

Item

City Planning & Development Committee on 02/09/2014

Status: Public

Victoria Park Bookmakers League & Main Grandstand – Consultation Results [2013/00354 & 2013/00360]

Strategic Outcome:

Outcome 1 - City of Great Places

Program & Value Proposition:

Property Development - The Property Development Program will leverage Council's property assets and integrate its organisational effort to deliver lasting public value

Program Contact No:

Phillip Burton, CM Infrastructure Management
8203 7543

Approved:

Neil Brown, GM City Infrastructure and Public Works

RECOMMENDATION

That the City Planning & Development Committee recommends to Council that:

- 1. Council notes the public consultation process for The Bookmakers League and The Main Grandstand and is satisfied that no significant negative responses were received.**
- 2. Council in its capacity as lessor, approves in principle to the terms and conditions of the proposed Park Land Lease Agreement (Attachment A) over the Victoria Park Bookmakers League & Entrance Gates located in Victoria Park / Pakapakanthi as per Attachment B to Item # on the Agenda for the meeting of the City Planning and Development Committee held on 2 September 2014, to Massimo Piconeri (or nominated entity).**
- 3. Council in its capacity as lessor, approves in principle to the terms and conditions of the proposed Park Land Lease Agreement (Attachment C) over the basement area located in the Victoria Park Main Grandstand located in Victoria Park / Pakapakanthi as per Attachment B to Item # on the Agenda for the meeting of the City Planning and Development Committee held on 2 September 2014, to The Velo Precinct (or nominated entity).**
- 4. The Chief Executive Officer is delegated the authority to continue discussions and finalise any outstanding terms and conditions of the proposed Park Lands Lease Agreement with the Massimo Piconeri (or nominated entity) and The Velo Precinct (or nominated entity);**
- 5. The Chief Executive Officer be authorised to execute the Memorandum of Lease and associated documentation.**
- 6. The Lord Mayor and Chief Executive Officer be authorised to affix the Common Seal of the Council to the Memorandum of Lease and associated documentation.**

BACKGROUND

1. At its meeting on 24 July 2012 Council endorsed the following recommendation of the Corporate Planning, Governance & Finance Committee:
“That:
 1. *Council authorises the Administration to seek expressions of interest from prospective lessees for the use of the vacant buildings at Victoria Park /Pakapakanthi (Park 16) identified on the plan attached as Attachment A to Item 10 on the Agenda for the meeting of the City Infrastructure & Public Works Committee held on 17 July 2012.*
 2. *The Administration submits a further report seeking approval to the agreed terms and conditions of the lease and to submit the lease to public consultation.”*
2. At its meeting of 25 June 2013, Council further resolved that lease negotiations commence with Massimo Pisconeri (The Italian Eatery), the successful candidate for the Victoria Park Bookmakers League & Entrance Gates (The Bookmakers) following the Expression of Interest that was held late 2012.
3. At its meeting of 22 July 2014 Council also resolved that lease negotiations commence with The Velo Precinct for the area located in the basement of the Victoria Park Main Grandstand (Main Grandstand).
4. In accordance with Section 202 of the *Local Government Act 2005* and as per Council’s resolution, the public consultation was undertaken over a four week period commencing 30 July 2014 and concluded at 5:00 pm on 26 August 2014.
5. Prior to the consultation commencing, key stakeholders were identified. They included commercial and community Park Lands lease holders, and other interested parties such as Office for Recreation and Sport and the Park Lands Preservation Society.
6. An email was forwarded to the key stakeholders notifying them of the consultation and to also provide them with other information relevant to the public consultation.
7. Following the public consultation, the Your Say Adelaide website Summary (**Attachment D**) concluded that:
 - 7.1. 1678 people were Aware the consultation and visited the website;
 - 7.2. 407 people were Informed about the consultation and downloaded information from the website; and
 - 7.3. 15 people were Engaged and contributed to 16 submissions in total. The distribution of these submissions are detailed below:
 - 7.3.1. 2 people Engaged with Bookmakers (The Italian Eatery) Lease Consultation by submitting online submission forms (**Attachment E**).
 - 7.3.2. 14 people Engaged with Main Grandstand (The Velo Precinct) Lease Consultation by submitting online submission forms (**Attachment F**).

THE BOOKMAKERS LEASE - COMMENTS

8. The 2 comments that were received from members of the public are listed below:
 - 8.1. *"I totally agree - let's activate this space."*, Supported, Mary ball, 238 Gilles Street ADELAIDE;
 - 8.2. *"I think it will be a very good situation for cycling and to have child care facilities and eateries in extremely close proximity to the city is an excellent idea"*, Supported, Paul Coppock, 3 Harkes Court, FERRYDEN PARK;

SUMMARY

9. Of the 2 comments that were received, both were in favour of the lease proposal and no negative responses were received or associated with the proposed 9 Year 11 Month lease for the Bookmakers League.
10. This suggests that the proposed lease for The Bookmaker has also not been perceived by the public to negatively impact on the building or the surrounding area and that the Council may execute this lease with the support of the community.

THE VELO PRECINCT LEASE - COMMENTS

11. The 14 comments that were received from members of the public are listed below:
 - 11.1. *"As there is not a "have concerns" option - I have taken the "no" option. My central concern is that the creation of this facility should not be the first in a number of incremental steps leading to the alienation of parts of Victoria Park solely for bicycle riding activity. Victoria park is not a velodrome - it is a public park - that cyclists, pedestrians, dog walkers, families should have free access to. It should remain a public park - speed bike riding is fine provided that it is seen as only one activity that needs to respect and fit with other activities. Remember the original purpose of the Parklands and the Colonel Light vision - the Parklands should not be commercialised."* Not Supported, James Blindell, MARRYATVILLE.
 - 11.2. *"Activation of the space is important for future growth."* Supported, Mary Ball, 238 Gilles Street, ADELAIDE.
 - 11.3. See **Attachment G**, Not Supported, Ken Kennedy, SA Rugby, u/ 13 -13 to 28 Grey St KILKENNY.
 - 11.4. *"Excellent idea to liven the grandstand area and entrance to the city parklands, Supported."*, John Meijer, 19 Torrens Ave LOCKLEYS.
 - 11.5. *"The VELO PRECINCT offer sounds like a great idea, for the benefit of the public and sporting bodies, who attend the park during competitions, exercise, and relaxation. This will also encourage the general public users, ie cyclists, walkers/joggers and the general passing public, to make use of the heritage grandstand and the catering facilities associated there. The proposed velo precinct will enhance the regular cycle*

racing events held on the motor race and cycling circuits which are held on a regular basis throughout the year.” Supported, Bobb, bobb05@bigpond.com.

- 11.6. *“What a fantastic asset this will be to an already well frequented parkland. And particularly great will be the availability of the kids zone allowing for parents to spend time exercising, socialising and relaxing while their children are protected and entertained. Let alone the refreshments that will now be made available to the general public. I have no doubt this will encourage more people to participate in healthy living. Sounds to me like the old grandstand will be put to fantastic use.” Supported, Darrel Baird, 8 Walker Street BIRKENHEAD.*
- 11.7. Supported, Cassie, 13 Struan Ave PROSPECT.
- 11.8. *“I am so pleased to see the ACC welcoming a great new business into the area. This will be a great draw card for this area that has been unloved and tired for too long. This precinct will come alive and provide vitality to an otherwise dormant area. Finally, a council with vision and willingness to give things a go. You have my vote ACC - keep it up”, Supported, Richard Bund, 13 Greenhill Road WAYVILLE.*
- 11.9. *“I think this is an excellent use of the area, well done. Can't wait to see people enjoying the precinct. Great initiative.” Supported, Hamish Laurie, 207 Scott Creek Rd LONGWOOD.*
- 11.10. *“I work very near the Vic Park precinct and have been concerned that the grandstand will just go to waste. I completely support the proposal and really hope it gets up. Providing stimulus to this part of the city is very important and with no racing there anymore, its viability is dependent on entrepreneurial type ventures like this.” Supported, Ben Vincent, 6 Pritchard Drive STIRLING.*
- 11.11. *“Great concept and effective re-use of an otherwise useless structure!” Supported, Ben Scott, 262 Melbourne St NORTH ADELAIDE.*
- 11.12. *“Great use of space inviting family orientated encourage less cars and more people walking or riding, better for the environment the Victoria parklands will come alive and be enjoyed by families who use the facilities.’ Supported, Christy Clayton, 18 Jordan Avenue HAPPY VALLEY.*
- 11.13. *“as an avid cycling fan and regular user of Victoria park I think a fitness centre based on cycling in the Victoria park grandstand is a great idea, I would certainly be a member as I am sure many of my 2 wheeled friends would be as well. Cycling in Adelaide is a part of our way of life and any venture which promotes cycling and fitness should be supported by the council.” Supported, Gary Cooley, 57 Montague drive SHEIDOW PARK.*
- 11.14. *“South East City Residents Association (SECR) supports the adaptive reuse of the heritage buildings in Victoria Park for cafes and indoor activities for children for the enjoyment of Park users but we are concerned about the possible implications of the*

name Velo Precinct which seems to be "empire building" for cyclists in this section of the park. SECRA has already objected to the idea that the criterium track should be off-limits to walkers/dog walkers when there are no events being held on the track. We think the Park should be shared - not divided up. It should not become a defacto sporting stadium. It is a local park and also the premium open space for individual recreation in the Adelaide Park Lands. We want to protect the rights of those who seek a quiet space in a park away from the "vibrancy" (aka noise) of the city. That is why we are concerned about the possibility of pa systems associated with Velo Precinct (Every event in the Park seems to involve loud music and verbose commentators to create "atmosphere"). The hours of operation seem to imply that Velo Precinct will apply for a liquor licence and perhaps an entertainment licence and will be operating until 1am on a Saturday night. Are there plans for a bar or restaurant (rather than a cafe)? This area of Victoria Park shouldn't become an entertainment precinct - or any kind of precinct. It should remain a park. What happens if the operators can't "make a go of it"? Will, say, McDonald's move in? The same comments, or similar comments, can be applied to the Italian Eatery." Did not indicated if supported or not, SECRA.

SUMMARY

12. Of the 14 comments that were received, 11 were in favour of the lease proposal, and 2 did not support the proposed lease for the Main Grandstand, and 1 comment (SECRA) did not indicate if they supported the lease or not.
13. The concerns raised by Mr Blindell (please see paragraph 11.1) relates more to the master planning that is associated with Victoria Park, as opposed to the lease itself. The alienation of the land under the *Local Government Act 1999* may be considered a pre-cursor to promote other activity with in this park, however, these comments in themselves do not impact on the proposed lease agreement. Any proposed changes to Victoria Park from a master planning perspective will be done so through further consultation with stakeholders.
14. The main concern raised by Ken Kennedy (SA Rugby – regular Victoria Park Premium Pitch and Grandstand user by virtue of a 3 year licence agreement with Council) (paragraph 11.3), was primarily around access to the front of the Grandstand (where the licence area has been proposed) and fund raising capabilities of the SA Rugby during schedule game days. The Administration has met with Mr Kennedy and have reduce the size of this space to lessen the impact on sporting and event bookings in association with the Premium Pitch. In our discussions, Mr Kennedy was also advised that:
 - 14.1. the matter of access by SA Rugby and other events associated with the Premium Pitch, Criterium Track and Victoria Park events in general, would be something that would be managed on an case by case scenario;
 - 14.2. the need to maintain fundraising activities during event days would not be restricted; and that events held in Victoria Park / Pakapakanthi will be able to continue having

coffee vending machines, food vendors and appropriate liquor licences in consultation with the Council.

- 14.3. Mr Kennedy was satisfied with this response and has expressed his acceptance to this position. Mr Kennedy also stated that he looks forward to working with the Council and promoting Victoria Park / Pakapakanthi.
15. The comments raised by SECRA (see paragraph 11.14), provide in principle support to the lease and the re-use of the buildings, however, similar to the comments raise by Mr Blindell (Paragraph 11.1 & 13), the non-supportive comments relate more so the to Council’s objectives and activation plans for Victoria Park / Pakapakanthi which would be dealt with through the master planning of the Park itself and would be subject to a different level of community consultation.
16. It is fair to say that under these circumstances that there was no negative feedback received or associated with the proposed 9 Year 11 Month lease for the Main Grandstand, nor is it perceived by the public that this lease will negatively impact on the building or the surrounding area.

IMPLICATIONS

Implication	Applicable	Comment
Policy	NO	In line with “Park Lands Management Strategy – Towards 2020” and “Chapter 15 Community Land Management Plan”
Business Plan Objectives / Outcomes or Services	YES	Property Management Services (ID 5.5)
Consultation	YES	Completed
Resource	YES	Preparation of Lease Documents and finalisation of Expression of Interest (managed by external agent)
Risk / Legal / Legislative	YES	Local Government Act 1999, S202

Budget / Financial Implications

14/15 Budget Allocation	14/15 Budget Reconsideration	Proposed 15/16 Budget Allocation	Ongoing Costs (eg maintenance)	Life of Project / Life Expectancy of Asset
NO	NO	NO	NO	YES 9 year 11 months

ATTACHMENTS

Attachment A – Park Lands Lease Agreement – Massimo Piconeri (The Bookmakers)

Attachment B – Location Map – Victoria Park

Attachment C – Park Lands Lease Agreement – The Velo Precinct (The Main Grandstand)

Attachment D – Your Say Adelaide Summary

Attachment E – Engaged comments – The Bookmakers- Your Say Website

Attachment F – Engaged comments – The Main Grandstand - Your Say Website

Attachment G - Letter - Ken Kennedy - SA Rugby

Draft Council/Committee Report