

2.0 ANALYSIS

2.1 The Study Area (Refer to Map No. 1)

The study area of the Central Beach Front Structure Plan extends along the beach front from the Orient Beach to the Blind River at the Marina Glen. From the Marina Glen the study area goes inland and the entire "Sleeper Site" is included. From the "Sleeper Site" the study area extends down to the Orient Beach.

2.2 Problems

The following problems were identified in conjunction with the Planning Committee:

- a) Lack of parking along beach front and congestion at Eastern Beach.
- b) Dangerous situation with major traffic flows through the Quigney residential area.
- c) Security for businesses, residents and beach users is poor.
- d) The expansion of tourist activities is threatening the residential area.
- e) Undesirable businesses in the Quigney.
- f) Traffic along the Esplanade tends to cut the beach off from the hotels and businesses and creates an unsafe pedestrian environment.
- g) Old wood and iron houses are becoming dilapidated.
- h) The Esplanade is used as a through route and not as a destination.
- i) Lack of community facilities and infrastructure.
- j) East London and the Beach Front is not well marketed as a tourist destination.
- k) There are very few activities along the Beach Front to promote.