

1.0 **BACKGROUND**

1.1 On 26 November 1990 Council approved the Central Beach Front Local Structure Plan in terms of Minute No. 27329.

1.2 The current revision of the structure plan has been prompted by

- a) a request from the Quigney Ratepayers' Association who listed various problems they wished to have addressed.
- b) the new Beach Front developments and the associated pressure for more developable land and parking.
- c) a rethink regarding the previously proposed traffic plan which intended to partially close the esplanade to traffic.

1.3 **Public Participation**

a) On 18 April 1994 a public meeting was held in the Victoria Methodist Hall to announce that Council would like to revise the Beach Front Structure Plan and to establish a Planning Committee.

b) On 25 May 1994 the first Central Beach Front Planning Committee was held.

This meeting focused on Problems, Goals and Priorities.

c) On 1 November 1994 a second meeting of the Planning Committee was held to discuss the proposals generated since the first meeting before they are submitted to Council for approval.

d) A public meeting will be held to present the proposals once Council's approval has been obtained.

1.4 **Aim of this Structure Plan**

The large economic spin-off benefits of the tourist industry are well known. More jobs are created from every Rand spent in tourism than in any other industry. Tourism creates jobs directly and indirectly in both the formal and informal sectors. The Central Beach Front is the most important tourist activity area and development should be attracted to this area. The development of the Beach Front will make a significant impact on the economy of the metropolitan area and serve to benefit all of its communities. It is important that the city be pro-active in its approach to tourism development. It must create job opportunities, provide tourist facilities, establish guidelines for developers and deal with problems experienced in the area.

The aim of the Central Beach Structure Plan is to create a marketable product which will attract tourists and in so doing create job opportunities.