


ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

17 February 2015

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VICTORIA LAKE CARAVAN PARK
BACKGROUND & OPTIONS DISCUSSION PAPER

CITY OF GREATER SHEPPARTON | NOVEMBER 2014 | **DRAFT**

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GREATER SHEPPARTON

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ENTERPRISE
Partnership between Urban Enterprise and the City of Greater Shepparton

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EXECUTIVE SUMMARY

PROJECT BACKGROUND

Urban Enterprise has been appointed to undertake a Feasibility Study and Masterplan for the Victoria Lake Caravan Park and broader precinct incorporating the current café and Shell service station sites which are located on land leased from Council along the Goulburn Valley Highway.

This paper provides the outcomes of stage one which are to understand the broader demand, tourism context and physical constraints for the precinct and to identify broader concept options for the precinct moving forward.

CARAVAN PARK

The caravan park is in need of major refurbishment and repairs, however the extent of these will be dictated partly by the broader masterplan for the precinct and determining the future market and role for the caravan park.

This paper has identified that the land occupied by the caravan park is heavily constrained by flooding risk and any major development of this site would not be supported by the catchment management authority. This is significant as it allows only two options for consideration of the caravan park area: either keep and improve the caravan park or remove the caravan park.

The caravan park, whilst in need of refurbishment is significant as it is the closest located caravan park to Shepparton's CBD, it has a unique parkland setting and there is significant infrastructure imbedded in the site including cabins, services, amenity blocks, roads and sewer. It is highly recommended that the caravan park remain as this opportunity cannot be easily replicated due to cost and difficulty in reobtaining approval in low lying locations along the Goulburn River corridor.

The Caravan Park has opportunity to better meet market need, the quality and presentations of the cabins, amenity blocks and reception all require consideration to meet market expectation. In addition the caravan park is not catering well to family groups, deterred by the presentation of the facilities, lack of family amenities and lack of fencing and security on the site. The family

market and group markets are key markets to Shepparton and provide a key opportunity to grow occupancy to the caravan park.

Improvements to the caravan park need to focus on how to better attract the family market and improve the overall amenity and facility offer. This includes providing larger group and family market appropriate cabins, providing central games rooms and facilities, improving camp kitchens and central meeting points, instatement of playgrounds and equipment hire.

DEMAND FOR USES

Analysis of accommodation supply and demand highlight that the accommodation stock in Shepparton is quite homogenous with 3 star or equivalent motel standard accommodation contributing to the majority of supply. There are also limited caravan parks targeting the holiday leisure market in Shepparton. This is confirmed by the National Visitor Survey data which shows that family groups are underrepresented in the caravan park accommodation market. The data highlights opportunity to develop the Caravan Park market to meet the family market better and that there is a major gap in quality branded hotel accommodation in Shepparton when compared with other regional centres in Victoria. The demand for high quality hotel accommodation in Shepparton will be strengthened with the development of a new Shepparton Art Museum.

PRECINCT OPPORTUNITIES

A key role of this report is to investigate opportunities for the broader precinct to strengthen the role of the site for the tourism industry. There is opportunity to explore uses for the current Shell service station site, café and car park where the lease will expire in 2018.

This report investigates the opportunity for high quality accommodation, relocation of the Shepparton Art Museum and Visitor Information Centre within the precinct in various options.

These uses may be accommodated in the precinct and will strengthen the major gateway to Shepparton. They will also take advantage of the views over the lake and provide synergies with the tourism role of the lake and surrounding precinct. A well designed precinct will be complementary to the lake use and will allow for opportunities such as dining, water based activities, art exhibitions and cycling.

NEXT STEPS

This paper provides five options for consideration including:

- Option One: Premium Caravan Park and Reinstatement of Parkland;
- Option Two: Premium Caravan Park and Quality Accommodation;
- Option Three: Premium Caravan Park and Shepparton Art Museum;
- Option Four: Premium Caravan Park, Quality Accommodation and Shepparton Art Museum;
- Option Five: Major Tourism Hub: Caravan Park, Quality Accommodation, Art Museum and VIC.

These options should be tested with the community prior to recommending a preferred approach. Following the preferred approach, a works program for the caravan park can be prepared.

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1. INTRODUCTION

1.1. PROJECT OVERVIEW

Urban Enterprise was commissioned by The City of Greater Shepparton to prepare a masterplan and business plan for the Victoria Lake Caravan Park. This report is intended to provide a background assessment of the Victoria Lake Caravan Park as well as provide suitable future potential options for the Caravan Park land and adjoining precinct for consideration by Council and key stakeholders.

The study will draw on Urban Enterprise's extensive knowledge and experience working within the land use planning and tourism industry. Urban Enterprise is supported by Tract, landscape architects and urban design consultants.

1.2. PROJECT OBJECTIVES

The objectives of the project are to explore options for the Caravan Park and associated land to deliver a strong tourism outcome for Shepparton and maximise the site's potential and unique waterfront location.

1.3. METHODOLOGY

Figure 1 represents the step by step methodology for the Victoria Lake Caravan Park masterplan and business case. The project will be delivered in two key stages:

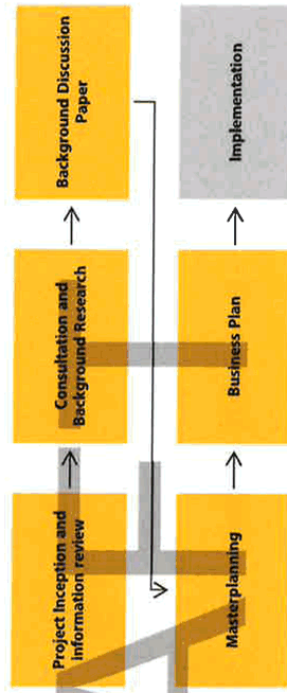
1.3.1. STAGE ONE: REVIEW, ANALYSIS & CONCEPTS

Stage one of the project involves an analysis and assessment of the potential future use of the Caravan Park site. This is informed by discussions with key stakeholders and referral authorities, operations assessment, context investigation, caravan park demand assessment, physical site constraints and opportunities and an options investigation. This investigation will underpin development scenarios and options testing for the Victoria Lake Caravan Park precinct.

1.3.2. STAGE TWO: CONCEPT MASTERPLAN & BUSINESS CASE

Stage two of the project will involve the development of a masterplan and business case for the recommended option drawn from this report.

FIGURE 1 METHODOLOGY OVERVIEW



1.3.3. CONSULTATION PROCESS

Urban Enterprise conducted workshops and meetings with the steering committee and key stakeholders and referral authorities. The consultation process helped to identify physical constraints and issues associated with the Caravan Park land and presented potential opportunities for the future direction and development of the area.

The consultation process included the following steps:

1. Meeting with the steering committee to discuss drivers for the project, a vision and issues and opportunities;

Greater Shepparton City Council*
 Infrastructure
 Strategic Assets Responsible Department
 Full Account Details
 For Period January

Full Account	2013-2014 Total Actuals	SEPT QTR 2014/2015	30/06/2015 Forecast	YTD Actual Incl Committ	2014-2015 Budget Remaining
Grand Total	(60,392)	52,612	53,378	140,688	(139,204)
15122. Victoria Lake Caravan Park					
15122-101 Victoria Lake Caravan Park - User Charges	(531,592)	(543,000)	(543,000)	(290,265)	(252,735)
15122-301 Victoria Lake Caravan Park - Salaries	708	1,300	3,000	1,524	(224)
15122-302 Victoria Lake Caravan Park - Salary Oncost	92	200	500	201	(1)
15122-321 Victoria Lake Caravan Park - Plant	45,766	37,000	37,000	20,555	16,445
15122-361 Victoria Lake Caravan Park - Advert/Promo/Market	2,357	4,500	4,500	1,363	3,137
15122-362 Victoria Lake Caravan Park - Consultants	0	50,000	50,000	47,000	3,000
15122-363 Victoria Lake Caravan Park - Contract Payments	228,517	257,000	257,000	238,384	18,616
15122-366 Victoria Lake Caravan Park - Professional Memberships	5,662	9,234	9,500	9,477	(243)
15122-367 Victoria Lake Caravan Park - Publications and Subscriptions	745	750	750	750	(0)
15122-369 Victoria Lake Caravan Park - Utilities	52,356	65,000	65,000	35,975	29,025
15122-370 Victoria Lake Caravan Park - Legal Expenses	15,398	0	0	0	0
15122-371 Victoria Lake Caravan Park - Materials or Services	26,880	57,500	56,000	24,839	32,661
15122-372 Victoria Lake Caravan Park - External Labour	(31)	0	0	0	0
15122-373 Victoria Lake Caravan Park - Repairs and Maintenance	41,749	62,000	62,000	50,885	11,115
Total 15122. Victoria Lake Caravan Park	(111,392)	1,484	2,250	140,688	(139,204)
10827 Caravan Park Depreciation					
10827 Depreciation	51,000	51,128	51,128		

*Report Contains Filters

Selected Filters**Account**

15122. Vict Include
60754. Vic Include
60321. Vic Include
60237. Rur Include

Account Type

Operating I Include
Operating I Include
Capital Inc Include
Capital Exp Include

Account Status

Active Include

Allow Entry Status

Allow Entry Include

Occupancy Rates

WHOLE OF PARK SUMMARY								
Month	Product	Sites	Number of Days				Occupants	Occ %
			Available	Used	Unused	Avg Length of Stay		
Jan-14	Whole of Park	192	5892	1584	4308	5.08	661	27%
Feb-14	Whole of Park	192	5349	1413	3936	5.12	578	26%
Mar-14	Whole of Park	192	5922	1793	4129	4.70	871	30%
Apr-14	Whole of Park	192	5731	1914	3817	4.17	1134	33%
May-14	Whole of Park	192	5922	1590	4332	4.34	863	27%
Jun-14	Whole of Park	192	5731	1226	4505	5.06	505	21%
Jul-14	Whole of Park	192	5922	1175	4747	4.96	582	20%
Aug-14	Whole of Park	192	5922	1328	4594	4.69	726	22%
Sep-14	Whole of Park	192	5731	1611	4120	4.24	948	28%
Oct-14	Whole of Park	192	5922	1407	4515	4.69	848	24%
Nov-14	Whole of Park	192	5731	1757	3974	4.68	1057	31%
			63,775	16,798	46,977	4.70	8,773	26%
Summary without Annual Sites			55,091	11,211	43,880	3.33	8,355	20%

SUMMARY BY PRODUCT									
Product	Sites	Number of Days				Occupants	Occ %		
		Available	Used	Unused	Avg Length of Stay				
Cabins	17	5,678	1,763	3,915	1.93	2,091	31%		
Camping Sites	60	20,040	1,374	18,666	4.54	883	7%		
Annual Sites	26	8,684	5,587	3,097	28.26	418	64%		
Caravan Sites	89	29,373	8,074	21,299	3.54	5,371	27%		
			192	63,775	16,798	46,977	4.70	8,763	26%

Patron: Professor David de Kretser, AC, Governor of Victoria

CFA Ref No: 22000-882773-886193
 Telephone: 03 5833 2412
 Fax: 03 5833 2482



Thursday, 29 October 2009

David Thomas
 City Of Greater Shepparton
 Locked Bag 1000
 SHEPPARTON VIC 3630

Greater Shepparton City Council	
File No	1 Health
Report	
- 9 APR 2010	
Issued To	D Thomas
Copies To	

Dear David Thomas

CFA FIRE PROTECTION REPORT FOR CARAVAN PARKS

[Pursuant to Residential Tenancies (Caravan Parks and Moveable Dwellings Registration and Standards) Regulations 1999]

CFA Ref. No: 22000-882773-886193
Park Name: Victoria Lake Caravan Park P/L
Address: Fitzjohn Road
 Shepparton, 3630
Manager:
Municipality: Greater Shepparton City Council

The above caravan park was inspected by CFA and an officer of the Greater Shepparton City Council on 27.10.09.

The following recommendations, if implemented, are considered to represent a satisfactory degree of fire safety within the caravan park pursuant to the Residential Tenancies (Caravan Parks and Moveable Dwellings Registration and Standards) Regulations 1999 No. 88.

Part 1

Regulations which require Fire Authority consultation/comment in accordance with the Residential Tenancies (Caravan Parks and Moveable Dwellings Registration and Standards) Regulations 1999 No. 88:

1.1 Regulation 35:

(1)(a) Provide firefighting facilities in or in relation to the caravan park.

Fire extinguishers:

*The location, quantity and types of fire extinguishers appear to be adequate.

All extinguishers are to be installed in to AS 2444 and maintained to AS 1851.1. If these extinguishers are subject to unauthorised use, consideration should be given to enclosing

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creating safer communities

them in an approved cabinet with a break glass panel.

Hose reels:

The hose reel coverage is inadequate, with the current use of garden hoses without signage not satisfactory.

Hose reels are to be installed to provide coverage to the entire park. (So that the nozzle of a fully extended hose reel will reach every building or camping area). This may facilitate physically measuring the distance at the park to achieve the distance of travel requirements. (Consult with fire brigade if necessary.) All hose reels are to be installed to AS 2441 (test results to be submitted) and maintained to AS 1851.2.

The CFA recognize that there are serious cost implications involved in installing new Fire Hose Reels that would give compliant coverage to the whole park.

The CFA are happy to allow a set period of time to complete installation.

A full Fire Hose Reel system has to be installed by December 31st 2013.

In the interim the CFA will accept garden hose reels, dedicated to fire fighting, that allow full coverage throughout the park and have appropriate signage. The hose reels should be no longer than 40 metres.

Hydrants:

*The location and quantity of fire hydrants appear to be adequate.

Hydrants are to be maintained in accordance with AS 1851.4.

(1)(b) Ensure there is sufficient space between and around dwellings in the caravan park for access for firefighters

General housekeeping around caravans should be of a high standard. All rubbish, vegetation and obstructions should be cleared from under and around all caravans. This is to allow access for firefighting operations. Secondly, it reduces the occurrence of and fire spread between adjoining caravans should a fire develop.

As a minimum, the separation distances between caravans should be similar to the requirements of Building Regulations, i.e. no closer than 900 mm from the boundary and therefore 1800 mm minimum distance between caravans.

1.2 Regulation 36 : The Provision of Emergency Management Plans

Caravan park owners/operators must have emergency management plans providing for evacuation/emergency procedures to be followed by residents and occupants in the event of fire or other emergencies that may affect the caravan park in place by the 1st January 2000.

These plans indicating the park layout, should include the location of fire extinguishers (not in vans), hose reels, fire hydrants and any other feature that may assist in an emergency. These plans/procedures are to be displayed in prominent positions including every communal building and in the caravan park office.

They are to be enclosed in a weather-proof fixture.

CFA also recommends the installation of these site plans at every vehicle entry point to the park.

Part 2

Other Recommendations

2.1 Regulation 25 : Smoke Alarms, Duties of Owners of Movable Dwellings

As of 1st January 2000, the owner of a movable dwelling (caravan or prefab) must ensure that a smoke alarm is installed on or near the ceiling. (This applies to both park owned on-site and individually owned vans.)

CFA recommends that these are installed and maintained in each sleeping area. If annexes are used for sleeping accommodation, it is recommended that an additional smoke alarm is installed in this area.

False alarms may be more prevalent in caravans due to the confined space, especially at times of cooking. The Fire Brigade believes the most suitable type of smoke alarm for caravans (small confined spaces) to be of the photo-electric type and if available with a hush button fitted. Smoke alarms must comply with AS 3786, be installed and maintained in accordance with AS 1670 part 6 and AS 1851 Part 8.

To reduce the incidence of tampering or removal of batteries, therefore rendering the alarm inoperative, consideration should be given to the installation of hardwired alarms with rechargeable back up battery which draw their power from the caravan or cabin electricity supply.

Note: All permanent dwellings, such as the owner's residence and houses on the property, must now have smoke alarms installed in accordance with the requirements of Building Regulations.

2.2 Road access for firefighting appliances should be on an all-weather type construction with minimum unobstructed width and height of 4 metres.

2.3 The installation of a dry chemical type extinguisher of a minimum 1A10B(E) rating be installed in every residence as per point 2.1. It is to be installed in a readily accessible position in accordance with AS 2444 and be maintained to AS 1851.1

2.4 The provision of a fire blanket at all cooking facilities, to be installed in a readily accessible position in accordance with AS 2444 and be maintained to AS 1851.1.

2.5 LPG cylinders, both bulk decanting and individual caravan type, are required to be restrained to prevent them from falling over and damaging valves or pipework which would allow gas to escape. Relief valves on LPG cylinders should face away from buildings/vans.

The bulk decanting area should be protected from mechanical damage by the installation of bollards or similar, have restraining chains fitted and a fire extinguisher installed. (See item 1.1 Fire Extinguishers.)

2.6 All electrical cabling and fittings should be inspected and any deficiencies rectified by a suitably qualified professional. This includes any above ground external cabling around the vans, as they would obstruct firefighting operations. All electrical installations must comply with AS 3000.

Consideration should be given to the installation of safety switch/earth leakage units.

- 2.7 Fires lit in the open air, including barbeques, during the declared Fire Danger Period and on days of Total Fire Ban, must comply with the requirements of the Country Fire Authority Act 1958.
- 2.8 The park owners/operators should also consider other recommendations as per *CFA and MFESB Recreational and Group Accommodation Guidelines*.

This report and its recommendations do not constitute compliance with the Building Act 1993, Dangerous Goods Act 1985, Occupational Health & Safety Act 1985 or any associated regulations, nor does it affect the continuing obligations to ensure safety at the premises inspected.

All items should have an immediate to short-term priority in their implementation/rectification.

If you have any queries in relation to this report, please do not hesitate to contact me on 5833 2412.

Yours faithfully



Shaun Riley
Delegated Officer
CFA North East Area