Historically, strip or ribbon development (as it is commonly referred to) has occurred in Townsville along Ross River Road, Charters Towers Road and Thuringowa Drive, where commercial uses occur along a road for a noticeable distance. The key directions in the Townsville City Plan are that existing commercial strip development should not further expand and that future development should be consolidated in key activity areas to achieve more compact and vibrant activity centres.

Key Land Use Outcomes for the Roads

- Identified areas along Ross River Road and Thuringowa Drive are intended to accommodate a mixture of uses, combined with medium density housing.
- Business activities are generally limited to convenience retail and small-scale commercial, community and service industry uses.
- Ross River Road corridor is identified as a core public transport corridor for the future.
- Existing commercial uses may continue; however, expansion is not intended.
- Strip commercial development does not further expand in order to protect the ongoing viability of existing centres.
- Identified centres along the corridors are to be consolidated with the view to avoid strip commercial development between centres.

Noteworthy

- There are no density restrictions for multiple dwellings.
- Re-use of small-scale buildings in the Mixed use zone for appropriate uses does not require approval from council.
- Dual occupancies in the Low density residential zone are generally exempt unless affected by certain overlays.
- This plan will improve the efficiency of public transport making alternatives to driving more attractive.
Land Use: Charters Towers Road

The mixed use nature of Charters Towers Road is recognised and intended to continue for this purpose. The majority of this corridor has been included in the Mixed use zone. The Rising Sun local centre and Charters Towers Road business precincts have been recognised for their particular activity roles in the corridor.

Focus Area 1. Rising Sun local centre precinct

- Development facilitates the consolidation of local centre uses.
- Built form, public space and streetscape treatments contribute to a distinct character for the local centre.
- Development of this precinct facilitates a consolidation of vehicular access points.
- All buildings and structures are not greater than 3 storeys.

Focus Area 2. Charters Towers Road business precinct (Mixed use zone)

- Built form and streetscape treatments create a distinct character as a business hub.
- New development fronting Charters Towers Road supports a transition to new and well-designed commercial activities, including small-scale offices and local service businesses.
- All buildings and structures are not greater than 3 storeys.
Land along Thuringowa Drive has been identified in the Townsville City Plan as a location with the opportunity to be revitalised for residential and mixed use purposes.

The occurrence of strip commercial development along Thuringowa Drive was recognised as weakening the role of the Thuringowa Central major centre (see Thuringowa Central Information Sheet) and goes against the strategic intention for centres to become more consolidated.

These areas have now been included in the Medium density residential zone and Mixed use zone.

Focus Area 1. Kirwan Traders precinct (Mixed use zone)

- Small-scale commercial buildings are established to provide space to incubate small, locally-based businesses.
- Built form and streetscape treatments contribute to a distinct character as a business hub.
- All buildings and structures are not greater than 3 storeys.
Land Use: Ross River Road

Ross River Road has a history of commercial development that gradually encroaches into areas zoned for residential purposes.

The continuation of ‘commercial creep’ would eventually see the area become another commercial strip development area.

This has been identified as a problem due to amenity issues for adjoining residential uses and weakening the consolidation of centres.

To strengthen the protection of residential areas on Ross River Road, these areas have been incorporated into a Low density residential precinct called the Ross River Road corridor precinct.

**Focus Area 1. Ross River Road corridor precinct (Low density residential corridor zone)**

- Existing non-residential uses continue operation without significantly expanding.
- No additional non-residential development is established within the precinct to avoid the continuation of strip commercial development.
- Redevelopment of sites within this precinct may occur for the purposes of low-rise multiple dwellings, residential care or retirement facilities.
- Development is of a house compatible scale and is between 2 and 3 storeys in building height dependent on the use.