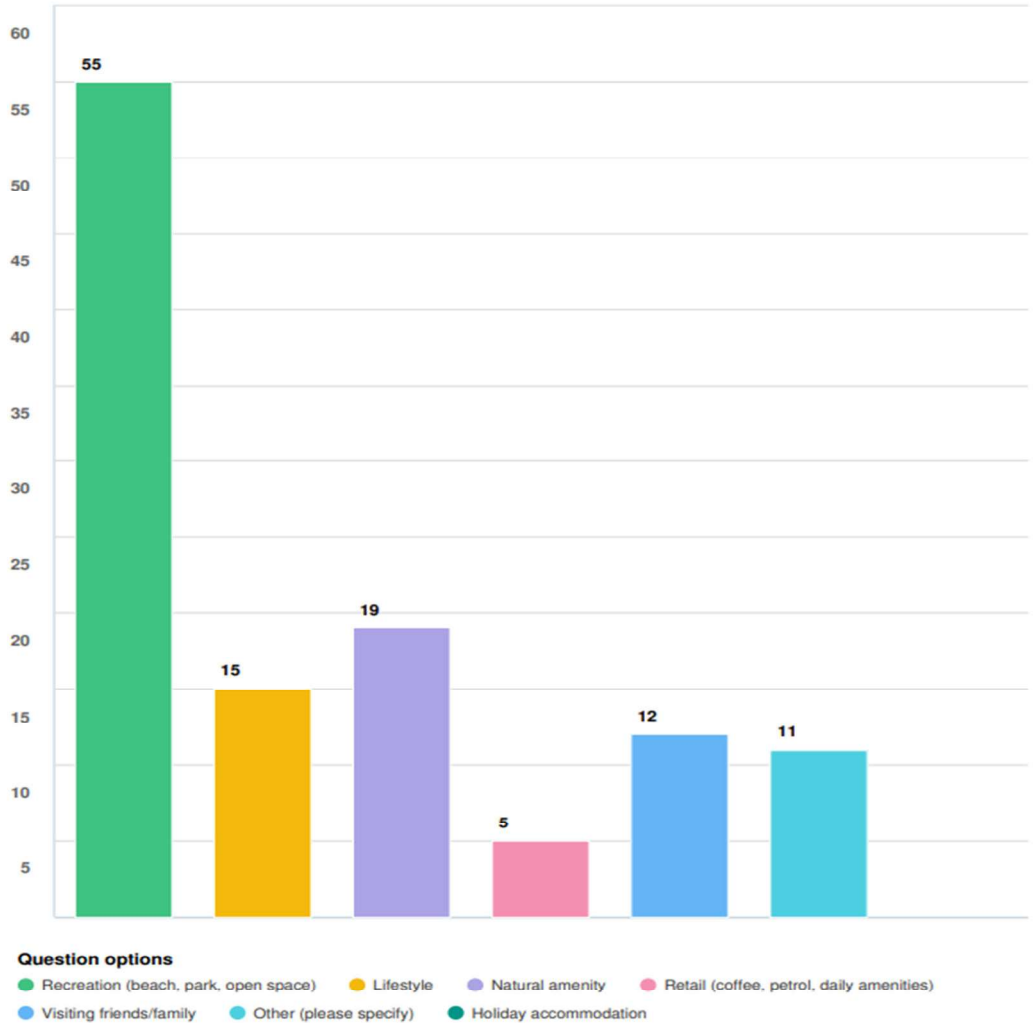


Figure 4.3: Reasons for visiting Seven Mile Beach

Key themes within the written responses are presented in the word cloud in Figure 4.4. It can be seen from the word cloud below that the beach is the key feature of why people value Seven Mile Beach. However, respondents also identified other attributes such as the environment, its atmosphere, the village feel, and the community as other reasons they value the township. These are all inter-related and could imply reasons as to why respondents would choose to live or visit the township.



Figure 4.4: Reasons why people value Seven Mile Beach

Housing

When asked to describe the housing in Seven Mile Beach, the overwhelming response was 'mixed' (101 responses), followed by 'eclectic' (16 responses), and 'beachy' (13 responses).

The responses are summarised and represented in the below word cloud (Figure 4.5).



Figure 4.5: Description of housing in Seven Mile Beach

Looking into the future however, participants preferred to see larger lifestyle lots (those over 1,000 m^2) and suburban homes, compared to high or medium density developments, as summarised in Figure 4.6.

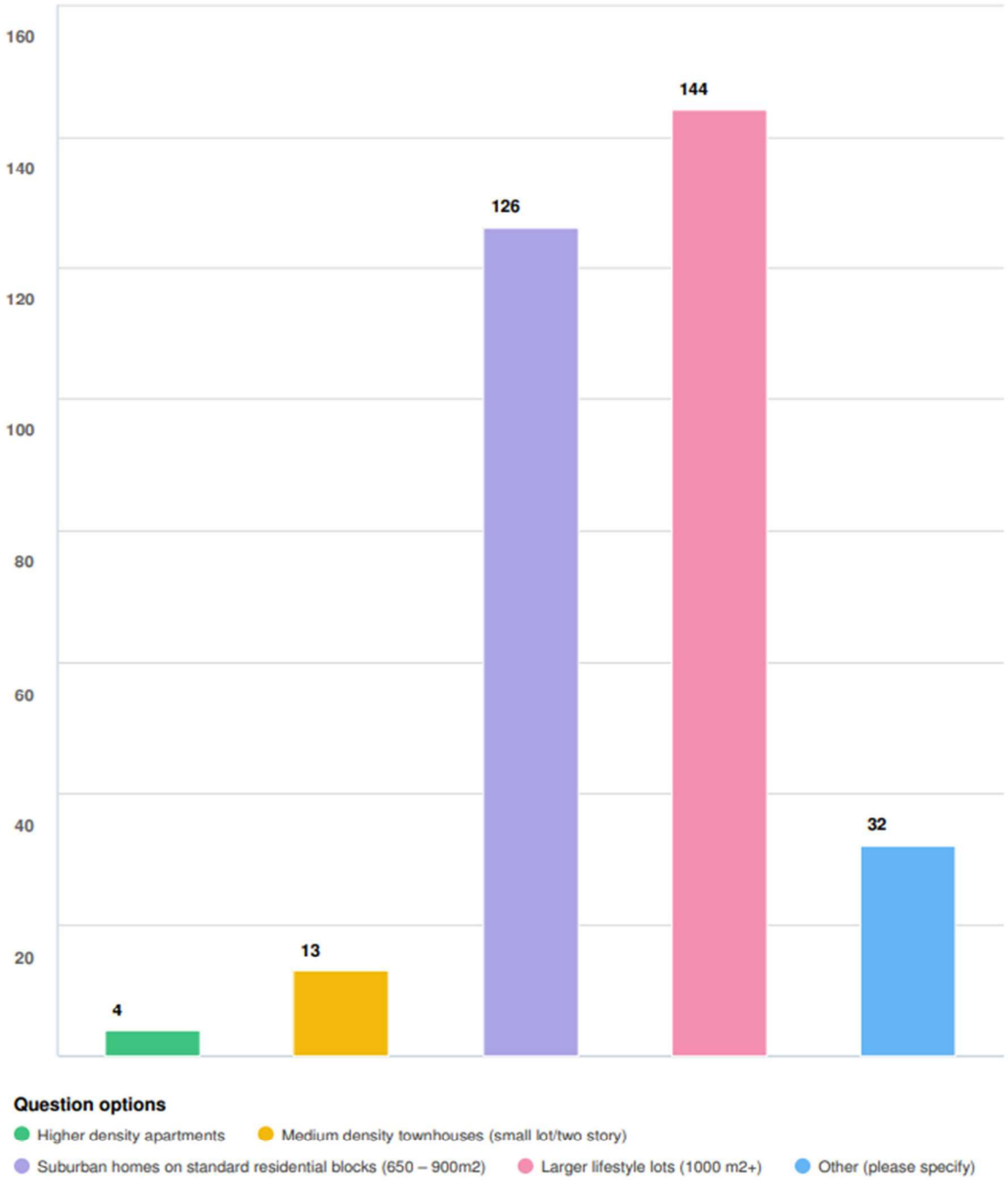


Figure 4.6: Preferred future housing typologies

Of the 'other' typologies, most responses referred to needing future housing that was climate adaptive and built away from dunes. Others referred to an extension of the retirement village while some preferred that no new houses are built in Seven Mile Beach. A small number of responses identified 'infill residential (granny flat and subdivided blocks to add more single occupancy density) and 'tiny home development'.

Heritage and environment

The survey asked participants to indicate whether they had any knowledge of heritage values in the area. Only 14% (34 responses) indicated some knowledge of Aboriginal or historical heritage in the area, such as some of the original houses.

Of the 240 respondents, 87% of people (210 responses) used the local parks within the Seven Mile Beach, and valued the following aspects in a park:

- Support of native fauna (69%)
- Running and walking trails (69%)
- Incorporation of native vegetation (65%)
- Foreshore reserve (65%)
- Play and active space (54%)
- Public facilities (54%).

When asked whether there were any upgrades required for the recreational facilities at Seven Mile Beach, there were 81 responses (within 240) that indicated the need for park upgrades and improved facilities at the parks, including but not limited to BBQs, seating, play equipment that was suitable for a broader age range, exercise equipment, and natural amenity (e.g. better grass). Separate to this, 51 responses indicated the need for improved toilet facilities, including upgrades to existing toilet block at Lewis Park, as well as the potential for other toilet facilities across the Day Use Areas. Other responses are presented in Figure 4.7.

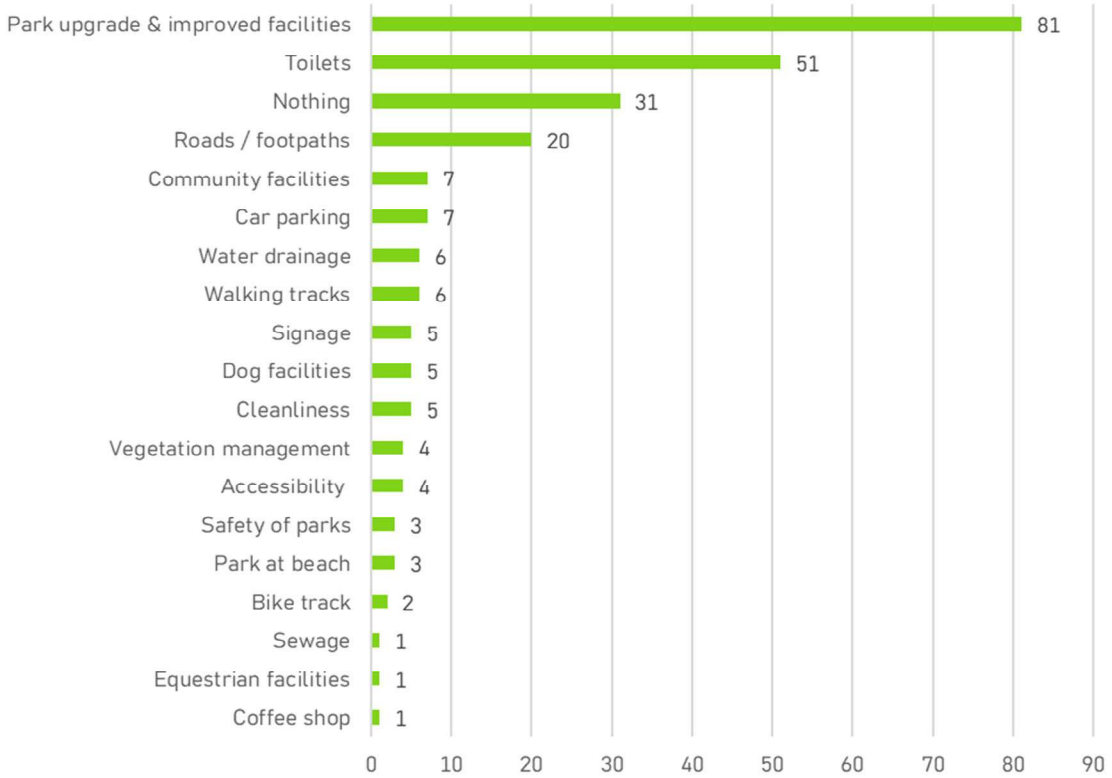


Figure 4.7: Upgrade of existing recreational facilities

When asked about general environmental concerns for the area, 193 people provided further commentary on the environmental concerns. Water management matters were a main feature of environmental concerns, with 46 responses identifying the rising water table as a concern (often in relation to new developments and rainfall events), 26 responses indicating inundation and flooding, 21 responses raising drainage, and 19 for stormwater. Other key concerns include dangerous trees (27 responses), particularly along The Esplanade and near play equipment, new developments (24 responses), and coastal erosion and dune management (22 responses).

The written responses of participant's environmental concerns are summarised and tabulated in Figure 4.8.

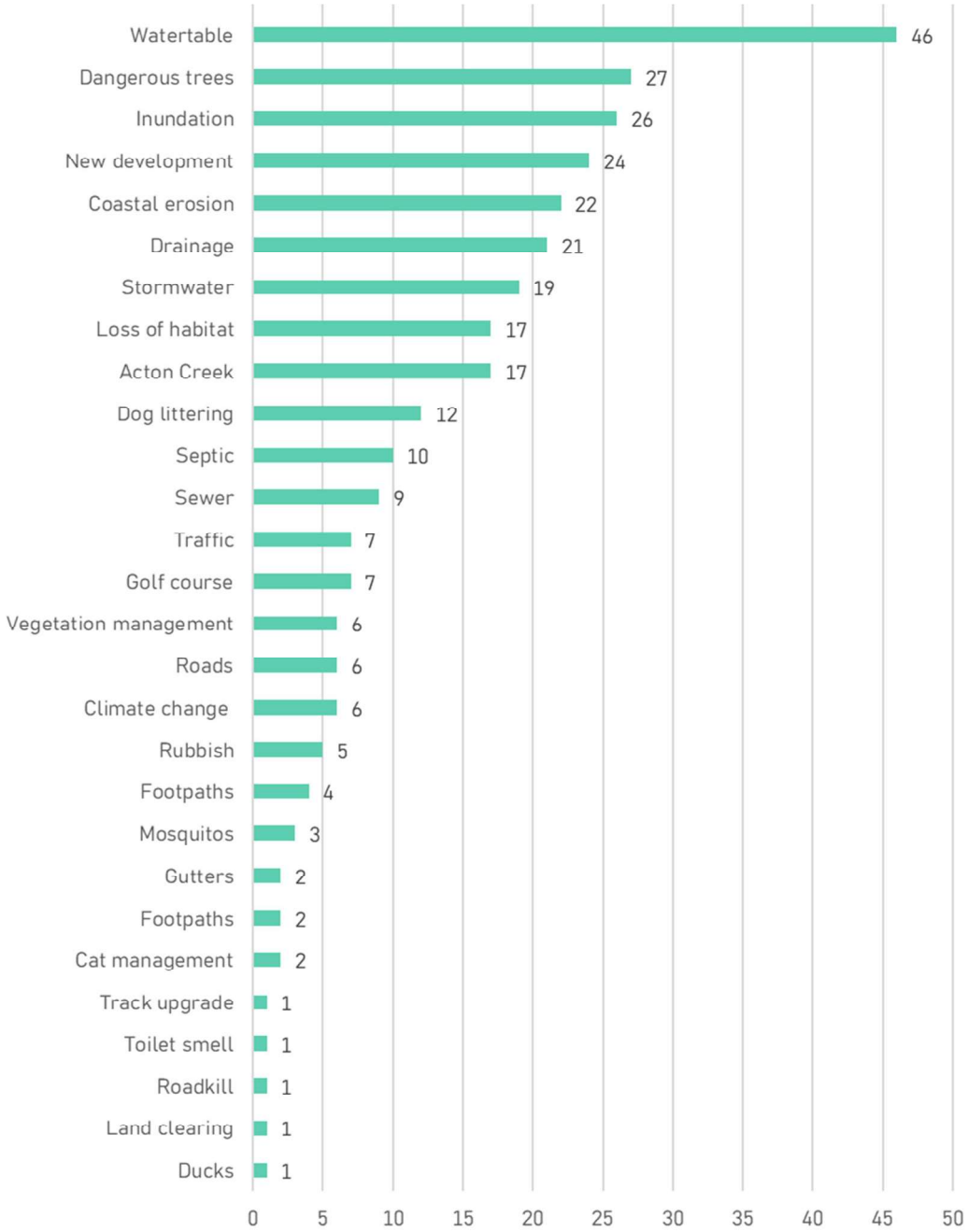


Figure 4.8: Environmental concerns

Commercial and retail facilities

Of the 240 participants, a small percentage (6%) identified that their workplace was in the township, of which half indicated they were either self-employed or worked from home.

When questioned about the potential retail or employment opportunities that participants would like to see in the area, there was a large number that indicated the aspiration for more cafes in the township (Figure 4.9).

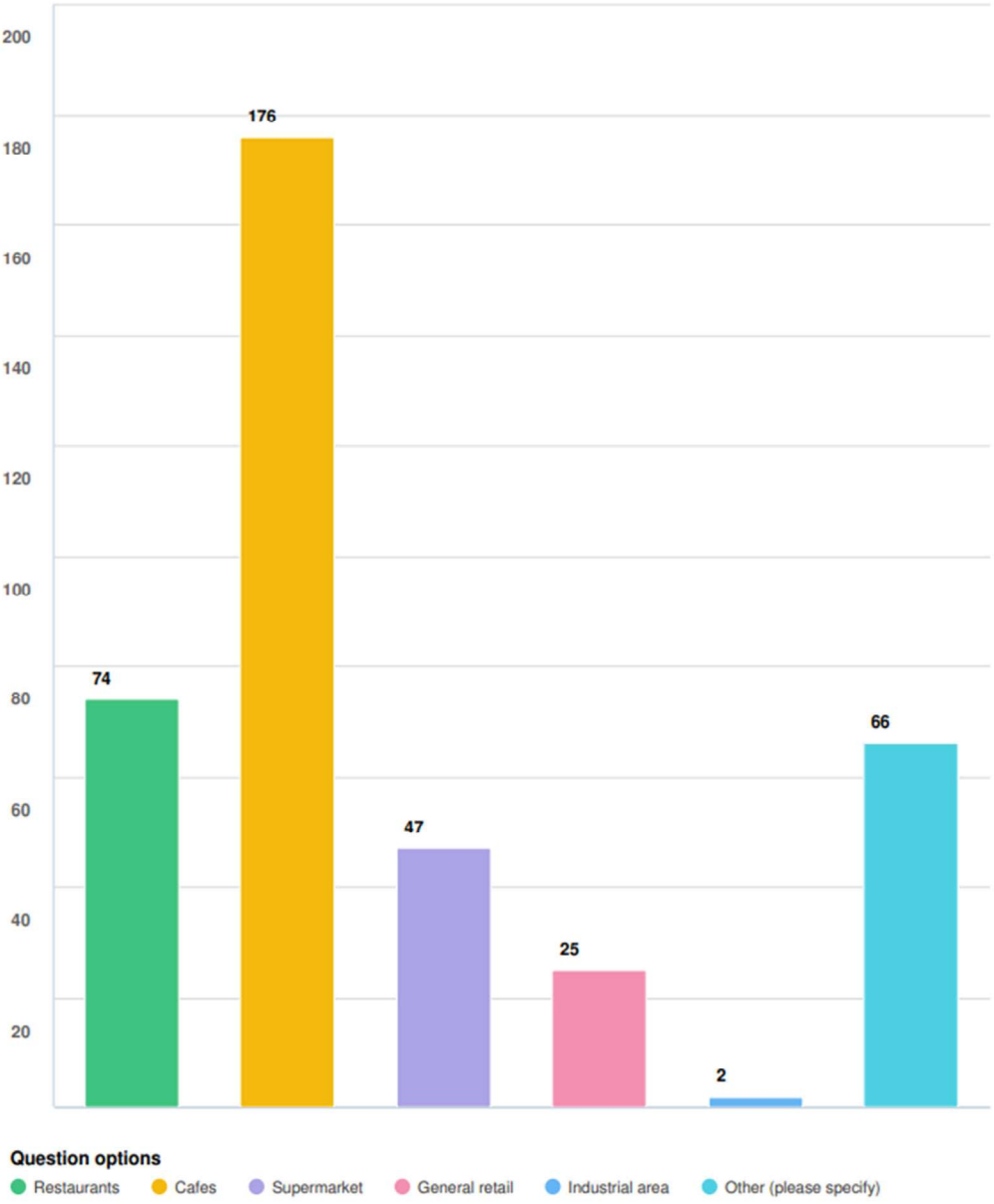


Figure 4.9: Future retail/employment places

Of the 'other' responses, most identified that there was no need to have any other facilities. There is a small number of 'other' responses that recommended a simple shop (that was "well-stocked"), opportunities for food trucks, and a surf club.

Community facilities

The survey results indicated that the community was relatively even in their views on whether Seven Mile Beach needed additional community facilities, with 48% indicating 'no' and 52% indicating 'yes'. Those that indicated 'yes' suggested the need for facilities such as:

- Toilets and showers
- Surf club
- Sports precinct
- Sporting facilities, including skate/bike parks/pump tracks
- Community hub, such as library, hall, meeting space
- Beach club, or variations of a gathering space on the beach such as that in Bellerive.

Some also identified the need for more disability friendly infrastructure, better bike/walking trails linking areas of the township, improved outdoor areas of existing parks, and better park facilities such as BBQs and seating. Remaining responses are represented in Figure 4.10.

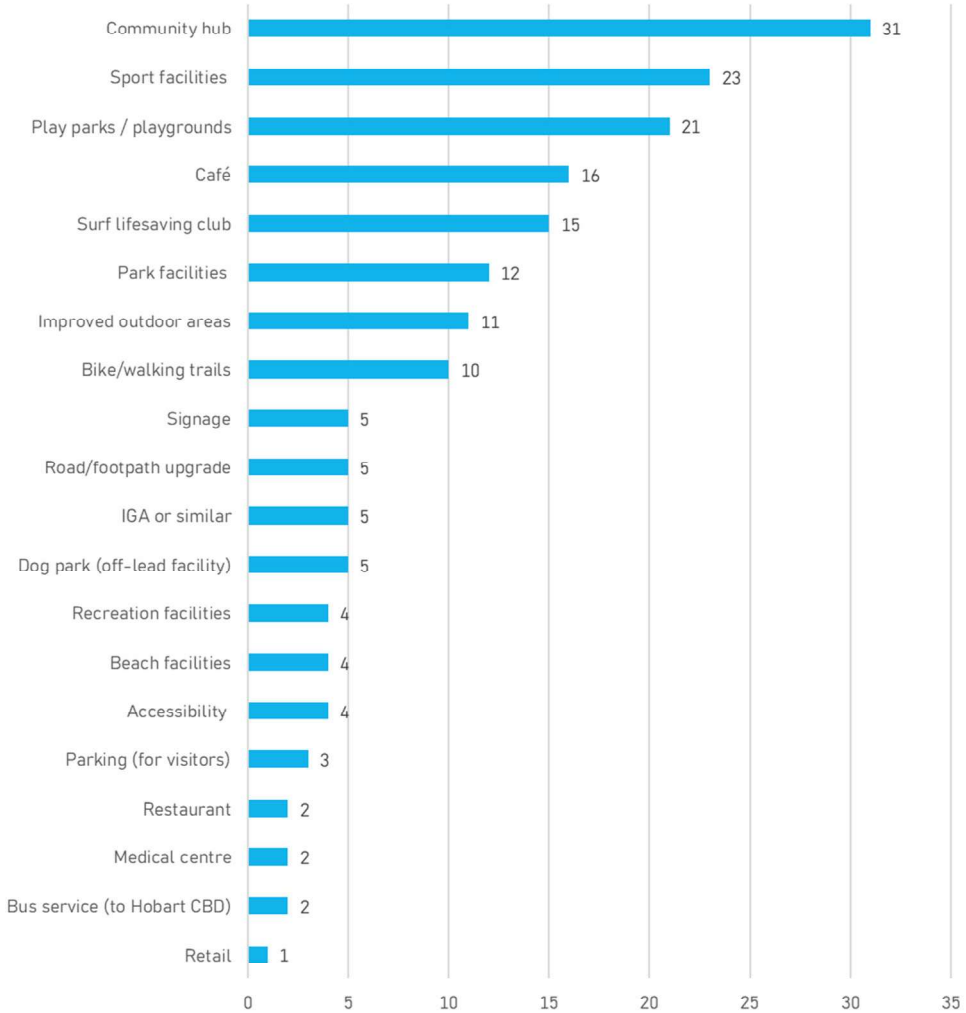


Figure 4.10: Community facilities wanted by community

Transport and movement

Of the 240 participants, only 18% expressed no concerns about current traffic and transportation in Seven Mile Beach, with the remaining indicating issues such as:

- Pedestrian/cyclist access and safety (116 responses)
- Walking trails and footpaths (116 responses)
- Vehicle speeds (84 responses)
- Vehicle congestion (82 responses).

Most commentary regarding vehicle speeds and congestion were in regard to concerns about the proposed subdivision on Lewis Road. Most respondents were otherwise more concerned with road and footpath quality.

Services and utilities

Furthermore, when questioned on the new infrastructure or upgrades that the participant would like to see, the majority of responses identified the need for improved 'sewer/sewerage infrastructure'. 'Stormwater management/drainage and water table' improvements also received high levels of support.

Other responses are presented in Figure 4.11.

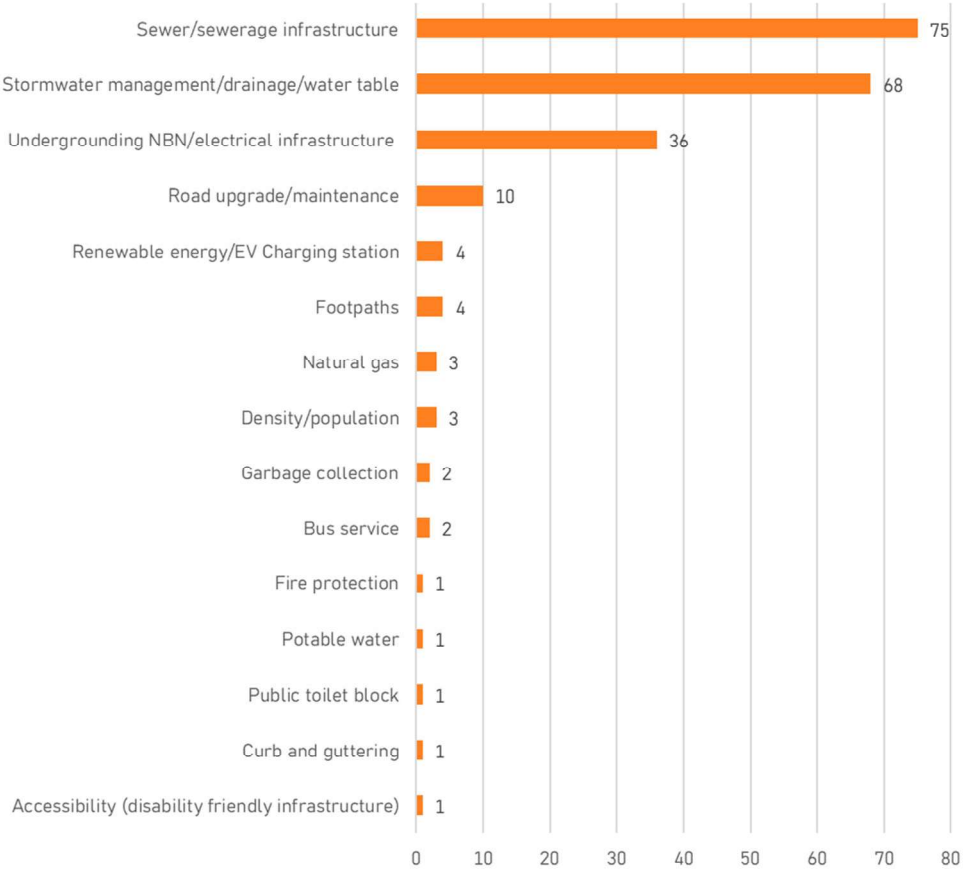


Figure 4.11: New infrastructure wanted by community

The last two questions on the survey provided survey participants a final opportunity to raise improvements that they would like to see at Seven Mile Beach. The most predominant improvements that participants want to see revolve around water management (flooding, stormwater and sewer), as well as better road and footpath infrastructure. Themes are presented in Figure 4.12.



Figure 4.12: Improvements wishlist from survey participants

Other comments related to feedback that was captured in other parts of the survey including:

- capacity of existing infrastructure in the township is maximised
- quality of existing road and footpath infrastructure
- potential impact on infrastructure if the Royal Hobart Golf Course development proceeded
- potential benefits if the Royal Hobart Golf Course development proceeded
- general perceived neglect of the township by the Council as seen in rundown amenities (e.g. toilets, car parks)
- more play facilities for children, including sport facilities
- dog management
- futureproofing the township including considering climate change.

5. Intercept surveys

5.1 Methodology

Intercept surveys are an engagement method used to gather feedback onsite (often in a public place) from a targeted audience. In this instance, open-ended questions were used, and the audience was mostly the Seven Mile Beach community, including both residents and visitors to the township. This method is a well-regarded approach to community consultation, and often results in feedback from a good cross-section of the audience.

For this project, intercept surveys were undertaken by three members of the project team (interviewer) on Saturday, 9 July 2022 between 7am and 1pm across four locations:

- Seven Mile Beach off Lewis Avenue
- Outside of corner store on Lewis Avenue/Surf Road
- Inside the corner store
- Royal Hobart Golf Course

A total of 113 responses were received via intercept surveys.

5.1.1 Seven Mile Beach Intercept Surveys

Intercept surveys particular to the area around Lewis Avenue, the beach and the corner store were undertaken between 7am and 11am (refer Figure 5.1).

The interviewer intercepted members of the public and asked them three questions relating directly to the local area plan:

- What do you love about Seven Mile Beach (What makes Seven Mile Beach unique?).
- What does the future of Seven Mile Beach look like? (What worries/excited you the most about the future of Seven Mile Beach?)
- What needs to happen to deliver this vision? (What needs to happen to alleviate your concerns?)

Members of the public were also asked to identify if they were a Seven Mile Beach resident, and this was recorded.



Figure 5.1: Project team members chatting with members of the public at the entrance onto Seven Mile Beach

5.1.2 Golf Course Intercept Surveys

Intercept surveys were also undertaken at the Royal Hobart Golf Course on the same day, between 11am and 1pm. This time coincided with the teeing off time of the 11am play time to ensure maximum opportunity to intercept respondents.

As it was identified that most of the golf club users were not residents of Seven Mile Beach, the intercept survey questions were altered if they identified not to be a Seven Mile Beach resident. The two questions were:

- When you come to play golf, do you visit Seven Mile Beach or use any facilities?
- Is there anything you use that needs improvement?



Figure 5.2: Intercept surveys at the Royal Hobart Golf Course

5.2 Results

5.2.1 Seven Mile Beach Intercept Surveys

Of the people intercepted during the Seven Mile Beach surveys, 88% (53 out of 60) were residents of the area. Therefore, it can be concluded that the results obtained are generally reflective of the views of Seven Mile Beach residents.

The first question of the intercept surveys asked the participant to identify why they loved Seven Mile Beach, either as a resident or as a visitor to the township. It was evident from the responses that the 'beach' was the key reason why participants loved the township (29 responses). Other responses include:

- community spirit (24 responses)
- natural amenity (19 responses)
- proximity to other locations within Greater Hobart, notably Hobart CBD as well as Hobart Airport (18 responses)
- village feel of Seven Mile Beach (17 responses)
- relaxing (12 responses)
- character (12 responses)
- golf course (4 responses)
- corner store (1 response)
- safe (1 response).

The responses are summarised in Figure 5.3.



Figure 5.3: Reasons why participants love Seven Mile Beach

The second question was a visioning question, related to what Seven Mile Beach looked like in the future for the participant, specifically what matters worried them and what features excited them. The responses identified that participants were most worried about 'overdevelopment' (26 responses), 'loss of natural amenity' (21 responses), and the condition of the existing road infrastructure including footpaths (20 responses). Other responses include:

- subdivision proposal submitted by Royal Hobart Golf Club (15 responses)
- drainage, and sewer/stormwater (each 12 responses)
- flooding (9 responses)
- water table (8 responses)
- traffic (7 responses)
- amenity upgrades (5 responses)
- density, and infrastructure that is already peaked (each 4 responses)
- no apartments, poor public facilities, and untidiness (each 3 responses)
- accessibility for the disabled, and the Single Hill development (each 2 responses)
- beach erosion, cat containment, growth, safety, and sand dune erosion (each 1 response).

All responses are summarised in Figure 5.4.

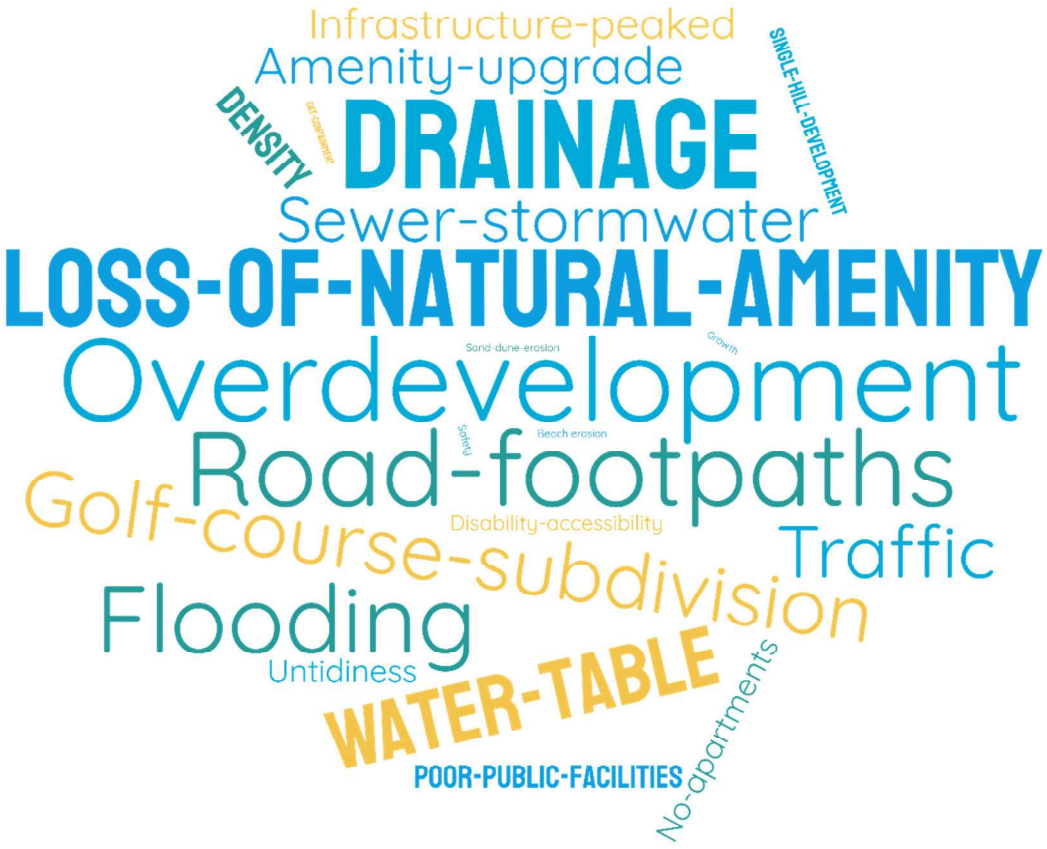


Figure 5.4: Summary of issues that participants were most worried about

More importantly, residents focussed on what excited them about the future Seven Mile Beach. The responses indicated that participants were most excited about 'local amenities' (10 responses), eateries such as 'cafes or restaurants' (9 responses), and new residents as well as some controlled development (each 6 responses). Other responses included:

- sense of community, and redevelopment of the corner store (5 responses)
- walking tracks, including a beachside promenade (4 responses)
- sporting facilities such as pump tracks, skate parks and facilities more suitable for older/teenaged children, community spaces, more natural amenity, and potential sewer connection (each 3 responses)
- flat, relaxing living, current demographic, and beach and coastal vibe (each 1 response).

All responses are summarised in Figure 5.5.



Figure 5.5: Summary of features that participants were most excited about

The final question for the intercept surveys asked participants to identify what needed to happen to help deliver the vision. Residents acknowledged that Seven Mile Beach is a great place to live, with a good community and lifestyle, and participants were excited at the LAP project that CCC was undertaking.

Responses included Council improvements to road and footpath infrastructure (25 responses), upgrades to recreational facilities and community amenities such as toilets (23 responses), and upgrade of drainage and sewerage infrastructure (19 responses).

Other responses included:

- protection of nature, including trees (13 responses)
- improved planning (10 responses)
- community hub and public spaces, and stopping overdevelopment (each 9 responses)
- child friendliness, and improved bus services (each 5 responses).

Only five comments stated that they did not want upgrading of roads and footpath infrastructure to ensure protection of the current character.



Figure 5.6: Word cloud of responses to Question 3

5.2.2 Golf Club Intercept Surveys

5.2.2.1 Non-residents

Of the surveys undertaken at the Royal Hobart Golf Club, 46 out of 53 were answered by non-residents/visitors to the area. The questions asked to non-residents differed from those asked to residents.

When asked '*When you come to play golf, do you visit Seven Mile Beach or use any facilities?'*, almost half of the respondents (22) identified that they also visit SMB to walk, particularly along the beach. Other responses included 'using the shops' and 'visiting residents' (each five respondents). Fishing, use of playground and mountain biking were also identified as visitor uses from one survey each.

In terms of response to the question: *Is there anything you use that needs improvement?,* responses included:

- Roads and footpaths (17 responses)
- Food and drink services (17 responses)
- Water management (14 responses)
- Parking (4 responses)
- Community spaces (3 responses)
- Amenities (2 responses).

Cycling trails and track maintenance were also identified as needing improvement from one survey each.

5.2.2.2 Residents

Of the surveys undertaken at the golf club, seven were answered by Seven Mile Beach residents.

In response to the question: *What do you love about Seven Mile Beach (What makes Seven Mile Beach unique?)*, residents identified that they love the area for the following reasons:

- The beach (5 responses)
- A quiet, safe, and relaxing atmosphere (3 responses)
- Proximity to city (3 responses).

When asked, *What does the future of Seven Mile Beach look like? (What worries/excited you the most about the future of Seven Mile Beach?)*, the two responses were:

- Water management, including drainage, flooding, and water table (4 responses)
- Overdevelopment (2 responses).

One resident at the golf club also expressed concern over road and footpath quality.

Residents at the golf club identified three common solutions to their desires and concerns throughout responses to the question: *What needs to happen to deliver this vision? (What needs to happen to alleviate your concerns?).*

- Improve roads and footpaths (including kerbing management)
- Upgrade amenities and/or recreation facilities
- Resolve water management issues.

Survey results from residents at the golf club were generally in line with results from residents in the township. This may suggest that different groups within the locality share common community desires.

6. One Hill Estate focus group

6.1 Methodology

A focus group discussion was held at the One Hill Estate community space between 2pm and 4pm on Saturday, 9 July 2022 (Figure 6.1). Approximately 20 people attended, who were mostly residents of the complex.

The session used a conventional roundtable discussion whereby a member of the project team facilitated the distillation of feedback from residents through asking the survey questions used for the intercept surveys. Feedback was then recorded on 'butcher's paper'.



Figure 6.1: Focus group discussion at One Hill Estate

6.2 Results

The first question attendees were asked to provide feedback was why they loved Seven Mile Beach. The responses were consistent with feedback obtained during the intercept surveys, such as the proximity to the beach, the lifestyle and natural environment, as shown in Figure 6.2.

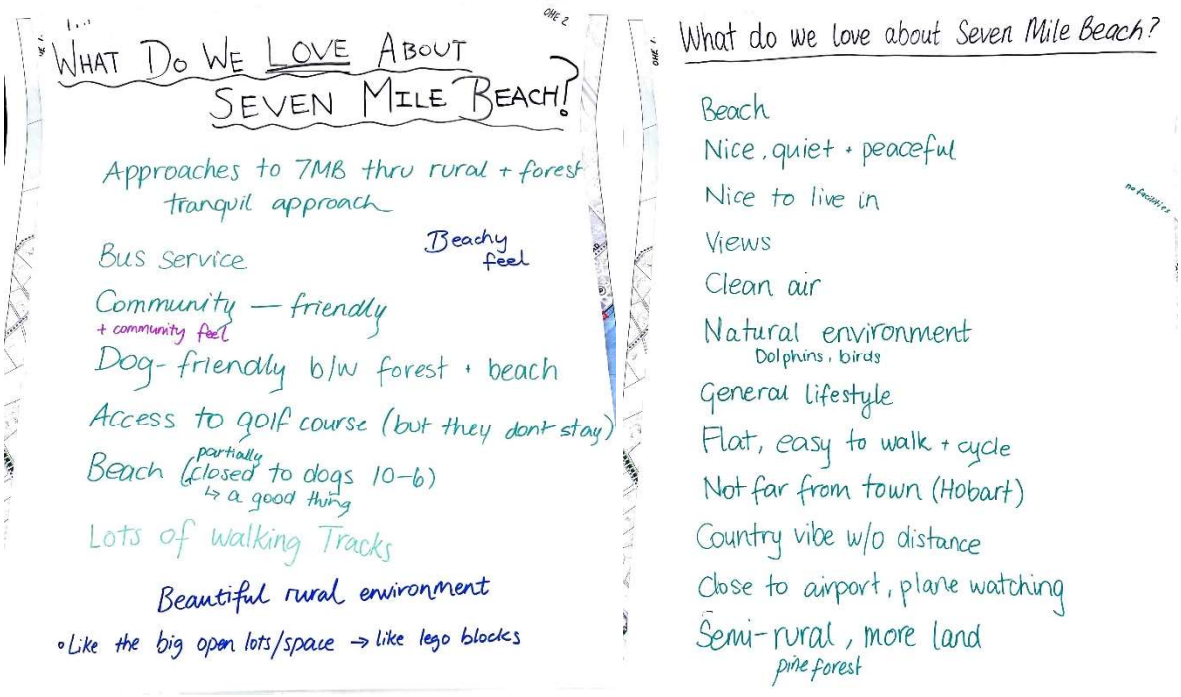


Figure 6.2: Resident feedback on what they love about Seven Mile Beach

Residents were then asked to identify what types of upgrades or improvements they would like to see, as noted in Figure 6.3 and Figure 6.4. Responses included drainage and inundation solutions, road and footpath upgrades, and vegetation management (including replanting and removing dangerous limbs), and the expansion of Seven Mile Beach, both through the One Hill Estate as well as other developments in the township.

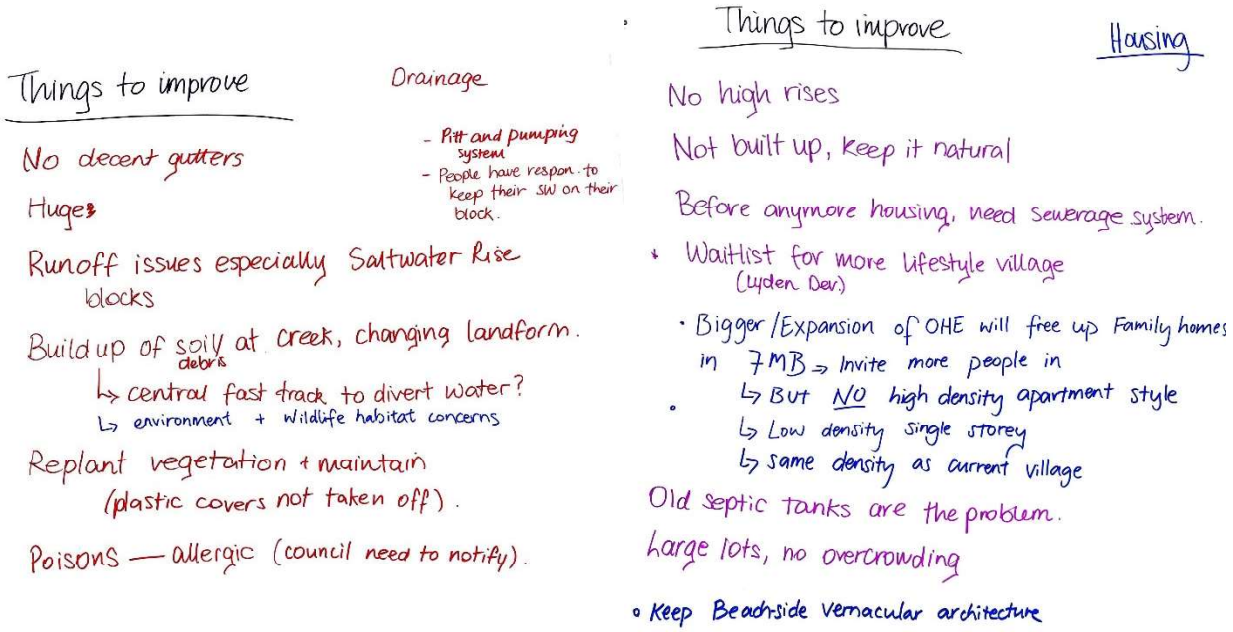


Figure 6.3: Services and housing improvements that residents would like to see

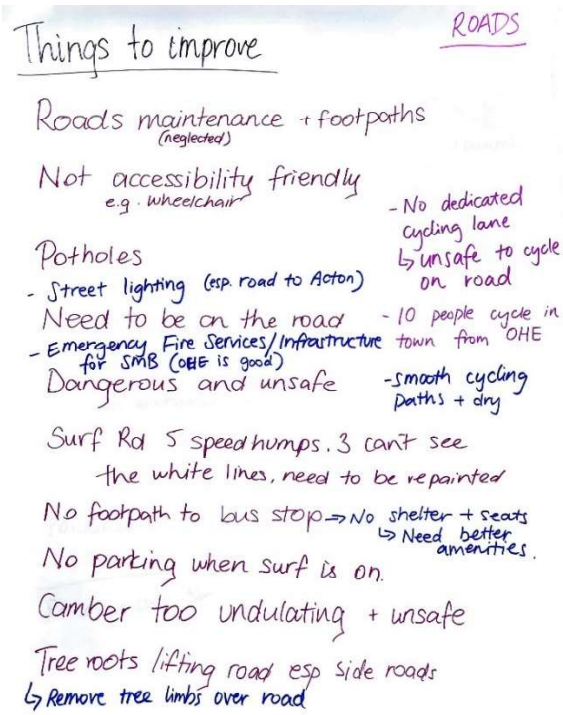


Figure 6.4: Infrastructure improvements that residents would like to see

Residents were also asked to identify what facilities they would like to see in Seven Mile Beach, as shown in Figure 6.5. Responses revolved around maximising the experience that the township had to offer, both for local SMR residents, and for visitors, as well as facilities that would complement those living at SMB.

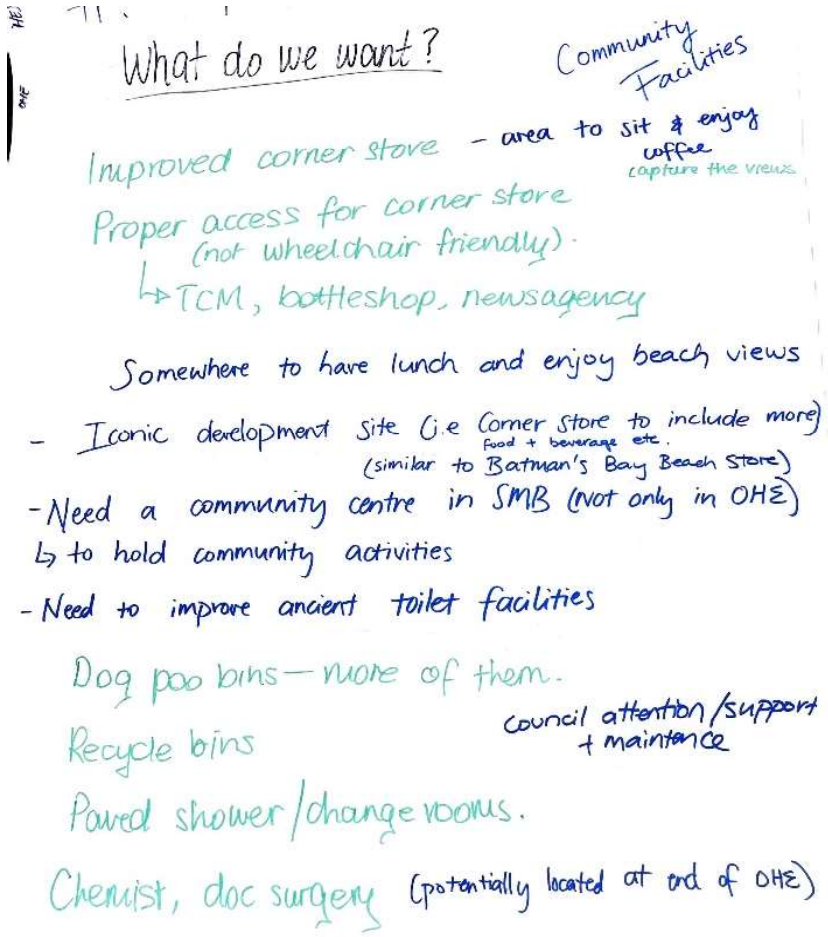


Figure 6.5: Facilities that residents would like to see

Lastly, residents were asked to share their vision of Seven Mile Beach, as noted in Figure 6.6. The most common responses were a 'beachside licensed café' similar to that at Blackmans Bay (refer to Figure 6.7), 'improved roads', and 'decent footpaths', which is consistent with other feedback obtained throughout the consultation period.

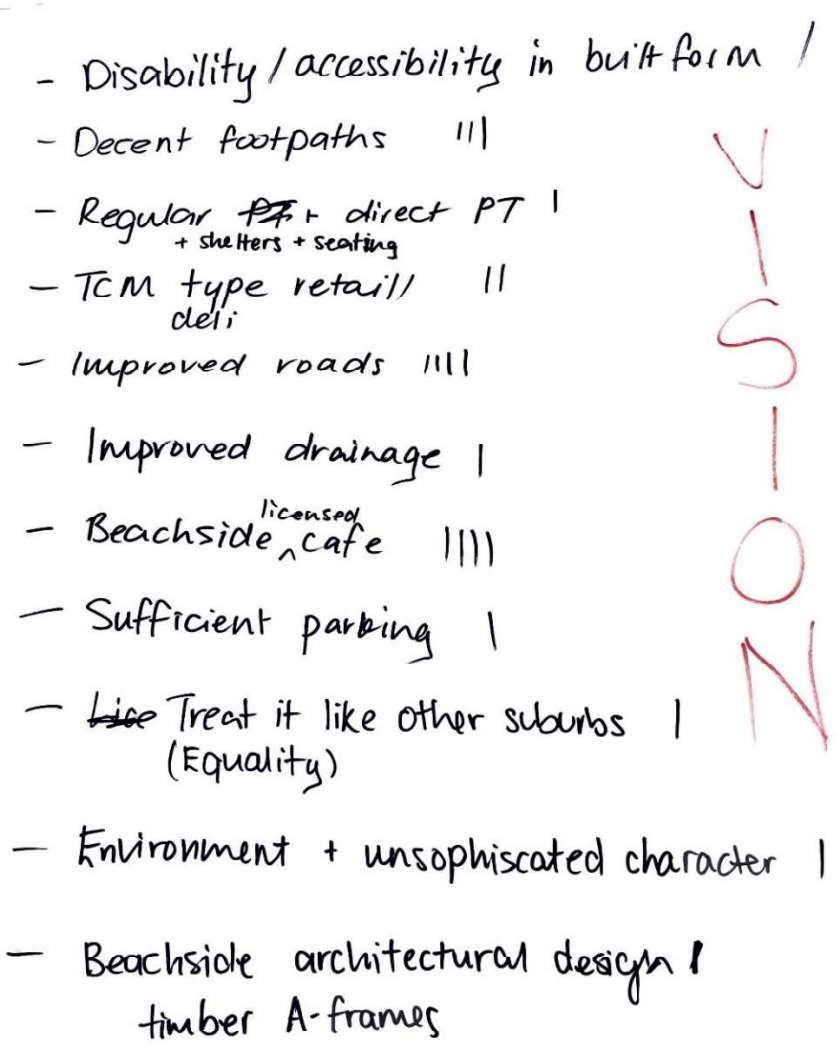


Figure 6.6: Vision statements for Seven Mile Beach



Figure 6.7: Licensed café, The Beachhouse, at Blackmans Bay

7. One-on-one targeted discussions

7.1 Methodology

One-on-one targeted discussions with various interested parties were undertaken between July and August 2022. In total, seven landowners or their representatives were consulted.

These included owners or representatives of

- Westland Nurseries
- Royal Hobart Golf Club
- One Hill Estate
- Llanherne Golf Club
- Llanherne Spit
- Seven Mile Beach corner store
- Hobart Airport.

7.2 Results

To ensure an efficient and collaborative discussion, a 'minutes' template unique to Seven Mile Beach was developed to record issues, opportunities, aspirations and key themes. Landowners were first asked to provide a brief history of the site and any key features located on their site. The focus was then drawn to landowner's vision for their site, including any future plans and proposed land uses. Through unpacking the vision, key issues and constraints of the site were also discussed. Stepping away from the site-specific focus, landowners were then asked to think more broadly about their vision for the wider Seven Mile Beach and the emerging themes. Landowners provided commentary on the following themes:

- Character, Housing
- Environment & Heritage
- Commercial & Retail
- Community Facilities
- Transport & Movement
- Servicing and Utilities

Answers and key discussion points were recorded as we encouraged landowners to voice their issues and any opportunities for improvement. Key results from each of the interviews are summarised below with detailed minutes appended.

- There are no changes to note for Westland Nurseries.
- RHGC has applied for a planning permit to enable development of a subdivision on a portion of its land which has been zoned and set aside for that purpose. The Clarence City Council's refusal to grant a permit is currently under appeal at TASCAT.

Should the Council have an appetite to increase walking and recreation trails in Seven Mile Beach, the Club would be open to considering trail extensions onto its property, which could be made available for public use. An opportunity exists for restoration of land, both the Club's and bordering public land, back to its native vegetation, which would bring with it significant benefits to the ecosystem, the environment, and public utility.

- There are expansion plans for the One Hill Estate retirement village.
- There are no changes to note for Llanherne Golf Course. They would support connection to sewerage and believe it would benefit the entire township.
- There are no changes to note for Llanherne Spit.
- There are ideas in place to upgrade the Seven Mile Beach store site; owners like to see a multi-storey development similar to that at Blackmans Bay, and believe increased density would benefit the area to make SMB as a destination. As part of this, there is potential to provide contributions to CCC to upgrade adjacent park. They would also support connection to sewerage and believe it would benefit the entire township.
- There are no changes to note for Hobart Airport that would affect the township. The township will not be impacted by any traffic increase as access is via Grueber Avenue. Surf Road however will remain permanently closed due to airport airfield and runway extension.

8. Dedicated email address

8.1 Methodology

A dedicated email address was made available to the public to send comment or feedback, or information not able to be presented in the online survey or intercept surveys.

The email address was also included in the letter mailout.

Submissions were received via email from three members of the public.

8.2 Results

Key points raised by members through submissions included:

- Extent of flooding after a rainfall evident – one resident submitted photos
- Condition and quality of The Esplanade, as well as Surf Road
- Deterioration of trees which overhang public spaces
- Presence of ducks and people feeding them, leading to increased number of rats.

9. Council committees

9.1 Methodology

As part of the consultation, a short survey was sent to all representatives or spokesperson of the various council committees, including:

- Tracks & Trails Committee
- Bicycle Steering Committee
- Natural Resources Management Committee
- Community Health and Wellbeing Advisory Committee
- Disability Access Advisory Committee
- Clarence Positive Aging Committee
- Cultural History Advisory Committee
- Events Special Committee
- Youth Advisory Committee

The survey included the following questions:

- Has the committee recently completely any projects in Seven Mile Beach? If so, please specify.
- Is the committee overseeing/undertaking any current projects in Seven Mile Beach? If so, please specify.
- Are there any future projects budgeted into the Committee's program? If so, please specify.
- What are the three key issues the committee would like to see resolved in Seven Mile Beach?

The purpose of the survey was to ascertain if there are any projects undertaken, or planned to be undertaken, by any of the council committees which may overlap with matters or suggestions raised by the community during the consultation program.

9.2 Results

The findings from the online survey are summarised in Table 9.1.

Table 9.1: Summary of council committee survey

Committee	Key matters
Tracks and Trails	• The committee recently completed the coastal track behind the sand dunes, and is currently extending the Tangara Trail between the Llanherne Track and the Airport Flats Track at International Close.

Committee	Key matters
	• The committee is also hoping to put in a coastal track o bypass the Day Use Area 2 carpark.
Bicycle Steering Committee	• The key matter that the committee would like to see addressed is improved infrastructure for people riding bicycles.
Natural Resources Management Committee	• The committee recently completed the Seven Mile Beach Urban Tree Canopy Strategy, Seven Mile Beach Coastal Reserve Activity Plan, and the Single Hill Reserve Activity Plan. • The current focus of the committee is the implementation of the above plans, as well as upgrades to the coastal vulnerability assessments under climate change scenarios and coastal monitoring. • The committee believe that the environmental attributes play a large part in the coastal village atmosphere that people value Seven Mile Beach for. • The key matter that the committee would like to see address in the township is enhancing the natural values, including tree canopy, coastal woodland, and the remanent woodlands in Single Hill.
Events Special Committee	• The key matter that the committee would like to see addressed is the provision of improved infrastructure such as access to power and design that is suitable for small events.
Youth Advisory Committee	• The key matters that the committee would like to see addressed are the provision of safe space for young people, more structured activities for young people, and consistent youth engagement.
Clarence Inclusion Advisory Committee	• The committee is undertaking a Coastal Access Strategy which could be relevant for all future development in Seven Mile Beach. • The committee also notes that the flat terrain of the township is made susceptible to ponding. • The key matters that the committee would like to see addressed include more accessible pathways to the beach, inclusive play spaces, consistency in providing urban infrastructure and removal of barriers such as chicanes.
Clarence Positive Ageing and Disability Access Committee	• The key matters that the committee would like to see addressed include better transport facilities, including easy and reliable facilities, universal design bus shelters, alternative and innovative housing models that encourage people of all ages (e.g. lifestyle or retirement villages that are incorporated into the community and not separate), and opportunities to deliver local social programs to increase social inclusion.

10. Agencies

Relevant government and infrastructure agencies were consulted to understand the limitations and ascertain whether there is any feedback to consider for the design of the local area plan. Relevant feedback obtained to date is included in the table below.

Table 10.1: Summary of agency feedback

Committee	Key matters
TasWater (Development engineering department)	• The future pressure sewer system at Seven Mile Beach is not a straightforward consideration as the community needs to be overwhelming in support of the new services, the cost associated with its installation, and the ongoing costs of being a TasWater customer. • With regard to the Cambridge sewer treatment plant (STP), the plant itself is situated on Commonwealth land. The agency understands that an adjacent landowner is assessing the STP for reasons that are yet to be fully understood. • If sewer connection was to be introduced, it is anticipated to be a considerable undertaking, taking into account the experience from connecting Lauderdale to sewer. • Based on current understanding, the Cambridge STP is near capacity and would not be adequate in accepting a lot more flows. This is associated with multiple operational issues relating to inlet works, membrane failure, odour control, and lack of automation.
Council's Environmental Health team	• The register of wastewater systems has been created from approximately 1998 onwards, after Council installed 'Pathway' software. Council do not have a register of septic systems from before this time, so it is not possible to report on how many systems are installed in total without reviewing all paper archives. • Onsite wastewater treatment systems have definitely failed in the past due to high groundwater table and during heavy rainfall events. • There is a concern about higher water table, leading to pooling of effluent and increased system failure rate. • A number of residents have complained that there is no TasWater sewer system in the township, however they are also aware of the reasons why this has not happened.

Committee	Key matters
Aboriginal Heritage Tasmania	• AHT has been consulted as part of the process of preparing an Aboriginal heritage assessment to inform the development of the Local Area Plan. • It is accepted that there has been some ground disturbance in the coastal areas as a result of the removal of the pine plantation which is not a good indicator for preserving intact heritage sites. Similarly, the existing plantation backing onto the golf course—situated on older low-relief dunes—also appear to be historically ripped and mounded. • Given the low ground surface visibility, any development particularly those along the coast, should involve Aboriginal community consultation to thoroughly ascertain the presence of any sites or artefacts.

11. References

1. City of Clarence (2021) *City of Clarence Strategic Plan 2021-2031.* Available at: < https://www.ccc.tas.gov.au/wp-content/uploads/2021/05/1639-CCC-Strategic-Plan-2021-V07_DIGITAL-VERSION.pdf>
2. City of Clarence (2020) *Community Engagement Policy 2020.* Available at: <https://www.ccc.tas.gov.au/wp-content/uploads/2020/07/Community-Engagement-Policy-2020.pdf>
3. Greater Hobart Committee (2022) *30-Year Greater Hobart Plan: for consultation*. Available at: <https://www.greaterhobart.tas.gov.au/__data/assets/pdf_file/0009/345717/30-Year_Greater_Hobart_Plan.pdf>

A Letter mailout

Clarence... a brighter place

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29 June 2022

216 - 216 054
The Resident
815 Acton Road
ACTON PARK TAS 7170

Department: City Planning
Reference number:
PDPLIMPLN-2022/026413

Dear Residents and Ratepayers,

Seven Mile Beach Local Area Plan Consultation

You are receiving this letter as a resident and/or landowner who may be interested in contributing to the community consultation for the development of the Seven Mile Beach Local Area Plan.

Council is undertaking consultation with the community as a key step in the preparation of a Local Area Plan, which will guide the sustainable growth and management of the Seven Mile Beach area. This will include the protection and enhancement of the special qualities of the area that are valued by the local community.

Council is interested in hearing the views of all Seven Mile Beach residents on what's important to them and how they would like to see their community shaped into the future. To this end, various opportunities have been scheduled to ensure this consultation is accessible to all who wish to contribute.

Council representatives will be available in the Seven Mile Beach area on Saturday, 9 July 2022 at the following times and locations:

- 7.00am-9.00am, Seven Mile Beach (off the corner store access path)
- 9.00am-11.00am, Corner Store

All members of the public interested in this plan are encouraged to come along and have a chat.

If you are unable to attend these sessions but would like to have a direct conversation with the consultants you can contact them via email: planning@nicheplanningstudio.com.au.

In addition to this, feedback can also be provided via council's online engagement platform www.yoursay.ccc.tas.gov.au/seven-mile-beach-local-area-plan by completing the survey or by using the map tool to provide feedback on specified areas of interest in the Seven Mile Beach area. The online survey will be open from 4 July to 1 August 2022.

Yours sincerely

Bruce Gibbs

B. Gibbs.

PRINCIPAL PLANNER

B Online survey

SEVEN MILE BEACH LOCAL AREA PLAN

Survey Questions

BACKGROUND CONTEXT

The Southern Tasmania Regional Land Use Strategy (STRLUS) identifies the existing Seven Mile Beach area within the Urban Growth Boundary (UGB), as a minor satellite seaside commuter settlement of Greater Hobart. There are important planning considerations concerning the form and growth of the settlement and how its community is serviced.

Council is undertaking consultation with the community as part of a key input into the preparation of a Local Area Plan for the sustainable growth and management of Seven Mile Beach, including protection and enhancement of the special qualities of the area valued by its local community.

These questions are split amongst key structure planning considerations that will guide the future development of Seven Mile Beach:

1. Character
2. Housing
3. Environment & Heritage
4. Commercial & Retail
5. Community Facilities
6. Transport & Movement
7. Servicing & Utilities

We are interested in your opinions on existing features and values within Seven Mile Beach, as well as your thoughts and aspirations for the future development to be included in a new Seven Mile Beach Local Area Plan.

Character of Seven Mile Beach

1. Do you live in Seven Mile Beach? **Yes or No**

   If No:

   a) Where are you from?
   b) How often do you visit Seven Mile Beach?
   c) What are the main reasons you visit Seven Mile Beach

   ◯ Recreational (beach, park, open space)
   ◯ Lifestyle
   ◯ Natural amenity
   ◯ Retail (coffee, petrol, daily amenities)
   ◯ Holiday accommodation
   ◯ Visiting friends/family
   ◯ Other

If Yes:

d) What are the main reasons for you residing at Seven Mile Beach

- ◯ Recreational (beach, park, open space)
- ◯ Lifestyle
- ◯ Natural amenity
- ◯ Retail (coffee, petrol, daily amenities)
- ◯ Cost of housing/living
- ◯ Proximity to employment
- ◯ Other

2. What do you value about Seven Mile Beach?

   ……..

Housing

3. How would you describe the style of housing in Seven Mile Beach?

   ……

4. What type of housing would you prefer to see in the development of Seven Mile Beach?
   - ◯ High density apartments
   - ◯ Medium density townhouses (small lot/two storey)
   - ◯ Suburban homes on standard residential blocks (650 – 900m^2)
   - ◯ Larger lifestyle lots (1000 m^2+)
   - ◯ Other (please specify)

     ……..

Heritage & Environment

5. Do you have knowledge of heritage stories, places or buildings associated with the Study Area? *Please locate this on the map below*.

6. Do you use existing local parks within Seven Mile Beach?

   Yes or No

   If yes, *Please locate this on the map below and* specify how you use the park

7. Based on your experience of parks within the study area, what are the most important aspects of a park to you: (select multiple)
   - ◯ Incorporation of native vegetation
   - ◯ Support of native fauna (ie birds etc)
   - ◯ Quiet areas for contemplation
   - ◯ Play/active space (ie playgrounds, ovals)
   - ◯ Dog parks
   - ◯ Running/walking trails
   - ◯ Foreshore reserve
   - ◯ Public facilities (ie toilets, bbq)
   - ◯ Local heritage sites/stories
   - ◯ Water sensitive urban design (ie rocky landscaped corridors)
   - ◯ Other (please specify)

     ……..

8. What upgrades, if any, of existing recreational facilities within Seven Mile Beach are required

   ……

9. Are there any environmental concerns you would like to share?

   ……..

   ……..

Commercial & Retail Facilities

10. Is your workplace located in Seven Mile Beach?

    Yes or No

If yes, please describe the nature of your work.

……..

11. In the future Seven Mile Beach Local Area Plan area which of these retail/employment places would you like to see?
    - ◯ Restaurants
    - ◯ Cafes
    - ◯ Supermarket
    - ◯ General retail
    - ◯ Industrial area
    - ◯ Other (please specify):

      ……..

    Please locate on the map below where you would like to see the above places.

Community Facilities

12. Does Seven Mile Beach need additional community facilities?
    Yes or No

If yes, what community facilities would you like to see in the future.

    ……..
    Please locate on the map below where you would like to see the above places.

Transport and Movement

13. Do you have any concerns about current traffic and transportation within Seven Mile Beach?
    - ◯ None
    - ◯ Vehicle numbers/congestion
    - ◯ Vehicle speeds
    - ◯ Public transport access
    - ◯ Pedestrian/Cyclist access and safety
    - ◯ Walking trails/footpath
    - ◯ Cycle routes and access
    - ◯ Other (please specify):

14. What new infrastructure and/or upgrades would you like to see in the future?

    Please locate any concerns and areas that require upgrades on the map below.

Services & Utilities

15. Are there any existing issues with the services & utilities you would like to raise? (Relating to electricity, sewerage, NBN, potable water, gas etc)

    ……..

16. What new infrastructure and/or upgrades would you like to see in the future?

Final thoughts

17. If you were to make ONE improvement to Seven Mile Beach what would that be? *If spatially relevant, show on the plan*

18. What two words, or short sentence reflects your vision for the future of Seven Mile Beach?

19. Do you have any other comments you would like to share?

    ……..

QUESTIONS

20. What age group do you represent? (optional)
    - ◯ Under 18
    - ◯ 18-24
    - ◯ 25-34
    - ◯ 35-44
    - ◯ 45-54
    - ◯ 55-64
    - ◯ 65+

C Intercept survey template

Seven Mile Beach Local Area Plan

Council is undertaking consultation with the community as part of a key input into the preparation of a Local Area Plan for the sustainable growth and management of Seven Mile Beach, including protection and enhancement of the special qualities of the area valued by its local community.

We are interested in your opinions on existing features and values within Seven Mile Beach, as well as your thoughts and aspirations for the future development to be included in the Local Area Plan.

1. **What do you love about Seven Mile Beach? (What makes Seven Mile Beach unique?)**

2. **What does the future Seven Mile Beach look like? (What worries/excites you the most about the future of Seven Mile Beach?)**

3. **What needs to happen to deliver this vision? (What needs to happen to alleviate your concerns?)**

Please email your completed answers to planning@nicheplanningstudio.com.au

There is also an online survey and consultation map available on the Your Say Clarence website - https://www.yoursay.ccc.tas.gov.au/seven-mile-beach-local-area-plan