

DEVELOPMENT PLAN FOR THE MARINA GLEN/EASTERN BEACH AND EASTERN BEACH CARAVAN PARK AREA

1.0 INTRODUCTION

1.1 PURPOSE OF THE REPORT

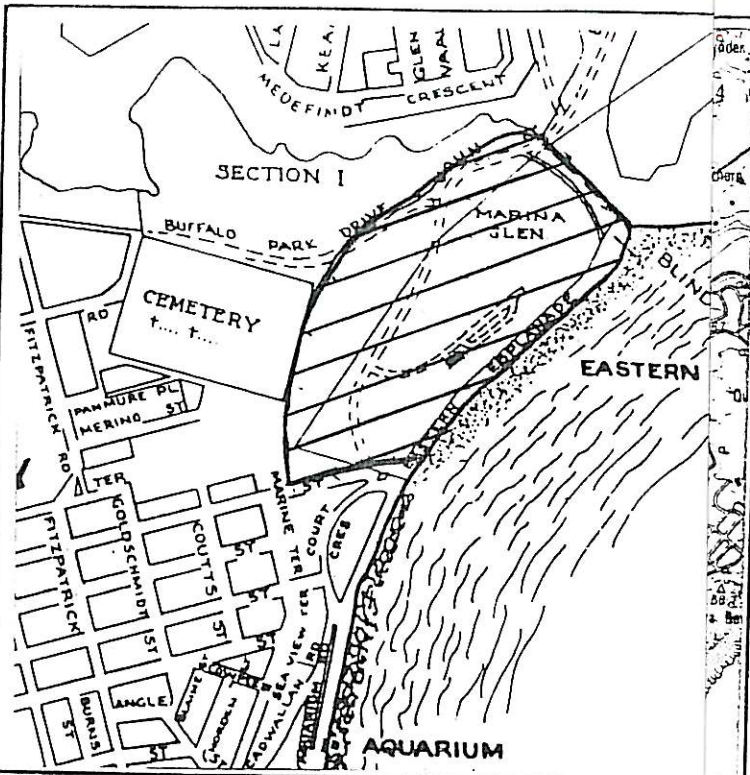
This report serves the following broad purposes:

- (i) To assess the status of the Marina Glen, Eastern Beach and Eastern Beach Caravan Park Area with regard to:
 - present environmental condition
 - present usage patterns within the area(s)
 - present performance of the area(s) in relation to the role(s) and functions they fulfil
 - present development proposals for the area
- (ii) To report briefly on an attitudinal survey of users undertaken in December 1995/January 1996 (i.e. during peak usage times) and, in so doing, to identify the perceived needs of those people making use of the area during peak periods.
- (iii) To identify opportunities and constraints to development in the area.
- (iv) To motivate the adoption of a suitable Framework/Vision for the future development of the area, taking into account the perceived needs of users as well as the needs of the East London TLC in terms of maximising use and returns on available resources.

1.2 THE STUDY AREA (SEE FIGURE 1)

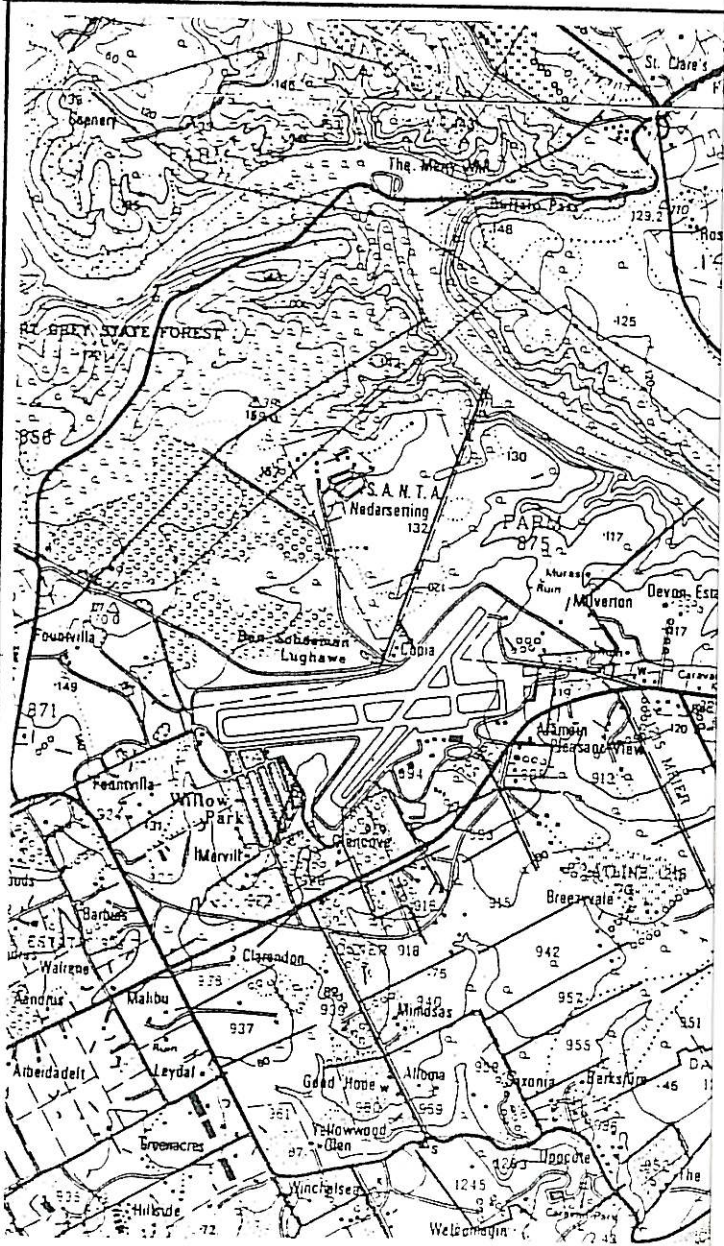
The Study Area for this project is defined as the Marina Glen, Eastern Beach and Eastern Beach Caravan Park area, bounded to the north/north-east by the East London Golf Course, to the west by the Buffalo Park Cricket Ground complex and the East Bank Cemetery, to the south by Moore Street and to the east by the Indian Ocean.

The extent of the Study Area is some 27,2 ha. It is noted, however, that the nature of the study demands that due consideration be given to surrounding land uses and the development of an appropriate interface between these areas and the Marina Glen/Eastern Beach node.



SUBJECT SITE

SCALE 1 : 15000



EASTERN BEACH / MARINA GLEN
DEVELOPMENT PLAN

FIGURE 1

PLAN NO.

SCALE 1 : 50000

DATE : JAN 1997



1.3 BACKGROUND TO THE STUDY

The East London Transitional Local Council (EL TLC) approved the Central Beach Front Local Structure Plan, prepared by its Town Planning Branch, on the 5th October 1995.

This Plan contained proposals and recommendations for the planning and future development of the East London central beach-front area which are intended to increase its amenity value and thereby enhance its attraction as a destination for tourists and local users.

Given that tourism, in particular, is recognised as a sector of the economy which generates significant spin-offs and a high number of jobs relative to capital invested, the initiatives contained in the Central Beach Front Structure Plan are seen as being of great importance to the economic upliftment of East London and its hinterland.

In this regard, then, the Structure Plan identified five Activity Nodes within the central beach-front precinct as areas which are desirable to develop in order to achieve a beneficial socio-economic impact within this important district of East London. Of these five Nodes, three were identified for development by the private sector, and two were proposed to be developed with public funding.

One of the two sites earmarked for development with public money was the Marina Glen/Eastern Beach/Eastern Beach Caravan Park area and, accordingly, the TLC called for proposals from development and environmental consultants for the formulation of a Development Plan for the area, to guide and inform investment there.

The planning team of SETPLAN (East London), Environmental Design Partnership and Stewart Scott Inc. were appointed by the EL TLC in March 1996 to carry out the necessary work to compile such a Plan.

1.4 THE BRIEF

The brief provided to the planning team by the TLC required that the planning process include the following actions and outcomes:

- (i) Report on an attitudinal survey of Eastern Beach users carried out in December 1995 and January 1996;
- (ii) Involve relevant stakeholders in the planning process;
- (iii) Prepare a physical development plan indicating conceptual and detailed proposals;
- (iv) Propose a developmental schedule (phasing) and suggest ways to implement proposed projects.

1.5 INTERPRETATION OF THE BRIEF

Whilst the above Project Brief suggested a standard planning approach to the task, certain actions taken and the planning methodology followed by the Team in the course of the Project were largely informed by a substantial development proposal submitted to the EL TLC prior to the commission of the Team. This proposal was in respect of the Eastern Beach Caravan Park component of the Study Area and comprised of a submission mooted the development of a hotel/casino complex plus related entertainment facilities on this site.

Given the need to react to this proposal, the Team were requested to evaluate the Study Area critically in order to consider the possible location of such a proposed casino complex and associated hotel facilities in different (alternative) localities within the Area, in order to test the appropriateness and/or desirability of the proposed casino development at the Caravan Park site. This task was seen in the context of the need to maximise the beneficial development of the Study Area as a whole and to achieve an optimum development configuration within the Area, which would provide the best possible developmental outcome(s) for the East London community by providing an economically viable and sustainable range of tourist and/or entertainment facilities to act as a "magnet" to draw people (locals and visitors) to the area.

1.6 PROJECT METHODOLOGY

Accepting the foregoing and, principally, noting that the proposed Casino Complex on the Caravan Park site represented an expression of interest in a specific category of development *prior to the TLC's soliciting such interest*, the Team undertook with TLC officials to modify the initially envisaged project approach to include the following actions and outputs:

- (i) the formulation of alternative development scenarios for the Study Area, which would explore different development options and land use configurations within the Area
- (ii) the "testing" of these scenarios with interested and affected parties by:
 - making interim presentations to Council
 - discussing the proposals with TLC officials
 - holding meetings with stakeholders
 - making presentations at a public meeting
 - meeting with prospective developers (including the proponents of the Caravan Park Casino Complex) to inform them of the planning process underway and of the scenarios formulated to date.
- (iii) the facilitation of meetings between the TLC's officials and interested developers

- (iv) the finalisation of a Development Plan which would seek to set out in broad concept the Development Vision adopted by the TLC for the area *in such a manner that it would give guidelines for its development whilst remaining flexible enough to accommodate specific proposals from prospective developers.*

1.7 REPORT STRUCTURE

The structure of this report is as follows:

CHAPTER 1 : INTRODUCTION

CHAPTER 2 : PLANNING CONTEXT (and concluding Problem Statement)

CHAPTER 3 : OVERVIEW OF THE STUDY AREA

CHAPTER 4 : ANALYSIS OF THE STUDY AREA

CHAPTER 5 : DEVELOPMENT SCENARIOS

CHAPTER 6 : CONCLUSION AND RECOMMENDATIONS