



AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

11 SEPTEMBER 2017 AT 4:30 PM

IN COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY

MEMBERS

Cr S Reardon (Chairman)
Mayor G Aldridge (ex officio)
Cr R Cook
Cr R Zahra
Mr Jack Buckskin
Mr Kevin Collins
Ms Marilyn Collins
Mr Jeffrey Pinney
Mr David Stockbridge (Deputy Chairman)
Ms Janine Kraehenbuehl

REQUIRED STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
Manager Communications and Customer Relations, Mr M Bennington
Administrative Coordinator - Business Excellence, Mrs M Potter

APOLOGIES

LEAVE OF ABSENCE

Leave of absence for this meeting was previously granted to Cr R Cook.

PRESENTATION OF MINUTES

Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 11 July 2017.

REPORTS

TVSC1 Review of Tourism and Visitor Sub Committee 7
TVSC2 Recreational Vehicle Site in the Salisbury City Centre 17

OTHER BUSINESS

CLOSE



**MINUTES OF TOURISM AND VISITOR SUB COMMITTEE MEETING HELD IN
COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY ON**

11 JULY 2017

MEMBERS PRESENT

Cr S Reardon (Chairman)
Mayor G Aldridge (ex officio) (*from 5.00pm*)
Cr R Zahra
Mr Kevin Collins
Ms Marilyn Collins
Mr Jeffrey Pinney
Mr David Stockbridge (Deputy Chairman)

OBSERVERS

Nil

STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
Manager Communications and Customer Relations, Mr M Bennington
Administrative Coordinator - Business Excellence, Mrs M Potter
Manager Economic Development & Urban Policy, Mr G Ratsch
Urban Planner, Mr D Grieve
Coordinator Urban Policy, Mr C Watchman

The meeting commenced at 4.30 pm.

The Chairman welcomed the members, staff and the gallery to the meeting.

APOLOGIES

No Apologies were received

LEAVE OF ABSENCE

Nil

PRESENTATION OF MINUTES

Moved Cr R Zahra
Seconded Mr J Pinney

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 14 March 2017, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 Appointment of Deputy Chairman - Tourism and Visitor Sub Committee

Moved Mr K Collins
Seconded Ms M Collins

1. David Stockbridge be appointed as Deputy Chairman of the Tourism and Visitor Sub Committee for the remainder of the current Council term, commencing 01/08/2017.

CARRIED

TVSC2 Recreational Vehicle Sites in the City of Salisbury

Moved Mr K Collins
Seconded Mr D Stockbridge

1. That Pioneer Park is endorsed for further investigation as a location for a Recreational Vehicle (RV) site in proximity to the Salisbury City Centre.
2. That investigations be undertaken to identify the cost of installing and maintaining signage and infrastructure to comply with the requirements of the RV Friendly Destination program, a more robust understanding of the impact on the St Kilda facility and commercial operators, and ongoing management and maintenance requirements, compared with the benefits of and demand for such a facility in Salisbury City Centre.
3. That a further report be brought back to Council detailing the outcome of those further investigations.

CARRIED

TVSC3 Tourism and Visitor Website and Marketing Materials Update

Moved Mayor G Aldridge
Seconded Ms M Collins

1. That the information be received.

CARRIED

OTHER BUSINESS

Nil

CLOSE

The meeting closed at 5.20 pm.

CHAIRMAN.....

DATE.....

ITEM	TVSC1
	TOURISM AND VISITOR SUB COMMITTEE
DATE	11 September 2017
HEADING	Review of Tourism and Visitor Sub Committee
AUTHOR	Michael Bennington, Manager Communications & Customer Relations, Business Excellence
CITY PLAN LINKS	4.3 Have robust processes that support consistent service delivery and informed decision making. 3.2 Have interesting places where people want to be.
SUMMARY	This report provides information with respect to the review of the Tourism and Visitor Sub Committee.

RECOMMENDATION

1. The information be received
2. That the Tourism and Visitor Sub Committee continues for the remainder of the current term of Council.

ATTACHMENTS

This document should be read in conjunction with the following attachments:

1. Terms of Reference - Tourism and Visitor Sub Committee

1. BACKGROUND

1.1 At its meeting on 29 March 2016 Council endorsed the terms of reference for the Tourism and Visitor Sub Committee (Attachment 1) which set out the scope of activity and membership of the Sub Committee as follows:

1.1.1 The Tourism and Visitor Sub Committee has been established to:

- Promote and facilitate tourism and visitor opportunities for the City of Salisbury.
- Identify and advise Council on tourism opportunities.
- Develop and maintain professional relationships that support the implementation of Council's Tourism and Visitor Strategy.
- Identify linkages and opportunities to leverage benefit between the Tourism and Visitor Strategy and other state and local government plans and strategies.

- 1.1.2 The membership of the Sub-Committee comprises:
- One representative from the local commercial tourism industry.
 - One Representative from a local history club.
 - One Kaurna Representative.
 - Two Representatives from the business community connected with the City of Salisbury.
 - A Representative of the South Australian Government nominated by the Minister for Tourism.
 - Three Elected Members (Cr Cook as of 25/07/16, Cr S Reardon and Cr R Zahra)
 - The Mayor (ex-officio)

The Sub Committee will from time to time call in expertise to assist the Sub Committee with its deliberations.

- 1.2 At its meeting in March 2016 Council also resolved that the Tourism and Visitor Sub Committee be reviewed after 12 months. (*Council Resolution 0943/2016*)

2. REPORT

- 2.1 The Tourism and Visitor Sub Committee was formed under section 41 of the Local Government Act 1999 by the Policy and Planning Committee and Council endorsed its Terms of Reference at the meeting on 29 March 2016. Council also resolved that the Tourism and Sub Committee be reviewed after 12 months. (*Council Resolution 0943/2016*)

- 2.2 Following endorsement of the Tourism and Visitor Strategy the Tourism and Visitor Strategy-Action plan was endorsed, which outlined priority projects as follows:

- *Capture, collate and develop key visitor information and materials and increase the availability and ease of access to that information (including maximising use of digital technologies)*
Project: Tourism and Visitor information is consolidated and made available on the internet
- *Improve general amenity, vehicle access, traffic flows and parking around each key precinct*
Project: Ensure Tourism and Visitor elements are included in the St Kilda Stage 2 masterplan
- *Develop core marketing and promotional materials around key themes, precincts and attractions*
Project: Develop core tourism and visitor marketing and promotional materials.

2.3 Progress of these priorities to date can be summarised as follows:

2.3.1 **Project: Tourism and Visitor information is consolidated and made available on the internet and develop core tourism and visitor marketing and promotional materials.**

Status: Project scoping documents were endorsed in March 2017. As part of the 2017-18 Annual Plan process the budget bids for the endorsed projects were endorsed by Council at its 26th June 2017 meeting. The next step in the development of the projects which has begun was to engage an agency to assist the Communications and Customer Relations team in the development of the website and marketing materials as outlined in the project scopes.

2.3.2 **Improve general amenity, vehicle access, traffic flows and parking around each key precinct.**

Project: Ensure Tourism and Visitor elements are included in the St Kilda Stage 2 masterplan.

Status: The St Kilda Stage 2 Master Plan was endorsed by Council at its meeting on 24 July 2017 with authorisation provided to proceed with development of a new boat ramp and channel works and development of the RV area with detailed design work to be undertaken in 2018-19. The progression of the other priorities identified in the masterplan is subject to consideration of further reports to Council.

2.3.3 The Sub-Committee has also been considering other reports and projects that relate to the Tourism and Visitor experience within the City of Salisbury like the proposed location of Recreational Vehicle sites within the City.

2.3.4 The scope of the current Terms of Reference is considered appropriate to continue. They are broad enough to facilitate the delivery of key projects as defined in the Tourism and Visitor Strategy and at this stage revision of the Terms of Reference is not warranted.

2.4 Review of the Tourism & Visitor Sub-Committee membership:

The current membership of the Tourism & Visitor Sub-Committee consists of:

Elected Member Representative

2.4.1 The Council meeting of 29 March 2016 appointed Cr S Reardon as Chairman of the Tourism and Visitor Sub Committee for a 12 month term concluding 31 March 2017. A further resolution of Council from the 24 October 2016 meeting appointed Cr Reardon as Chairman of the Tourism and Visitor Sub Committee for the remainder of the term of Council.

2.4.2 The appointment of Cr R Zahra and Cr S Reardon as members of the Tourism and Visitor Sub Committee for the remainder of the current term of Council was also resolved at the March 2016 Council Meeting.

2.4.3 The Council Meeting of 25 July 2016 appointed Cr R Cook as a member of the Tourism and Visitor Sub Committee for the remainder of the current term of Council.

Local Commercial Tourism Representative

2.4.4 Mr Kevin Collins was appointed as the Local Commercial Tourism Representative.

Local History Club Representative

2.4.5 Mr Jeffery Robert Pinney was appointed as the Local History Club Representative.

Business Community Connected with the City of Salisbury Representative

2.4.6 Mr David Stockbridge was appointed from the business community connected with the City of Salisbury.

2.4.7 Mrs Marilyn Collins was appointed from the business community connected with the City of Salisbury.

Kaurna Representative

2.4.8 Mr Jack Buckskin was appointed as the Kaurna Representative.

South Australian Government Representative

2.4.9 Mrs Janine Kraehenbuehl (Ranger in Charge) and Mr Chris Booth (Communications Manager) as the proxy representative have been appointed as the local NRM Board representatives.

Deputy Chairman

2.4.10 The Council Meeting of 24/07/2017 appointed Mr David Stockbridge as the Deputy Chairman of the Tourism and Visitor Sub Committee for the remainder of the current term of Council.

2.5 The current structure of the membership provides a good representation of the Tourism and Visitor sector, with members providing knowledge and advice of the opportunities and barriers within the industry.

2.6 Participation from the Kaurna Representative and the South Australian Government Representative has not been as active as other members of the Sub Committee, however, it is considered that these positions are valuable elements of the membership structure. It may be worth engaging with the currently appointed representatives to determine their capacity to attend TVSC meetings, and if necessary, review appointments to ensure full contributions from these sectors.

2.7 Subject to increase participation by Kaurna/State Government representatives, it is not proposed to make any other changes to the composition of the TVSC. The current membership provides a good range of expertise to the Committee and has effectively contributed to the progression of the Tourism and Visitor Strategy and associated Action Plan.

3. CONCLUSION / PROPOSAL

3.1 The Tourism and Visitor Sub Committee has been reviewed in terms of its scope of activity and membership as stipulated by Council at its March 2016 meeting.

3.2 It is proposed that the Tourism and Visitor Sub Committee continues for the remainder of the current term of Council.

CO-ORDINATION

Officer:

Date:



Tourism and Visitor Sub Committee

- Terms of Reference -

Endorsed by Council: 29 March 2016

Review Date: November 2018

1. Purpose

- 1.1 The Tourism and Visitor Sub Committee has been established to:
 - Promote and facilitate tourism and visitor opportunities for the City of Salisbury.
 - Identify and advise Council on tourism opportunities
 - Develop and maintain professional relationships that support the implementation of Councils Tourism and Visitor Strategy.
 - Identify linkages and opportunities to leverage benefit between the Tourism and Visitor Strategy and other state and local government plans and strategies.

- 1.3 The Sub Committee will adopt a risk management focus in its considerations, delivery and recommendations to Council. The advice to Council will reflect both the risk and opportunities of the issue to enable Council to act as an informed and responsible decision maker representing the interests of the community.

2. Status and Term of the Committee

- 2.1 The Sub Committee is formed under section 41 of the *Local Government Act 1999* as an advisory committee to the Policy and Planning Committee for the purpose of providing advice to Council in regard to the areas listed in section 1 above.
- 2.2 This Sub Committee will exist for the term of the Council.

3. Meeting Details

- 3.1 The Sub Committee meets as required, but no less than 3 times per year.
- 3.2 Meetings of the Sub Committee will be held in the Committee Rooms, City of Salisbury, 12 James Street Salisbury.
- 3.3 In accordance with Section 87 of the *Local Government Act*, a minimum of three clear days' notice of an ordinary meeting will be provided to members of the Sub Committee.



Tourism and Visitor Sub Committee

- Terms of Reference -

Endorsed by Council: 29 March 2016

Review Date: November 2018

- 3.4 Public notice of meetings will be given through publication of the annual meeting schedule on the City of Salisbury website. A copy of the Notice of Meeting and Sub Committee Agenda will also be displayed at 12 James Street Salisbury.
- 3.5 Members of the public are able to attend all meetings of the Sub Committee, unless prohibited by resolution of the Sub Committee under the confidentiality provisions of section 90 of the *Local Government Act*.

4. Membership

- 4.1 The membership of the Sub Committee comprises:
- One Representative from the local commercial tourism industry.
 - One Representative from a local history club.
 - One Kaurna Representative.
 - Two Representatives from the business community connected with the City of Salisbury.
 - A representative of the South Australian Government nominated by the Minister for Tourism.
 - Three Elected Members (Cr R Cook *as of 25/7/16*, Cr S Reardon and Cr R Zahra).
 - The Mayor (ex-officio).

The Sub Committee will from time to time call in expertise to assist the Sub Committee with its deliberations.

- 4.2 All members must attend meetings and where unable to do so, must provide an apology prior to the meeting.
- 4.3 Members of the Sub Committee must comply with the conduct and conflict of interest provisions of the *Local Government Act*. In particular, Sections 62 (general duties), 63 (code of conduct) and 73-74 (conflict of interest, members to disclose interests) must be adhered to.

5. Chairman and Deputy Chairman

- 5.1 The Chairman is appointed by the Policy and Planning Committee for a period of 12 months.



Tourism and Visitor Sub Committee

- Terms of Reference -

Endorsed by Council: 29 March 2016

Review Date: November 2018

- 5.2 The Deputy Chairman will be appointed at the first meeting of the Sub Committee for a period of 12 months, after which time the Sub Committee will make a new 12 month appointment.

6. Voting Rights

- 6.1 All voting members have equal voting rights. A question arising for a decision will be decided by a majority of votes cast by all members present.
- 6.2 Each voting member must vote on a question arising for a decision.
- 6.3 The Chairman has a deliberative vote, but does not, in the event of an equality of votes have a casting vote.
- 6.4 In the event of an equality of votes, the matter must be referred to the Policy and Planning Committee for decision.

7. Meeting Procedures, Minutes and Documents

- 7.1 All meetings of the Sub Committee will be held in accordance with the *Local Government Act 1999* (and relevant Regulations), the City of Salisbury Code of Practice for Meeting Procedures and the City of Salisbury Code of Practice for Access to Meetings and Documents.
- 7.2 Minutes will be kept of the proceedings at each Sub Committee meeting. Members of Council will be provided with a copy of all minutes of the proceedings of this Sub Committee within five days after a meeting.
- 7.3 Members of the public have access to all documents relating to the Sub Committee unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act*.

8. Quorum

- 8.1 A quorum shall be determined by dividing the total number of voting members of the committee by two (ignoring any fractions) and adding one. For a committee comprising 7 voting members, the quorum is 4 (that is, $7 \div 2 = 3.5$ (ignoring any fractions) = 3 + 1).



Tourism and Visitor Sub Committee

- Terms of Reference -

Endorsed by Council: 29 March 2016

Review Date: November 2018

- 8.2 When the Mayor, as an ex officio member, is in attendance at a Sub Committee meeting, the quorum requirement is 5 (that is, 8 divided by 2 = 4 (ignoring any fractions) = 4 +1).

9. Reporting Requirements

- 9.1 This Sub Committee reports to the Policy and Planning Committee.
- 9.2 The Sub Committee shall make whatever recommendations to the Council it deems appropriate on any area within its Terms of Reference where in its view action or improvement is needed.
- 9.3 Recommendations made by the Sub Committee will be referred to the next Policy and Planning Committee meeting, through presentation of minutes, for final resolution.

ITEM	TVSC2
	TOURISM AND VISITOR SUB COMMITTEE
DATE	11 September 2017
PREV REFS	TVSC TVSC2 11/07/2017
HEADING	Recreational Vehicle Site in the Salisbury City Centre
AUTHOR	Dylan Grieve, Urban Planner, City Development
CITY PLAN LINKS	3.2 Have interesting places where people want to be.
SUMMARY	<p>This report identifies Pioneer Park as the preferred location for an RV parking site due to its proximity to the Salisbury City Centre, public transport access, essential and specialised service access and passive surveillance from adjacent properties.</p> <p>For Pioneer Park to be utilised as an RV Park, the works required include, but are not limited to, grading and asphaltting the existing entrance and driveway to the site, installation of a dump point, installation of a fence, maintaining existing informal walking path during daylight hours and some sundry plantings to improve the amenity of the park for RV users.</p> <p>As the site is Community Land, and represents a significant change of use, it is recommended that Council undertake community consultation prior to finalising a decision to proceed with utilising Pioneer Park as an RV parking area.</p> <p>A Development Approval under the <i>Development Act 1993</i> is required that will also need to be lodged should Council proceed with utilising Pioneer Park as an RV parking area.</p>

RECOMMENDATION

1. That in-principle support for the purposes of community consultation to use Pioneer Park as a Recreational Vehicle parking site as defined in paragraph 4.2 of this report (Item No. TVSC2, Tourism and Visitor Sub Committee, 11/09/2017) be endorsed.
2. That public consultation in relation to the use of Pioneer Park (South Terrace) as a Recreational Vehicle parking site be undertaken in accordance with section 202(2) of the Local Government Act 1999 and the City of Salisbury Public Consultation Policy.
3. That following the conclusion of the public consultation process a further report be presented providing the outcomes of the consultation process and the proposed actions as a consequence of the consultation outcomes.

ATTACHMENTS

This document should be read in conjunction with the following attachments:

1. Pioneer Park (South Terrace) – Indicative Layout for Recreational Vehicle Parking Site
2. Examples of Recreational Vehicle Parking Site Signage
3. CMCA RV Friendly Destination Criteria

1. BACKGROUND

1.1 In early 2017, the Salisbury Business Association requested, as part of a number of projects and initiatives it wished to pursue with Council, for Council to consider locating an RV Park in Pioneer Park.

1.2 At its meeting on 27 March 2017, Council resolved:

That a report be brought back outlining possible Recreational Vehicle sites in the City of Salisbury with a focus on the CBD

[Resolution Number 1656/2017]

1.3 At its meeting on 24 July 2017, Council resolved:

1.3.1 *That Pioneer Park is endorsed for further investigation as a location for a Recreational Vehicle (RV) site in proximity to the Salisbury City Centre.*

1.3.2 *That investigations be undertaken to identify the cost of installing and maintaining signage and infrastructure to comply with the requirements of the RV Friendly Destination program, a more robust understanding of the impact on the St Kilda facility and commercial operators, and ongoing management and maintenance requirements, compared with the benefits of and demand for such a facility in Salisbury City Centre.*

1.3.3 *That a further report be brought back to Council detailing the outcome of those further investigations.*

[Resolution Number 1900/2017]

2. CITY PLAN CRITICAL ACTION

2.1 Promote a positive image of Salisbury to attract investment, visitors and tourists, and increase community pride.

3. CONSULTATION / COMMUNICATION

3.1 Internal

3.1.1 Manager Technical Services City Infrastructure (Technical Services): regarding existing infrastructure, connection to infrastructure (including sewer), ongoing infrastructure requirements and accessibility to the Salisbury Centre.

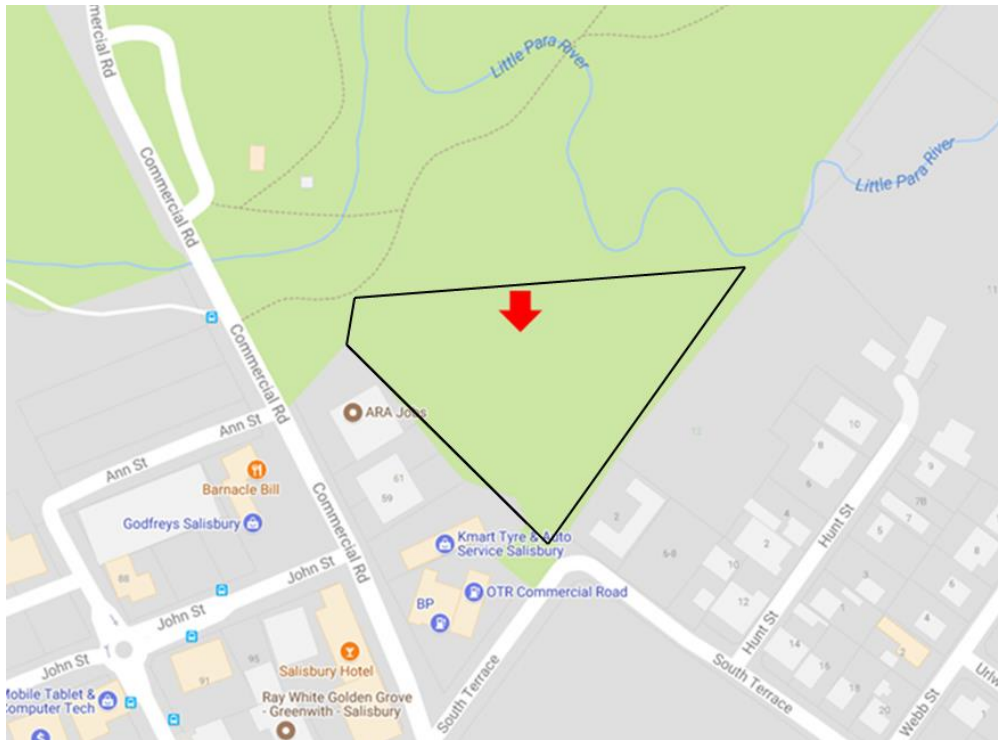
3.1.2 Coordinator Property City Infrastructure (Property & Buildings) in relation to Local Government Act Community Land requirements, including leases.

3.1.3 Manager Field Services City Infrastructure (Field Services): Regarding maintenance issues and suitability for vehicles traversing the site.

- 3.1.4 Senior Social Planner – Community Development: regarding potential interface issues with other users of Pioneer Park and adjacent parks, noting also that the site is not a declared dry zone.
- 3.1.6 Team Leader – Development Assessment: Regarding land use and statutory public notification requirements under the Development Act.
- 3.2 External
 - 3.2.1 South Australian State Representative on behalf of the Campervan and Motorhome Club of Australia: Discussion regarding the implementation, operation and on-going maintenance of a RV Park included within Report.
 - 3.2.2 CEO & Company Secretary, Campervan and Motorhome Club of Australia.
 - 3.2.3 President – Hinchinbrook Chamber of Commerce, Industry & Tourism Inc. (In 2013, Hinchinbrook Shire Council established a six-month free RV site trial in the Tyto wetlands precinct).
 - 3.2.4 Proprietors - St Kilda Tackle 'N' Tucker, in the context of the existing St Kilda RV Park.
 - 3.2.5 Proprietor – Highway 1 Caravan and Tourist Park, as an operator of an existing commercial facility in the City of Salisbury.

4. REPORT

- 4.1 Following Council’s resolution in July, staff members have undertaken further investigations into the suitability of Pioneer Park as an RV site. Self-contained RVs are campervans or motorhomes that have in-built eating, sleeping, food storage and preparation facilities, bathroom and W/C amenities, clean water storage, deep cycle batteries and a hot water service.
- 4.2 Pioneer Park provides a good option for an RV site due to its proximity to the Salisbury City Centre, public transport access, essential and specialised service access and passive surveillance from adjacent properties. The investigations did not identify any insurmountable physical constraints to the site being used for that purpose. Instead, the issues identified focused more on regulatory considerations (largely around development assessment) and ongoing management matters. The proposed area is identified on the map below:



- 4.3 An example of how an RV park operates can be seen in a short video about how the RV Park at Ingham, Hinchinbrook Shire Council, Queensland is operated, managed and maintained: <https://www.youtube.com/watch?v=ycrTelDz8Ao>

Land Use and Public Consultation Considerations

- 4.4 The land designated for a RV Park, within Pioneer Park, is community land.
- 4.5 Pursuant to Section 202 of the Local Government Act 1999, Council may grant a lease or licence over community land and must follow the relevant steps set out in its public consultation policy. This is in addition to its consultation requirements under the Development Act 1993.
- 4.6 However, if Council were to grant a lease over the land designated for a RV Park within Pioneer Park for a period of five years or less, public consultation is not mandatory under Section 202 (3) (a) of the Local Government Act 1999.
- 4.7 Should Council wish to publically consult on a RV Park within Pioneer Park, the processes under Council’s consultation policy would be implemented, and a report provided to Council on the consultation outcomes. This is recommended to occur ahead of any statutory consultation required for a development application under the Development Act.
- 4.8 As the establishment of an RV Park would constitute a change in use, a development application is required under the *Development Act 1993* and would be described as an “undefined land use”. Therefore, it is likely to fall as “on-merit” and Category 3 for the purposes of public notification requiring public notice in ‘The Advertiser’ and to adjoining and affected property owners and occupiers.

- 4.9 As the proposed use is on Council land, under the Council's "Guidelines for Assessment of Council Development", the appropriate process is for Council to write to the Minister for Planning requesting that the Minister appoint the Commission as the Relevant Authority. From recent experience, the Minister is likely to decline the request for the Commission to act as the relevant authority and refer the application back to Council to determine. Under this scenario the application will be referred to the Council Assessment Panel for determination.

Infrastructure

- 4.10 The Campervan and Motorhome Club of Australia (CMCA) has developed a formal accreditation program whereby Local Government can participate by selecting a suitable site to become a RV Friendly Destination, according to the following criteria:

Essential Criteria

- Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles (RVs).
- The parking area needs to be on a solid, level surface.
- There must be enough room for large vehicles to manoeuvre.
- If the nominated site is for a campground then it needs to be well maintained and offer facilities such as BBQ area and/or covered seating etc. for the benefit of the RV traveller.

Desirable Criteria

- A waste water dump point.
 - Potable water.
 - Longer term parking.
- 4.11 In relation to the criteria in paragraph 4.13, further investigations identified the approximate cost of establishment to be in the vicinity of \$140,000 (tabulated in paragraph 5.2) consisting of the following:

- 4.11.1 Waste Water Dump Point: a waste water dump point could be accommodated at the southernmost portion of the site adjacent the South Terrace access point (refer Appendix 1: Indicative Site Layout). This would require removing the existing large concrete rainwater tank which is being used illegally to dispose of household and hard rubbish. The reason for locating the dump point at the entry of the site rather than within the site is to mitigate the costs of running the sewer for an extended length and to mitigate the costs of running an ascending sewer connection to South Terrace.

The dump point would need to operate under lock and key to prevent any unauthorised or inappropriate waste being disposed of in the dump point. The proximity of the dump point to adjoining and adjacent land uses, including residential properties should not result in odour impacts upon those property occupiers. This is reliant on RV users suitably and chemically treating their waste in the vehicle's waste vessel and suitably using the wash down facilities. This will need to be monitored and mitigated by the 'Site Custodian'.

The estimated cost of the removal of the rainwater tank and its contents is approximately \$10,000. However, quotes will be required to confirm the cost.

- 4.11.2 Potable Water: An SA Water 40mm metered water connection and pipe from the street to the site boundary will cost approximately \$4,800. There will be an additional cost of plumbing the pipe to the preferred location of the dump point and to another location for potable water supply within close proximity to the ‘concierge area’.
- 4.11.3 Signage: The signage that is recommended under the CMCA guidelines consists of two signs that are directional rather than advertising. The signage (illustrated in *Attachment 2*) is relatively discreet. Estimated cost of signage is \$5,000.
- 4.11.4 Manoeuvrability: The layout of the proposed RV Park could be organised as per *Appendix 1: Indicative Site Layout*. This layout demonstrates that the space requirements are sufficient for the use proposed, but will still need technical drawings, particularly with regard to traffic engineering and sufficient details and drawings in order to lodge a Development Application.

Construction of a formalised internal circulation road using compacted rubble is estimated to cost approximately \$40,000.

- 4.11.5 Entry Point: Entry from South Terrace is the logical entry point to the site and works will need to be carried out to provide a safe driveway gradient for vehicles to enter the site. The frequency of vehicles entering and exiting the site will be occasional and of a small volume. Vehicle movements are anticipated to be dispersed over the day rather than at peak periods. From on-site observations, the low volume of traffic along South Terrace is unlikely to be compromised by vehicles entering and exiting the proposed site.

The pedestrian entry to the site would ideally to be located between the dump point and vehicle entry to eliminate any vehicle/pedestrian conflicts.

The Manager Technical Services advised that the entry/exit point and slope should be asphalted to enable suitable heavy vehicle ingress and egress. The cost of these works is approximately \$40,000.

- 4.11.6 Fencing: The CMCA guidelines advise of the desirability of fencing the site to provide security for vehicles and control access through the area. Fencing will need to accommodate sufficient entry and egress points that accommodate existing informal walking paths and trails throughout Pioneer Park. Gates will be unlocked and open during daylight hours to maintain existing walkways and closed after dark to provide security to the RV visitors on the site and to prevent theft from and around RV’s.

The fencing preferred by the CMCA is chain wire industrial 1800mm fence. This fencing is preferred for reasons of security, particularly after hours. While such fencing may provide security for users of the RV Park its scale potentially results in a poor visual outcome and reinforces perceptions of alienation of public land.

Any fencing will not be able to be erected under the powerlines and there will need to be a buffer distance between the power lines and any metal fencing.

The approximate cost of the fencing and gates is \$20,000.

Economic Considerations

- 4.12 The economic argument for establishing an RV Park requires consideration of the volume of users expected for the facility, assumptions relating to their daily spending in the area and the potential diversion of trade from existing operators.
- 4.13 At this stage no location-specific analysis has been undertaken to determine the likely demand for such a facility.
- 4.14 The self-contained RV market is said to be worth \$6.5 billion a year to the Australian economy, with that figure growing steadily. The Caravan and Camping Industry Association (CCIA) has conducted research that suggests that one-third of RV users generally stay at a caravan park only, one-third never stay in a caravan park and the remaining one-third do not have preference of where they park.
- 4.15 Concerns have been expressed that a new RV Park would divert users from the St Kilda RV facility and Highway One Caravan Park. The commentary from the Highway One Caravan Park is that Council-owned sites should not be in competition with local private enterprise. The Highway One Caravan and Tourist Park has recently made a substantial financial investment to upgrade the offering and facilities. These facilities and amenities have created an attractor for visitors to stay in Salisbury. The proprietors expressed concern that the establishment of another RV Park within the City of Salisbury may impact on the financial viability of its operation.
- 4.16 It should be noted that Council has endorsed the progression of an RV facility at St Kilda as part of the Stage 2 masterplan for that area. The budget identified for this in the 2019/20 and 2020/21 financial years is \$235,000. This alone represents significant commitment by Council to supporting RV visitation into Salisbury. The commentary in relation to the impact of a further RV park in Pioneer Park on St Kilda varied with some expressing a view that it would divert users while others claimed an RV Park in Pioneer Park would attract a different user to those attracted to St Kilda.
- 4.17 The Ingham RV Site in the shire of Hinchinbrook, Queensland has made available statistics from the first year of their trial RV site:
- (1) The number of respondents (approximately 85%) that indicated they were never going to stop in that shire if the RV site had not been available;
 - (2) The evidence of dollar per visitor/RV stay spend per day (approximately \$100). This data was supported by feedback from the local retailers, hospitality outlets and service providers, who responded that they had witnessed a noticeable increase in business activity; and
 - (3) Following the period of the RV trial businesses noted the drop off in trade.

- 4.18 The feedback from caravan park owners in the Hinchinbrook Shire was mixed. The Council and the local Chamber of Commerce continue to monitor the RV site, survey the business community and work to address any concerns that may arise.
- 4.19 It should be noted that the experience of Hinchinbrook Shire is not directly transferable to a site in Salisbury, given likely differences in the number of visitors, and the extent of visitor attractions in the respective areas, but provides an indication of the experience of a similar facility in another Council area.

Interface Considerations

- 4.20 The Pioneer Park site is primarily a vacant parcel of land free of any existing active land use or any buildings or structures. From on-site observations, the land is predominantly used as an informal pedestrian thoroughfare and for dog exercise and walking.
- 4.21 The land has been used for the Salisbury Christmas Pageant as a staging area for floats, however this can be accommodated elsewhere.
- 4.22 In other locations around Australia the establishment of an RV Park has been shown to reduce the amount of anti-social behavior occurring within the immediate area. The presence of predominately 'grey nomad' RV users has shown to improve the activity of an under-utilised piece of land in a positive manner.
- 4.23 However, there may be interface and concomitant issues with groups who congregate in the park in the immediate locality. It should be noted that Pioneer Park and its immediate surrounds are not in a dry zone and the Police do not have concern about the non-dry zone status.
- 4.24 The land use activity impact of RVs at Pioneer Park upon neighbouring residential properties is expected to be low, given the demographic and activity patterns of most RV users. The visual impact on neighbouring properties will include the visibility of vehicles at Pioneer Park and the appearance of fencing, but given the elevation of the neighbouring properties over Pioneer Park, there will be no unreasonable loss of view or amenity.
- 4.25 Consultation in accordance with Council's public consultation policy and the development assessment process public notification requirements will provide opportunities for neighbouring property owners to express any concerns they might have regarding the use of Pioneer Park for this purpose.
- 4.26 The development of Pioneer Park as a RV Park will create additional pedestrian movement from the subject site to the Salisbury City Centre via two primary pedestrian movement options. One option is via the pedestrian underpass to the north of the site by the Waterwheel building. Alternatively, and the safer and more direct option, is via South Terrace then traversing Commercial Road or Wiltshire Street at the pedestrian crossing. While the latter streets have a sufficient pedestrian network, the South Terrace verge will need upgrading to formalise a pedestrian footpath. The cost of formalising a footpath in this section of South Terrace is estimated to be approximately \$10,000.

RV Park Management

- 4.27 Any facility of this nature requires ongoing management to ensure it is maintained at a level that is attractive to potential users and does not detract from the Salisbury City Centre and broader surrounds. Council may opt to undertake this management function or contract it out. Management of RV Parks is not a core function of Council. The approach at St Kilda has been to provide a relatively safe but unsecured site with the key for the dump point being provided through the local shop. Alternatively, Council may choose to engage an external provider to provide management services. This could potentially include the CMCA.
- 4.27 The CMCA promote the benefits to councils of their management of RV Parks as:
- CMCA seeks no financial or in-kind support from councils to develop the RV Park network;
 - CMCA seeks to lease council land on the same basis as any other not-for-profit association, such as a bowling club, community or the like;
 - The CMCA will pay rates on the site;
 - The CMCA may make a financial contribution to the establishment costs. That organisation has verbally indicated its willingness to cover the cost of the dump point, signage, fencing, driveway grading, asphaltting and water connection.
 - The RV Park activities will be overseen by an on-site, or telephone contactable, CMCA volunteer custodian.
- 4.28 While the CMCA has the expertise and interest to operate this site, under the CMCA management model access to the site would be available for CMCA members only (or people willing to join at the gate). While this potentially limits the immediate number of users, it also will limit the impact, if any, on commercial RV Park providers and the St Kilda facility.
- 4.29 Given the CMCA's expertise and focus it is considered appropriate to continue to engage in discussions with them regarding the potential future development of the site. Council would however have the right to test the market for other operators should, following consultation, it resolve to proceed with the use of the site for RV parking.
- 4.30 It should be noted that the use and development potential of Pioneer Park is limited due to its Open Space Zoning, whereby the desired character for the site is for:
- *A range of passive and active recreation land uses, and associated spectator facilities and administrative functions.*
 - *The establishment and maintenance of a linear open space and biological corridor based on the existing watercourse channel, associated floodplains and vegetation.*
 - *Pedestrian, cycle and recreation facilities, such as drinking fountains and barbecues, will be incorporated into the Linear Park; however, facilities for sports competitions or events are inappropriate.*
 - *Landscaping should ensure that any remnant native vegetation is incorporated into the landscape design and that locally indigenous vegetation is utilised wherever possible.*
(City of Salisbury Development Plan)

Leasing and Management

- 4.31 Should Council endorse Pioneer Park for use as a RV Park a Lease Agreement of five (5) years with an option to extend for an additional five (5) years is appropriate subject to adequate management, maintenance and administration conditions and optional break clauses should Council wish to utilise the subject land for other purposes.
- 4.32 Should Council resolve to proceed with Pioneer Park as a RV Park, a Lease Agreement is preferable as this would make the lessee fully responsible for the management and maintenance of the RV site component of Pioneer Park. Council could require that this lease contain special conditions, but may include provisions such as public pedestrian access to be kept available during daylight hours.
- 4.33 Administering the lease and the monitoring of the site will have a time cost to Council's City Infrastructure (Property & Buildings) Department.
- 4.34 The cost to Council of the ongoing maintenance is anticipated to be minor, however, there will be an ongoing time cost of the Administration to oversee and govern the site from a site owner and Local Authority perspective. It is not anticipated that the use of Pioneer Park for an RV Park will require additional time of Field Staff if the lessee has responsibility for site maintenance.

5. CONCLUSION / PROPOSAL

- 5.1.1 Pioneer Park, accessed from South Terrace, was the preferred site for further investigation due to its proximity to the Salisbury City Centre, public transport access, essential and specialised service access and passive surveillance from adjacent properties.
- 5.1.2 For Pioneer Park to be utilised as a RV Park, the works required include, but are not limited to, grading and asphaltting the existing entrance and driveway to the site, installation of a dump point, installation of a fence maintaining existing informal walking path during daylight hours and some sundry plantings to improve the amenity of the park for RV users and comply with CMCA RV Destination Program criteria (*Attachment 3*). A summary of estimated costs is tabulated below:

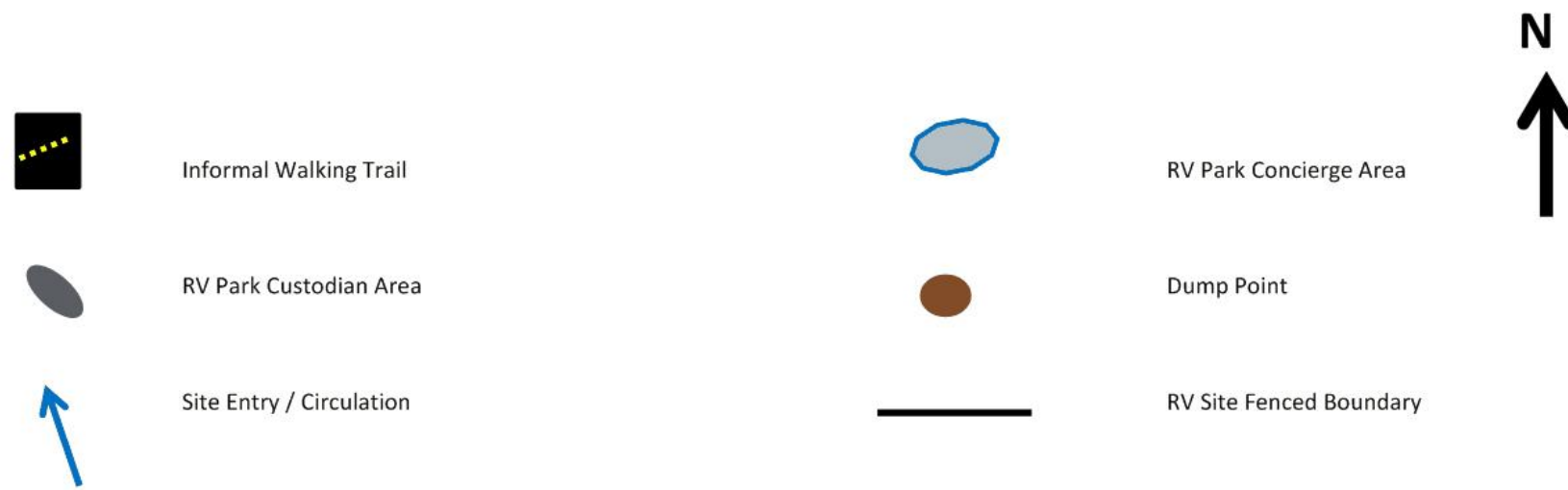
Item	Cost (\$)
Dump Point	10,000
Water Connection	4,800
Fencing	20,000
South Tce. Access Driveway	40,000
Signage	5,000
Internal Road	40,000
South Tce Footpath	10,000
Rainwater Tank Removal	10,000 (in existing budgets)
Total	139,800

- 5.1.3 These costs are largely currently unbudgeted. The adaption of Pioneer Park for use as a RV Park could potentially be partly funded by an external organisation as part of the negotiations in relation to site management.
- 5.1.4 The investigation into Pioneer Park as a potential site for an RV park indicates a number of positives. It is recommended to Council that the proposal proceed to further consultation with the local community prior to a decision on the preferred management model and negotiations with parties including CMCA on the management model, the detail of the layout of the RV Park, securing of development approvals, and any budget allocation.

CO-ORDINATION

Officer: EXECUTIVE GROUP
Date: 05.09.17

Indicative Site Layout



Site Sign 1



Site Sign 2





RV Friendly Destination

The RV Friendly Destination program is a Campervan and Motorhome Club of Australia Limited (CMCA) initiative aimed at assisting small towns that are not able to meet the criteria of the CMCA RV Friendly Town™ program. Local Government / Councils, Progress Associations and businesses can participate by selecting a suitable site within the town to become the RV Friendly Destination.

The essential and desirable criteria are listed below and applications are available from CMCA National Headquarters.

Essential Criteria

- Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles (RVs).
- The parking area needs to be on a solid, level surface.
- There must be enough room for large vehicles to manoeuvre.
- If the nominated site is for a campground then it needs to be well maintained and offer facilities such as BBQ area and or covered seating etc for the benefit of the RV traveller.

Desirable Criteria

- A waste water dump point.
- Potable water.
- Longer term parking.

What are the benefits?

- When RV travellers spot the RV Friendly sign, they are aware that it determines a short term, overnight parking/ rest area will be available at a low cost. If you can offer an incentive or reduced cost for CMCA members, your patronage will be significantly enhanced.
- These visitors will quickly spread the word that a new RV Friendly Destination is available.
- Depending on the location, RV travellers can contribute to the community in a variety of ways, environmentally, socially and economically which will see an increased patronage of local businesses.

Sites that could possibly be included in this program include: hotels / pubs, clubs, wineries, tourist attractions, businesses and well maintained camp sites. CMCA reserves the right to review any RV Friendly Destination at any time and withdraw the site from the program should an acceptable standard not be met.

The RV Friendly Destination will be promoted on the CMCA website, in the Club's monthly magazine, *The Wanderer*, and on the GeoWiki online database.

For more information contact CMCA National Headquarters:

P: 02 4978 8788

F: 02 4978 8799

E: memberbenefits@cmca.net.au

January 2017

