

3.0 **SYNTHESIS**

3.1 **Priorities**

The following priorities were established by the Planning Committee:

- a) The Central Beach Front should be developed before commercial development is encouraged into the harbour.
- b) Provision of Parking.
- c) Alterations to traffic flow.
- d) Vagrants and Hawkers are to be controlled.
- e) An appropriate mix of facilities should be provided.
- f) The possibility of creating a sandy beach should be investigated.
- g) Promotion of the Central Beach Front as a tourist destination.

3.2 **Goals**

- a) To engender the citizens of East London and the region a desire to use the Central Beach Front.
- b) To achieve a viable and co-ordinated development which will benefit all the communities in East London.

3.3 **Objectives**

- a) Provide parking adjacent to activity areas.
- b) Through traffic is to be diverted away from the Esplanade and from going through the residential area.
- c) Measures are to be put in place to encourage the upgrading and conservation of the Quigney residential area.
- d) Distinct commercial and residential areas should be created.
- e) Traffic is to be slowed along the Esplanade by means of various traffic calming measures.
- f) A more pedestrian friendly environment should be created with the use of appropriate streetscaping.
- g) Appropriate amenities and facilities should be provided especially at Eastern Beach/ Marina Glen.
- h) The safety and security of beach users should be improved.
- i) The Beach Front should be adequately policed.
- j) The Central Beach Front should be effectively marketed.