

A vibrant tropical scene featuring clear blue water, a palm tree trunk, and lush green foliage with bright red flowers. The text 'DRAFT REPORT' is overlaid in large, semi-transparent white letters.

# DRAFT REPORT

Design Brief for the  
**Beautification of Luganville**

November  
**2014**

This Beautification Design Brief was created, in part, at the request of the Vanuatu Department of Tourism to satisfy requirements of the Vanuatu Strategic Tourism Action Plan 2014-2018.

It was prepared by the Luganville Beautification Taskforce through consultation with various sectors of the community.

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# Introduction

## 1.1 Project Inception and Overview

In 2012, Luganville established the Beautification Committee, chaired by Ian Mano. In 2014, acting town clerk Andrew Ala appointed Rex Issarcher to chair the Beautification Task Force of Luganville with the purpose of forcing action on this issue.

The stated purposes of the Task Force were:

- a. To carry out awareness of beautification in Luganville
- b. To identify areas in Luganville to be beautified
- c. To coordinate local business and stakeholders in beautification projects, planning and implementation throughout the municipal area

During early stakeholder meetings, it was decided that the Task Force needed a town beautification plan to make clear the findings of this body. Later a design brief was deemed more appropriate, as the necessary expertise is not available.

During this time it came to light that Luganville has the opportunity to benefit from large-scale aid projects funded by New Zealand and other donors. In 2013, New Zealand Aid Programme led a forum in Port Vila consisting of the country's tourism industry leaders to draft the Vanuatu Strategic Tourism Action Plan 2014-2018. The main purpose of this document is to prioritize large-scale projects in Vanuatu. Those representing Vanuatu at the meeting were asked to create a list of the 10 most important projects in the country. After much deliberation they arrived at 14. Of these 14 projects,

From Strategic Tourism Action Plan 2014-2018:

Action	Priority	Agencies	Budget	KPI
3.1 Upgrade the Luganville tourist wharf & facilities	High 2014	MIPU	1.5b vatu	Wharf and facilities upgraded
3.2 Implement the town beautification plan for Luganville	Low 2015	MIPU, LMC, DLA	1.5b vatu	Luganville Town Beautification completed

the first two are located in Luganville.

Beyond this opportunity, the Municipal would like to engage in more public private partnerships to achieve some of this brief's recommendations. This approach has worked in Luganville previously, as when the city and businesses worked together to create walkways throughout the town. However, there also appears to be a weariness among some business owners to this approach, so any such initiative would need careful planning to avoid skepticism.

In part, this report is concerned with satisfying the requirement of a Town Beautification Plan listed in 3.2. As requested by the Department of Tourism, this design brief presents our priorities in beautifying Luganville. To support these prioritizations, we have outlined approaches to increasing Luganville's tourism potential through small-scale and large-scale beautification and explore the opportunities and challenges present in this venture. It is the first step towards writing a full Town Beautification Plan, to be completed with professional aid requested later in this document.



## 1.2 Rationale for Beautification Strategy

Luganville is Vanuatu's second largest city. With a current population of 13,000, a World Bank Report predicts a population of 25,000 by 2020. The city is also an important tourist destination within the country, especially with cruise ships.

Cruise ship tourism is growing throughout the South Pacific and Luganville has a unique opportunity to capture a large part of this market growth over the next 5 to 10 years if it is able to become a "functional alternative" to Vila, according to the "Assessment of the Economic Impact of Cruise Ships to Vanuatu," a report released in joint effort by Australian Aid and Carnival Australia. Reaching this goal is possible with upgrades to NISCOL Wharf, which will allow for multiple ships to moor simultaneously. As of this time, we have been that told the Chinese Government has agreed to fund the improvements to NISCOL Wharf and that con-



struction should begin by the early part of 2015.

The municipal must invest to make the city a friendlier environment for the increasing number of residents and tourists if Luganville is to truly capitalize on this opportunity for increased access to tourism dollars. By beautifying the city, the municipal can expect to see indirect and direct benefits to the small business people of Luganville.

Towards this goal we intend to activate dormant districts of town and improve existing areas to create an easily-accessible experience for cruise ship tourists while making the city more inviting to its residents.

# Research

## 2.1 Historic Review

Luganville began as a settlement of Societe Francaise recruits and was named in 1889 after Captain Lugan, commanding officer of the “Messageries Maritimes.” For several decades the community consisted largely of plantation owners and Catholic missionaries.

During WWII, when American soldiers used Espiritu Santo as a military base, the town was relocated to the mouth of the Sarakata River. The base was one of the largest in the Pacific, second only to Hawaii and the staging point for the major battles of Guadalcanal and Solomon Islands and the Battles of the Coral Sea. It included major infrastructure facilities, 3 bomber air bases, fighter air strips, a large seaplane base and a major naval base with Pacific Fleet refueling facilities, extensive ship repair, reprovisioning facilities and 3 major hospitals. The base served as a Rest and Recreation center for hundreds of thousands of Allied troops during the war. When the war ended, American troops departed Santo and most had left by August of 1945, but much of the infrastructure built during the war remains and adds significantly to Luganville’s character today.



## Historic Review Con't

In the 1960s, Jimmy Stevens founded the Nagramel movement, which wanted to succeed from the New Hebrides. Just before Independence in 1980, the Nagramel Movement took control of Luganville, ejected many of the Europeans, and declared Santo as the separate nation of Vemarana. Shortly, troops from Papua New Guinea retook Luganville and Santo entered the newly independent nation of Vanuatu. In the nearly 35 years since Independence, the nation's focus has been on development of the capital, Port Vila. However, some of that focus is beginning to shift.



## 2.2 Site Assessment

### Main Street

Main Street is the economic heart of the town. Along this 2k stretch of road lie many of the town's major banks, government buildings, hotels and businesses. Vehicle traffic is manageable, even during peak morning hours, when a pedestrian might wait a minute for traffic to clear before crossing. The streets and sidewalks are maintained only on an emergency basis and as a result much of the concrete is broken and there are several areas with open drains, dangerous to drivers and pedestrians alike. Currently, this is the main pathway for cruise tourists on foot when they explore the town.

### Riverside Area

The Riverside Area lies along the eastern bank of the Sarakata River, behind the Mamas' Market and opposite to the residential area referred to as "Sideriver" by locals. It is undeveloped Government land managed by the municipality. There are currently several dilapidated WWII foundations and small structures in the area that could be repurposed as part of a history walk through the park, though these structures may eventually fall under control of the proposed WWII museum. Commonly, this stretch of land is used by town residents as a place to relax and fish with hand lines. There are footpaths that follow along the river, but no established walkway.





### Luganville Market

Also commonly referred to as The Mamas' Market, this is Santo's largest local market house where vendors can be found 24/7 selling kava, fruits, vegetables and local seafood. Nearby are a line of stalls which offer cheap meals to residents and tourists on a budget. Other structures on the site include a Digicel kiosk, a public pay-for-use toilet and a store. The market and stalls are functional, but not aesthetically pleasing. However, UN Women has committed to upgrading this area through their Market for Change aid program and the Beautification Task Force is ready to assist should the need arise.



### Municipal Area

This includes the Luganville Municipal Council building, the nearby police station and recently collapsed work shed, which was a repurposed WWII building. There has already been some effort to beautify the area and the Task Force believes that it is necessary to continue to set an example. After removing the debris, there are plans to repurpose the concrete slab where the work shed recently stood, either as a place for holding events or as a nursery to provide the Task Force with plants to use in its beautification effort.



### Unity Park

Commonly used for Santo's largest community events and a popular place for locals to relax by the sea, Unity Park is triangle of land bordered by Main Street & the Municipal Area, the Sarakata River and Second Canal. Viewable from Main Street are the most active parts of the park including a currently vacant restaurant building, two play grounds, one old and one new, and a main stage used. Nearby is an open field commonly used for football practice and other sports on weekday afternoons. The park's beach along Second Canal is lined with wind-worn trees, providing nice shade. In the center of the park are a set of stalls available for rent where local women sell food during large events such as Independence. Close to the shore in this area is a large, dilapidated WWII structure. Nearer to the park's point are several areas to play basketball, petanque, volleyball and football, which is heavily used by children and adults. The point is commonly used for picnics. A dirt road winds through the park, giving vehicular access to the point and some interior areas. However, the park is not a unified space, as there is no agreed upon walkway moving through it. In some areas of the park, trees grow naturally with no plan. In some areas, removal of trees might create open spaces for further use in sports. Throughout the park are benches, but they are not placed strategically and many of them are broken.



### Seawall Area

This area is defined by the unsealed road which runs from Main Street in between Alan Power's and Attar down along the shore of Second Canal and then back up to Main Street past the current Handicrafts Market. The area currently functions as a back alley to a line of buildings facing away from Second Canal. The unpaved road is lined with storage containers and is used by local stores such as Santo Hardware as thoroughfare for transporting cargo. The bank is heavily eroded. In some places there is nothing left but networks of tree roots and a bit of compacted earth. All along this stretch there are remnants of various WWII structures, rusted beyond recognition.



### Proposed WWII Museum Area

The WWII in the South Pacific Museum is a private-funded project now two years in progress. The museum committee is searching for funding sources and is seeking full rights to build on the land just behind the Luganville Municipal Council building. The design of the building is intended to provide Luganville with a distinctive landmark and of course provide an entertainment destination to tourists and locals. Currently the area sees little day-to-day use not provided by other spaces within the park.



### Tourist Market & Footpath Area

On the east-side of town, when Main Street reaches the Harborview area, it makes a gentle left and ascends a hill, becoming Canal Street. There is also a fork to the right at this juncture which gives access to NISCOL Wharf. On cruise ship days, this road is lined with local women selling handicrafts and purchased goods to tourists passing by as they leave and return to the ship. Current discussion suggests that when the upgrades to NISCOL Wharf have been completed, the vendors along this road and those inside the wharf will be moved to the opposite side in an effort to make the area more secure. Corresponding, tourists will enter and exit through this newly opened gate. As this is a tourist's first contact with Luganville, it is important that something eventually be done to make the walk into town enjoyable for those not accustomed to island life. However, because of the uncertain nature of how this project will progress, we currently hold development of these areas at a low priority.





## 2.3 Opportunities & Constraints

### Opportunities

#### WWII History & Custom of Vanuatu

Luganville has a rich history in native culture, colonial rule and as a WWII recreation center. Of these, the cities indebtedness to WWII is unique among the islands of Vanuatu and so should be considered a major focus for the development of any visual themes or designs based on Luganville's history.

#### Island Exoticism

Another theme to keep in mind is the exoticism of tropical islands. While historical and cultural accuracy always take precedent, working to increase the presence of island culture that tourists expect is a low cost, high reward route to improving Luganville's image. A prime example of this approach is our recommendation of increasing the number of tropical flowers in town.

#### Economics of Cruise Ship Tourism

Luganville's economy is heavily based on tourism, which is beneficial in a number of ways. It is easy to forecast the number of tourists the city will receive in a year and it is clear that number is increasing. The number has potential to increase even further if Luganville can impress upcoming visitors to Luganville. Coordinating activation of the town and prioritizing projects is simplified as the vast majority of tourists are in town at specific times known well in advance and they all engage the town through the same route.

#### Growing Sense of Luganville's Potential

Recently, a representative of Carnival Australia mentioned to the Department of Tourism that Luganville is a "sleeping giant." There is an undeniable growing sense among stakeholders from the local to the international level that it is Luganville's turn for growth in Vanuatu's tourism economy. In recent years, at 69% approval rating, Luganville has been one of the lowest-rated ports of call for cruise ships in the South Pacific. Recently, however, Luganville has jumped to 83% approval rating, just below Vila's rating of 84%.

#### Layout of Luganville

Luganville has the blessing of possessing a perfect layout for filling a morning's walk along the seaside and back to the cruise ship, if the necessary work is done to activate currently undeveloped assets within the city.

#### Potential Revenue increases

By making the changes recommended in this report, there are a number of easily foreseeable revenue increases to residents and the local government through job creation and streams such as pay-for-use toilets.



### Constraints

#### History & Infrastructure

Luganville lives its legacy. American buildings constructed during WWII dot the city in various states of disrepair, giving it a character that many locals overlook but is immediately recognizable to tourists. Because of this imbalance in evaluation, it is possible that some relics which could be repurposed as historical points of interest will instead be torn down to make way for new construction. It is important to remember the tourist point of view and preserve the history that makes Luganville unique.

#### Lack of a Town Planner

Development of the city is currently hampered by the lack of a town planner. The municipal is currently addressing this issue, but there are many plans which have or will reach a bottleneck until this position is filled.

#### Land Ownership

There is a land ownership issue with a property adjacent to BP Wharf (area pictured left) that could hamper development of the Seawall project. Because of poor coordination between the Ministry of Lands and the Ministry of Internal Affairs, a loophole allowed for a land claim by private interests which the city has not authorized. We recommend that the Beautification Taskforce take on the role of coordinating the Ministry of Lands and the Ministry of Internal Affairs in resolving this loophole and negotiating a solution that allows for development to continue unimpeded. It is also possible that a national law preventing the ownership of roadways established at independence could be used to nullify the granting of this title.

### Coordination of Multiple Projects

Unity Park is the social heart of Luganville and there have been many plans for development of this area in the past few years. A number of those have been moved to other areas of town, including a handicrafts center and a sports complex. Currently, the WWII Museum Committee is seeking access to the space just behind the Luganville Municipal Council and there are possible plans to place a Cultural Center nearby. Keeping track of these, and any other projects that arise, is very important to an overall beautification strategy.

### Environment

In discussion of possible large-scale beautification efforts to be carried out in and around Unity Park, we have identified several concerns regarding environmental impact. So far, these include the possible maintenance and cost of proposed fountains in the park, how tides and the Sarakata River may impact proposed changes and the drainage pipe that empties into Second Canal from a culvert in the park. We will need studies conducted by relevant experts to ensure that all future development takes into account these issues and possibly others that have yet to be identified.

### Local Business Culture

The business owners of Luganville are spread across three distinct cultures: ni-Vanuatu, Chinese and Western. Due to language barriers and interests, it is not always easy to coordinate these various interests. However, the Task Force has had some success in creating connections through various people assisting the project. It is imperative that all interests in Luganville be considered when moving ahead with development.







# A New Vision for Luganville



**Top: Typical Path of Cruise Ship Passengers**

- |                    |                     |
|--------------------|---------------------|
| 1: Tour Operators  | 6: Restaurants      |
| 2: In-Wharf Market | 7: Internet/Stores  |
| 3: Tourist Market  | 8: Park/Market      |
| 4: Taxi Drivers    | 9: Last Tour        |
| 5: Nakamals/Bars   | * Exploring Further |

**Bottom: Desired Path of Cruise Ship Passengers**

- |                   |                       |
|-------------------|-----------------------|
| 1: Tourist Market | 6: Food & Internet    |
| 2: Tour Operators | 7: Kastom Island      |
| 3: Taxi Drivers   | 8: Unity Park Walkway |
| 4: Nakamal/Bars   | 9: WWII Museum        |
| 5: Seawall Walk   | 10: Luganville Market |

# Schematic Plans

## 3.1 Project Vision

The purpose of beautification in Luganville is to increase the city's attractiveness as a tourism destination, especially for cruise ship tourists, to improve Luganville's capture of tourism growth in the South Pacific over the next 5 to 10 years. This will result in more tourism dollars available to residents involved in the tourism sector: transport, tours, handicrafts, etc. Inevitably this will mean increased revenue for the municipality, which can be reinvested in beautification



We have identified a number of projects to support this effort, all of which fall into an area roughly defined by the Town Center according to zoning maps. We have unofficially labeled this the “Luganville Beautification Area,” which we have broken up into zones for prioritization in two categories: small-scale projects and large-scale projects. The majority of small-scale projects are efforts which can be taken by the municipality with current resources. Large-scale projects will require outside aid.

Many of the small-scale projects can begin immediately and, in some cases, have already begun. However, there are several projects for which we do not currently have the required expertise. To move forward with larger plans, we will require at least some of the personnel in the table.

### Beautification Zones

- 1: Main Street
- 2: Luganville Market
- 3: Riverside
- 4: Municipal Grounds
- 5: WWII Museum
- 6: Unity Park
- 7: Seawall
- 8: Tourist Market
- 9: Footpath
- \* : NISCOL Wharf

### Required Personnel Roles

Title	Urgency	Role
Engineer	High	Assess and plan construction of the seawall.
Town Planner	High	Traffic planning for Main Street
Communications Manager	High	Continued awareness campaign and communication needs of Task Force
Architect	High	Comprehensive design for Unity Park



# Prioritization of Beautification Zones in Luganville

Prioritization of Small-Scale Projects

Zone	Priority	Difficulty	Strategy
<b>Main Street</b>	Very High	Medium	Focus on awareness among business owners, increase flower boxes, fix drains, etc...
<b>Municipal Grounds</b>	High	Easy	Improve gardens, dispose of work shed, fix minor problems, etc...
<b>Luganville Market</b>	Medium	Medium	Monitor UN improvements to area, make further upgrades as needed.
<b>Unity Park</b>	Low	Hard	Continue monitoring and assisting with small scale improvements to park.
<b>Other Zones</b>	Inactive		We do not currently have plans for small-scale improvement of remaining areas due to very low priority or planned large-scale activity.

Prioritization of Large-Scale Projects

Zone	Priority	Difficulty	Strategy
<b>Seawall</b>	Very High	Currently Difficult	Solve ownership issues. Have engineer design a plan. Build Seawall & develop tourist walkway.
<b>Unity Park &amp; WWII Museum</b>	High	Difficult	Organize various interests, architect drafts comprehensive plan, implement the plan
<b>Riverside</b>	High	Medium	Ensure availability of land, develop plan for walkway. Build walkway.
<b>Main Street</b>	Medium	Easy	Assistance in funding sidewalk rehabilitation.
<b>Municipal Grounds</b>	Medium	Low	Assistance in funding plant nursery to drive beautification of Main Street.
<b>Tourist Market &amp; Footpath</b>	Low	Low	Monitor development of area as NISCOL Wharf is upgraded, ensure adequate walkway available.
<b>Luganville Market</b>			Upgrades currently be funded by UN.

### 3.2 Key Areas of Development

#### Seawall

The Seawall Area is our highest priority for aid-assisted development with great potential to be a beautiful attraction for Luganville. Our vision is to have this area become the main walk for cruise ship tourists lined with small cafes, handicraft stores and other tourism-oriented enterprises. This will require a hydrographic study, followed by planning and then building of a seawall along this stretch of road, the creation of a paved sidewalk, and installation of lights, benches, railing, etc...With the possibility to recast Luganville in the minds of tourists, this is the most important area for large-scale development funded by aid. Currently, development of this area is complicated by land-ownership issues discussed earlier in this document. The Luganville Municipal Council is currently working to solve this issue with other governmental bodies.

Developing a viable tourist attraction in this area goes beyond concrete and iron, however. Among other issues, container traffic in the area will need to be rerouted and efforts must be made to make the area tourist-friendly in other regards.

After improvements to the seawall are finished, this area will also make a likely candidate for a municipal-run marina, a further project which would bring additional revenue to the city.

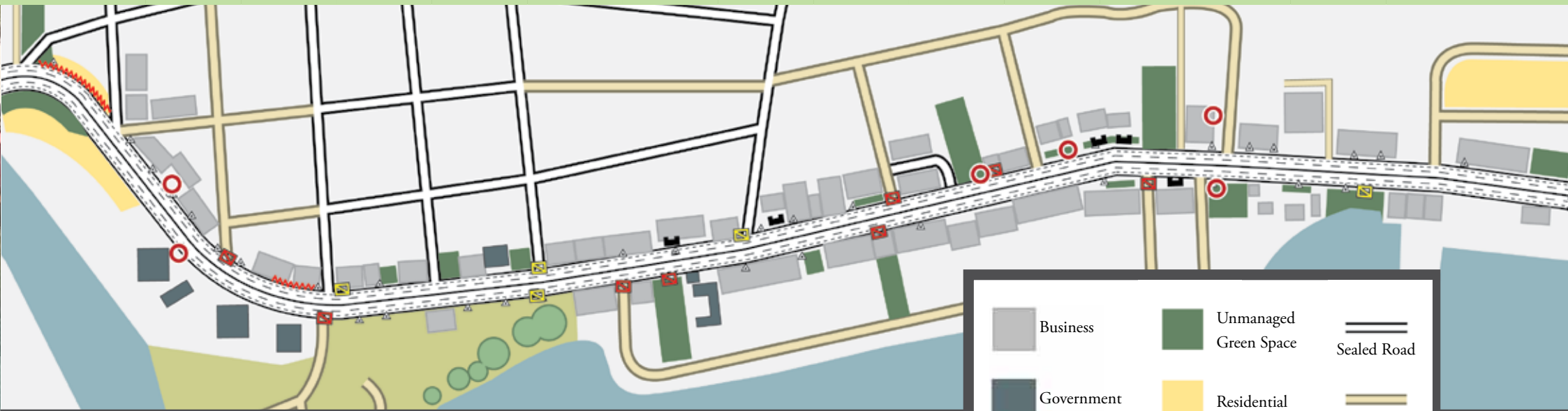
It was determined while preparing this design brief that we do not currently have access to the expertise required to draft plans for the seawall. Assistance from a qualified engineer would be the first step in moving this plan forward.



**Top:** Example of already-constructed seawall located behind Santo Hardware in proposed seawall area.  
**Bottom:** A man rests in under a tree whose support has eroded in the proposed seawall area. In the water stands the ruins of a former seawall.







	Business		Unmanaged Green Space		Sealed Road
	Government		Residential		Unpaved Road
	Bus/Taxi Stop		Broken Walkway		Unofficial Road
	Open Drainage		Planter		Main Street
	Damaged Road		Rubbish Bin		

## Main Street

### Planters & Trees

Vanuatu is home to many beautiful plant species, but Main Street does not make much use of this fact, save for a few forward-thinking businesses (Examples: Hotel Santo, Unity Shell, HQ Nakamal & the Coconut Crab Sanctuary.) For small-scale beautification carried out by the Task Force or other bodies acting on behalf of these recommendations, changing this reality is one of the highest priorities. We recommend that a number of flower boxes filled with beautiful, but easily managed species be maintained along Main Street. This can be accomplished with a combination of coordination with private interests and investment by the Municipal in infrastructure and a flower nursery, described under Key Areas of Development for the Municipal Area.

### Bus Stops & Taxi Station

Luganville is the transportation hub of Sanma province, but for those who don't speak Bislama or are unfamiliar with Luganville finding your way can be difficult. The municipal has no designated places to wait for transport and the ones agreed upon by residents are not marked in any way. By creating official transportation stops throughout the city, the city would be supporting the transportation industry, residents and visitors. To this end, we recommend that currently existing transportation stops be upgraded with adequate seating and protection from sun and rain. Helpful information such as instructions for use of the stop, a list of areas serviced by each stop and normal prices to popular destinations should be posted at each stop as well. Further, this effort would complement the Department of Tourism's plan to standardize land transport in Luganville.

### Improve Walkways & Roads

While the majority Main Street and the walkways along it are passable, though perhaps not beautiful, some areas are difficult, or in some cases dangerous, to walk or drive along. Mostly, these hazards take two forms: open drainage areas and poorly maintained unpaved roads intersecting with Main Street. Currently, these unsightly flaws are one of the strongest markers that Luganville is a developing city. Under normal circumstances, it is the responsibility of Public Works to ensure city roads are maintained. While it is not clear why these long-

standing issues have not been addressed, the Task Force intends to work through the council to ensure that these necessary repairs take place. By improving them, the city could increase safety and satisfaction of visitors and residents, in particular among those with disabilities.

There are also large-scale suggestions, such as creating a median down Main Street, possibly making some streets one-way and installing a new roundabout at the major intersection in the middle of town. Efforts on this scale would require a skilled town planner to manage design and implementation.

### Management of Green Spaces

There are lots in town which are completely undeveloped and unmanaged, leaving the appearance of jungle or “bush.” At least one of these areas is state property, but many of them are owned privately. Under Municipalities Act 126 “Cleaning of Premises By-Law No. 19,” the city has the ability to require maintenance of undergrowth which could be suitable habitat for rats, mosquitos and other pests. The by-law permits for the serving of a notice to offending land owners, who must comply within 14 days. If the notice is not heeded, the Council may clean the area, claim costs for any work done through “a court with competent jurisdiction” and, further, fine the land owner VT 20,000 for not complying with the notice. The Task Force recommends that it be given authority to serve notices under this by-law. If possible, revenue gained through the enforcement of this by-law should be reinvested by the city into beautification. Prior to enforcement of this by-law, there should be an awareness campaign, giving the land owners a chance to reach compliance before being served a notice.



### Power of Social Media in Vanuatu:

This post to Yumi Toktok Stret, a Facebook group with 14k members that discusses politics and society in Vanuatu, contains a photo of open drainage along Main Street and a description of a small child almost dying from falling into it. The claim is unverified, but the situation is dangerous and response from a city communications manager would be appropriate.

It is also possible that concepts could be drawn up by the Beautification Task Force for developing some of these unmanaged green spaces into simple parks. This would require cooperation from the land owners.

### Street Lights

The Taskforce is currently exploring options with VUI to repaint the utility poles which support power lines throughout the town.

### Awareness

Beautification is a concept found in ni-Vanuatu culture, as evidenced by village maintenance and preparations for celebrations. However, that concept has not translated well to Vanuatu’s urban areas. A sustained information campaign and dialogue with the citizenry

of Luganville is required to change this fact. Effective approaches towards this goal are:

- Widely distributed posters informing citizenry of the beautification efforts and by-law enforcement.
- Speakers explaining the rationale for beautification at large community events
- One on one meetings with local business owners
- Social Media, notably Facebook

To sustain these efforts, it will be necessary for the Task Force to have a member dedicated to communications. The LMC may seek a volunteer or funding for a contracted position to fill this role.



### **Improve Façades**

Most of the buildings in Luganville are unpleasant to look at; they are rarely washed or repainted and in some cases are falling apart all together. A façades improvement program could dramatically improve the situation. First, a detailed outline of what constitutes a well-maintained façade would need to be developed. Then the city could either develop and enforce building codes along these lines or attempt to run a fund-matching program as is done in some developed nations. In fund matching, the city offers to assist businesses in the costs of improving their structures, either through direct monetary aid or by offering discounts on land taxes, etc... However, to run such a program, it is like that they city itself would need to secure aid. While aid donors have recently demonstrated a greater interest in working with the private sectors, the Task Force recognizes that this type of funding would be somewhat unusual.

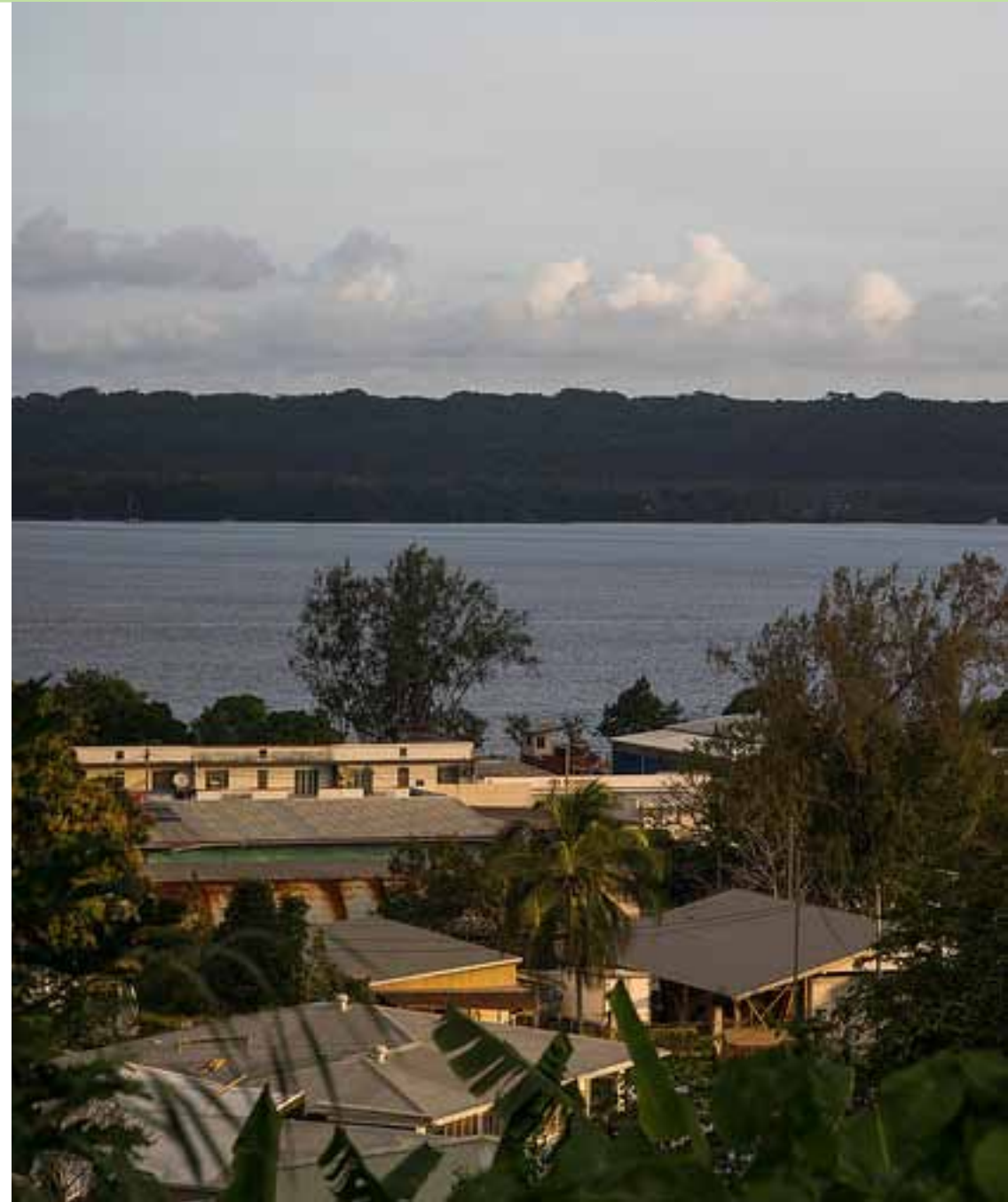
### **Public Seating**

At one time, there were a number of functional benches along Main Street, but many of them are unusable now, likely due to vandalism. We recommend that a study be carried out in coordination with the future town planner to determine the best places to put new benches and replace broken ones.

Further, careful consideration should be made towards choosing materials that are more difficult to vandalize than the currently existing cement and wood benches, perhaps using metal as the primary material.

### **Road Signs**

There is a notable lack of road signs and traffic signals in Luganville, and even those that exist are incorrect or are in disrepair. We recommend addressing this issue as a priority for the new town planner, when that position is filled again, especially for roads intersecting with Main Street. Signage should include stop signs, pedestrian warnings and street signs on each corner, labeling the name of the street.





## Unity Park

We have worked with an architect to develop a conceptual design for Unity Park to be used as a starting place for a more detailed design once proper experts are brought on board. The Park is currently not a draw for tourists, but is heavily used by locals for relaxation and sport. While preserving resident uses of the park, we would like to draw visitors into the park by offering an attractive footpath near the shores of Second Canal, possibly incorporating access to a small, man-made island. A number of smaller details should be considered in preparing a plan for the park.

## Proposed Cultural Center

There has been a long standing proposal for the construction of a Cultural Center on Santo, possibly in Unity Park. Plans have been drawn up and there has been some indication that funding would be available for such a project. There has been discussion about placing this Cultural Center adjacent to the WWII Museum and all parties have tentatively agreed that this is workable. While the political will behind this project is not currently very strong, that could change. It is necessary to stay in touch with this project as it develops when considering the overall design of Unity Park.

## Proposed WWII Museum Area

Efforts should be made to ensure that any development in the area currently being considered for the WWII Museum Area not conflict with future plans or waste resources in efforts that will quickly be undone.

Conceptual plan to be used as inspiration for a comprehensive design by a professional architect.



### **Toilet Facilities**

There are currently pay-for-use toilet facilities in the park which are only opened during large community events. They are functional, but in disrepair. Investment in refurbishing these facilities would likely be enough, though there is some interest in building new ones.

### **Maintain & Improve Playground Areas**

There are two sets of playground equipment in the park, one old and one new. The old playground is falling apart and little used. It should be repaired, removed or combined with the newer equipment.

### **Community Walkway/Tourist Path**

There is currently no established walkway through the park. To encourage visitor use of the land and to provide an additional area for sports training, the Task Force recommends that a paved path be established along the waterways bordering the park. This should connect with the Seawall area, providing a seamless transition between the two.

### **Public Seating**

Benches in the park are constructed of cement supports with wooden seating. Many of them are in disrepair, likely due to vandalism. New vandalism-resistant seating should be designed and installed in areas that are commonly used by residents when relaxing or any area that is well shaded and provides a nice view.

### **Restaurant Building**

There is currently a restaurant building along Main Street in the park which blocks the view of the park's main stage. We have been informed that there are plans to demolish and remove this building.

### **Trees**

The trees in the park are not managed and it is possible that in some cases removal could open up spaces for further sports use. However, the line of trees along the shores of Second Canal are an asset to the park, as they provide ample shade for sitting near the water. They should not be disturbed.

### **Scatter Stalls**

There is currently a cluster of about 10 buildings in the center of the park which are rented by food vendors during large social events in the park such as Independence. There has been a suggestion that these stalls be torn down and rebuilt scattered around the park, possibly along the proposed walkway.

### **Lighting**

Lighting in the park is not currently adequate. Installed lighting should be placed along the proposed walkway and around areas used for sports.

### **Main Stage**

There is a main stage in the park which is adequate for local community events, however it could use a new coat of paint and possibly other upgrades.

### **Flower Garden**

The beautification strategy of increasing the number of well-maintained tropical plants in town should be extended to the park, but on a scale that is manageable by the municipal.

### **Picnic Area**

The point in the park, where the Sarakata River meets Second Canal, is commonly used on weekends as a

picnic area for Luganville residents. This area could be upgraded for official use with a barbeque stand, rubbish disposal and other amenities.

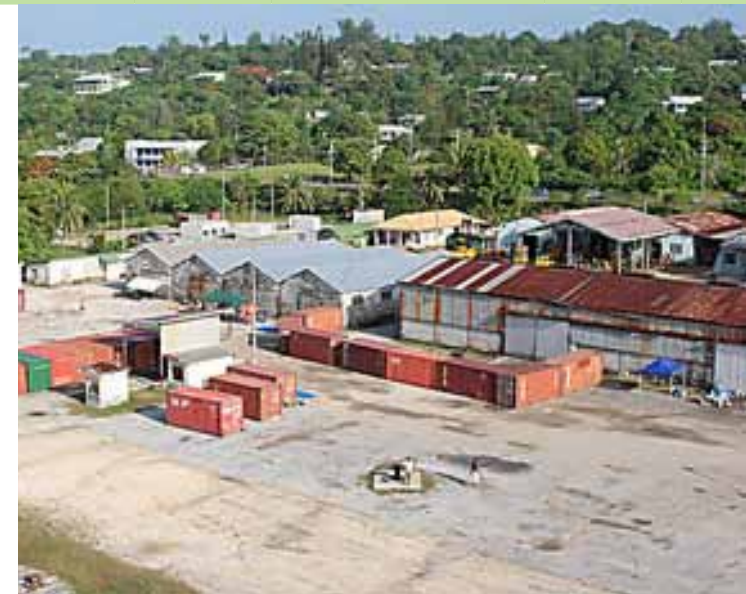
### **WWII Infrastructure**

There are a number of dilapidated WWII structures in the park. If possible, they should be minimally restored and labeled as historical points of interests for visitors and residents.

### **Historical Attractions/Monuments**

There has been some discussion of constructing a monument in the park as a further distinctive feature. Proposed ideas include a stature or monument dedicated to Jimmy Stevens, an important figure in the history of Santo, or a tamtam, a cultural symbol important to Northern Vanuatu.





## Municipal Area

### Flowers and Minor Repairs

The Municipal is currently improving the garden in front of its building near the park. Further upgrades might include fixing the outside roofing such that it does not leak when there is rain.

### Plant Nursery

Luganville Municipal Council is considering development of a plant nursery to provide resources for the beautification of Main Street. There is an alternative plan currently being considered to cooperate with the Agricultural College on this matter to save costs.

### Cultural Attractions

There are a few artifacts currently on the Municipal grounds, most notably a large propeller whose history is not currently known. Doing the necessary work to

place descriptive plaques next to these artifacts could improve their prospects as part of a larger historical walk.

## Luganville Market

As there is currently UN funding, the Task Force is standing by to see what upgrades are planned for the market place. If the following issues remain unaddressed, we recommend action be taken.

### Improve Parking Area

The parking area for Luganville Market is unpaved and filled with pot holes, which fill with muddy water when it rains. While

### Food Stall Improvements

The stalls in the Luganville Market area should be evaluated for possible improvements.

## Improve Hygiene of Washing Area

The people working at the Luganville Market have access to running water for washing dishes and their hands, but the source is not well maintained. Assessment of the best way to improve this problem is necessary.

## Tourist Market & Footpath Area

As the first and last impression cruise ship visitors will have with Luganville, this is an important area to consider for future development. However, the pedestrian use of this area will likely change dramatically in the coming years with upgrades to NISCOL Wharf. As issues in the area are not critical, it is quite possible that many tourists will just take a taxi into town, and there areas with much higher priority, it is better to wait and react to the upcoming changes than attempt to anticipate them.



# Problems in Luganville



**Top Left:** Overgrown flower bed along Main Street  
**Top:** “Bush” in town on Air Vanuatu-owned land  
**Right:** Crumbled seawall  
**Middle:** Storm shutters on shops in town. **Bottom:** Broken curb  
**Left:** Dangerous open drainage along street.



# Design Concepts



**Top Left:** Bamboo used as planter wall. **Top & Top Right:** Traditional canoe converted into modern bench. **Left:** Rubbish bin concept **Middle Bottom:** Bus Stop **Middle right:** Tamtam carving **Right:** Bamboo planter.



# Beauty in Luganville



**Top Left:** Flower bed at Agriculture college. **Top:** Recently constructed flower bed along Main Street. **Right:** Cave Nakamal near Main Street. **Bottom:** Trees in front of Unity Shell station. **Left:** Garden in front of Hotel Santo.

# Implementation

## 4.1 Funding Opportunities

This brief is, in part, a response to the possibility of receiving aid as noted in the Vanuatu Strategic Tourism Action Plan 2014-2018 through the advocacy of the Vanuatu Department of Tourism.

The municipality has committed to continue funding the Task Force's work for the next fiscal year and has indicated that this work is a priority in the city's overall development. There has also been some discussion of additional assistance from the Vanuatu national government specifically for this project.

Further, the Task Force has identified a number of possible revenue sources, some of which are mentioned in this document, that may help to underwrite the beautification of Luganville.

However, The Task Force will continue to search for further opportunities for funding outside these sources as necessary.

# Conclusion

Luganville is a perfect balance between the amenities of the city and the style of the rural. Problems of traffic, pollution and noise that trouble other Vanuatu cities are not to be found here. The community is large, but tight knit, and so Luganville has not lost the famed warmth and openness of Vanuatu culture. However, the beauty of Luganville does not reflect the beauty of its people. They city's infrastructure is in desperate need of upgrades if it is to reach its full potential as a desirable tourist destination.

From business owners and the municipality to the Vanuatu government and international aid donors, there is an undeniable sense that now is the time to make this possibility a reality and to do the work necessary to show case the towns natural beauty and fascinating history. By working with stakeholders in all sectors, we have compiled an impressive number of improvements that can be made to the city, but by listening closely, we have also identified which of those are most in need.

This is a seed document, which we hope will be nurtured into a much fuller beautificaion plan. Such a plan will provide a reality check to the ambitious nature of this document, which is inteded to collect all of the viable ideas within the community. It will conservatively select from the propositions in this document, provide a generous timeline for their achievement and determine the required budget to do so among many other required details.

Beautification is part imagination and part determination. One must see what can be, not what currently is. Many have dreamt of Luganville's potential for a long time, the possibility of a true paradise by the sea is so obvious. The strategy, prioritizations, and prescribed actions outlined in this brief are just the beginning of a real effort to put Luganville on the map.





**J. Hunter Sizemore,**  
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