

UGMS OBJECTIVES

1. Encourage a diversity of population while targeting younger people to live and work in the area
2. Achieve the sustainable provision of physical infrastructure and community services
3. Balance the pressures of a high level of growth by safeguarding the environment, lifestyle and prosperity

ISSUES & OPPORTUNITIES

Chapter

3

Chapter Outline

This chapter summarises the issues facing Victor Harbor in 2008 and the opportunities to direct future growth in a way that meets the UGMS Objectives. The issues and opportunities discussed under this chapter are derived from analysis of the background investigations leading to this UGMS.

Key opportunities to drive growth towards UGMS Objectives 1 and 2 are identified as “Key Drivers” and are coloured in dark blue

text. These are followed by “Hypotheticals” (where relevant) to illustrate *one way* of influencing the direction of these key drivers to assist in achieving the UGMS Objectives.

“Core Values” are also identified, in green text, to demonstrate the key community and environmental values that are important to be maintained and/or enhanced to achieve UGMS Objective 3.

Summary of Key Points

After reading this chapter, you should understand the following:

1. The known issues in 2008 threatening the sustainable future growth of Victor Harbor.
2. The possible opportunities to address these issues through influencing and re-directing growth to meet the UGMS Objectives.
3. The Key Drivers most able to direct sustainable growth in line with UGMS Objectives are:
 - Tertiary Education and Training
 - Employment (business investment in existing and new markets)
 - Connectivity (Information Communication Technology and transport)
 - Housing Choice and Affordability
 - Coordinated Infrastructure and Land Release
 - Town Image/Brand
4. The Core Values to be maintained or enhanced to meet the UGMS Objectives are:
 - Town Character and Resident Amenity
 - Lifestyle
 - Sense of Community
 - Environment (landscape character and biodiversity)

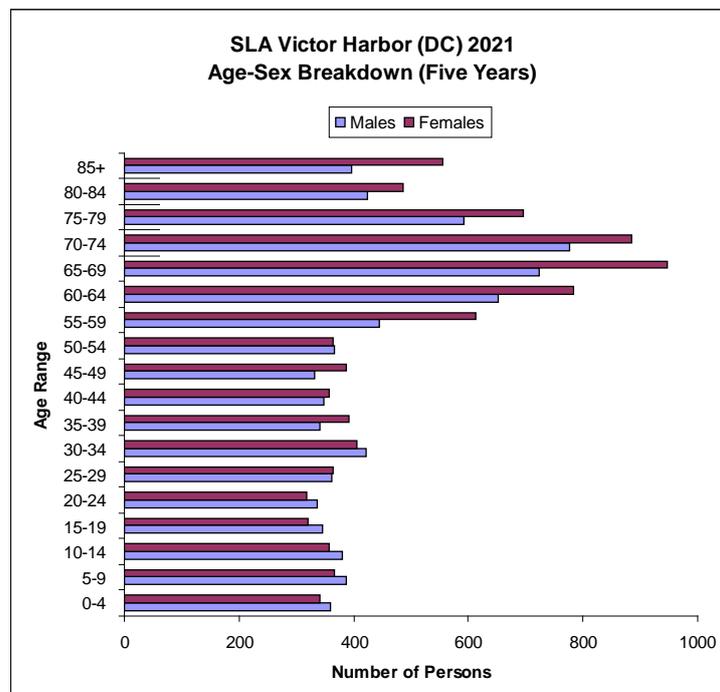
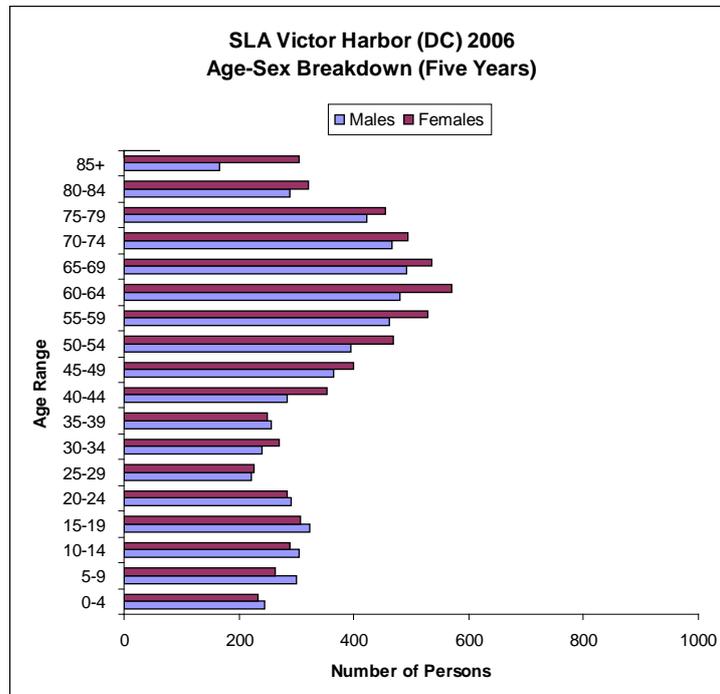
3.1 POPULATION AND HOUSING³⁸

3.1.1 Population Structure

3.1.1.1 Issues

Growth Driven by an Ageing Population

Figure 5 Victor Harbor Projected Population Profiles 2006 – 2021



³⁸ All housing and population projections under this heading are for the whole of the Victor Harbor LGA, taken from ABS Census of Population and Housing, 2006

Net in-migration of the 50 + age group

There is a projected steady increase in the proportion and number of persons of 50 years and older as older groups age *in situ* and retirees continue to move into the area.

This growth trend, whilst positive in pure population numbers, generates a population profile which is neither economically nor socially sustainable. A steadily growing ageing population will place additional pressure on health and community services. A larger proportion of older, lower income, ratepayers can also result in reductions in spending, resulting in reductions in business investment in the town, while increasing demand for Council services.

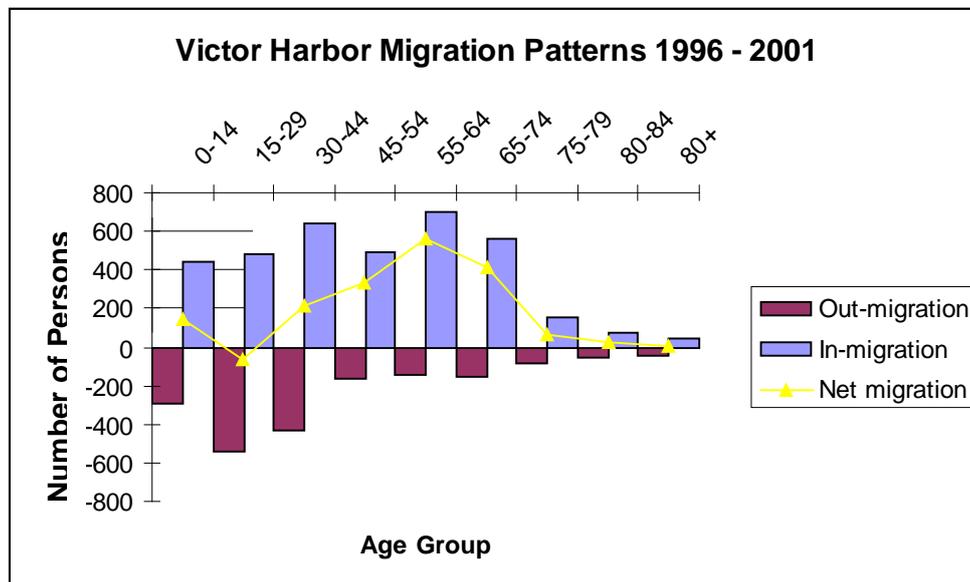
Net out-migration of the 15-29 age group

Migration statistics from 1996 – 2001 indicate that Victor Harbor attracts a net in-migration of young families, with more 0-14 year olds migrating to Victor Harbor (along with parents) than leaving. However, this age group only accounted for 12% of all in-migration, while people aged over 55 accounted for 63% of the total net in-migration, with only 5% of the total net migration made up of people under the age of 30.

In terms of out-migration, only people aged 15-29 accounted for a net out-migration from Victor Harbor. This indicates that whilst Victor Harbor can attract younger “families” (ie adults with young children), it has difficulty retaining those young people beyond school leaver age.

Limited tertiary education options and a low proportion of secure full-time equivalent employment options suggests that 15-29 year olds may be leaving Victor Harbor to access tertiary education or find permanent employment, sometimes taking their parents with them (out-migration of the 30-44 age group accounted for 23% of all out-migration, second highest after 15-20 age group at 29%). This correlates with the findings of the *Southern Fleurieu Family Strategy Report* (Piron, 2004).

Figure 6 Victor Harbor Migration Patterns 1996 – 2001



Source: ABS Census of Population and Housing 2001

Proportionally Fewer people of Working Age

If the above out-migration trends continue, the proportion of the population of working age (ie 15 to 64 years) will decline, relative to an increasing proportion of retirees.

This raises issues about the capacity of finding a suitably skilled labour force of sufficient ability to service the health and community service requirements of a rapidly growing and ageing community.

Proportionally Fewer Children

“Factors such as low birth rate and smaller relative numbers in the younger age cohorts would suggest that maintenance of the current growth rate would need to be based largely on inward migration into the area which, based on current trends and data from sources such as the Vacant Allotment Survey, are likely to include a largely adult population, the majority of whom will be over 50 years of age.”³⁹

While the number of children (0 to 14 years) has increased in past years, it has been projected by the Australian Bureau of Statistics that Victor Harbor will face a decline in school-aged children to 2021. If past trends continue, however, the number of 0-14 year olds will increase, but at a much slower rate than people aged 50 and over. As such, the worst case scenario is that the number of children (0-14 years) will decline or, at best, while actual numbers may grow the proportion of children (0-14 years) will decline significantly relative to the proportion of people aged 50 years and older.

A significant increase in the older population, combined with a reduction in school-aged children would further reinforce Victor Harbor’s image as a ‘retirement town’, making it more difficult to attract younger people to live in Victor Harbor.

Proportionally More Two Person Families

“Approximately 50% of new resident households are couples without children and a further 17% are lone person households. About 25% of new residents are couples with children.”⁴⁰

In order to gauge future family household profiles, Council (in 2005) surveyed approximately 4000 absentee ratepayers who own either a house or vacant land at Victor Harbor.⁴¹ Approximately half of those who responded indicated they were planning to move to Victor Harbor. 87% of vacant land owners and 93% of those who owned a house indicated that their household would be made up of adults only. This reinforces the trend of proportionally more two person families and disproportionately fewer younger families moving to the area.

A Large Part-time Population

Victor Harbor is a significant vacation destination which, during the summer period, attracts a large number of people with population characteristics and demand for services that may significantly differ from permanent residents.

This cyclical ‘part-time’ population provides challenges for infrastructure provision and also contributes to significant ‘peaks and troughs’ in demand for local business services and products. Many small businesses in the retail, tourism and hospitality industry rely on the summer trading peak to get them through the rest of the year.

3.1.1.2 Opportunities

Opportunities to respond to the above issues and meet the UGMS Objectives (if growth rates of around 3% per annum are to continue) include:

A Sustainable Population Structure

- Attracting younger families to Victor Harbor to support a services sector geared to an ageing population.
- Growing day care facilities, primary and secondary education facilities supported by continued net in-migration of the 0-14 year old age group.

³⁹ Piron, S (July 2005) *Population Projections Report*, City of Victor Harbor

⁴⁰ Government of South Australia (2003) *Joint Residential Review Statement of Investigations*, Alexandrina Council & City of Victor Harbor.

⁴¹ City of Victor Harbor (2005) *Vacant Allotment Survey and City of Victor Harbor Non-Resident Ratepayer Survey*

- Reversing net out-migration of the 15-29 year old age group and increasing cultural diversity by:
 - improving and expanding tertiary education facilities/choices within Victor Harbor; and/or
 - improving accessibility to existing tertiary institutions outside of Victor Harbor to make commuting a viable and safe option (eg via improved public transport and road networks to metropolitan Universities or TAFE campuses); and/or
 - increasing secure full-time equivalent job opportunities within Victor Harbor geared towards school-leavers.
- Attracting new building trades to Victor Harbor to support demand for retirement style accommodation and higher care facilities.
- Strengthening local business by smoothing trading peaks and troughs, particularly in the hospitality, tourism and retail sectors.
- Supporting a wider range of retail services.

Effective infrastructure and Community Services Provision

- Increasing viability of community and cultural services and events through increases in demand from a larger population.
- Increasing the range of community and recreation services to support older, smaller households.
- Increasing health care capacity. Projected demand for health care facilities could support another 15 general practitioners in private practice.⁴²

Protecting Quality of Life

- Providing opportunities for lifestyle living, particularly concentrating on larger allotments in elevated or pleasant locations.
- Identifying and protecting attributes and elements which are of high amenity value.

3.1.2 Housing

3.1.2.1 Issues

Housing Growth

Based on the vacancy rate of residential areas of Victor Harbor, in 2006, and the housing density provisions of the Development Plan, it is estimated by Planning SA that the maximum number of allotments available for future residential development within the established parts of Victor Harbor is 1040. The pending authorisation of the Residential (Hindmarsh Valley) DPA in 2008, as a first stage land release east of the Hindmarsh River, provides capacity for a further 800 households. This figure increases to a total of 6076 allotments if all broad acre opportunities, not currently zoned for residential development, are included.

Council's estimate of total supply, based on the *Victor Harbor Infrastructure Scoping Study* (KBR, 2006) and taking into account Planning SA's estimate of vacant allotment supply within existing residential areas, is in the order of 9072 allotments.

Five possible future housing growth options are provided at Chapter 4, based upon continued annual consumption rates of 230 allotments per annum. The actual amount of growth that can be accommodated will be dependent upon the density of development in the new broad acre areas as well as the extent of infill that is achieved in the existing residential areas. However, under all growth scenarios, there is sufficient land available and suitable for residential development to 2030.

High Proportion of Traditional Detached Housing

Existing housing stock represents a high proportion of detached housing on medium to large sized allotments. Recent development approvals continue to favour detached dwellings, with over 70% of the approved dwellings (2005/2006) being for this housing type.

⁴² KBR (2006) *City of Victor Harbor Infrastructure Scoping Study*

While detached dwellings are the desired housing choice, they may not always match the needs of the predominant small family (adult couple) household composition of Victor Harbor. Detached dwellings on relatively large allotments place additional pressure on the outward expansion of the town (which is severely constrained by topography), increase reliance on motor vehicle transport and are inefficient in terms of ongoing servicing costs for road infrastructure, public transport, utilities and other social services.

High Demand for Retirement Style Accommodation

The pre-retirement and post-retirement characteristics of the population are continuing to drive retirement style accommodation with smaller allotments and higher care facilities. Both of these housing types will be at higher densities requiring larger groupings of relatively flat land and higher levels of security. The challenge for Victor Harbor is to identify and reserve sufficiently sized parcels of relatively flat land which are close to services and suitable for this style of development whilst not impacting upon the attractive seaside character of the town.

High Proportion of Homeowners

More than half of Victor Harbor's population own their own homes. A higher rate of home ownership is associated with an older population. Similarly, low income levels are generally associated with an older population as income levels traditionally decrease at retirement. Many homeowners in Victor Harbor have a high dependency on social security payments, most notably for aged and disability support.⁴³ This suggests that while many Victor Harbor residents are asset rich, many are also income poor. Issues include an increasing need for health and community services (some of which are provided or supported by Council). Alternative income sources and increased private investment and State and Federal government funding are required.

Decreasing Housing Affordability

National housing costs and land costs have risen at rates well in excess of income along with the repayment rates of modest to medium sized (and priced) housing. Mortgage repayments now represent a significant and increasing share of the household budget, reportedly rising from 21% in 1986 to 32% in 2006.⁴⁴

Victor Harbor has enjoyed low housing costs relative to metropolitan Adelaide - one of the reasons given by residents for moving to Victor Harbor. However, as demand for housing increases there is potential for increased housing prices. Worst affected are low income earners and first home buyers. This works against the desire to attract and retain younger people in the town.

High Proportion of Unoccupied Dwellings

Many of the unoccupied dwellings have a high level of seasonal occupancy throughout the summer holiday periods and are occupied by either absentee landlords or visitors/guests on weekends. This trend is projected to continue. Issues include: increased potential for vandalism of vacant dwellings, a 'vacant' town character for most part of the year, a duality of community profiles and inefficiencies in infrastructure/service provision - which must necessarily be geared to accommodate the higher summer population but is not used to capacity for most of the year.

3.1.2.2 Opportunities

Opportunities to respond to the above issues and meet the UGMS Objectives (if annual average growth rates of 230 dwellings per annum continue) include:

Managing/Directing Housing Growth

- Planning for the staged release of residential land ahead of growth and in accordance with preferred service provision staging to:
 - maintain adequate supply and minimise servicing costs;

⁴³ SA Centre for Economic Studies (2001) *South Coast Study: Keeping Pace*

⁴⁴ Housing Industry Association, 2006

- alleviate market hold of existing land owners;
- provide a basis for negotiating rezoning and developer contributions;
- Planning for utility, community and recreation facilities in advance of and integrated with new development.
- Sequencing of land release to be flexible in order to respond to market preferences and developer intentions.
- Coordinating the authorisation of Development Plan Amendments to align with the strategic release of land.

Decreasing Vacancy Rates

If retention of the 15-29 age group is realised and higher growth in the 30-44 age group is achieved (through increases in stable full-time equivalent employment and greater access to tertiary education) there are opportunities to decrease the proportion of vacancy rates through:

- Increasing the proportion of full-time residents, providing a wider range of stable employment choices and/or access to tertiary education facilities.

Improving Housing Affordability

- Requiring developers to provide a proportion (of at least 15%) of affordable house and land packages aimed at low income households and first homebuyers (partnering with the State Government's Affordable Housing Innovations Unit).
- Managing land prices by:
 - staging the supply of land ahead of demand;
 - sequencing and coordinating land release with utilities providers to minimise servicing costs.
- Increasing housing diversity to provide a wider range of housing types at varying prices.
- Encouraging the development of low-income and special needs housing options, such as cooperatives, in locations with ready access to community services.
- Improving access to affordable rental housing to assist in retaining and attracting younger people.
- Design and locate housing so that it reduces reliance on private transport.

Increasing Housing Diversity

- Increasing housing diversity to provide a wider range of housing options to meet the needs of smaller and older households including:
 - providing infill development within existing residential areas within close proximity to the town centre and/or community services (subject to appropriate access to services and stormwater/flooding assessment);
 - encouraging a range of housing densities in new broad acre developments;
 - redevelopment of underutilised land close to the town centre/services for higher density accommodation and retirement living;
 - encouraging flexible housing designs that are readily able to accommodate younger and older households, including adaptable/accessible housing options;
 - identifying and zoning land suitable for residential aged care facilities (nursing homes).

KEY DRIVER – HOUSING CHOICE AND AFFORDABILITY

UGMS Objective 1

Encouraging a wider range of housing types, including: higher density infill housing close to retail centres (subject to infrastructure capacity and town character assessment); increasing average housing densities in new land divisions; and providing a selection of “affordable housing” and special needs housing options across the City, helps to support the smaller household composition of younger (and older) age groups, reduces potential for a sprawling suburban environment (which impacts upon town character and is inefficient to service with utilities and public transport) and makes efficient use of and easy access to existing physical infrastructure and community services.

3.2 EMPLOYMENT AND ECONOMIC DEVELOPMENT

3.2.1 Employment Profile

3.2.1.1 Issues

Declining Workforce Participation

Between 2006-2021, concurrent with a proportional decrease in the number of people entering the labour force (i.e. fewer 15-24 year olds) it is predicted that the number of people retiring from the workforce will rise dramatically. As a result, there will be a significant increase in availability of jobs. Victor Harbor's total working age population (15-64 years) is projected to fall from 66% of the population, to around 58%. The working age population will increase marginally in size from 6664 to around 7044 (5.7% increase).⁴⁵ This figure is in sharp contrast to the period 1991 – 2001 when the working age population increased by 43% from 4541 to 6510.

The recent survey by Council⁴⁶ of 4000 of its ratepayers who don't presently reside in Victor Harbor showed that just under half were intending to move to Victor Harbor in the next ten years. Of those surveyed, only 7% indicated that they would be seeking full-time employment.

Opportunities for attracting external labour from neighbouring Council areas to address this deficit are constrained by transport infrastructure limitations and rapidly ageing populations across the region.

A declining labour force and concurrent increase in demand for services as a result of an increasing proportion of retirees have implications for economic sustainability and flow on effects to health and community service provision and quality of life.

A Part-time Jobs Generator

A significant proportion of the existing labour force is engaged in relatively low paid and/or part-time employment often associated with seasonal tourism and retail job opportunities. Such employment opportunities typically attract and rely on local workers and do not suit longer distance commuters.

This reinforces the difficulties associated with attracting permanent residents to Victor Harbor, particularly younger people looking for full-time equivalent work, as well as retaining existing resident school-leavers to enter the local labour market.

Short Journey to Work

A significantly larger share of employed persons in Victor Harbor work in 'retail trade' relative to those employed outside of the region. This reflects the importance of Victor Harbor as a regional retail centre.

The centralisation of services also explains why a relatively larger share of people who work in the region are employed in the 'health and community services' and 'accommodation, cafés and restaurants' sectors relative to those that work outside the region.

The centralisation of services does not apply to 'education', with a lower share of persons working in the region (live in the region 5.3%, live outside region; 7.1%) being employed in education than those that work outside the region (almost 11%). This is not surprising since a larger share of people who work outside the region are employed as 'professionals' (with school teachers falling within this category). This may also suggest that people employed in professional occupations may not necessarily choose to live close to work. This has implications for future township growth. If a larger proportion of full-time equivalent work is to come from an increase in professional occupations the trends suggest that workers in these occupations may not necessarily choose to live in Victor Harbor but may commute from other nearby centres or from metropolitan Adelaide.

⁴⁵ ABS Census of Housing and Population 2001

⁴⁶ City of Victor Harbor (2005) Vacant Allotment Study and City of Victor Harbor Non-Resident Ratepayer Survey

Growth in full-time (equivalent) 'skilled' jobs, based on past trends, is more likely to result in a greater proportion of working age Victor Harbor residents.

3.2.1.2 Opportunities

Opportunities to respond to the above issues and meet the UGMS Objectives include:

Improving Workforce Participation

- reversing outward migration of 15-24 year olds and increasing their rate of entry into the local labour force to support an expanding services sector geared to an ageing population;

Improving Employment Opportunities

According to the City of Victor Harbor Economic Development Strategy, sectors that may provide further employment opportunities include:

- Aged care and allied health services;
- Food manufacturing;
- Agriculture, horticulture and viticulture;
- Retailing;
- Business and property services;
- Construction and trades services;
- Community services; and
- Tourism and hospitality.

Job Creation and Business Investment

- Increasing in-migration of people of working age through diversification of the local economy geared toward the creation of low and high skilled, stable full-time (equivalent) employment options.
- Attracting business investment through improved transport, parking and telecommunications connections.
- Attracting government sector investment in health services to support an ageing population and in child care and education services to support a younger population providing those services.
- Targeting potential investors and clearly communicating the region's potential.
- Strengthening local and regional businesses, including a buy local program.
- Supporting events that strengthen Victor Harbor's role as a tourism destination.
- Securing more major events.
- Facilitating growth through innovation.
- Supporting business investment in Research and Development to improve and grow their businesses.
- Identifying and facilitating linkages between research and development organizations that may assist local businesses.
- Facilitating awareness of locally developed new and emerging technologies.
- Investigating development of an industry clusters program that groups aligned and contemporary businesses.
- Linking businesses with school based part-time traineeships programs and other programs.
- Providing opportunities for home-based business and part-time/casual employment opportunities for part-time retirees.

Improving Reputation/Business Climate

- Enabling new businesses to easily establish in Victor Harbor through streamlined planning and development processes.
- Working with the local business community to foster an attractive, positive business climate.
- Increasing the level of tertiary involvement and presence in the Fleurieu Region to provide access to further skills and training.
- Expanding the skill base by promoting education, training and business development workshops.
- Linking job needs with employment agencies.

Increasing Sales

- Encouraging the local community to “buy local”
- Showcasing Fleurieu products and businesses.

Expanding into new and larger Markets (Regional, State, Global)

- Introducing local businesses to new opportunities and markets.
- Supporting businesses in identifying interstate business opportunities.
- Developing and promoting Victor Harbor’s historic and cultural products at trade shows.
- Conducting high level functions to assist Victor Harbor firms to participate in networking.

KEY DRIVER – EMPLOYMENT

UGMS Objective 1

Targeting investment in home based businesses, small manufacturing and other significant (stable) high employment generating businesses, linked with education and training for school leavers, assists in increasing employment options to retain and attract younger people (15 – 30 year old age group) to work, live and socialise in Victor Harbor. There are opportunities to build awareness of and investment in businesses linked to Victor Harbor’s ageing population and its existing environmental assets.

HYPOTHETICAL – SIGNIFICANT INVESTMENT IN SECURE EMPLOYMENT GENERATING BUSINESS

This example considers the potential outcomes of encouraging and securing significant investment in high employment generating businesses in Victor Harbor such as state government offices, back office or call centres (to meet UGMS Objective 1).

Potential Outcomes:

- Increased Business Investment and Employment Options
- Improved Reputation and Business Climate
- Expansion into New and Larger Business Markets
- Improved Physical Infrastructure and Community Services Provision

Generates:

- Additional demand for full-time (equivalent) skilled and unskilled labour in an under-performing employment sector for the City (in 2007)
- A reason for younger families and people of working age to live, work and socialise in Victor Harbor.

Supports:

- A larger permanent population to smooth the peaks and troughs in retail trade and stimulate growth in other service sectors
- Provides a business case for improved ICT services (dependant upon scale).

Other Benefits:

- Job Surety/Stability
- Improved reputation as a place to do business.

Implementation:

- Develop a business case for investment – cost competitiveness, work force and lifestyle.
- The business must be a high employment generator (ie human resource based business) to exert an influence on the population structure.
- Setting aside a suitably zoned and serviced land parcel – the existing Home Industry zone on the southern side of George Main Road may be suitable as it is reasonably close to the town centre, readily accessible and less constrained by heritage and town character considerations.

3.2.2 Retail Centres

3.2.2.1 Issues

Growing Demand/Restricted Supply⁴⁷

From 1991 – 2001, Victor Harbor's population grew by 46%, while from 1995 to 2005, retail floor space increased by 35%.

The increasing demand for retail floor space:

- creates pressure on the Town Centre to expand and/or increase densities and land utilisation rates. However the capacity to accommodate this expected demand is limited, even with modest expansion;
- increases the case for additional floor space in non-Town Centre locations;
- increases demand for showroom and bulky goods uses that cannot be readily accommodated within the town centre;
- increases demand for business and professional services offices.

Retail analysis undertaken in 2006 identified (refer Map 11):

- a high percentage of retail expenditure is lost to the Town as a result of limited retailing opportunities (principally by way of comparison goods which in turn invites expenditure at co-located convenience outlets);
- a new neighbourhood centre of 5000-6000m², including a supermarket of 2000-3000m² could be supported immediately;
- a second neighbourhood centre of 5000-6000m² could be sustained by 2011 (in line with projected population growth);
- by 2016, the projected population could sustain 12,000m² of floor space at each of these two centres;
- demand beyond 2016 cannot be accurately modelled;
- there being no significant synergies between core retailing activities and bulky goods retailing, a new zone should be established for bulky goods activities;
- the future 'best use' of 'main road' frontages throughout the Town remains unresolved and presents opportunity for further development seeking high exposure;
- the impact of 'seasonality' on service provision and expenditure requires further investigation (noting that 'seasonality' of visitation/occupation will remain a permanent feature of the Town, regardless of intervention);
- the role of the Town as a Regional service provider (noting Goolwa is the regional industrial centre) is paramount to underpinning its economic viability;
- strategically located land parcels should be identified for future uses immediately.
- to accommodate long term needs, without affecting existing facilities, development should be staged via floor space limitations tied to population growth.

While retail analysis has reasonably considered the future 'shopping' needs of the Victor Harbor community and the broader regional community, current trends do not suggest any marked change in the mix of retail offerings available.

⁴⁷ Alistair Tutte (2006) *Retail Analysis for the City of Victor Harbor*

Alistair Tutte (2005) *Review of Victor Harbor Centres Zones for the City of Victor Harbor*

Alistair Tutte (1999) *South Coast Retail Centres Study for Planning SA*

Colliers International (2006) *Victor Harbor Urban Growth Management Strategy: Commercial Land Use Review, Parts 1 & 2.*

3.2.2.2 Opportunities

Opportunities to respond to the above issues and meet the UGMS Objectives include:

Managing/Directing Retail Growth

- Retaining Victor Harbor as a Regional service provider to ensure its ongoing economic viability;
- Defining a retail hierarchy within the Victor Harbor township to provide a clear strategic land use framework for future Centre development aimed at maintaining the primacy of the Town Centre;
- Implementing the recommendations of the *Victor Harbor Town Centre Master Plan* (May, 2006);
- Initiate a 'Main Street' program for the Town Centre;
- Planning for and identifying strategically located land parcels for future retail/centre uses to accommodate demand to 2030;
- Staging development via floor space limitations tied to population growth in order to accommodate long term needs, without affecting the viability of existing centres;
- Developing a framework for future development of each Centre to manage land use, pedestrian linkages, infrastructure and car parking, reflected in Development Plan policy;
- Investigating the limited use of "main road" frontages for potential low impacting office/consulting room uses in selected locations close to centres;

Improving Accessibility to Services

- Supporting the Town Centre and increasing accessibility to services within those centres through increasing housing densities adjacent and within the centre and providing the critical mass for public transport networks, subject to impact on retail expansion, town character and utilities capacity.
- Identifying and providing sufficient well located, readily accessible integrated car parking within/adjacent high activity sites within the Town Centre.
- Providing neighbourhood centres in accessible locations to serve the day to day needs of local neighbourhoods, supported also by increased housing densities.

3.2.3 Commercial Development⁴⁸

3.2.3.1 Issues

Growing Demand/Restricted Supply

Demand for commercial development, including most businesses other than retail and industry has been modelled against future population growth on a rate per person basis. There are inherent shortcomings in this approach. However, based on population forecasts for the region, some 4,500m² of additional commercial floor space will be required by 2016. By extrapolation, a total requirement of some 9,000m² may be required by 2030, although this is not a reliable forecasting method.

The future demand for and provision of commercial floor space and the mix of health and welfare services (medical, allied medical – physiotherapists etc, pharmacies, dentists, podiatrists etc) has not been specifically addressed and 'thresholds' for demand not analysed in any detail since it is accepted that supply of these services will generally follow demand. However, the proper location of new activities coupled with competing demands of other desirable activities (offices, education, health etc) requires careful planning to ensure that their size, location and final design efficiently and effectively meet the needs of the resident population and visitors.

⁴⁸ Colliers International (2006) *Victor Harbor Urban Growth Management Strategy: Commercial Land Use Review, Parts 1 & 2*.
QED (2006) *City of Victor Harbor Town Centre Masterplan*

There is limited floor space available within the Town Centre zone and constraints due to heritage/town character considerations. This raises concern about the future ability of the town to attract new employment generating office development and expand its range of services and diversify its local economy.

3.2.3.2 Opportunities

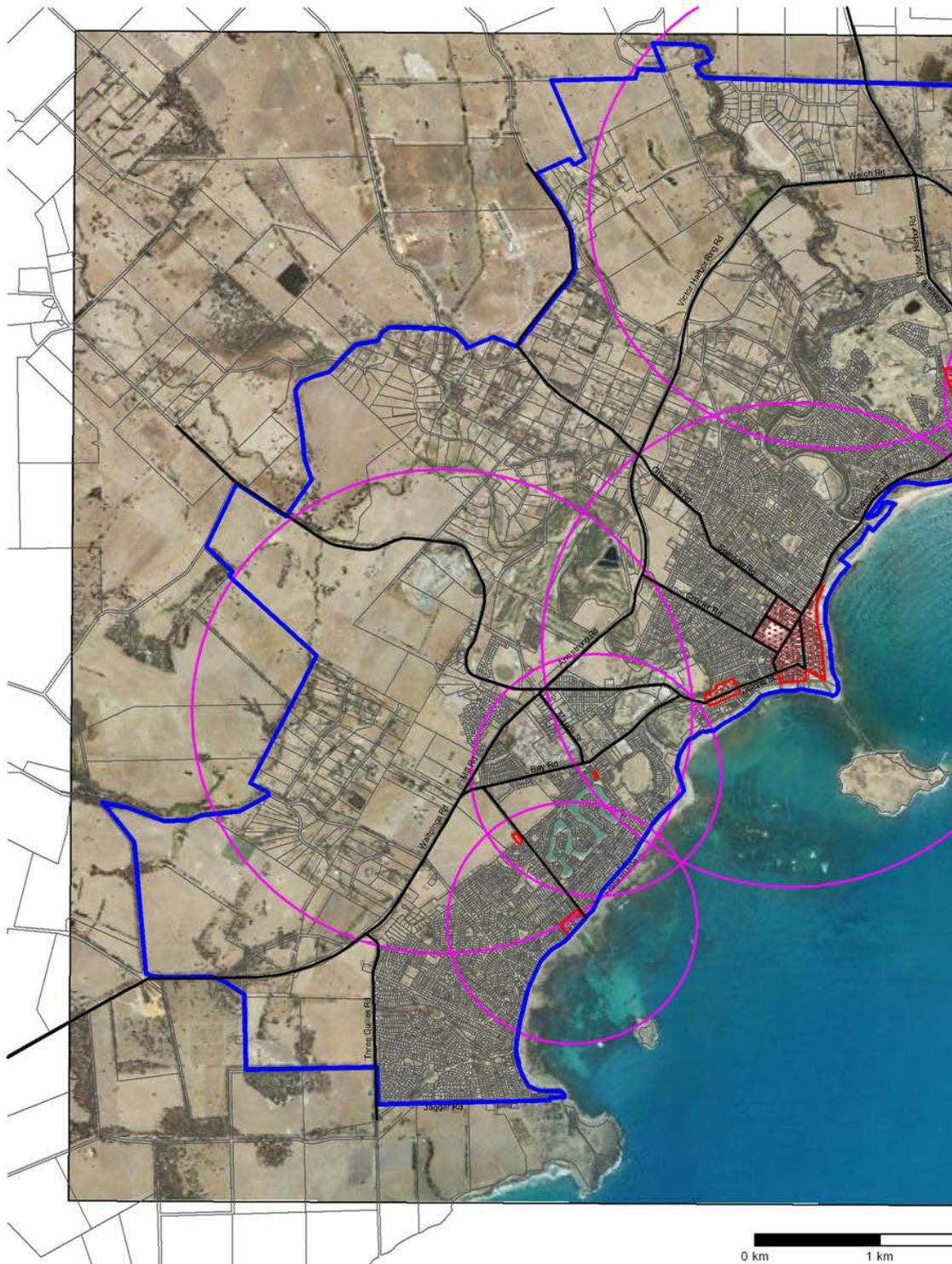
Opportunities to respond to the above issues and meet the UGMS Objectives include:

Expanding Employment Opportunities

- Identifying areas for expansion of existing commercial facilities to support increased demand from a growing population.
- Expanding the proportion of full-time equivalent employment opportunities in Victor Harbor by encouraging high employment generating businesses (eg regional government/private offices) and “smoothing out” seasonality in the local economy.
- Identifying and zoning suitably located and serviced land close to the town centre or with ready access to the town centre and telecommunication networks for future commercial development to support expansion in this industry sector.
- Increasing awareness of the business and employment opportunities associated with an ageing population.

A Wider Range of Services

- Stimulating demand for additional services and activities within centres to support a diversity of population age groups;
- Identifying and zoning land for bulky goods activities;
- Identifying land suitable for government, educational or private services in central, accessible locations proximate to the Town Centre;



-  Existing Centre Zones
-  Proposed Centre Zone
-  Retail Catchment based on economic modelling
-  UGMS Study Area

Data/Source: .

Map 11 - Opportunities for Retail Development

3.2.4 Industrial Land⁴⁹

3.2.4.1 Issues

Steady Growth in Smaller Service Industries

Activities requiring industrial land are low employment sectors such as manufacturing, transport and construction.

As strong population and housing growth continue, existing industrial land will come under pressure from other higher valued activities, such as commercial, retail trade and residential.

Industries servicing the local population include business services, health services, community services and education. The construction sector is also experiencing strong growth as demand for housing increases.

Only a relatively small number of new industrial developments are established each year. However, based on an estimated supply/demand ratio of 1 hectare of land per 260 head of population, it is anticipated that an additional 10 hectares of land will be required for every 2500 head of population.

Victor Harbor contains around 40ha of usable land zoned for industrial use. Based on population projections, an additional 20 hectares of land would be required to be zoned for industry use prior to 2012 and a further 30 hectares zoned (ie a total of 50 hectares) by 2030.

Competing Land Uses Restricting Options for Expansion

The Industrial Land Study Report⁵⁰ identifies five possible sites for industrial expansion (refer Map 12), totalling an additional 39 hectares. This suggests that, based on a growth per head of population, there may be insufficient land suitable to accommodate industrial development beyond 2022. Rezoning of land for industrial use will need to be balanced against competing uses that may be more effective in their support of employment growth in the town or more appropriate to the regional town amenity of Victor Harbor.

While Victor Harbor is the designated Regional Centre, Goolwa was identified in the Planning Strategy for the Outer Metropolitan Region⁵¹ as the industrial hub for the south coast. This was supported in the Draft South Coast Master Plan. Goolwa was considered to have more of the required attributes for accommodating larger scale industries and expansion of existing south coast industrial operations. Therefore, any significant industrial activity would be expected to locate at Goolwa.

Whilst growth options could seek to relocate the industrial centre of the Region from Goolwa to Victor Harbor, such an approach is not considered a priority in light of other growth options considered more achievable and more beneficial to both Victor Harbor and the Region.

3.2.4.2 Opportunities

The opportunities to respond to the above issues and meet the UGMS Objectives include:

Managing/Directing Industry Growth

- Strategically identifying and zoning land for future industrial development to:
 - ensure that supply is ahead of demand;
 - provide certainty to all stakeholders;
 - minimise costs and delays in Development Plan Amendment processes;

⁴⁹ Colliers International (2006) *Victor Harbor Urban Growth Management Strategy: Commercial Land Use Review, Parts 1 & 2*. and Conner Holmes (2006) *Industrial Land Study*

⁵⁰ Conner Holmes (2006) *Industrial Land Study*

⁵¹ Government of South Australia (2005) *Planning Strategy for Outer Metropolitan Adelaide*

- Staging the release of industrial land ahead of demand and coordinated utilities provision.
- Encouraging establishment of small manufacturing industries that supporting existing or new business development opportunities in the Region.
- Balancing the need for industrial expansion against alternate higher demand uses such as commercial, residential or retail.
- Partnering with Alexandrina Council to manage and direct industrial expansion on a regional basis.

Safeguarding Amenity

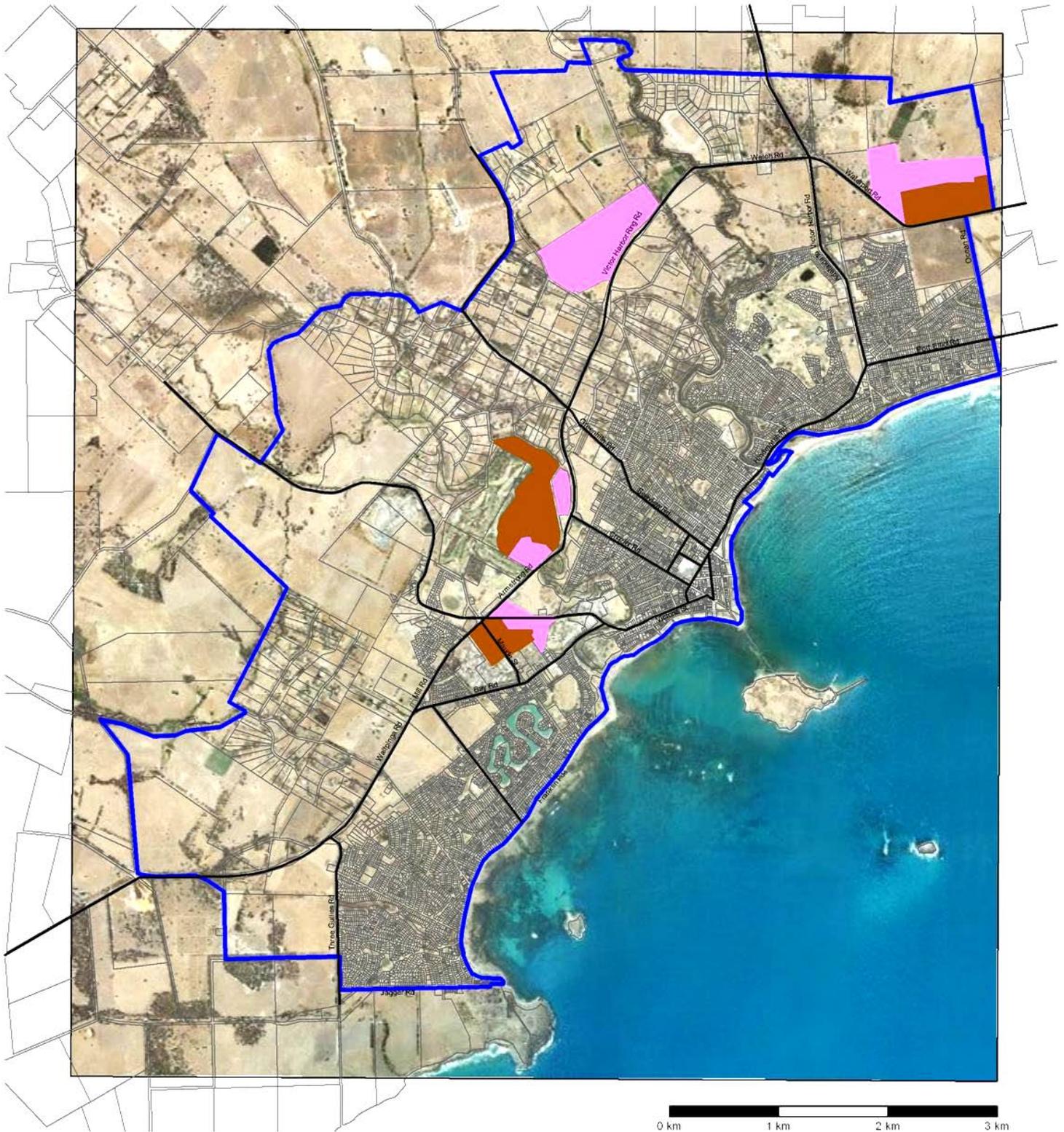
- Improving the appearance and functionality of the Home Industry Zone by zoning to allow for higher value and attractive commercial/office uses.
- Protecting areas of high scenic value from intrusion by industrial development.
- Protecting residential areas from the effects of industry by incorporating appropriate buffers and site design requirements in Development Plans.
- Safeguarding amenity by directing industrial demand to Goolwa in accordance with the State Government's *Planning Strategy for the outer Metropolitan Adelaide Region* (November 2007) once appropriate industrial sites within Victor Harbor are exhausted.

CORE VALUE – TOWN CHARACTER AND RESIDENT AMENITY

UGMS Objective 3

The thoughtful selection and position of different land uses within and adjacent Victor Harbor can assist in maintaining the existing character of the town by directing growth in a way that minimises impact upon areas of scenic quality or heritage value.

The position, selection and design of different land uses can also impact upon resident amenity and township character. For example, industry or sprawling suburban style housing visible on approach to the town would impact upon township character and the perception of Victor Harbor as an attractive place to visit and in which to live. It is important that the City maintains attractive gateways and does not encourage uses of land which are incompatible with the town character and/or impact undesirably upon resident's living conditions.



- Existing Industry Zone
- Potential Industry/Commercial Sites
- UGMS Study Area

Data/Source: Connor Holmes (2006) Industrial Land Study



Map 12 - Opportunities for Industrial and Commercial Development

3.2.5 Tourism⁵²

3.2.5.1 Issues

The Victor Harbor Tourism Strategy and Marketing Plan provides the tourism marketing direction for Victor Harbor, recognising the benefits of tourism investment in the region.

The *Fleurieu Peninsula Region Integrated Strategic Tourism Plan 2007-2012* (The Tourism Plan) prepared for the South Australian Tourism Commission in consultation with Councils of the Fleurieu Region provides the framework for future tourism growth in the Region.

Reduction in Tourism Expenditure in the Region

The Tourism Plan identifies that:

“If future trends in visitation continue as they have for the past 5 years, there would be a total reduction in expenditure of \$12.3 million resulting in the loss of 70 jobs and \$3.4 million from regional incomes.”⁵²

Target market segments are:

- Family Focussed
- Indulge and Recharge
- Activity Seekers
- Infrequent Travellers

The Family Focussed and Indulge and Recharge segments are already visiting the Region. There are opportunities to increase expenditure in these segments. The Activity Seekers and Infrequent Travellers are unaware of what is available in the region. Marketing initiatives directed at these segments can change the mix of visitors and the seasonal patterns of visitation as these segments are less focussed on the summer holiday period. They also spend more than the other two segments.

Existing Tourist Attraction in Need of Reinvigoration

The Tourism Plan identifies a number of existing tourism attractions that are in need of reinvigoration, including the South Australian Whale Centre and the penguin, marine and environmental centre.

“The displays at the Whale Centre are somewhat dated and do not tell the story in a way that engages current visitors who are looking for more hands on interaction and audio visual technology”

Transport an Issue

The safety of the Victor Harbor to Adelaide Road is a deterrent to visiting the Region.

Transport between destinations and attractions is also an issue across the Region. While the vast majority of visitors travel by car, alternative (public or chartered) transport to wineries, restaurants and entertainment would improve visitor experience by avoiding drinking and driving.

Township Entrances in need of Attention

First impressions are important. Township entrances should make a statement about and reflect the key attributes of the township and provide a sense of pride and identity for the communities and visitors. Signage should badge and unify the region.

⁵² Urban & Regional Planning Solutions (2007) *Fleurieu Peninsula Region Integrated Strategic Tourism Plan 2007-2012*

Impacts of Poorly Coordinated Township Expansion Threaten Tourism

Poorly managed township expansion detracts from the appeal of the area to tourists. Visitors value the sense of peace and space generated by contained townships in rural settings.

Inflexible Development Plan Policy Stifling Tourism Options in Rural Area

Very strict Development Plan policies for rural areas aimed at protecting primary production are precluding the establishment of small-scale rural and agriculture based tourism products such as farm stays, bed and breakfast accommodation and nature based retreats.

3.2.5.2 Opportunities

The key opportunities to respond to the above issues are provided by the Tourism Plan, and include:

Marketing and Product Development

- Contributing to a regionally based program of marketing, visitor information and product development.
- Establishing regional links to diversify and leverage off of existing tourist markets in the McLaren Vale and Kangaroo Island.
- Contributing to a full time position within the Fleurieu Peninsula Tourism Marketing Committee dedicated to product development and implementing the Tourism Plan.

Consolidating and Re-invigorating Victor Harbor Marine Attractions

- Providing a single Marine Environment Facility in Victor Harbor that might focus on penguins, whales. Seals and leafy sea dragons, among other things. Work would need to be undertaken to determine the optimal location for such a facility. A partnership approach between Council, the Department for Environment and Heritage and other stakeholders will need to be developed to achieve this.

Improving First Impressions

- Improving the appearance of town entrances through a design approach that reflects the Region's brand image.
- Influencing State and Commonwealth Governments to improve road safety and capacity of Victor Harbor to Adelaide Road.

Promoting Sustainable Tourist Accommodation

- Encouraging nature based retreats for the environmentally aware visitor.
- Encouraging medium scale tourism development, including conference centres to expand choices for dining, shopping and leisure activities.
- Incorporating flexible policies into the Development Plan to permit small-scale bed and breakfast, farm stay, or nature based retreats in rural areas where they do not impact unnecessarily on existing primary production pursuits.

KEY DRIVER – TOWN IMAGE/BRANDING

UGMS Objective 1 and 2

Developing a clear and positive town brand, coupled with providing suitably zoned and serviced land, assists in encouraging an appropriate type of investment in Victor Harbor. The town brand should be conveyed to the wider public (outside of Victor Harbor) and consistently applied to all promotional activities (ie tourism promotions, major events, large residential developments, and in street furniture and public artworks) to present a cohesive and contemporary theme attractive to younger people (encouraging them to live, work and visit Victor Harbor) as well as more traditional tourists/visitors.

3.2.6 State Government Investment

3.2.6.1 Issues

None of the background documents supporting this UGMS have specifically addressed State Government investment in the Town. This is not surprising given that investment by State Government is not always prominently noticeable. There has, however, been significant past investment in infrastructure in Victor Harbor, including the new Police Station and Court facilities, commitments to Hospital additions and (at a Federal level) investment in the Flinders University campus program. Victor Harbor is well placed to attract further government investment, either directly or indirectly, to further support its rapidly growing population.

What is notably absent in Victor Harbor is the provision of 'day to day' and front office State Government supplied services at a level commensurate with, and expected in, a Regional Town Centre. Large (in excess of 100 employees), or even moderately scaled (50 to 100 employees), administrative offices provide not only a local service but, more importantly, opportunities for stable full-time equivalent (non-seasonal) employment. Their absence impacts not only upon service provision but also upon permanent employment opportunities.

3.2.6.2 Opportunities

The key opportunities to respond to the above issues and meet the UGMS Objectives include:

Diversifying and Expanding Employment Opportunities

- Encouraging State Government investment through partnering with State Government agencies and providing a suitable business environment (ie suitable land/premises, telecommunications etc) for investment to increase full-time equivalent employment opportunities;
- Attracting a broader catchment to further support allied services/businesses.

3.3 CONNECTIVITY

3.3.1 Information and Communications Technology

3.3.1.1 Issues

Victor Harbor's telecommunications networks include: land-line telephone services, GSM Mobile Phone coverage and ADSL Broadband and Wireless Broadband internet.

Mobile Phone Network Adequate

Mobile phone coverage is reasonable within Victor Harbor, but there are 'gaps' in the system between Victor Harbor and 'remote areas' between towns.

Internet in Need of Speed

Victor Harbor's standard ADSL has speed limitations, making it unsuitable for demanding applications and/or multiple users. It is also less suited to voice, video and other 'live' services. ADSL only works within a limited (around 5km) distance of the telephone exchange (refer Map 5). Anyone living or working beyond this distance cannot receive ADSL. There are also service 'black holes' within the 5km ADSL service area.

Satellite Broadband is also available in Victor Harbor. Satellite Broadband can be more expensive for the end-user than ADSL and also has speed and download limitations.

While existing ADSL and ADSL2+ technology is acceptable for most domestic and small business uses, it does not readily support "high-tech" industries or corporate office environments that need high-speed (wide bandwidth) fibre optic cable connections to function effectively.

As such, Victor Harbor's existing internet service is a limiting factor in its ability to attract this type of business investment.

For Victor Harbor to have a chance in establishing a viable business sector it must be well linked to the worldwide market place through an efficient communications infrastructure.

3.3.1.2 Opportunities

Broadband has the potential to significantly enhance the long-term viability of regional communities by reducing the negative impact of distance on service delivery and accessibility. In 2008 Victor Harbor's ADSL2+ capability was 'switched on' by Telstra as part of a commitment by the Commonwealth Government (in 2007) to fund a rural 12Mbps network using a mix of fibre, ADSL2+ and WiMax technologies. These technologies make available for the first time, an alternative to satellite technology for rural areas.

The key opportunities to respond to the above issues and meet the UGMS Objectives include:

Encouraging ICT Business Investment and Reducing Regional Disadvantage

- facilitating improvements in mobile phone coverage whilst protecting township and rural character.
- installing information and communication technology infrastructure to all new developments in association with other services such as electricity, water and sewerage. This is particularly important for new broad acre housing estates and home office/business/employment areas to encourage business investment.
- devising requirements for developer contributions towards information and communications infrastructure.
- improving social networks (business and personal) within and external to Victor Harbor.
- improving access to global markets and raising the profile of Victor Harbor as a place to do business.
- supporting home-based businesses and attracting high-skilled persons (designers, consultants, publishers, software developers) who require access to reliable broadband, proximity to a city (but not necessarily within it) and enjoy the rural lifestyle.

3.3.2 Regional Accessibility

3.3.2.1 Issues

Transport Connections to Adelaide

The sub-standard transport connection between Victor Harbor and Adelaide (when compared with similar coastal towns) has been raised as an issue in numerous studies for Victor Harbor (and the Fleurieu Region generally)⁵³. In summary, the poor road quality, coupled with a severely limited daily public transport (bus) service affects:

- the perception of accessibility to Victor Harbor – reinforcing a perception of isolation from metropolitan Adelaide, notwithstanding its geographic proximity;
- access to tertiary education in metropolitan Adelaide – contributing to out-migration of school-leavers seeking further education;
- access to specialist health services in metropolitan Adelaide – particularly for the ageing population and people with disabilities, reducing quality of life, sometimes forcing relocation to metropolitan Adelaide and severing existing social networks;
- tourism business growth – the high road toll is a deterrent to holiday seekers⁵⁴.

⁵³ Including:

KBR (2006) *Victor Harbor Infrastructure Scoping Study*

Piron S (2004) *Southern Fleurieu Family Strategy, Stage One Report – Family Survey Results*

Shelter SA (2006) *Southern Fleurieu Youth Housing Project*

⁵⁴ SA Tourism Commission (2007) *Fleurieu Peninsula Region Integrated Strategic Tourism Plan 2007 – 2012*.

Based on current growth rates, the State Strategic Plan target of two million people by 2050 will be reached by 2030, with an increase in rural/regional population of 450,000 people State-wide. Based on a continued 3% per annum population growth rate, the Fleurieu Region will double its population by 2031 (from 24,000 persons in 2006 to 50,000 persons in 2031).⁵⁵ Continued growth of this order will place increasing pressure on the Victor Harbor to Adelaide Road.

Regional Transport Connections

Road quality, road capacity and a limited (and in some cases lack of) regular public passenger transport service affects access to business, health and community services for residents and visitors between towns in the Fleurieu Region.

Interstate and Overseas Connections

Victor Harbor is relatively isolated from interstate transport connections. It is therefore less attractive to transport-based business investment, with local service industries, tourism, health, education, business and property supporting the local population being the main growth industries.

Victor Harbor's quiet, historic seaside character, stable social environment and mild weather provide opportunities to build on tourism through development of high-end tourist resorts and conference facilities suitable for interstate and overseas delegations. However, these opportunities are limited by poor transport (and telecommunications) networks which are a deterrent for short-stay, time-poor holiday makers or business delegates.

3.3.2.2 *Opportunities*

The key opportunities to respond to the above issues and meet the UGMS Objectives include:

Improving Regional Transport Connections

- A growing Victor Harbor population supports a case for an upgraded Victor Harbor to Adelaide Road to improve safety and accessibility for commuters to access tertiary education or health services not provided in Victor Harbor. Alternatively a growing population may provide the basis for provision of improved tertiary education and health services within Victor Harbor.
- A growing south coast population and tourism environment may support a regular regional public transport service.
- Providing the support, through suitable road and air transport links, for high-end tourist accommodation and conference facilities attracting interstate and overseas investment and visitation, with flow-on benefits to local businesses and employment.
- Preserving the rail corridor may maintain potential for further linkages between the South Coast towns and other regions.
- Supporting a dedicated freight route to assist in access between industrial precincts in Adelaide, Victor Harbor and Goolwa, depending on:
 - economic growth within the region
 - industrial/commercial growth within the region
 - freight economies.

KEY DRIVER – CONNECTIVITY

UGMS Objective 1 & 2

Improving transport connections within and between Victor Harbor, regional towns, metropolitan Adelaide and beyond (via road, rail, air) together with improvements to information and communication technology (ICT) assists in reducing the perception of isolation and “opens up” the region to further employment generating business investment.

⁵⁵ Government of South Australia (2007) *South Coast Master Plan*, Planning SA

HYPOTHETICAL – IMPROVED EXTERNAL TRANSPORT LINKS AND INFORMATION COMMUNICATION TECHNOLOGY

This example considers the potential outcomes of improved/expanded 'linkages' between Victor Harbor and the Fleurieu Region, Adelaide, Australia and global markets and services. Such linkages are both physical (ie through improved road/rail/air transport) and technological (eg high speed broadband and other improved information networks).

Potential Outcomes:

- Improved (safer/faster) access to nearby and remote facilities and services (eg health, education, business)
- Improved reputation and business markets
- Expansion into new and larger business markets

Generates:

- Increased employment opportunities for home based and small business enterprises (via technological linkages)
- Expanded employment opportunities for commuters, both into Victor Harbor from other areas as a result of business growth in the town and out of Victor Harbor as a result of improved road safety and travel times
- Reduced pressure on social/health resources where ready access is available to other services outside of Victor Harbor
- Increased ability to attract commuting health professionals to the town
- Increased tourism in new or expanded markets (ie higher level accommodation and conference trade) through ease of access

Supports:

- Demand for skilled jobs (ICT) in particular home based niche industries/businesses utilising global linkages
- Broader population base with less reliance upon service provision within the town (facilitating transport to other facilities outside of the town)
- Increased opportunity for home based learning (eg university on-line)
- Increased likelihood of expanded business and educational opportunities within Victor Harbor which are reliant upon high speed data services/technology.

Other Benefits:

- Improved safety (or perception of safety) on Victor Harbor to Adelaide Road and reduced travel time supporting commuters and tourists
- Improved reputation as a viable alternative and 'modern' business environment

Implementation:

- Lobbying State and Federal Governments for funding assistance and prioritisation in access to high speed data services and safe and efficient transportation networks.

3.3.3 Township Transport and Land Use Integration

3.3.3.1 Issues

Transport Infrastructure Under Pressure

Projected population growth in Victor Harbor will put increasing pressure on the ability of the town's transport infrastructure to meet traffic and parking demands in the future.

The projected increase in traffic from future residential development is expected to double existing traffic volumes on some main roads within Victor Harbor.

In order to manage this traffic increase, the *Victor Harbor Traffic Management Strategy* (QED, 2005) establishes:

- a road classification model for the town, including a designated hierarchy of roads based on arterial, distributor, collector and local road classifications (Map 13); and
- a second 'functional' hierarchy, including designated freight network (Map 14), public and community transport network, tourist network, community access network, bicycle network (refer Map 15) and pedestrian network (refer Map 16).

To manage future demand, a Transport Corridor Management Strategy (refer Map 18) and Local Area Traffic Management Plans (refer Map 17) are required to coordinate transport upgrades with new development areas and ensure that new development maintains the hierarchy and provides capacity for future development.

Key major roads to be upgraded (identified at Map 18) include:

- Mill Road – requiring improvement to provide a more formal link between the Ring Road and Encounter Bay;
- Ring Road - review and possible improvement of junctions in line with increase in traffic volumes;
- Port Elliot Road - review and improvement through the Local Centre near Adelaide Road to minimise conflicts for turning traffic and pedestrians.
- Victor Harbor Rd - with the continued development of Victor Harbor, possible duplication of the road will need to be fully investigated.

The increased use of Council's existing transport infrastructure (including roads, footpaths, bridges, kerbing, culverts, drainage and car parks) reduces the life of these assets and places increased pressure on Council's infrastructure budgets.⁵⁶

It is apparent these assets owned by Council are ageing and may potentially serve as a constraint to promoting higher density development close to the town centre unless significant upgrades can be funded.

Funding of local transport infrastructure and maintenance of existing infrastructure from rapid growth is therefore a significant issue with implications on the future town structure.

Need for Improved Public and Passenger Transport

Affordable and accessible transport has been identified as a concern across all sectors of the community and in particular youth. Limited public transport affects young people's ability to travel to post secondary and tertiary education, employment and social activities.

3.3.3.2 Opportunities

The key opportunities to respond to the above issues and meet the UGMS Objectives include:⁵⁷

Reducing Trip Lengths

- Link employment opportunities within Victor Harbor to minimise trips external to the immediate environs or south coast region.

Promoting Alternative Transport Options through Urban Design

- Increase density of development in nodes within close proximity to major road networks and centres to support alternative public transport and cycling/walking options (ie establish a Transit Oriented Development town structure).
- Encourage walking and cycling by:
 - providing for suitable paths in the Development Plan;
 - considering recreational activities as well as other trip purposes.

⁵⁶ Pavement and Asset Services (2004) *Strategic Plan for Engineering Assets*

⁵⁷ Tonkin Consulting (2006) *Victor Harbor Urban Growth Management Strategy Transport Discussion Paper*

- Supporting regular inter regional and intra regional passenger transport services through:
 - appropriate road widths;
 - concentration of development
 - connectivity with established routes.
- Locating key services (schools, employment, shops, community services) near future residential growth areas to minimise trip lengths.
- Providing path widths and grades and passenger transport to suit disability needs for motorised wheel chairs and other aids.
- Strategically managing the release of residential land for cost-effective upgrading of transport networks and to facilitate the securing of joint funding from developers (ie developer contributions).
- Negotiating with developers of new land releases to promote “permeability” and “connectivity” within the town and across the region.
- Restricting significant consolidation within established townships until funding mechanisms can be established to upgrade infrastructure in these areas.

Retaining a Clear Road Hierarchy

- Retaining the existing road hierarchy by:
 - preserving the basic framework outlined in the Traffic Management Strategy;
 - ensuring that new development supports the road hierarchy;
 - preserving existing freight routes.

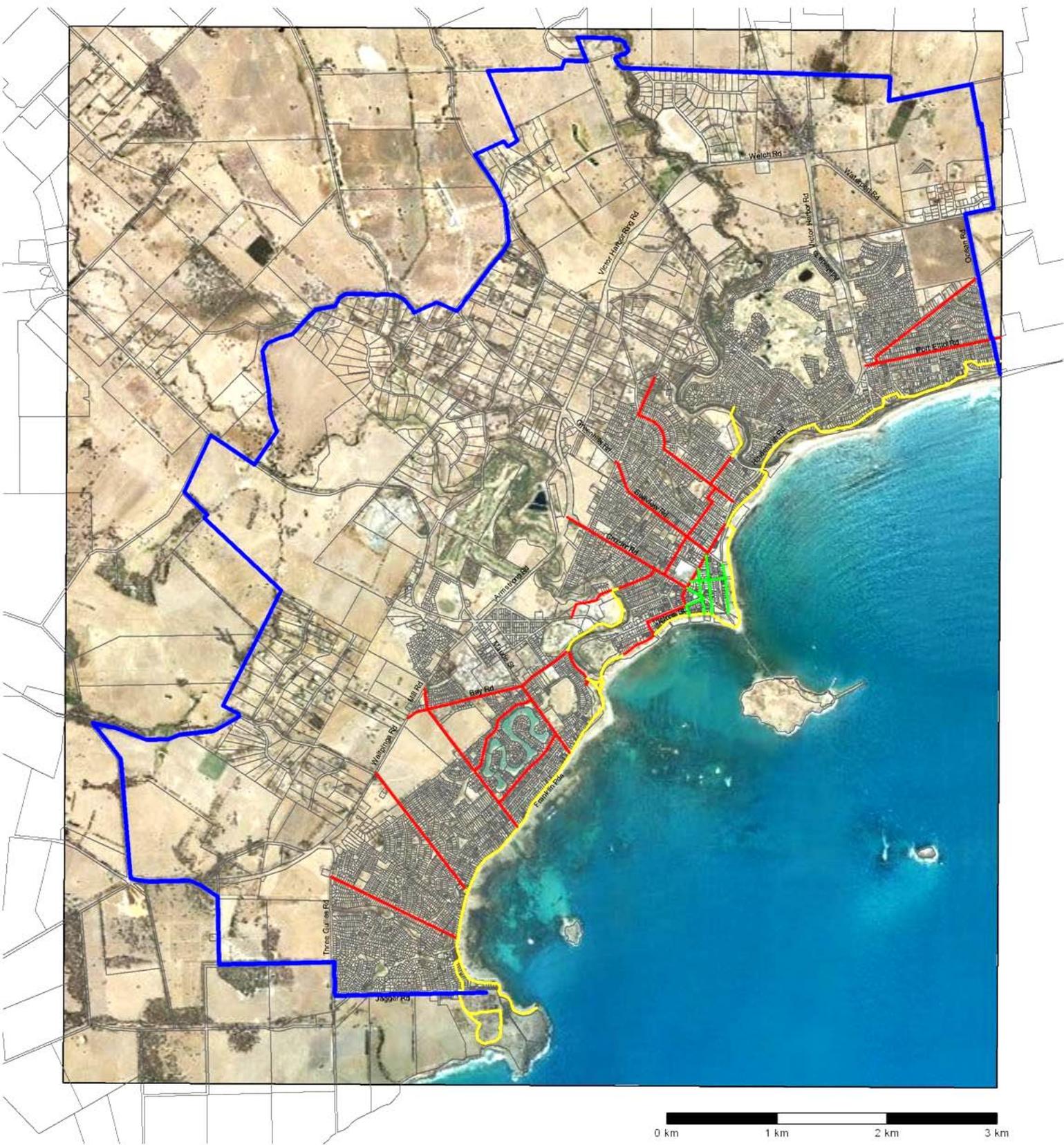
Encouraging Tourism Investment

- Accommodating short and long term parking demands for tourist cars and coaches.

Improving Public Transport Services⁵⁸

- Making public transport more accessible to mobility-impaired people.
- Improving access to taxis and hire car services in locations that are not well served by public transport through regulatory change to the Passenger Transport Act 1994.
- Increasing accessibility through integrated passenger transport options that are appropriate to local community needs.
- Improving passenger services across the region to improve accessibility to Adelaide and between and within service centres, including:
 - between the towns in the south
 - for school student movements within Victor Harbor
 - for the rapidly ageing and expanding population on the South Coast.

⁵⁸ Government of South Australia (2005) *The Planning Strategy for Metropolitan Adelaide*

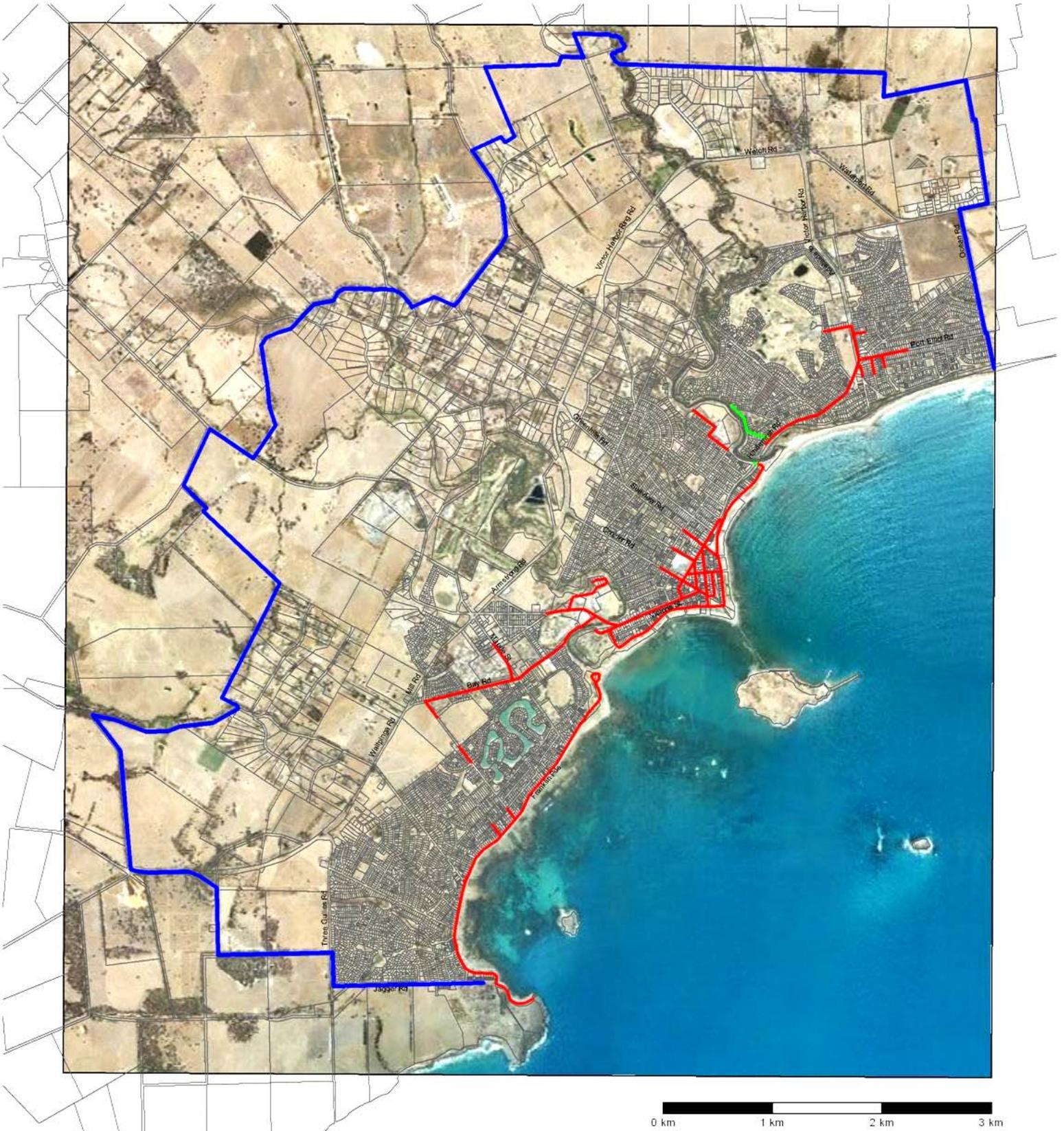


- Lanes
- Access
- Off Road
- UGMS Study Area

Data/Source: QED (2005) Victor Harbor Traffic Management Strategy

Map 15 - Bicycle Network





- Activity area
- Pedestrian route
- UGMS Study Area

Data/Source: QED (2005) Victor Harbor Traffic Management Strategy

Map 16 - Pedestrian Network



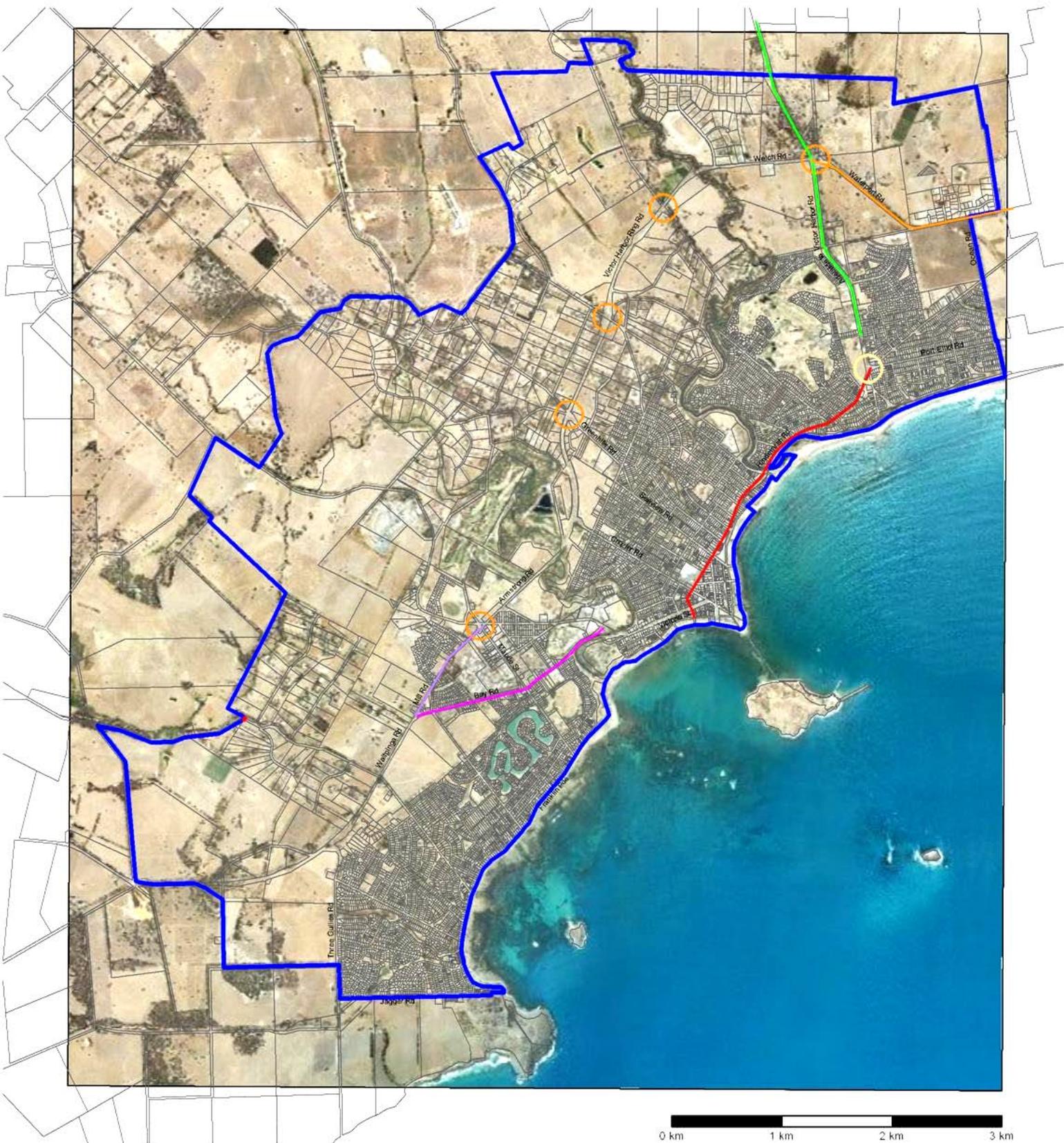


Data/Source: QED (2005) Victor Harbor Traffic Management Strategy

- Priority**
-  Minimal
-  Low
-  Medium
-  High
-  UGMS Study Area



Map 17 - Prioritised Local Area Traffic Management Precincts



Data/Source: QED (2005) Victor Harbor Traffic Management Strategy

-  Review intersections
-  Possible duplication
-  Address conflict areas in local centre
-  Upgrade by State Government
-  Requires upgrade to service Encounter Bay
-  More formal link to Encounter Bay from Ring Road
-  Possible future freight link to Goolwa
-  UGMS Study Area



Map 18 - Key Transport Corridor Management Plans

3.4 PHYSICAL INFRASTRUCTURE

3.4.1 Water

3.4.1.1 Issues

Studies being undertaken by SA Water are intended to confirm the actions required to ensure that projected potable water demands for Victor Harbor can be met into the future. SA Water advises that water infrastructure can be extended to service all potential development areas. However, elevated areas to the north and the western side of Waitpinga Roads and the Ring Road are more difficult to service due to supply tank size and position.

SA Water's preferred order of development is to supply land inside the Ring Road first, starting around source areas (ie close to trunk mains, supply tanks and existing reticulated areas).

Developers will be expected to contribute to financial costs of connection and augmentation necessary to service new development.

3.4.1.2 Opportunities

Reducing Dependence on Mains Water Supplies

- There are opportunities for stormwater storage and reuse in new developments (Water Sensitive Urban Design) to reduce reliance on mains water supplies.

3.4.2 Wastewater

3.4.2.1 Issues

While most of Victor Harbor's urban areas have access to mains sewer, there are significant gaps in the system network and capacity restrictions for many future development areas. Much of the existing network is reaching capacity. Therefore, additional mains and pump stations will be required to service many new development areas to avoid placing additional strain on the existing networks.

Developer contributions will be required to recoup significant up-front costs:

- to take on new flows from the eastern areas; and
- to augment the system with a new trunk main from the eastern and western sides of the town to the new Wastewater Treatment Plant.

There is a preference to stage development from lower elevations up to higher elevations.

3.4.2.2 Opportunities

Encouraging Treated Wastewater Reuse

- The Hindmarsh Valley Reservoir is used for summer storage of treated wastewater when discharge of treated wastewater into the Inman River is not possible due to low natural flow. There is significant potential for additional reuse customers, in addition to the Victor Harbor Golf Club, to reduce dependence on mains water supplies and improve water quality by further reducing the volume of treated wastewater entering the Inman River.

3.4.3 Solid Waste

3.4.3.1 Issues

The most urgent waste management issue for Victor Harbor is the closure of the existing landfill as a result of limited licensed air space and Environment Protection Authority concerns with leachate contamination of ground and surface water. As an interim measure, Council's domestic waste is

disposed of at the Southern Region Waste Disposal Depot (SRWDD) at Pedler Creek. However this is not a sustainable solution. Access to a more appropriate, longer-term landfill site is required.

The anticipated development timelines in new broadacre sites provides a reasonable buffer to secure access to a new regional landfill site prior to accommodating heavy additional demand from new residential areas. Therefore this is not seen as major constraint to growth. It is, however, a major drain on Council's budget which reduces capacity to fund other infrastructure and community services.

3.4.3.2 Opportunities

Establishing Critical Mass for Effective Recycling

- While new urban growth will exacerbate the problem of the volume of waste disposal it may also create the basis (ie critical mass) for more cost effective recycling service.

3.4.4 Stormwater

3.4.4.1 Issues

The cost of stormwater management infrastructure is a significant constraint for new development areas and in the consolidation of existing urban areas. New development areas and consolidation will place additional stress on the system, and on Council's infrastructure budgets, if a 'traditional' approach to supplying stormwater management infrastructure is to continue. The potential for inundation of flatter areas close to the Town Centre and adjacent water courses also restricts potential for increases in the intensity of development within certain catchments.

The existing broadacre land in Residential Zones at Encounter Bay between Waitpinga Road and the coast are most able to accommodate development without overloading existing stormwater systems.

Flood plain mapping will be required to determine capacity to increase densities within the existing township (particularly around the town centre) and is a fundamental consideration in determining the suitability of new areas to support future development.

3.4.4.2 Opportunities

Encouraging Stormwater Retention/Detention and Reuse

- There are opportunities for cost effective stormwater detention/retention and reuse in broad acre residential development and larger scale commercial/shopping development. Detention/retention is also possible for infill development sites within the established areas although this is generally less cost effective and impacts on affordability.
- Develop a strict stormwater management policy to effectively manage stormwater retention/detention and reuse through Development Plan policy for all new developments.

Improving Water Quality

- The benefits of stormwater detention/retention can include a reduction in dependence on mains water, reducing flooding potential and the ability to include water cleaning devices to improve the quality of stormwater runoff entering local watercourses. Effective engineering guidelines can be included in Development Plans.

3.4.5 Electricity

3.4.5.1 Issues

The major issue concerns future development in the central business area. It is possible that any large scale accommodation or commercial development will require some major augmentation work and possibility a new sub-station closer to the centre.

This has implications for the tourism, hospitality, retail sectors in Victor Harbor.

Growth in electricity consumption is high relative to metropolitan Adelaide. However, growth in dwellings in Victor Harbor is not considered to put pressure on the major electricity infrastructure.

3.4.5.2 Opportunities

Reducing Energy Consumption through Energy Efficient Design

- There are opportunities to reduce energy consumption through energy efficient design and sustainable energy generation. Design techniques can be effectively added to the Development Plan to encourage lower energy use.
- Council can encourage energy efficient design by providing information to applicants regarding State government grants and subsidies and on the cost savings and health benefits. Council can also take a leadership role in energy efficiency in a number of its initiatives, including energy efficient design of residential and commercial premises.

3.4.6 Gas

3.4.6.1 Issues

The absence of a reticulated gas network is not a significant constraint to future growth. However, there is an expectation that larger urbanised areas such as Victor Harbor will be provided with a full range of utility services, including gas. New development areas are more cost-effective to supply than retrofitting of existing development.

Gas is a “greener” energy source than coal-based electricity generation.

3.4.6.2 Opportunities

Developing a Case for Gas

- There will be increased interest from gas suppliers as potential for demand increases.
- Encouraging new development to incorporate gas as part of utilities infrastructure or provide easements in new housing estates and industrial areas to accommodate future reticulated gas provision.
- Exploring alternative sustainable energy sources such as solar, wave and wind to supplement and potentially replace existing energy sources.

KEY DRIVER – COORDINATED INFRASTRUCTURE AND LAND RELEASE

UGMS Objective 1 & 2

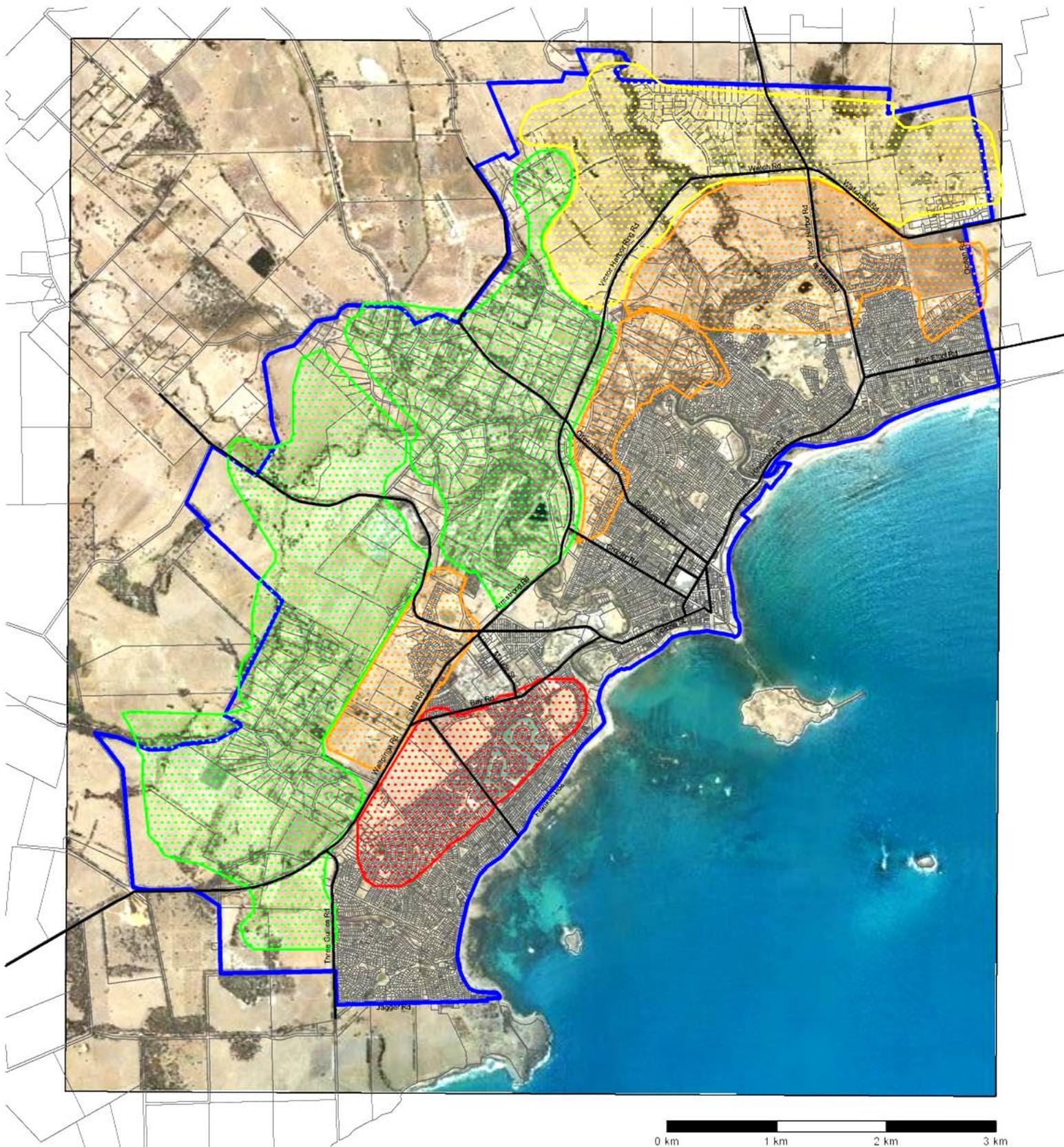
Providing suitably zoned and efficiently serviced residential, commercial, retail and industrial land ahead of demand removes the physical impediments to investment in Victor Harbor. It assists in management of ongoing servicing costs and land prices to facilitate business investment and maintain housing affordability at levels better than metropolitan Adelaide standards.

3.4.7 Summary

Land on the western side of Victor Harbor within the existing Residential Zones has the highest potential for development from an infrastructure servicing perspective. Elevated areas on the northern side of Waitpinga Road have a lower priority due to costs associated with mains water supply (refer Map 19).

Broadacre land within the eastern areas of the town on the southern (inner) side of the Ring Road are expensive and difficult to service for wastewater but is readily and economically serviceable with mains water and electricity.

There are major isolation and topographic impediments to effective infrastructure provision in all areas of land beyond the Ring Road and Waitpinga Road.



0 km 1 km 2 km 3 km

Data/Source: KBR (2005) Victor Harbor Infrastructure Study

- Development Potential**
- Low
 - Medium
 - High
 - V. High
 - UGMS Study Area



Map 19 - Development Potential based on Effective Infrastructure Provision

3.5 COMMUNITY

3.5.1 Contemporary Community Culture

3.5.1.1 Issues

Sense of Community

29% of families with children in Victor Harbor identify the friendliness of people, a strong community spirit, and the chance to live in a small community as contributing to making Victor Harbor a great place to live.⁵⁹ 12% of families expressed concern about whether these positive qualities would be retained in the longer term.

The challenge is to retain the sense of community, and relaxed country lifestyle that is so attractive to residents, in the face of rapid population growth.

Community Participation

There are some groups that are at risk of social isolation, and may need extra assistance to actively participate in the community. These include:

- older people and young families who are new to the area;
- people on low incomes who may not be able to afford the costs of volunteering or community activities;
- young people who may be alienated from traditional youth activities;
- people with limited mobility;
- people with poor physical health;
- people who are carers; and
- people with a mental illness.

Victor Harbor's retirement population is highly mobile, as indicated by high levels of inward and outward migration, which can result in lower levels of connection with the community, and reduced informal and family support.

Social isolation and lack of community interaction are strongly associated with poor health. Community participation, even more than participation in activities and recreational pursuits is very powerfully linked with wellbeing, with volunteers standing out from others as having the highest levels of well-being⁶⁰

The non-profit sector can expect to experience a surge in the number of potential volunteers but organisations will need to adopt new approaches and strategies to attract and retain volunteers.⁶¹

3.5.1.2 Opportunities

Encouraging Community Interaction

- encouraging new retirement migrants and young families to develop connections with their local community to reduce social isolation and improve wellbeing.
- encouraging festivals and community events that include involvement of the local community as well as visitors.
- supporting the development of volunteer management practices in the not-for-profit sector, and support the provision of a volunteer referral service for residents wanting to get involved in community life, and share their skills and experiences.
- investigating funding options and models for social inclusion projects, including intergenerational activities.

⁵⁹ *Southern Fleurieu Family Strategy Report, 2004*

⁶⁰ Sparrow, L (2006) *Social Isolation Literature Review (Draft)*

⁶¹ *Boomnet – Capturing the Baby Boomer Volunteers, 2001*

- investigate provision of a one stop information centre.
- encouraging opportunities that support involvement in continuing education by new residents.
- ensuring easy access to information on local services, facilities and resources.
- considering urban design practices that encourage interaction between residents.

CORE VALUE – SENSE OF COMMUNITY

UGMS Objective 3

Maintaining Victor Harbor's strong sense of community is important to existing residents. It is also important that this sense of community experienced by existing residents is expressed to visitors and embraces new residents of Victor Harbor in a positive way.

CORE VALUE – LIFESTYLE

UGMS Objective 3

Victor Harbor has a relaxed country seaside lifestyle which is valued by its residents and visitors alike. It is important that this lifestyle be maintained for the benefit of existing and future generation. This relaxed country lifestyle is also important in supporting the tourism sector in Victor Harbor which relies on this seaside image for visitation.

3.5.2 Health

3.5.2.1 Issues

Increasing Demand for Health and Allied Health Services

Access to medical services is difficult, with long waiting times for specialist medical appointments and general dental services. The demand for a range of health services is increasing more quickly than the current level of services can respond.

The Southern Fleurieu Health Service has experienced significant growth in demands for services (74% increase in client contacts over 5 years to 2005) due to population increase and a wider range of services provided.

The General Practitioner (GP) ratio in Victor Harbor represents a persons/GP ratio of 619/1. A GP workforce shortage is defined by more than 1408 persons/GP, suggesting that there should not be a GP shortage in Victor Harbor⁶². However, in 2001, residents raised as a major issue a shortage of GPs and long waiting times for appointments together with long waiting times for specialist medical appointments and general dental services.⁶³ This is perhaps not surprising given that an older population will necessarily generate a higher demand for health services.

Demands for health services in 2008, include:

- Palliative care services, same day surgery, orthopaedic and ophthalmology services and chemotherapy;
- Emergency services;
- Mental health services;
- Services for people with disabilities;
- Counselling;
- Drug and alcohol services; and
- Management of chronic conditions.

⁶² KBR (2006) *Victor Harbor Infrastructure Scoping Study*

⁶³ SA Centre for Economic Studies (2001) *South Coast Study: Keeping Pace*

Future demands are likely to also include:

- Home and community care;
- Dementia support programs.

With a rapidly growing and ageing population, it is anticipated that there will be some lag in publicly provided health services. Privately provided services are essentially driven by consumer demand. An increase in the provision of privately funded services will help meet some of these demands. Publicly funded or subsidised services will continue to be needed by those on low and fixed incomes. However, attracting and retaining suitably trained staff may slow the delivery of private and public health services, particularly in respect of specialist services.

3.5.2.2 Opportunities

- Establishing relationships with health and human service providers and facilitating and participating in networking forums that identify and formulate strategies to resolve critical health and human service issues.
- Developing a social plan targeted to the needs of the entire community, and in particular the aged, families with children and youth.
- Providing social impacts advice for significant development proposal and investigating options to implement community impact assessment through planning policy.
- Maintaining up to date information regarding community profile to assist external services and agencies to plan for the future needs of the community.
- Ensure that adequate and appropriately located and zoned land is available to accommodate the future growth of health and community services.

3.5.3 Security Opportunities

3.5.3.1 Issues

The principal future policing concerns for a rapidly growing Victor Harbor are:

- the management of crime perception and providing security and safety for older people;
- youth and street behaviour;
- seasonal fluctuations in population and security over vacation premises that are unattended for large parts of the year;
- growing traffic congestion within;
- the urban-rural road system and in particular the Adelaide –Victor Harbor road; and
- festivals and events.

3.5.3.2 Opportunities

- Developing guidelines for defensive urban design in the development and re-development of urban areas in consultation with the South Australian Police (SAPOL) to maintain a safe urban environment.
- Considering provision of youth spaces, recreation programs and opportunities for positive engagement of young people.

3.5.4 Emergency Services

3.5.4.1 Issues

The principal concerns for fire services in a rapidly growing Victor Harbor are:

- seasonal fluctuations in population make assessment of population size difficult. Service provision can be significantly impacted by occupancy rates;
- potential for multi-storey buildings requires specialised equipment which is of concern;

- increases in aged care accommodation and higher care facilities, whilst complying with the building code, will raise particular issues with risks associated with populations that are less mobile;
- the incidence of emergency requirements in special cases such as road crashes and trauma;
- wild fire potential associated with north-west winds and the threat to areas such as Wilson's Hill, Back Valley and the rural fringes of Victor Harbor;
- expansion of any development (rural living or urban) into areas beyond the Ring Road and Waitpinga roads may increase the risk to asset damage. Moves away from broad-acre farming may increase risk and property densities may restrict the ability of the CFS to establish clear fire lines.

3.5.4.2 Opportunities

- Improving protection from wild fire for development on township edges through incorporation of fire protection design measures in Development Plans;

3.5.5 Council Owned/Operated Community Facilities

3.5.5.1 Issues

Space for Arts Activities Needed

The Southern Fleurieu Arts and Cultural Development Strategy, 1999, identified the need for:

- flexible, multi-purpose, low cost spaces for performances and exhibitions;
- access to public spaces and grassed areas for arts and cultural events.

There was strong opposition voiced in the study against investments in regional arts facilities at the expense of improving local facilities.

Growth in Demand for Community Meeting Places

There is likely to be significant growth in demand for accessible and affordable meeting places for community groups and community social and recreation activities, arts and cultural activities, and also to accommodate growing interest from older age groups in continuing education.

While there are a number of community meeting places available, the facilities are rudimentary and may not always meet the needs of the community.

3.5.5.2 Opportunities

- Improving and expanding current arts and other community facilities.
- Rationalising existing facilities and consolidating activities into fewer flexible spaces that more effectively and efficiently serve the needs of the younger and older communities.

3.5.6 Children's Services

3.5.6.1 Issues

Given the nature of predicted population growth and current capacity of existing child care services, the availability of child care is not a limiting factor or constraint. However, a shortage in child care facilities may deter young families with working parents from choosing to live in Victor Harbor.

3.5.6.2 Opportunities

- Identifying and zoning land to accommodate expansion of child care facilities ahead of demand.
- The Victor Harbor Child Care Centre and Southern Fleurieu Health Service are seeking funding to expand the Child Care Centre.
- Making the town more family friendly by planning for the provision of parenting facilities.

- Contributing to the development of a child and family friendly community by promoting and supporting the principles of UNICEF's Child Friendly Community Initiative.

3.5.7 Aged Care

3.5.7.1 Issues

The Australian Government uses a comprehensive planning framework to achieve an equitable distribution of aged care places. The ratio in 2008 is based on 108 residential aged care places and Community Aged Care Packages (CACPs) for every 1000 people aged 70 years and over. This ratio comprises 88 residential (40 high care and 48 low care) and 20 CACPs.

The rapidly growing and ageing population will increase demand for residential aged care places. There will be an increasing trend to provide community based care that supports older people to remain in their own homes. This means that the provision of adaptable housing and more easily maintained dwellings located close to services will become even more important in the future.

3.5.7.2 Opportunities

- Identifying and zoning land suitable for future residential care facilities and/or expansion of existing facilities in line with demand and that are highly accessible to allied health services.
- Encouraging adaptable housing options, and incentives for adoption, in the Development Plan to support ageing in place.
- Encouraging the planning and provision of in home assistance and support for carers to reduce the premature demand for residential aged care places.

3.5.8 Disability Access and Information

3.5.8.1 Issues

The incidence of disability in the 0-4 age group is 4%, in the 60-64 age group 40%, and over 85 years 80%.⁶⁴

Given the growth and ageing of Victor Harbor's population, the number of people with a disability is expected to increase. This has implications for Council's policies and procedures, information, infrastructure development and maintenance, car parking, and pedestrian access.

3.5.8.2 Opportunities

- Raising awareness of disability issues amongst businesses, clubs and associations.
- Improving information on services and facilities aimed at assisting people with disabilities.
- Providing safe footpaths and roadways to minimise conflict between gophers, wheelchairs and cars/pedestrians.
- Ensuring that the planning, design and construction of assets, infrastructure and open space facilities consider the particular needs of an ageing community and people with a disability.

3.5.9 Sport and Recreation

3.5.9.1 Issues

Outdoor Sporting Space and Facilities

Sporting facilities are not equitably spread across the town.

The Encounter Bay Recreation Reserve is fragmented in design and use. This creates inefficiencies and additional cost in service provision.

⁶⁴ Capable Consulting (1999) *Final Report on the Access Project*

The Investigator College (Junior School) sports facilities are only partly available for broader community use, even through the agreement between Council and the school requires community use and a contribution to maintenance by Council.

There is a high provision of tennis courts in the town relative to level of use.

There are no soccer fields in Victor Harbor despite potential demand based on South Australian participation data. There are no opportunities on existing ovals due to the rigid design of the Australian Rules football ovals. This sport relies on facilities outside the Council area.

Indoor Sport and Recreation Facilities

There is demand for an additional two indoor basketball courts within the existing indoor sports centre (Victor Harbor Recreation Centre).

Facilities for badminton and table tennis within the Recreation Centre are not catered for.

There are limitations with existing fitness facilities and fitness health programs.

There are limitations with existing swimming pools. However a new public indoor pool would require a regional focus in order to be viable. Studies undertaken by Council demonstrate that an aquatic centre will only be financially feasible once the population reaches 20,000. Based on continued population growth of 3%, an aquatic centre would not be feasible before 2020. However, if this were reviewed as a regional facility, the existing regional population would provide a viable catchment.

However, the Victor Harbor Recreation Centre, which also services Port Elliot, Middleton and Goolwa has reached operational capacity. This population catchment is over 23,000. Council has also identified a need for two additional multi-purpose indoor recreation courts.

Therefore, from a regional perspective there is support for a regional indoor wet and dry leisure centre comprising gymnasium, multi-purpose courts and swimming pools.⁶⁵

There is no quality community centre or youth centre to provide a hub for community activities. There is community interest in a centre that has family, youth and broader community focus.

Recreation and Open Space Facilities

The quality, appeal and function of key recreation parks, including the foreshore area requires improvement.

Many neighbourhood and local open spaces are of poor quality and lack diversity and facilities.

There is a high demand for walking and cycle tracks. Existing paths required major upgrades to meet this demand.

There is no neighbourhood park within the established central area of Victor Harbor.

Council Needs Partners to Fund all Recreation Facilities

The future provision of Recreation and sporting facilities on the South Coast will largely depend upon the mix of private sector investment and public funding. Council is unlikely to be able to fund all of the services anticipated by the community.

The ageing population will create demand for facilities and programs that support lower impact and health related activities. Many facilities are related to a much younger cohort than the current and projected dominant demographic. This has implications for regional initiatives.

⁶⁵ Colliers (2006) *Indoor Recreation Facilities Location Options Study*

3.5.9.2 Opportunities

The recreation and sport potential for the region provides the following opportunities:

- Supporting tourism growth;
- Increased rate base and economic growth;
- Increased community diversity as new people move to the area;
- increased demand for facilities as the population grows;
- developing partnerships with private operators and neighbouring Councils to share the cost of providing regional based facilities;
- providing State Government funding opportunities'
- developing a regional indoor wet and dry recreation facility;
- opportunities for consolidation and sharing of public, private and education based recreation facilities;
- developing an open space guideline (implemented via Development Plan provision) for the region to achieve a consistent and formalised approach to open space provision and the allocation of recreation zoned land;⁶⁶
- consider age structure of population in planning and delivery of recreation facilities and opportunities;
- consider changing recreational preferences;
- consider the need for flexible and multi-purpose facilities to meet changing needs and increase efficiency.

Outdoor Sporting Space and Facilities

- Redesigning the Encounter Bay sportsgrounds and improving connection between various sports;
- While soccer grounds are provided in the Alexandrina Council area, local facilities could be considered;
- Reviewing the Land Management Agreement for the Investigator College (Junior School) sports facilities;
- Investigate relocating the Hindmarsh Valley tennis club to the Investigator College courts;
- Decommissioning some of the tennis courts on the foreshore or make multi-use.

Indoor Sport and Recreation Facilities

- Developing an integrated recreation facility for aquatic and fitness facilities.
- Identifying a large meeting and function space for community activities or better utilising the civic centre and library for this purpose.

Recreation and Open Space Facilities

- Establishing key recreation areas and upgrading linear connections along the Inman and Hindmarsh Rivers;
- Upgrading the Hindmarsh River Walking Trail, Inman River Walking Trail, Hindmarsh Falls Walking Trail, The Bluff Walking Trail and the Coastal bike/walkway.

3.5.10 Boating Facilities

3.5.10.1 Issues

Limitations at Granite Island Jetty

Anecdotal advice from users of Granite Island jetty suggests that the area is vulnerable to significant swells under certain conditions, making loading and unloading hazardous. Access to service the jetty is also limited by the Causeway.

⁶⁶ Suter & Associates and Jensen Planning and Design (2004) *Southern Fleurieu Regional Recreation, Sport and Open Space Strategy*.

Increasing Demand for Boating Facilities

A key driver for preparation of the Boating Strategy was the increasing demand for boating facilities. Existing facilities have difficulty accommodating the increasing number of boat users, particularly during peak periods.

3.5.10.2 Opportunities

Improving Boating Facilities

- a larger population base and higher use of existing facilities is likely to generate demand for upgrading of existing facilities.
- managing boating facilities so as to not unnecessarily impact upon traditional beach facilities or the marine environment.

3.5.11 Education⁶⁷

3.5.11.1 Issues

Primary and Secondary Education

While it is projected that Victor Harbor's population will continue to age, it is also projected that the 0-14 age group will grow, albeit at a slower rate than the 50+ age group. As such, there will continue to be a steady demand for expanded primary and secondary school education. This demand will further rise if Objective 1 of the UGMS is met.

The Victor Harbor High School is on a physically constrained site. Options will need to be explored for future expansion.

Tertiary Education

35% of families with children in Victor Harbor identified education as the most significant challenge facing their family. 34% identified a lack of employment opportunities for their children on completion of school as a significant challenge facing their families.⁶⁸

The increasing demand for workers in the health and community services sectors and aged care sectors in particular, has been associated with a demand for up-skilling of qualifications of persons employed in those sectors.

There is a need for expanded post school education and training facilities in the region to limit the number of persons leaving the region to obtain training and qualifications elsewhere.

There is also strong interest within the ageing community in continuing education, with participation in various TAFE courses, University of the Third Age, and groups such as Seniors on Line.

3.5.11.2 Opportunities

Improving Access to Tertiary Education

- Developing a business case for expansion/relocation of the TAFE.
- Supporting the development of campuses of Flinders University and other tertiary institutions at Victor Harbor.
- Attracting interstate and overseas students to increase the viability of expanded course structures and fill the high proportion of seasonal and part-time employment options.
- Consider the potential for TAFE to diversity educational opportunities through partnerships with other providers such as WEA, Seniors on-Line, Universities.

⁶⁷ KBR (2006) *Victor Harbor Infrastructure Scoping Study*

⁶⁸ Fleurieu Families Parenting Connections (2005) *Southern Fleurieu Family Strategy Report*, prepared for Alexandrina, Victor harbour and Yankalilla Councils.

Providing Opportunities for Expansion of Education Facilities

- Identifying suitable land for expansion of primary, secondary and tertiary education facilities (TAFE and University).

KEY DRIVER – EDUCATION

UGMS Objective 1

Providing improved tertiary education and increased employment opportunities for school leavers will dramatically improve the likelihood of attracting and keeping younger families.

Access to tertiary education and training (University/TAFE) assists in reducing the net out-migration younger people (15-30 year olds), improves the knowledge base of existing workers and supports existing businesses, increases the number of stable employment options, raises the profile of Victor Harbor, increases cultural diversity through overseas student placements, creates opportunities for shared use of facilities and provides the necessary critical mass to support improved information and communication technology services and improved public transport networks.

HYPOTHETICAL – VICTOR HARBOR UNIVERSITY TOWN

This example explores the potential for positive change to reverse outward migration of the 15-30 year old age group (to meet Objective 1) through the realisation of the above opportunities to establish a University within the town as part of an education hub, ideally sharing teaching and sporting facilities with nearby schools and a relocated TAFE campus.

Potential Outcomes:

- Increased Business Investment and Employment Opportunities
- Improved Connectivity
- Improved Housing Choice and Affordability
- Improved Physical and Community Services Provision

Generates:

- Skilled jobs – University/TAFE lecturers and support staff
- Reason for School Leavers to stay in Victor Harbor - providing the possibility school leavers to remain in Victor Harbor to undertake tertiary study.
- A Young and Diverse Population – by attracting new tertiary students from intra/interstate and overseas to live, study, work and relax at Victor Harbor
- Young Families – attracted by university based employment
- Interest from other Education Providers – for example, non-government schools, hospitality schools, supporting existing employment sectors
- A large end-user to Support the Business Case for improved Information and Communication Technology (ICT) solutions
- A Public Transport Dependant Population – with (potentially) enough critical mass to support improved town and regional public transport services.

Supports:

- Demand for part-time, unskilled jobs – university students provided with part-time and holiday (seasonal) work in existing strong retail, tourism and hospitality sectors and growing part-time work supporting older age groups. Further unskilled jobs generated through maintenance and support staff on-campus and through flow on effects to local business.
- A larger Permanent Population – there are possible correlations between temporary residents and student accommodation movements in and out of town.
- Skills Development – courses could be tailored to meet the needs of the local economy and support the unique features of the region (eg aquaculture, tourism and hospitality, aged care, health).

Other Benefits:

- Supplements existing industry sectors through education/skills development, for example, in the areas of tourism, aged care, medical/health, hospitality, business and property.
- Raises the profile of Victor Harbor and creates a focus for marketing and branding Victor Harbor as a university city, supporting a creative, safe and relaxed atmosphere for learning.
- Job Surety/Stability – provides a stable, reliable employment generator, not necessarily reliant upon the existing population structure to justify its establishment in the city.
- Creates opportunities for efficiencies and improvements in community service provision – with facilities shared between the TAFE, University, Schools and also by the local community.

Implementation:

- Develop a business case for expanding existing TAFE facilities and courses on a new site co-located with a new University campus (either through expansion of Flinders University programs or attracting a different University).
- Setting aside a suitably zoned and serviced land parcel – the land adjacent the Inman River on George Main Road may be suitable.
- Providing opportunities for housing to meet student needs:
 - on campus;
 - purpose built within the town centre;
 - making better use of existing housing (ie shared housing).

3.6 ENVIRONMENT

3.6.1 Climate Change

3.6.1.1 Issues

Planning for adaptation to climate change is a relatively new concept. South Australia has been the first State to legislate targets to reduce greenhouse gas emissions, with legal targets for emission cuts and mandatory renewal targets under the *Climate Change and Greenhouse Emissions Reduction Act 2007*. “*Tackling Climate Change: South Australia’s Greenhouse Strategy 2007 – 2020*” includes an Action Plan for State Government Agencies to implement, up to 2012.

Examples of some projected regional impacts of climate change include:

- Increased frequency of higher temperatures – increasing energy consumption in warmer months;
- Sea level rise combined with more intense and regular storms – increasing the vulnerability of low lying coasts with limited setback to adapt. The Intergovernmental Panel on Climate Change projects a 9cm to 88cm sea level rise by 2100;⁶⁹
- More extreme rainfall events – increasing flooding potential in low lying areas.
- By 2020, significant loss of biodiversity in some ecologically rich sites, including the Great Barrier Reef and Queensland Wet Tropics;
- By 2030, water security problems are projected to intensify in southern and eastern Australia;
- By 2030, production from agriculture and forestry is projected to decline over much of southern and eastern Australia due to increased drought and fire.

3.6.1.2 Opportunities

The adoption of climate change science in future planning for Victor Harbor would:

- support opportunities for energy efficient urban design, water sensitive design and sustainable energy generation;
- constrain capital intensive development in low-lying areas susceptible to sea level rise along the coast or susceptible to increased flooding risk adjacent watercourses;
- support opportunities for more capital intensive, higher density development on elevated land further from the coast.

3.6.2 Ecological Values

3.6.2.1 Issues

Victor Harbor’s rivers, estuaries, wetlands, vegetation, coastal beaches, cliffs and islands are highly valued by residents and visitors to Victor Harbor. Many of these features are protected under legislation and built into the development assessment referral process. However, this level of protection must be supported by active management of these resources.

Continued urban development affects ecosystem health. The streams, creeks, wetlands and rivers surrounded by hardened watersheds are less diverse, less stable and less productive than in natural watersheds, unless designed to limit damage and to improve and enhance affected ecosystems.

Further growth will also place pressure on vegetation, including roadside vegetation which is the only remaining local remnant vegetation in many areas.

⁶⁹ Bardsley D (2006) *There’s a change on the way – An initial integrated assessment of projected climate change impacts and adaptation options for Natural Resource Management in the Adelaide and Mt Lofty Ranges Region*, Adelaide

3.6.2.2 Opportunities

- Encouraging ecologically sustainable urban design to not only protect, but enhance Victor Harbor's natural features, protects its watercourses and maintain the quality of life for its residents and visitors.
- Developing clear guidelines for the retention of remnant vegetation in roadsides and in new development via Council policies and the Victor Harbor Development Plan.
- Incorporating biodiversity conservation measures in the Victor Harbor Development Plan.

3.6.3 Landscape Values⁷⁰

3.6.3.1 Issues

The key scenic components of Victor Harbor include the hills faces, trees, rivers and the sea view. These play an important part in defining the character and identity of the town.

Expansion of urban areas and infill of established areas, if not managed carefully, has potential to impact negatively on the existing town setting which is so highly valued by its residents and visitors. Protecting scenic views is an important part of maintaining that character.

The steep topography and landscape setting contain outward growth and provide rural and sea views from within and on approach to the town that contribute to its rural character.

The rural area/green belt between Victor Harbor and Port Elliot maintains the individual character and identity of these towns.

3.6.3.2 Opportunities

The key opportunities to respond to the above issues and meet the UGMS Objectives, include (refer Map 20):

- Protecting the exposed hills face of Newland Hill and also Porter Hill, Crozier Hill and Brown Hill;
- Protecting views from Ring Road, Waitpinga Road, Inman Valley Road, Greenhill Road, Day Road and from the Bluff and Porter Hill;
- Protecting skylines when viewed from Bluff and Porter Hill;
- Minimising buildings at the base of Crozier Hill (this issue is addressed under current Development Plan)
- Restricting housing along the Ring Road; large lots to retain "open" appearance, retention/provision of recreational facilities/open spaces;
- Ensuring no net loss of trees/biodiversity and protection of roadside vegetation;
- Retaining a green belt between Victor Harbor and Port Elliot to maintain the identity of each town through Development Plan Policy (outside of the UGMS study area and within the adjoining Alexandrina Council area).
- Protecting vegetation along Inman and Hindmarsh Rivers and establish linear parks with visitor facilities and walking/cycling trails.
- Protect significant remnant vegetation on Council reserves.
- Consider integration with policies of Water Allocation Plan.

3.6.4 Town Character and Heritage Values

3.6.4.1 Issues

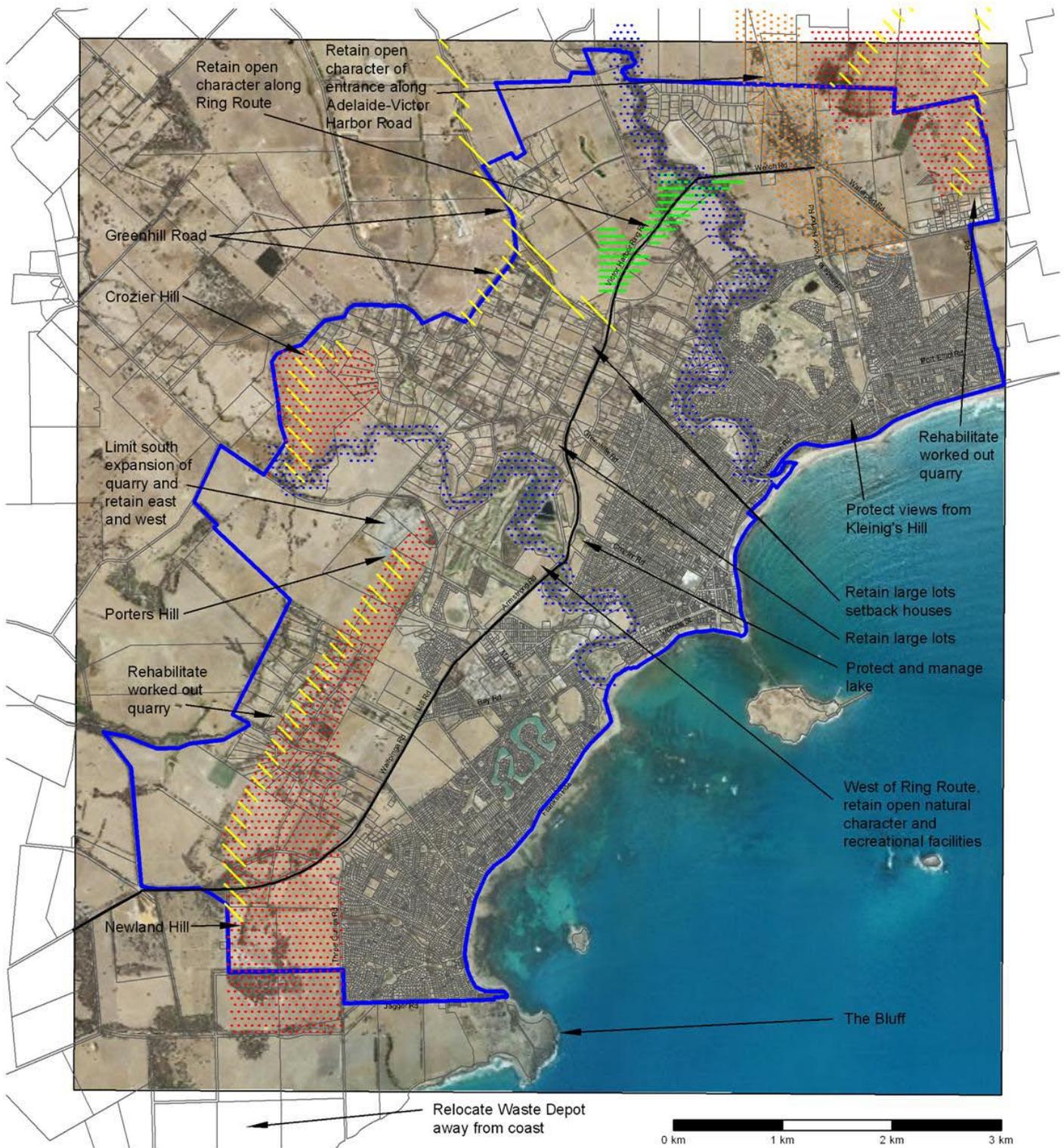
Victor Harbor is characterised by a small, historic regional/coastal town feel which is highly valued by its communities and visitors. Maintenance of this character will need to be balanced against opportunities for further urban consolidation close to, and within, the town centre.

⁷⁰ Dr Andrew Lothian (2006) *Victor Harbor Landscape Amenity Report* for the City of Victor Harbor

Prior indigenous occupation and cultural heritage together with non indigenous heritage places and buildings should be recognised, protected and interpreted into the development of Victor Harbor. These places also make a contribution to the tourism potential of Victor Harbor.

3.6.4.2 Opportunities

- Consider the indigenous and non indigenous heritage of the town to develop visual themes, add to the tourism experience and contribute to town character and identity of Victor Harbor.
- The character of the town centre needs to be retained in a way that underpins economic development that encourages investment in and maintenance of historic buildings.
- Investigate the scope for using historic buildings to address the shortfall of community, retail and commercial space. Adaptation is considered an acceptable conservation practice.
- Development of the town centre can underpin the adaptation of historic buildings to new uses and hence retention of the existing character.
- Council-owned heritage assets may contribute to the UGMS aims.



Data/Source: Lothian, A (2006) Victor Harbor Landscape Amenity Report

- Hills Face Areas
- Ring Route Open Buffer
- Skylines (approx location)
- Adelaide - Victor Harbor Road Buffer
- Inman & Hindmarsh River Linear Parks
- UGMS Study Area



Map 20 - Scenic Amenity Recommendations

Agricultural Resources

3.6.4.3 Issues

Land with a very high agricultural significance rating lies to the north of the urban area of Victor Harbor on gently sloping land west of the Hindmarsh River. The majority of this land lies beyond the UGMS Study Area. However, there are areas of moderate to high agricultural significance within the study area.

There will need to be measured trade-offs between the value of retaining areas of agricultural significance for primary production compared with urban development.

3.6.4.4 Opportunities

- There are opportunities for northward expansion of the town to the west of the Hindmarsh River, opposite the ring road (if required) since this land, whilst of moderate agricultural significance⁷¹, is highly suitable for future expansion of the town when compared with other options (compared at Item 4.2.3). However, the preferred growth scenario (at Item 4.3) does not propose or require expansion into this area prior to the year 2030.

3.6.5 Catchments and Water Resources

3.6.5.1 Issues

Encouraging a Compact Urban Form

There is a desire to contain urban sprawl and increase densities in existing urban areas where infrastructure (ie stormwater) capacity permits. The benefits include shorter journeys and reduction in air and water pollution. However, there are challenges for urban consolidation within established areas due to stormwater infrastructure constraints, historic urban character sensitivities and the continued strong desire for single detached dwellings.

Urban consolidation must be undertaken in a coordinated manner to ensure that these issues are appropriately addressed and will not lead to increases in incidence of inundation, poorer water quality or loss of Victor Harbor's positive natural or built form character.

The Cambrian aquifer offers some potential for small scale Aquifer Storage and Recovery (ASR) of stormwater, as the available information suggests that it is relatively fractured. As stormwater ASR invariably requires associated wetlands/detention basins to provide a balancing storage/water treatment function, availability of suitable land may be a constraint.

3.6.5.2 Opportunities

Managing Impacts through Ecologically Sustainable Urban Design

- Increasing density, reducing sprawl and designing new land divisions and buildings in accordance with Ecologically Sustainable Design (ESD) principles to reduce the ecological footprint (this has some impact on housing affordability and land values but is a practical approach for environmental and cost efficiency reasons).
- Incorporating water sensitive urban design principles in broad acre communities to minimise impact on water quality;
- Developing water conservation and re-use initiatives.
- Developing a system for developer contributions to environmental works;
- Seeking State Government funding for major environmental improvement projects;

⁷¹ Government of South Australia (2006) *Agricultural Significance Assessment for Rural Land Adjacent to Victor Harbor*, Primary Industries and resources SA Development Planning and Policy Unit in Association with Rural Solutions SA

3.6.6 Parks, Reserves and Open Space⁷²

3.6.6.1 Issues

Open Space

Councils resources are stretched in attempting to maintain its parks, reserves and open space to acceptable community standards. Increased growth is likely to add further reserves to the list, or provide additional resources to assist in maintenance and development of existing reserves.

Natural Areas

There are large areas of bushland and watercourses with limited resources available to maintain and rejuvenate them. There is a high reliance on a limited number of volunteers.

There is potential impact from development along the coastline.

There is potential for the conservation value of a number of parcels to be compromised by human activity.

Some sections of the Inman River and Hindmarsh River corridors are in poor condition. Some sections are in private ownership. This should be addressed where possible.

There is a high cost involved in maintaining walking trail systems in bushland. There is a lack of pathways and picnic facilities connected to natural settings.

Many streetscapes have no trees.

3.6.6.2 Opportunities

Open Space

- Developing guidelines for new land divisions for the development of high amenity but low maintenance passive reserves and parks to minimise Council's ongoing maintenance liability while maintaining the natural environment and quality of life for residents;
- Creating a hierarchy of open space and recreation areas to identify assets and resource allocation.
- Identifying and coordinating in advance, locations for reserves and parks in new development areas;
- Developing guidelines for standard street landscaping and street furniture (ie trees, footpaths, seats, signage) for all new development which is high amenity and low maintenance.
- Establishing a tree planting fund for existing urban areas.

Natural Areas

- Developing guidelines and incorporating in Development Plan to manage development along the coastline and riverine corridors so as to not detrimentally impact visually or physically on the natural environment;
- Restricting public access to some conservation areas and reinforcing conservation as the primary purpose.

CORE VALUE – ENVIRONMENT

UGMS Objective 3

A high level of population growth, if not well managed, can have a significant affect upon the natural environment, landscape character and built and cultural heritage. Victor Harbor sits within a sensitive natural environment. It is therefore important that the future growth is directed and effectively managed so as to minimise impact upon the natural environment as well as the general landscape and built form character of the City.

⁷² Suter, S (2007) *Volume 1 – Context Report, Recreation and Open Space Provision and Demand Analysis*