



A strategy for *Shoreham Renaissance*

March 2006

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A strategy for
Shoreham Renaissance

Overview

Introduction

The Historic town of Shoreham-by-Sea is one of the south coast's many jewels. Its Norman 'new town' street pattern remains almost entirely intact and the magnificent St Mary de Haura Church remains the centrepiece of the town, as has been the case for the last 900 years. Shoreham Beach and the river estuary are unique ecological and environmental assets easily accessible from the town centre. As the largest centre in the District, the town provides retail and community services and facilities for all of Adur's residents, the focus of which centres on Pond Road with its community centre, health centre and Library.

However, the town has an aging population and investment has tended to flow towards the larger neighbouring towns of Brighton and Worthing. A strategy is called for to help reverse this slow trend of decline. However, given the town's fragile nature, delicate surgery rather than a radical overhaul is required. This report provides a Strategy for Shoreham Renaissance. A working document sits alongside this strategy and provides comprehensive and chronological record charting the preparation of the Strategy.

Shoreham in context

Shoreham-by-Sea has its roots as an ancient settlement, set between the South Downs and the sea. Shoreham is the largest commercial port between Southampton and Dover, the largest port



Shoreham in context

in Sussex, and the closest south coast port to London.

The inland lagoon formed by shingle spits that have developed over the centuries have created a natural harbour which is Shoreham's greatest asset. The harbour, part of which is protected as a Site of Special Scientific Interest, is a well

established recreational boating centre although the town has not benefited from the tourist related growth experienced by many neighbouring towns. There is significant scope for new development to take advantage of this natural asset and improvements in access to the shore would enable more people to enjoy this natural amenity. Shoreham is rich in history dating back to Norman

times. Most of the centre is designated a Conservation Area which was extended in 1993 to the north to include adjacent residential areas and to the south to include a greater length of river frontage. The most important building in the centre is the magnificent Norman Church of St Mary de Haura on the corner of East Street and St Mary's Road.

Shoreham is a small town with a population of 20,000 residents. Shoreham's population has been identified as an ageing population in the 2001 census. Several restaurants and cafés have recently opened and there are signs that recent economic decline may be reversing. However, the local economy remains heavily dependent on jobs associated with industrial sites and many residents commute to the nearby towns of Brighton & Hove and Worthing.

Aims

The aim of the strategy is to "regenerate Shoreham town centre as a sustainable community possessing economic, social and environmental diversity". The following objectives support this aim:

- To regenerate key sites with high quality, sustainable and sensitive development;
- To achieve high standards of public realm design;
- To secure the highest standards of community safety through design and management;
- To introduce mixed uses, including housing, to the town centre;
- To provide accessible and modern community service, arts/leisure and education facilities;
- To improve Shoreham's attractiveness to investors and visitors;
- To improve transport interchange facilities at Shoreham Station;
- To improve pedestrian and cycle routes into and through the town centre;
- To improve integration between the town centre, the riverfront and Shoreham Beach; and
- Involve stakeholders in line with principles of the Community Strategy.

Objectives

Shoreham will be a thriving town centre of exceptional quality comprising the following key components:

- State-of-the-art community facilities of the highest quality which make a strong and important architectural contribution to the town;
- High standards of design for streets and public spaces;
- Retention of the historic street pattern and the role of the Church of St. Mary de Haura as the centre-piece to the town;
- New residential accommodation of the highest architectural quality; and
- Commercial space and support for the local businesses.

These components will ensure the economically, socially and environmentally sustainable growth of Shoreham for the benefit of the town's residents and those of the District as a whole who rely on the diverse range of services it provides.



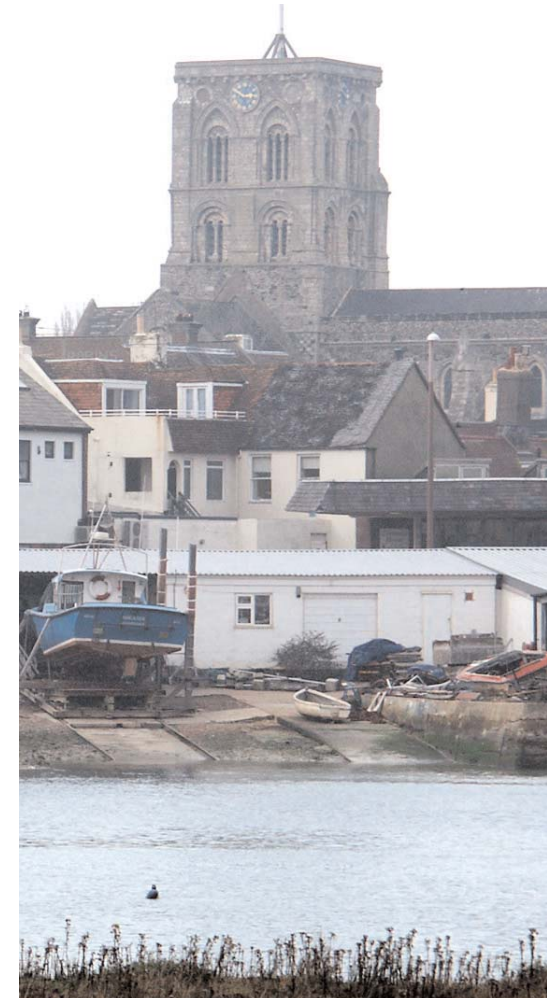
Report structure

This document sets out a vision, objectives and a series of key development principles for the future development of Shoreham town centre. The document is structured as follows:

- Section 2 sets out a series of strategic development principles that were developed following a detailed analysis of the town centre
- Section 3 sets out what makes Shoreham a special place
- Section 4 sets out a summary review of the consultation process undertaken with stakeholders and the local community to inform the development of the strategy;
- Section 5 sets out a summary of the movement strategy for Shoreham, dealing with all principal modes of transport;
- Section 6 sets out a summary of the public realm strategy for improving the town centre;
- Section 7 sets out the strategy for the future of Shoreham town centre; and
- Section 8 sets out the implementation issues concerning this strategy.

Local Development Framework

Adur District Council is preparing its Local Development Framework (LDF) which, alongside the South East Plan, will eventually be adopted as the Development Plan for Adur. The Strategy has in part been prepared to inform the preparation of the LDF. The consultation undertaken during the preparation of the strategy will contribute to the raising of issues and options associated with the early stages of LDF preparation.



This section outlines five strategic development principles that have provided the basis for the formation of the Shoreham Renaissance Strategy.

1. Developing A Sustainable Community by:

Retaining Pond Road as community heart of Shoreham

Pond Road is currently the location for several of Shoreham town centre's community and voluntary sector services and facilities, including Shoreham Library, Health Centre and the Shoreham Centre. However, the environmental quality of the area is generally poor and it is considered that the area represents a significant opportunity for improvement. The area is accessible for a wide section of the community. It is recommended that future development in this area continues to strengthen the provision of facilities for the community in order to provide a 'community heart' for Shoreham town centre.

Protecting and enhance the setting of St Mary's church

The Grade 1 Listed St Mary's Church is an important 11th Century building and is the centre-piece of the town. Views of the Church are afforded from many areas around the town centre and as such the Church makes a valuable contribution to the town's character. St Mary's

Church would benefit from a number of enhancements to its setting which could include the preservation of the skyline that retains the Church tower as the town's central and most prominent landmark. In order to achieve this, building heights in the centre of Shoreham should respect the height of the Church whilst heights could increase away from the town centre.

Increasing the amount of residential accommodation in the town centre

A wide range of services and facilities are provided in Shoreham and the centre is well served by public transport. In order to promote sustainable patterns of development, new development in the centre should normally incorporate an element of housing.

New residential development in the town centre will play a key role in meeting housing need and supporting the vitality and viability of the centre, reinforcing the town's image as a sustainable community, improving community safety and the night-time economy and meeting housing need. The riverside setting of the town is Shoreham's major asset. Sites benefiting from a river frontage have significant potential in this regard.

A sustainable Shoreham

The government's overarching approach to planning and regeneration is established in the

Sustainable Communities Plan (2004) and includes a variety of measures including the provision of affordable housing and key worker accommodation and improvements to the local environment. The plan also outlines region-specific requirements for building sustainable communities in the South East which include the creation of communities that:

- are economically prosperous;
- provide decent affordable homes;
- safeguard the countryside;
- enjoy a well-designed, accessible and pleasant living and working environment; and
- are effectively and fairly governed with a strong sense of community.

Compliance with the government's sustainability agenda is an essential element of the Shoreham Renaissance project which aims to build a more sustainable community in Shoreham town centre.



2. Securing Diversity, Vitality and Equality Of Employment Opportunity by:

Balancing housing need with employment opportunities

There is a need to meet current and projected housing need and the town centre has significant scope to contribute to meeting that need. Employment opportunities are also important and job intensive uses should be developed at particular sites. There is also an identified need to provide modern move-on accommodation for growing businesses in order to ensure their retention and growth in the area.

Protecting Shoreham's district-wide retail function

Shoreham is the largest town centre in Adur and serves the retail needs of a wide area. This retail function should be protected and key retail frontages retained. Where opportunities arise for new retail development these should take place within the established retail core where possible.

3. Priorities for public realm improvement

Improvements to Shoreham's public realm have the potential to act as a catalyst for development in the following key areas:

- Pond Road
- The Ham
- River Walk
- Footbridge
- East Street / New Road corner
- Lighting strategy

These improvements could include high quality enhancements to street furniture, paving and signage and the creation of more accessible spaces for pedestrians.

Pond Road

In the case of Pond Road, enhancements to the public realm would help to give the area an improved sense of identity and reinforce its status as the community heart of Shoreham town centre. This could include the provision of a new town square and a landscaped public space.

The Ham

Whether retained or reconfigured The Ham, it as an important area that would benefit from an enhanced public realm which could strengthen its role as a gateway to the town centre and encourage development on surrounding land.

Footbridge

Shoreham's footbridge is currently in poor condition and would benefit considerably from improvements that could include the widening of the bridge to allow access for both pedestrians and cyclists along with a creative lighting scheme that would make the bridge a landmark feature during the evening. A new landmark bridge between Shoreham Beach and Shoreham town centre would have very significant regenerative benefits.

East Street/New Road corner

This area currently forms an important edge to St Mary's Church and is already a small but important space for the town. However, it is considered that there is significant scope for improvement through the enhancement of the public realm.

Lighting strategy

A coordinated lighting and signage strategy linking Ferry Road on Shoreham Beach, the footbridge, key locations and axes in the town centre would enhance the public space network in the town and assist orientation for those who live and work in Shoreham and those who visit the town.

Protect and improve access to the river front

Shoreham's waterfront setting is a major asset for the town centre that is currently under-utilised. Access to the riverfront can be improved through the creation of a river walk that could link key destinations and the footbridge, which has emerged as a commonly held aspiration throughout the town. There is an opportunity to create a series of places along the river walk that

could engage with new buildings and the water. A series of north-south routes linking the town centre with the waterfront would help to improve access to the river front.

Create a sense of arrival

Analysis of Shoreham town centre identified four principal gateway sites; The Ham from the east, the pedestrian bridge from the south, the Norfolk Bridge and Ropetackle from the west and the station on Brunswick Road from the north. An improved sense of arrival on entering Shoreham town centre could be created by ensuring that these key sites as town centre gateways.

4. Promoting Sustainable Transport and Movement by:

Improving network of pedestrian routes in the town

Shoreham would benefit considerably from improvements to the network of pedestrian routes in the town centre which could make a more attractive pedestrian environment and encourage a modal shift away from car use. Improvements to pedestrian crossings, wider footways, and the part-time pedestrianisation of key streets such as East Street and Pond Road could contribute positively to the town.

Improving transport interchange at Shoreham station

An improved public transport service for Shoreham could be provided by the development of a bus turning area at the rail station to create a transport interchange that could provide a more joined up approach to bus and rail travel.

Rationalising parking to reduce 'traffic churn'

Shoreham suffers from through traffic congestion. The current nature and location of some of the town's car parks contributes to this problem. In order to address this, strategic car parks should be identified for investment and improvement.

Reducing through traffic

There is potential to reduce the traffic flow on Shoreham High Street by encouraging greater use of the A27 through capacity reduction measures and signage to A27. The provision of greater pedestrian priority at crossings, limiting turning movements along A259 and creating limited access areas and routes to encourage access to parking via signed routes would all contribute to a reduction in through traffic in the town centre.

5. Continued partnership working

The Shoreham Renaissance Strategy outlines a series of key themes for the future development of the town centre along side a series of site-specific proposals. The successful implementation of the strategy will require continued partnership working between the key stakeholders that have been influential in the development of the project to this stage. These include Adur District Council, West Sussex County Council, SEEDA and the Adur and Worthing Primary Care Trust. It is recommended that a steering group is set up to manage the implementation of the themes and projects outlined in the strategy.

3 What makes Shoreham special?

Introduction

Shoreham-by-Sea is a distinctive place, but it is fragile. There is a danger that significant change in the town centre could threaten and potentially harm the very characteristics which make Shoreham a special place. New development should be designed so as to enhance the distinctive character of the town and take advantage of the wonderful setting the town has enjoyed since Norman times.

This section seeks to highlight some of the characteristics which makes Shoreham a special place. The mood board opposite is part of this characterisation. The second mood board provides references to some of the positive changes which might be achieved through Shoreham's renaissance and the long-term implementation of this Strategy.



Rich history and historic character

The largely intact fine grained small scale nature of the centre of Shoreham is at the heart of what makes the town special. The network of small streets maintains its small gridded grain centred around St Mary's Church which was originally laid out in Norman times. Frequent and direct connections to the river remain. The scale of development is typically domestic and intimate in parts, principally being 2 to 3 storeys in height.

St. Mary's Church

The magnificent Norman church is the centre-piece to the town. Starkly contrasting in scale to the domestic streets that surround it, the Church and its yard define the street network in the town centre. Views of the church tower are almost ubiquitous across the town and are particularly impressive looking north from Shoreham Beach.

Relationship to water - river, marshes, beach and sea

The smell of the river and sea and the sound of seagulls are ever-present in Shoreham. The street network provides frequent glimpse views across the river. These views change dramatically with the tide, and give a special quality to the light in Shoreham.

Boat life

Sussex Yacht Club is one of the longest established boat clubs in the country. Masts and sails contribute to the setting of the town and the yacht club being so centrally located ensures boat life will remain central to the life and character of the town. The noise of masts jostling in the wind is a particularly distinctive Shoreham sound.

Materials

A variety of building materials and techniques provide Shoreham with its distinctive character and scale. Rounded and knapped flint walls, brick, stucco and hung tile all feature heavily. Shoreham's maritime setting has influenced building form and construction.

The following two pages provide mood boards designed to, firstly provide a flavour of what makes today's Shoreham so special and secondly suggest influences which may inspire and inform appropriate new development in Shoreham.

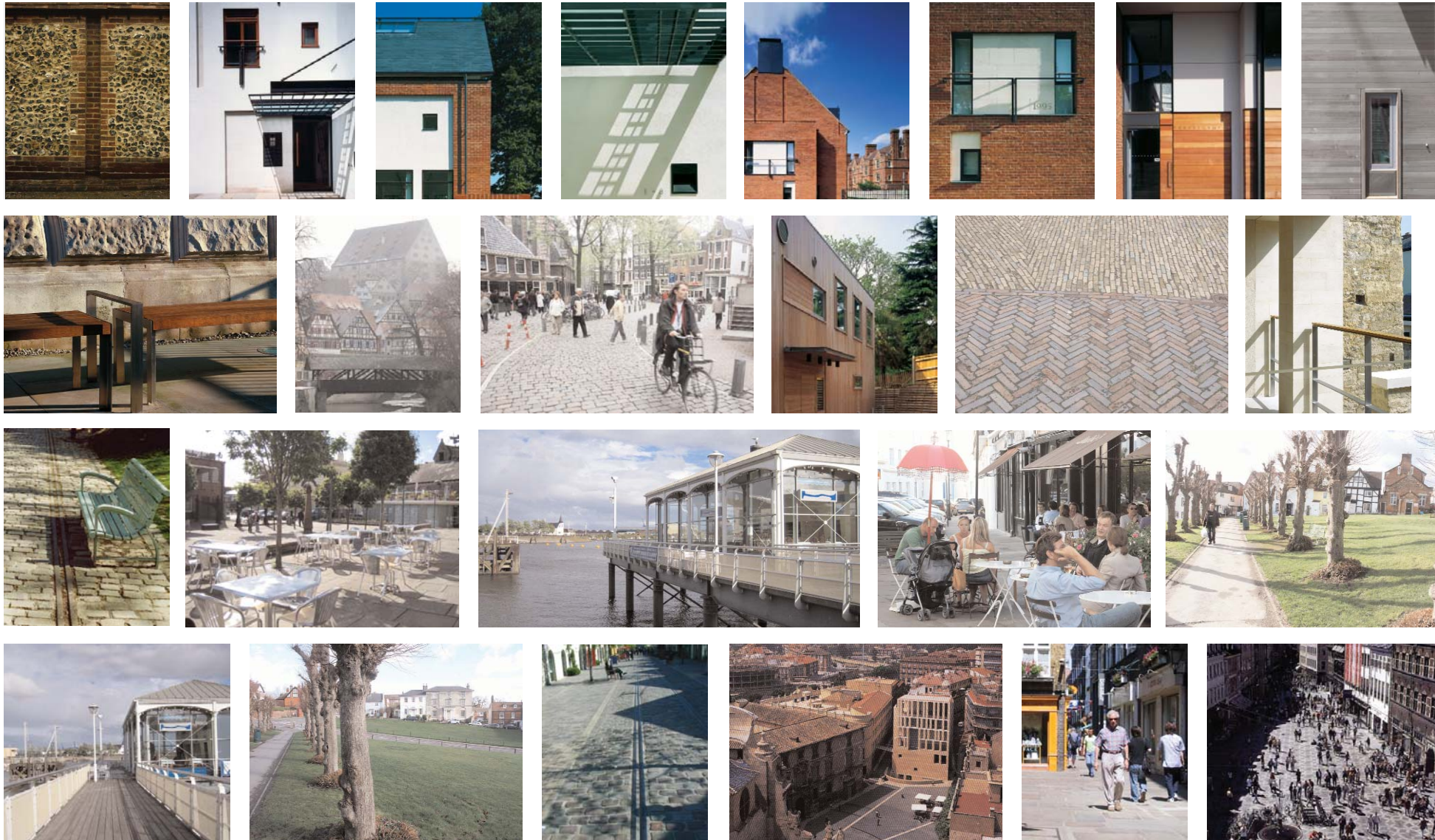
Community

Shoreham benefits from a long established and close-knit community. The town centre itself benefits from many residential properties with many more only a short walk away. The concentration of community uses in the centre creates a town with a strong, active and vibrant community spirit.

What makes Shoreham special?



What could inspire new development in Shoreham, to enhance its natural assets?



Consultation with local people, stakeholders and interested parties has been vital in informing the emerging ideas for the Shoreham Renaissance Strategy. A number of different consultation exercises took place, the results of which fed directly into the preparation of development principles for the town as a whole.

Action planning day

A major consultation event was held at The Shoreham Community Centre, Pond Road on 5 March 2005 and was attended by 67 local representatives. The event format featured three stages; walking audits of the town centre, the identification of problems and dreams, and solutions workshops.

Adur junior citizenship day

The Adur Junior Citizenship Event was held at Shoreham Civic Centre on 15 and 16 March 2005. Young people from seven local schools participated in the event which provided the opportunity for them to take part in a series of workshops on issues related to their role as citizens of the Adur District. This included a Shoreham Renaissance workshop which focused on developing the ideas of young people in relation to the Shoreham Renaissance project.

Project website

A dedicated project website www.shorehamrenaissance.org.uk was set up in order to provide a forum for people to keep informed of the latest project developments and also to allow them to comment on any aspect of

the Shoreham Renaissance Strategy. The website has had over 3,600 visits since March 2005.

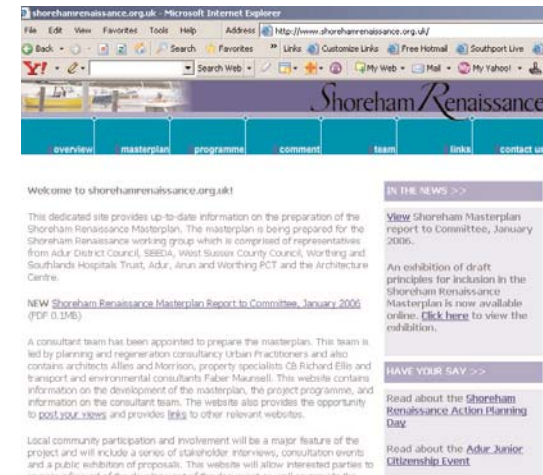
Stakeholder meetings

As well as the key partners on the Shoreham Renaissance Working Group a comprehensive programme of stakeholder consultation was undertaken during the preparation of the Strategy. This included meetings with the following organisations:

- The Shoreham Centre
- Adur Council for Voluntary Services
- St Mary's Church
- Users of St Mary's Church Hall
- Shoreham Society
- Sussex Yacht Club
- Shoreham Port Authority
- BT
- Police
- Department for Social Security
- Somerfield
- Woolworth
- Owners of property in East Street and New Road
- Network Rail
- Local Strategic Partnership
- Adur Economic Partnership and Shoreham Town Centre Partnership.

Exhibition

A public exhibition of draft proposals for the strategy was held in September 2005. The results are set out in the working document that accompanies this strategy.



Participants at Adur junior citizenship day

Movement strategy

This section sets out a movement strategy for Shoreham, taking account of issues relating to on and off street parking, pedestrian permeability and priority and movement through to the town by public transport.

Overall aims

- Provide greater priority for pedestrians in the town centre
- Provide a co-ordinated approach to public parking
- Improve the ease of transport interchange at Shoreham Railway Station
- Promote the long term aspiration of establishing a riverside walk/cycle route on the north side of the Adur, as well as improved access to the waterfront
- Promote the long term aspiration of an iconic replacement, high quality pedestrian and cycle bridge between the town centre and Shoreham Beach
- Discourage through traffic by reducing average speeds along High Street and improving signage to A27

Public parking strategy

At present, some of Shoreham's key public car parks are located in the centre of town. This exacerbates one of Shoreham's current problems of traffic movements circulating around the town centre. This circular 'traffic churn' is generally at the expense of easy and pleasant pedestrian movement in the town. By rationalising and in some cases removing these central public off-street parking spaces, traffic churn will be reduced and some of the centre's smaller car park sites can be released for redevelopment, namely the small Ship and Middle Street car parks. In addition to movement benefits for the town, this redevelopment will help repair Shoreham's historic development pattern and, importantly, will assist investment in the redevelopment of the Pond Road site which is a top priority for the Strategy.

Therefore it is recommended that the Ship Street and Middle Street car parks would be closed and redeveloped. The Pond Road and the Tarmount Lane car park would be rationalised in association with their respective redevelopment. The environmental quality and capacities of the Civic Centre, Somerfield, Rail Station and Recreation Ground car parks would be improved together with the introduction of on-street parking controls, more centrally located disabled parking spaces and improved streetscape to improve the walking experience.

Streetscape improvements

The public realm strategy would deliver coordinated streetscape improvements, particularly to the key routes connecting the town centre with its principal car parks. Measures would include pavement widening, tree planting and junction improvements to generally improve pedestrian priority throughout the town.

Improving ease of interchange at Shoreham Station

Shoreham Station offers potential for improvements to both environmental quality of the station forecourt and public transport interchange between modes. More detailed studies would be required to investigate the potential for bus route improvements adjacent to the railway. However, these improvements would help improve pedestrian priority in the town through the potential removal of bus traffic along East Street. A longer term improvement worthy of consideration would be the introduction of a shuttle bus which could directly connect Shoreham's community facilities with the station interchange.

Part-time pedestrianisation of East Street

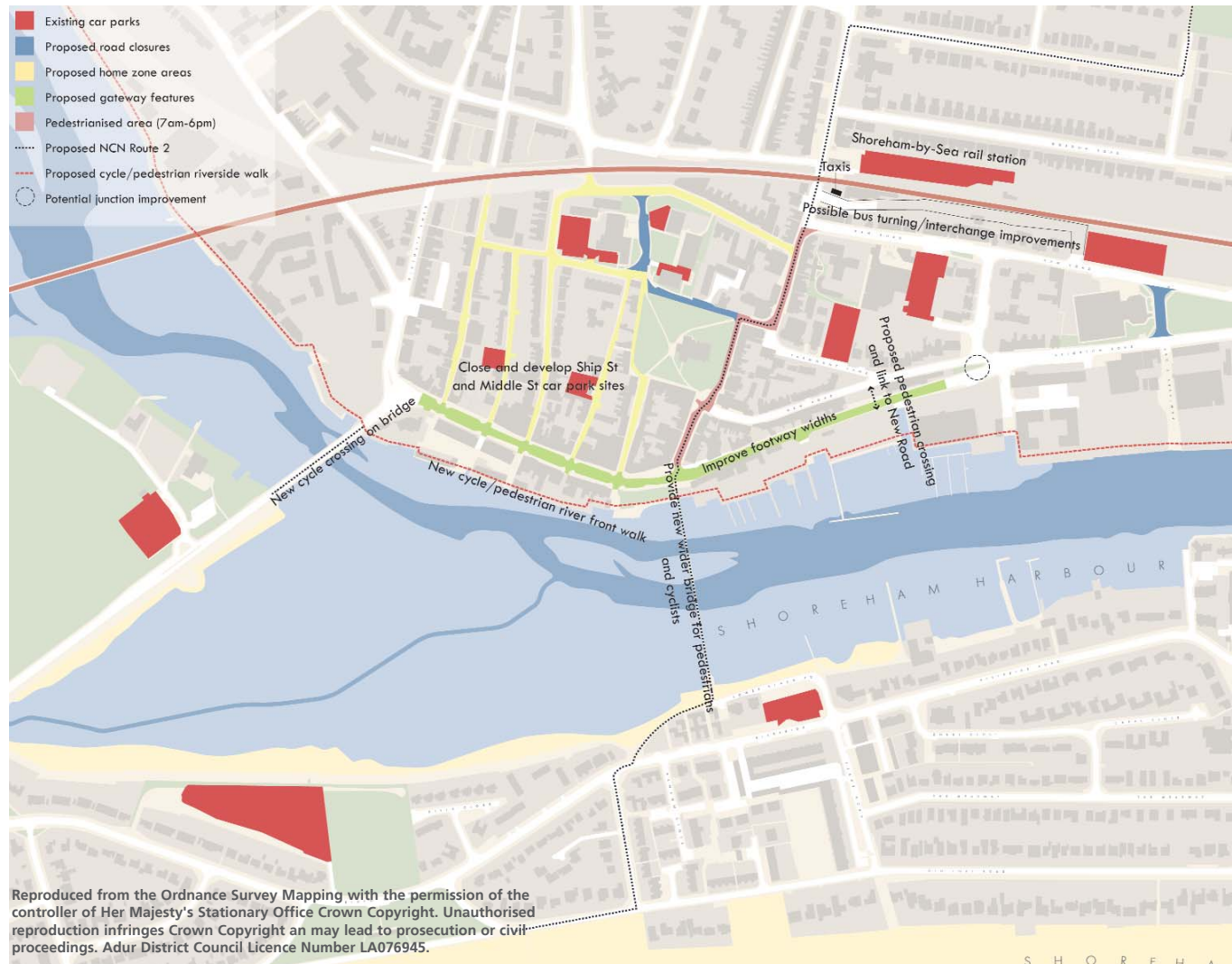
Improving the quality of the pedestrian and cycle link between the station and the High Street/footbridge along the axis of Brunswick Road and East Street is important. During market days, East Street is pedestrianised and the town centre is a more pleasurable place to be. Improvements to the bus network and road signage would enable this key spine to benefit from far greater pedestrian priority.

New riverside walk

The town centre already enjoys good links with the river. However, there is overwhelming support for the establishment of a riverside walk along the northern side of the Adur. It is unlikely that a continuous walk will be achievable, but several key development sites benefit from a riverside frontage. As these sites come forward, where possible, a riverside walk linking directly with the Shoreham Beach footbridge should be negotiated.

Footbridge

The existing footbridge to Shoreham Beach is in need of improvement and does not provide a cycle link across the river. A new iconic pedestrian bridge link could have a very significant regenerative impact on the town and could raise civic pride.



This section sets out a strategy for enhancing Shoreham town centre's public realm. Overall aims for the town's public realm are identified along with a series of key areas for enhancement. Improvements range from the rationalisation of parking and traffic flows to the enhancement of important areas such as the setting of St Mary's Church. The public realm strategy is illustrated opposite.

Overall aims

- Rationalise parking and traffic flows within the town centre to improve the environment for pedestrians and pedestrian accessibility
- Improve visual and physical access to the waterfront
- Protect and enhance the setting of St Mary's Church
- Increase pavement widths and introduce semi-pedestrianised areas where appropriate to improve safety and enable activities such as the farmer's market and Adur Festival events to flourish
- Introduce a lighting strategy to enhance Shoreham's waterfront and key public spaces and location
- Rationalise street furniture and signage
- Ensure highest quality design for public realm improvements whilst being sympathetic to the character of the town

1. Pond Road

The opportunity exists for a new public square within the centre of Shoreham, situated at the community 'heart' of the town. The Shoreham Centre, health centre and public library will occupy new high quality buildings, providing enclosure and activity to a public space adjacent to St Mary's churchyard. Parking will be provided in a landscaped area adjacent to the square with the potential for parking in the square itself during the evenings when the Shoreham Centre is most used.

2. East St

Part-time pedestrianisation of East St and St Mary's Road enhances the setting of St Mary's Church, improves the safety for shoppers and enables a smaller square to be created.

3. Footbridge

The replacement of the current footbridge gives the opportunity to improve the link to Shoreham Beach. The new bridge should provide both cycle and pedestrian links and improved shelter from the wind. The footbridge should be realigned to improve its connectivity with Ferry Road.

4. Ferry Road

Public realm improvements to the riverside car park and Ferry Road create a much improved link between the town centre and the beach. Pedestrianisation (except for residential access) of Lower Beach Road gives the opportunity for a public space at the Shoreham Beach side of the footbridge, similar to Coronation Green. New retail and food/drink uses should be encouraged along this route and a new kiosk for Shoreham Beach could provide a point of destination.

5. Riverside walk

New development adjacent to the river should incorporate a riverside walk. Existing public access to the riverside should be enhanced.

6. Lighting and signage

A lighting scheme connects the new riverside public spaces and defines the riverside walk and the route between the beach and the town and key locations within the town.

7. Parcellforce

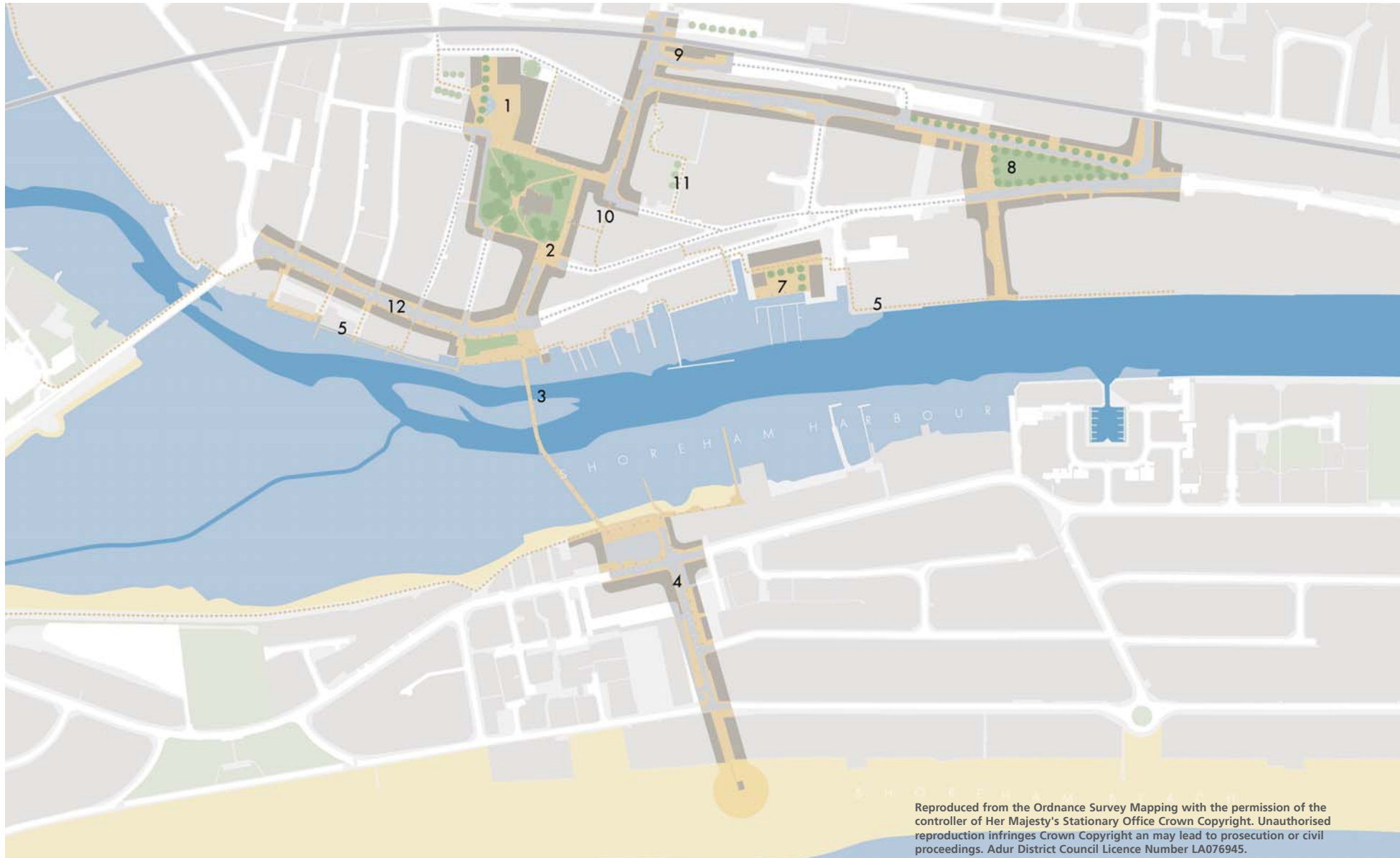
A public place is created as a destination along the riverside walk enabling leisure activities to take place and providing a high quality environment for both the existing moorings and new residential development.

8. The Ham

Pedestrianisation of the length of Eastern Avenue immediately between the Civic Centre and The Ham is enabled by the redirecting of traffic along an alternative route. This provides safe access to The Ham which, encouraging its use as an amenity space. This pedestrian route connects the proposed public car park (on the civic centre car park site) with Humphreys Gap which gives public access to the riverside. Tree planting improves the environment along Brighton Road. The potential of The Ham should be considered strategically as the focal part of a new village gateway scheme.

9. Station

Public realm enhancement in front of the station could dramatically improve visitor's first impressions of the town. Relocated bus stops and a bus turning area improves the convenience of



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Public realm strategy
Overall aims and key areas

public transport users and enable improvements to be implemented elsewhere in the town.

10. Tarmount Studios

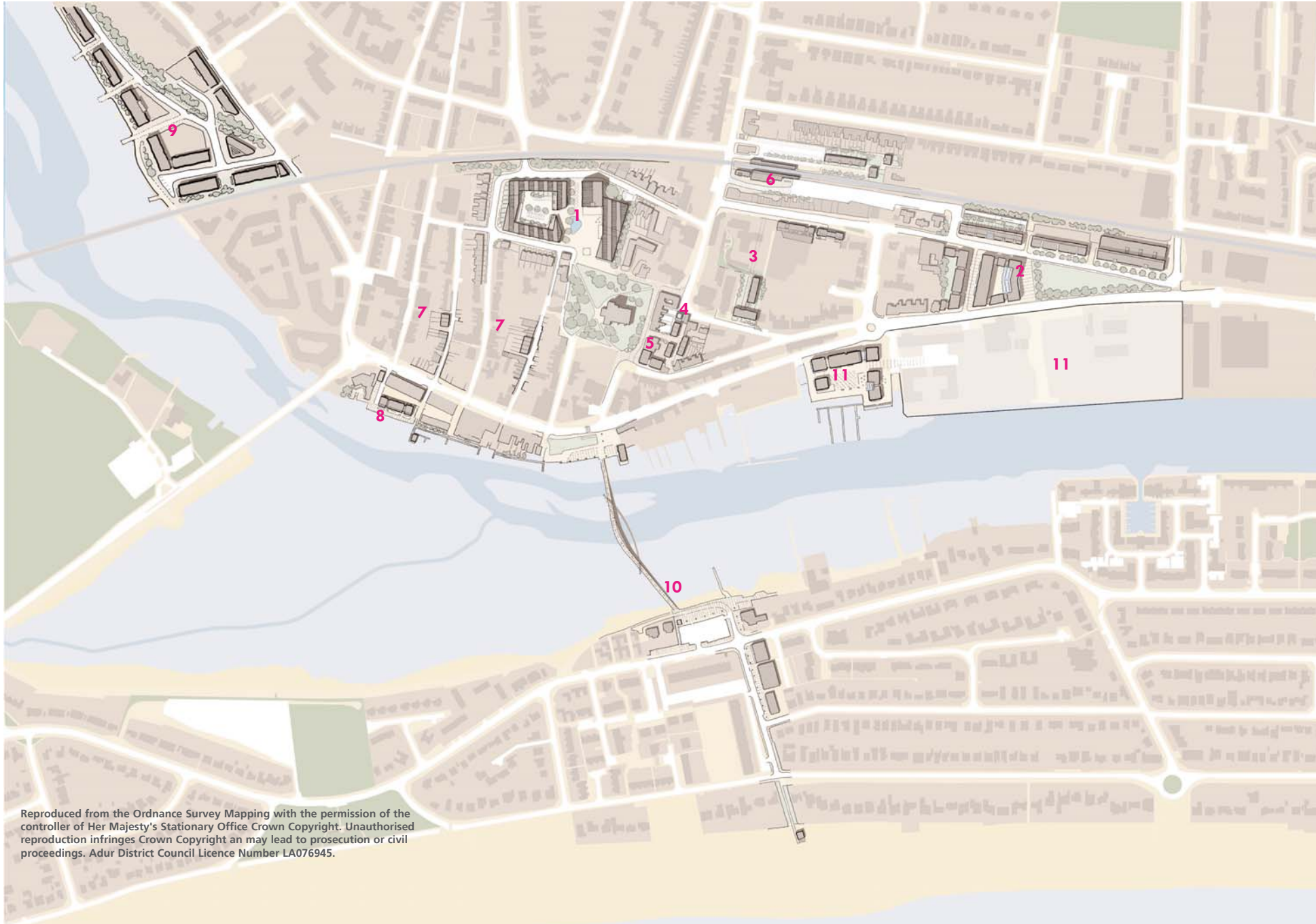
Redevelopment of this site together with adjacent land has the potential to create a new 'twitten' and provide a high quality landmark to the end of Brunswick Road.

11. Tarmount Lane Car Park

The existing pedestrian route or 'twitten' is enhanced as part of the redevelopment of Tarmount Lane car park.

12. High St

General improvements to the public realm and possible relocation of bus stops.



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Shoreham Renaissance Strategy Key opportunites areas

The strategy identifies eleven opportunity sites that are reviewed in the following section.

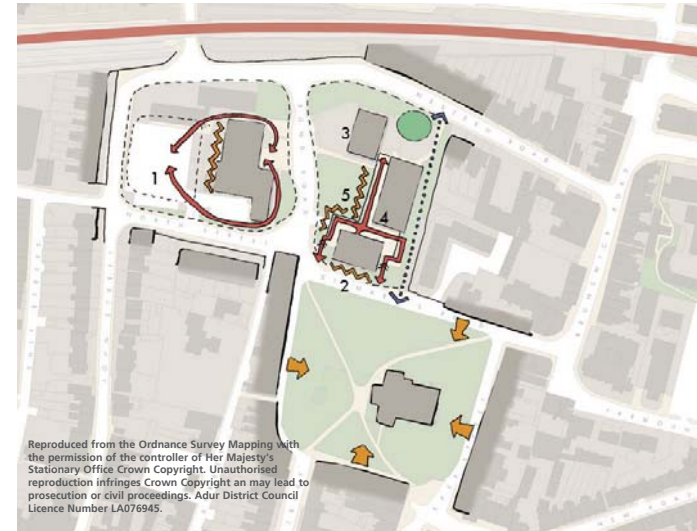
1 Pond Road

Pond Road and the cluster of community uses located there represent the most significant and highest profile opportunity site in the town. The site currently plays a critical role as a community hub for the town and it should continue to perform this role in any redevelopment scheme. Potential exists for a scheme that incorporates a new town square and a multi-purpose community hub comprising a community centre, library, health centre, skills training and further education facilities, Council information centre and accommodation essential for voluntary sector organisations. To assist in the phased reposition of these community facilities, the bulk of the community/public uses should be concentrated on the eastern side of Pond Road and arranged so as they address a new high quality and beautifully landscaped public square. This new resource for the town should be designed so that it can be used as a public open space by day and a parking area in the evening. The following uses are considered most appropriate in any redevelopment plans that come forward:

- A multi-purpose community building with a variety of flexible room sizes
- Library
- Health Centre
- Council information centre
- Accommodation for essential voluntary sector organisations
- Public parking
- Enabling housing development

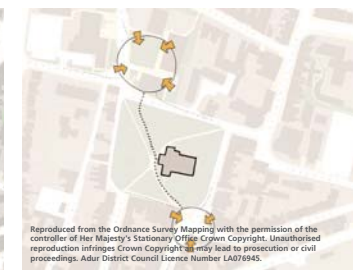
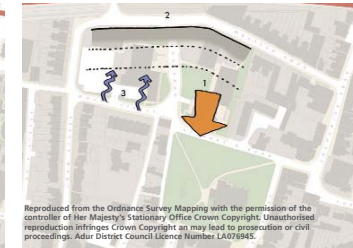
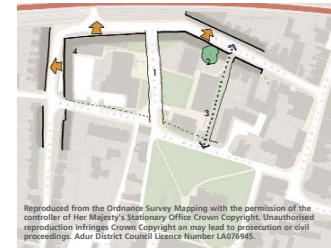
Analysis

1. Parking area provides weak edge to site
2. Pond Road uses present poor quality frontage to St. Mary's Church
3. Disjointed displacement of buildings on the site
4. Confusing podium level entrances
5. Parking areas present poor quality public realm with no ground floor active frontage
6. Pond Road is an important route towards neighbourhoods beyond the railway



Principles

- a1. Retain Pond Road as pedestrian route
- a2. Maintain mature trees on site
- a3. Maintain/improve 'twitten' through site
- a4. Establish a frontage on north and west side
- b1. Public building or square to front churchyard
- b2. Building heights could rise to north
- b3. Create more permeable frontage to the south
- c1. Public buildings given prominent siting
- c2. Other buildings provide continuity with context
- c3. Respect building lines and heights
- d1. Reinforce church as the focal point of the town by linking key public spaces



1 Pond Road

To assist in funding the reprovision of these community uses, enabling housing development would best be located on the western side of Pond Road to provide much needed active edges to John Street and North Street. Western Road would also be appropriate for new housing thereby providing an much needed activity to this part of the street.

The position occupies a prominent site with direct views to St. Mary's church, particularly on the east side of Pond Road. Any new development will affect the setting of the listed St Mary's Church, and it is therefore imperative that proposals for this site are designed to enhance this sensitive context. The concepts outlined here seek to respond positively to the site's context and seek to address the predominant views and opinions of local stakeholders that have emerged during the issues based consultation undertaken as part of the strategy preparation process. Key features of the scheme are as follows:

New town square

The building line on St Mary's Road is pulled back to create a new town square from which direct access can be achieved to the new community facilities on Pond Road and to St Mary's churchyard. St. Mary's Road would be part pedestrianised, removing west-east vehicular traffic.

'The Pond'

A new public space on the current alignment of Pond Road where pedestrians predominate. This landscaped space would link the facilities and services on either side whilst also providing some short stay parking. The Pond would be flanked on either side by active community uses.

New community centre, library and health centre

Accessed directly from the new town square, a replacement community centre set out over several floors. A health centre and a new library would be co-located on the east side of Pond Road. Their long-hours-operation facilities could be arranged so as to benefit from one overall controlled public access area. Voluntary sector uses essential within the town centre would also be accommodated here.

New Council info centre

The site would present the opportunity for the Council to provide an information centre/one-stop-shop which could form an important part of the 'community hub'.

New homes

New housing screening landscaped car parking, would provide an active edge to John Street / North Street, enclosing a newly landscaped public car park accessed directly from Pond Road. The housing could potentially benefit from integral garages/parking access direct from the car park, thereby enabling on-street public parking along John Street and North Street.

Parking area provides weak edge to North St



Poor frontage onto St Mary's Churchyard



Podium level entrances



Parking areas make poor quality public realm with no ground floor active frontage

Shoreham Renaissance Strategy Key opportunitites areas

1 Pond Road

1. Redevelop area to provide multi-purpose community building, library and health centre and accommodation for voluntary organisations
2. Pond Road forms a new pedestrian dominated community space
3. New public square to either provide open aspect to church yard or as an enclosed square but linked to churchyard.
4. Opportunity for shared servicing/reception of community uses
5. Public parking retained
6. Incorporate residential development on Pond Road as part of a mixed-development scheme.
7. Frontage and enclosure provided to all public routes
8. Square could provide evening parking and loading/unloading
9. Provide public toilets to replace those in Middle Street



Shoreham Renaissance Strategy Key opportunitites areas

Pond Road ground plan

This ground plan illustrates how some of the key uses could be distributed. The new public square, 'The Pond' would be addressed by entrances to the range of facilities provided.



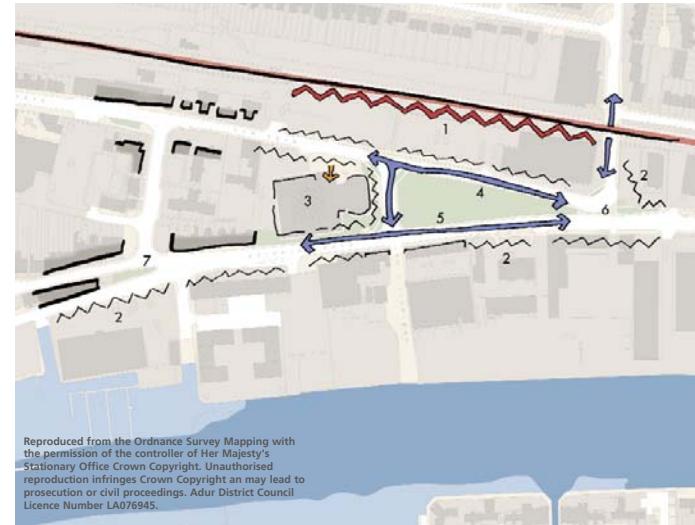
2 Civic Centre and The Ham

The Ham area represents the primary gateway to Shoreham from the east. It also serves as a civic focus for the town. There is significant scope to reconfigure the area, both improving the quality of The Ham itself and improving its setting and enclosure. The prominence of the site lends itself to commercial uses which would benefit from this prominent site. Office or commercial leisure uses would be appropriate fronting the Ham itself with residential uses to the west. This residential development would benefit from the open space amenity associate with an improved (or reconfigured) open space at the Ham. Sites on the north side of Ham Road provide the opportunity for a more positive edge to be created to the street, adding activity at ground floor and creating a greater sense of enclosure.



Analysis

1. Railway line is barrier and noise generator
2. Blank frontage to Brighton Road
3. Civic Centre building doesn't address the street or The Ham
- 4/5. Busy roads around The Ham make access to the open space difficult
6. Confusing road junctions make pedestrian journeys difficult
7. Awkward road junction - difficult for pedestrians



Principles

1. New good quality buildings fronting open space
2. Retain The Ham as an open space or reposition within the development area
3. Improve pedestrian access by providing new crossings and/or reorganising traffic flows
4. Repair streetscape on Brighton Road and Ham Road where possible



2 Civic Centre and The Ham

1. Retain or reposition The Ham as an open space
2. Re-develop or refurbish Civic Centre for office/leisure and residential uses to the west with building heights typically being 4-5 storey
3. Re-develop Civic Centre car park with commercial ground floor use and residential above offering panoramic views to the north
4. Provide decked car parking adjacent to railway
5. Provide positive and active frontage to The Ham through the redevelopment of retail site and car park to the north
6. Village gateway to be developed in conjunction with regard to the adjacent opportunity site 11.



N.B This opportunity area should be considered in conjunction with opportunity area 11 as together have the potential to work together to form part of a village gateway development.

3 Ham Road and Tarmount Lane car park

Whilst the northern side of Ham Road does benefit from a strong and continuous building line with active ground floor uses and frequent windows and doors, the southern side is far less intact. The Police station provides some degree of frontage at the western end, but the Somerfield block and its associated car park have a generally detrimental effect on the street scene.

A direct pedestrian link exists between Ham Road and Tarmount Lane car park, running to the rear of the Brunswick Road frontage and around the police station site. This is an important route but through redevelopment there should be the opportunity to rationalise its awkward route.



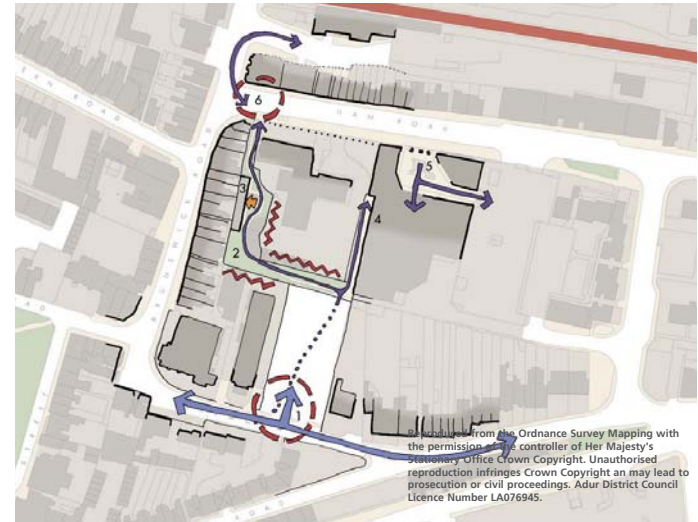
Small retail precinct around the entrance to Somerfield turns its back to Ham Road
Ham Road suffers from an inactive edge



View north towards the back of the Police Station across Tarmount Lane car park
View south across Tarmount Lane car park

Analysis

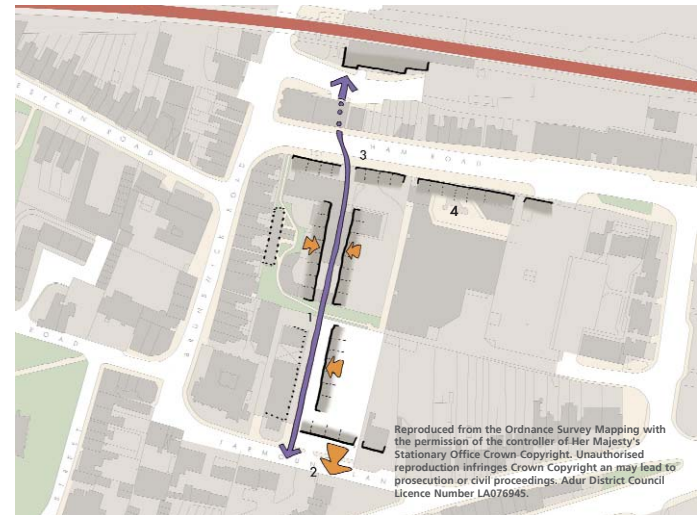
1. Car park is traffic generator making Brunswick Road and Tarmount Lane busy
2. 'Twitten' provides route through site but is poorly defined
3. Hall accessed from footpath
4. Peculiar back access to Somerfield from car park
5. Entrance configuration of Somerfield gives blank frontage to Ham Road
6. Ham Road is difficult to cross due to width and traffic speeds



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Principles

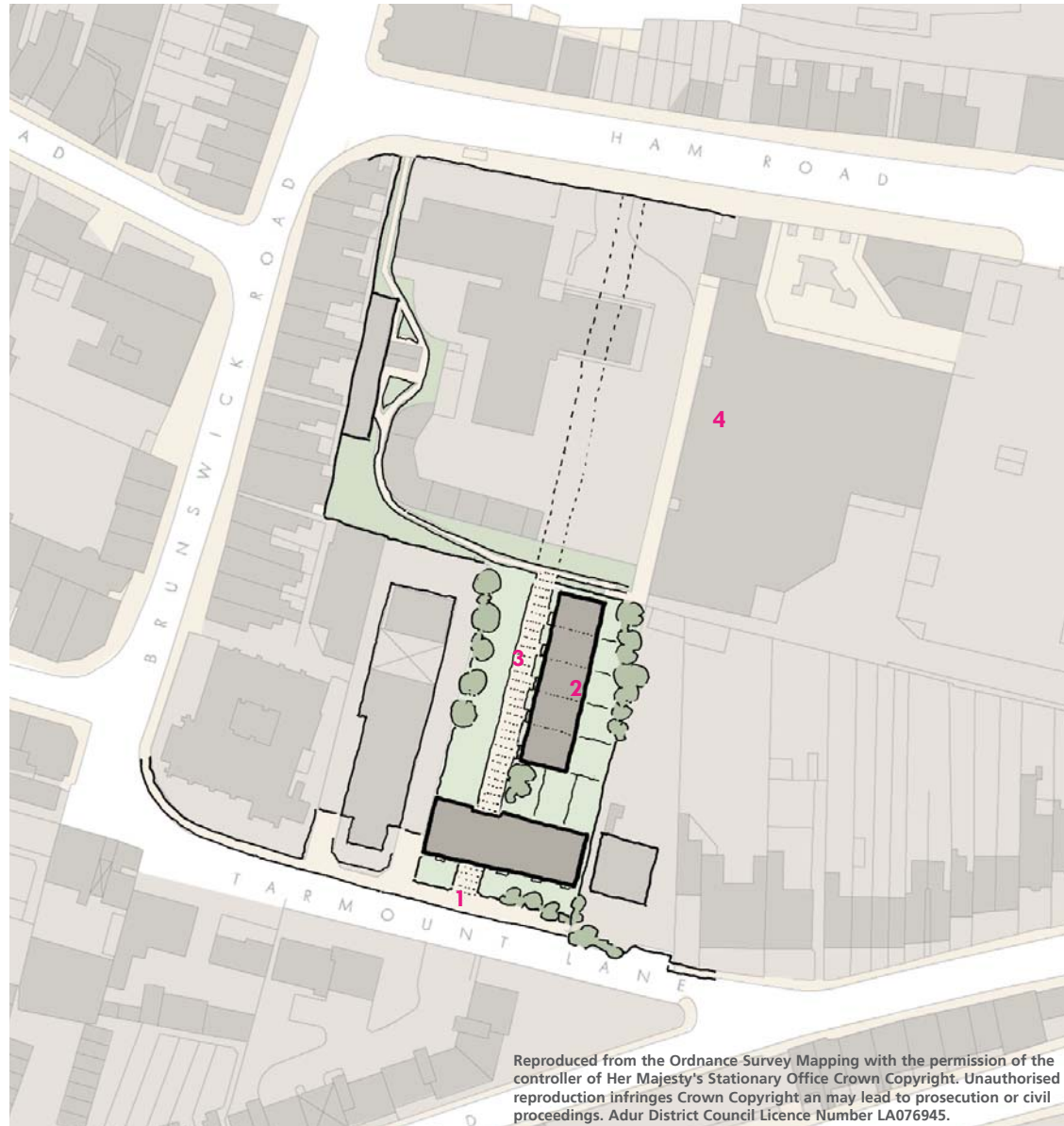
1. Preserve pedestrian access through site. Potential to rationalise footpath through future redevelopment of police station, providing direct access to station
2. Establish a new frontage to Tarmount Lane with new residential development respecting building line
3. Potential for new frontage to Ham Road
4. Potential for Somerfield to extend store northwards and provide active frontage to Ham Road



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3 Ham Road and Tarmount Lane car park

1. Establish residential frontage to Tarmount Lane
2. Develop rear of site for small scale residential 'mews' style developments
3. Provide public route through site to link to existing and potentially improved links to Ham Road
4. Deck Somerfield car park to replace loss of Tarmount Lane public car park to allow for residential development



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4/5 East Street, Tarmount Lane and New Road

The site of the Tarmount Lane studios is prominent, particularly when facing south towards the town along Brunswick Road, in that it terminates this important view. The site and the neighbouring office buildings to the east represent a development opportunity, although the existing buildings contribute positively to the character of the town centre Conservation Area. They providing affordable and flexible office and meeting room accommodation which the results of the consultation indicated was in short supply in the town. This could be consolidated within the Pond Road scheme.

The East Street frontage contains a number of listed buildings and forms a very important part of setting to the Grade 1 listed St. Mary's Church. It is considered that the St. Mary's Church Hall building, situated on the corner of New Road and East Street, represents a development opportunity which could contribute to the creation of an improved public space at this corner. Comprehensive redevelopment of this area could create the opportunity for a new route linking Brunswick Road with New Road.

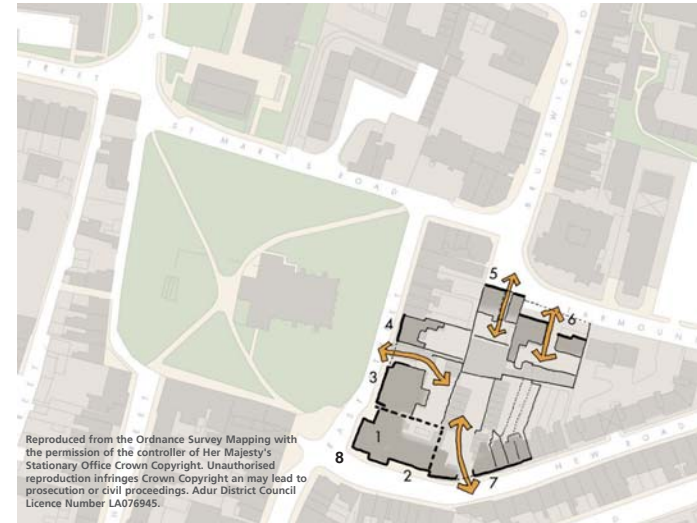


Corner of East Street and New Road - retail on ground floor with Church Hall above

View across the Church Yard towards the corner of East Street and New Road

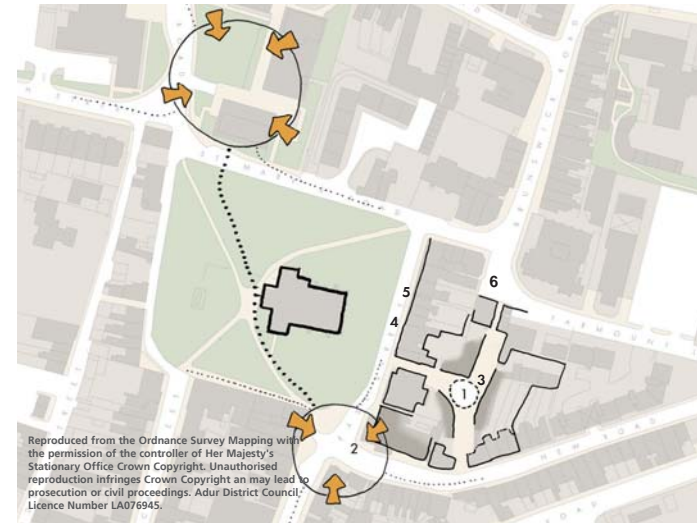
Analysis

1. St Mary's Church Hall - retail on ground floor, community uses above
2. Commercial uses on New Road
- 3/4. Good quality frontage to East Street providing a positive frontage to the Church
5. Tarmount Studios - terminating the view south along Brunswick Road
6. Good quality frontage to Tarmount Lane
7. Opportunity to create new pedestrian routes
8. Opportunities to create mini town squares



Principles

1. Establish secondary route through site with mews style development
2. Create a secondary town square, complementary to Pond Road
3. Make better use of underused land to the rear of the site
4. Retain continuous retail/commercial frontage to East Street with offices and/or residential uses above
5. Opportunity to give greater priority to pedestrians on East Street
6. Second mini town square



4/5 East Street, Tarmount Lane and New Road

1. Create part-time pedestrian priority along East Street
2. Ground floor retail with offices and flats above
3. New modern 3/4 storey office / commercial building terminating view south along Brunswick Road
4. Develop land behind for residential / commercial uses



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6 Shoreham Station

Shoreham Station is well located in the town, within a few minutes walk of the centre. The railway also forms the town centre's northern boundary on its alignment adjacent to the coast. With Shoreham benefiting from excellent rail links to London, Portsmouth Southampton, the West, South Wales, Reading and Basingstoke, the station represents a significant opportunity to improve the ease of public transport interchange in Shoreham. Sites adjacent to the railway line represent development opportunities which could be combined with a possible overall increase in the provision of parking spaces. The environmental quality of the area around the station would benefit from improvement given its important function as Shoreham's principal point of arrival.

Principles

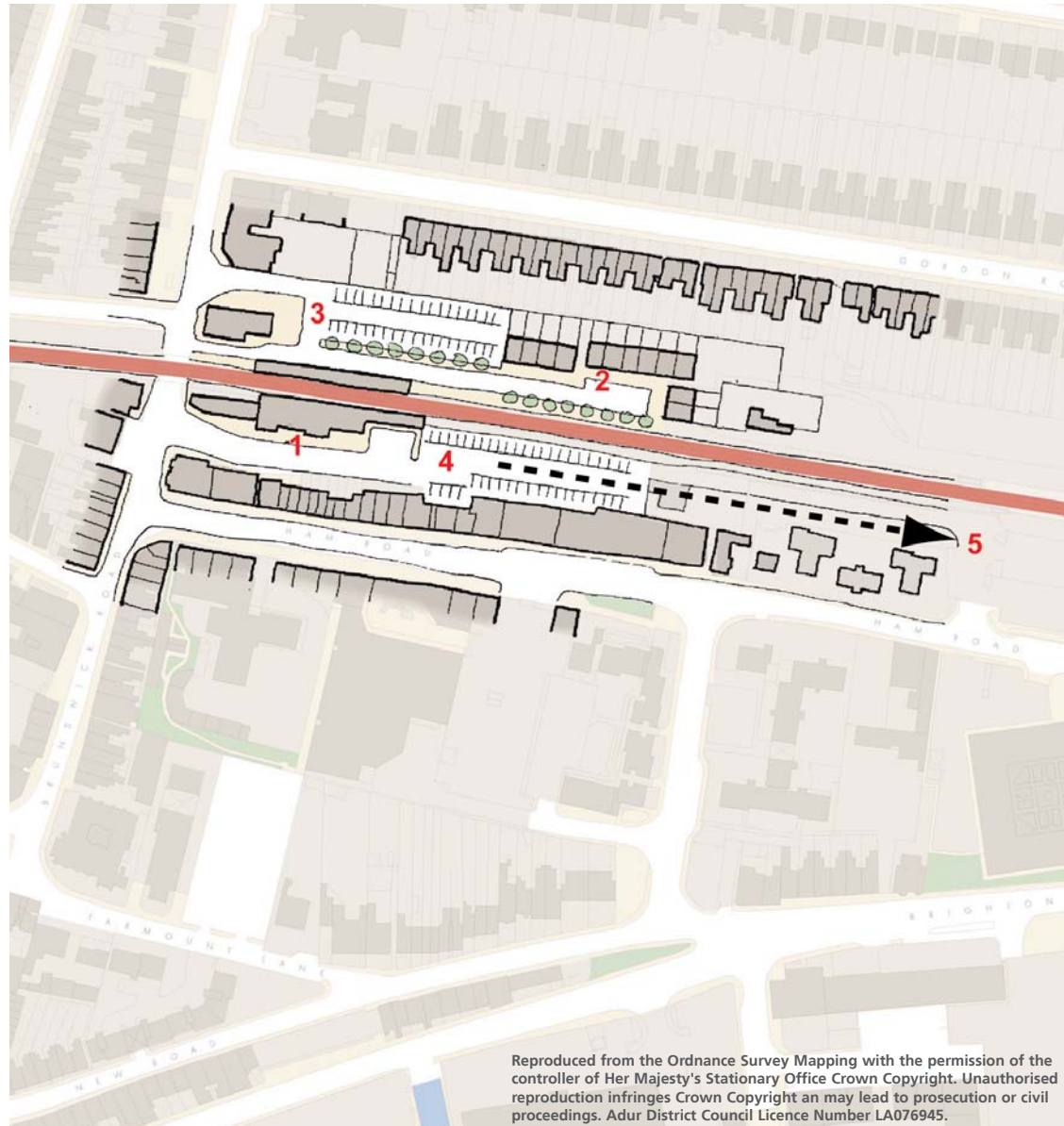
1. Station car park currently located to the north of the station
2. Main entrance to station suffers from poor quality environment, with no active frontage to the space. Need to improve arrival experience
3. Junction with Ham Road difficult to cross for pedestrians
4. Make better use of currently underused sites
5. Opportunity to create public transport interchange
6. Increase the amount of publically accessible car parking spaces



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6 Shoreham Station

1. Improve the pedestrian environment immediately outside station
2. East end of existing car park site to be developed for high density residential uses or employment areas
3. Retain part of existing car park for station related parking, with improved public realm
4. Public parking on south side of railway
5. Potential bus and taxi route adjacent to railway to facilitate public transport interchange



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7 Ship Street and Middle Street car parks

Middle Street, Ship Street and adjacent streets connecting directly with the High Street form an important part of the character of Shoreham town centre. These close-knit, fine grain, mixed use streets are of a pleasing domestic scale very characteristic of this historic but environmentally fragile town. Whilst being predominately residential, these streets also host a range of small scale commercial uses which also contribute positively to the character of the town. The location of these two small car parks generates traffic movements around the town centre. As part of a town-wide movement strategy, it is considered appropriate to release these sites for residential development. This would repair the building line on these delicate streets and care would be needed to ensure the scale of new development was in context with its surroundings. Public toilets in Middle Street will be replaced within the Pond Road redevelopment scheme.

Proposal

1. Repair frontage with terraced housing development
2. New development should echo prevailing development scale



8 West end of High Street/DSS site

As identified in the urban design analysis section, the western end of the southern side of High Street does not provide a positive frontage to the street. Whilst the frontage is active at ground floor level, it is the aesthetic quality of the buildings in this location which do not contribute positively to the character of the town. The office building to the rear, occupied by the Department of Work and Pensions (often referred to as the DSS building) has a very limited number of years left on the lease and it is therefore considered that the site presents a significant development opportunity to provide a more positive frontage to and from the river and help establish a riverside walk.

Analysis and principles

1. Improve quality of frontage to High Street
2. Retain and enhance north - south connections to river
3. Establish riverside walk
4. Maximise views and river activity
5. Take full advantage of southerly aspect
6. Suitable for commercial and residential uses

Long view towards Shoreham from Shoreham Beach



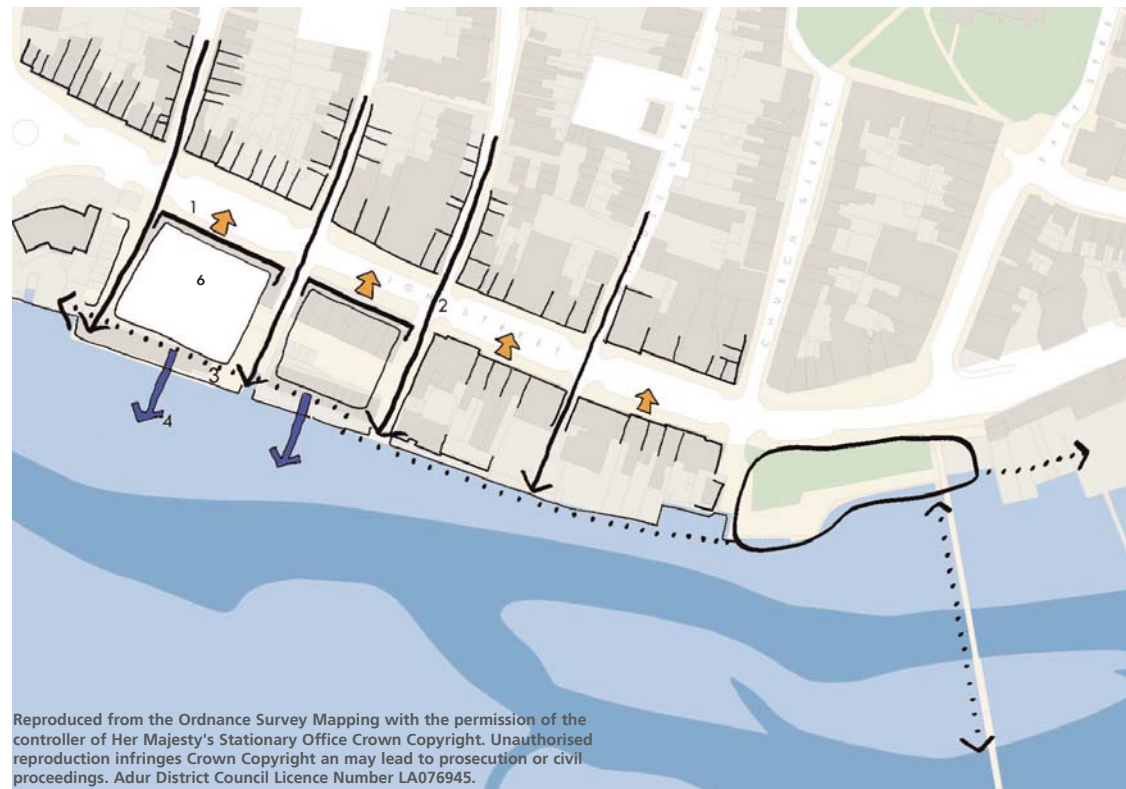
View towards Shoreham Beach from the Sussex Yacht Club



Parcelforce Site



Boat moorings are a feature of the town

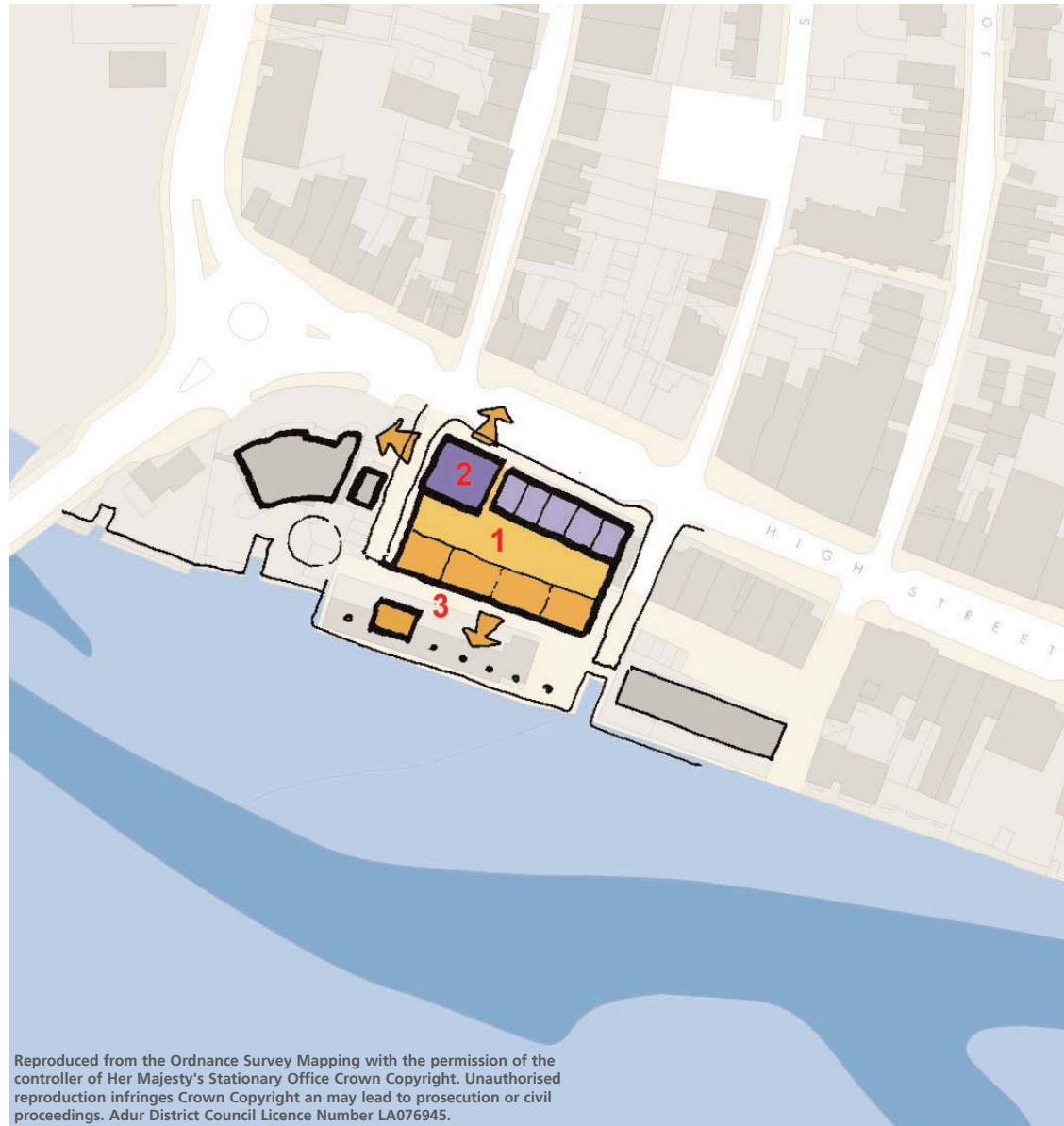


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Shoreham Renaissance Strategy
Key opportunitites areas

8 West end of High Street/DSS site

1. Mixed use block, ground floor retail with residential above and commercial/office/leisure units to rear
2. High quality building at High Street gateway location
3. Establish riverside access



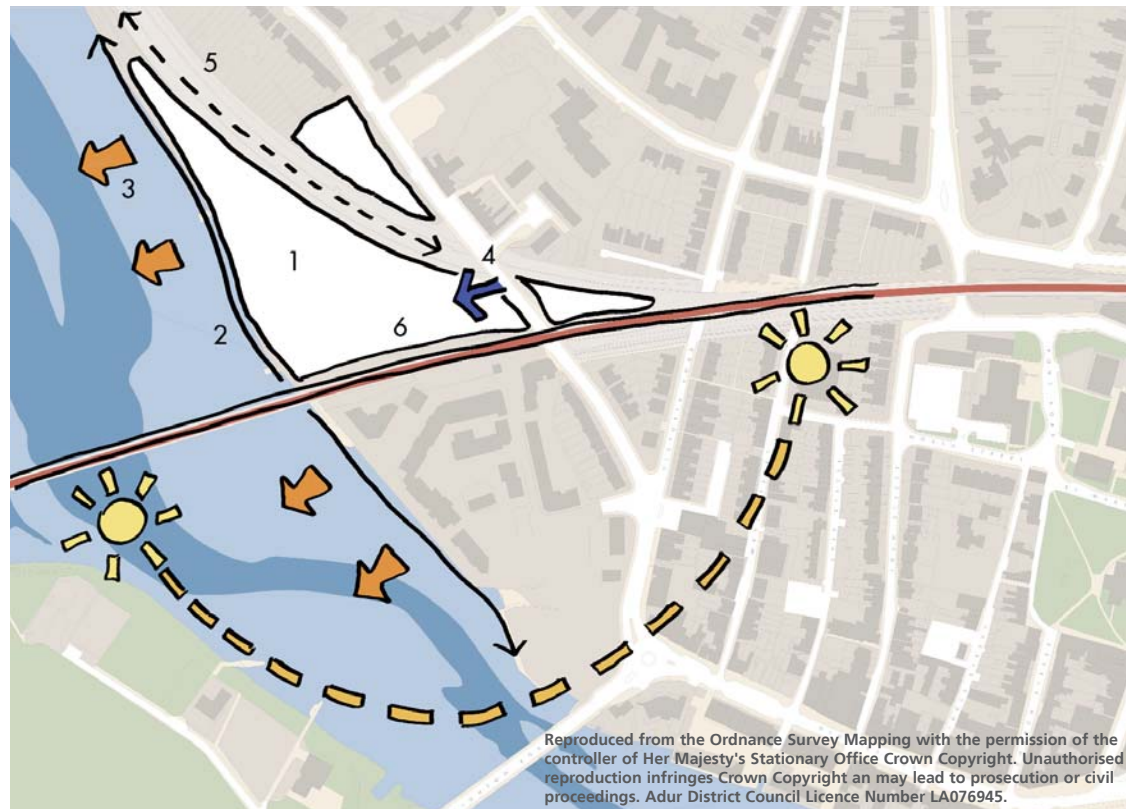
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9 Ropetackle North

This site, immediately to the north of the Ropetackle site, is one of the few major employment opportunities in the town. The site is already in employment use but it is considered that there is significant scope to intensify this use and provide high quality employment accommodation and establish a positive frontage to Old Shoreham Road.

Analysis and principles

1. Currently used for employment uses, the site is a major opportunity site for employment based uses
2. Opportunity to create riverside walk
3. Site benefits from good quality south-west facing views and valuable river frontage
4. Access to the site is very restricted
5. Opportunity to improve the former railway route incorporating provision for cycles
6. Railway embankment is a dominant feature



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Shoreham Renaissance Strategy
Key opportunitites areas

9 Ropetackle North

1. Direct route to the river
2. Large north facing commercial development backing on to railway arches
3. Extension of river walk with sea defence
4. High quality employment development providing positive aspect to the river
5. New development addressing route of former railway
6. Potential for new commercial or residential development fronting old Shoreham Road



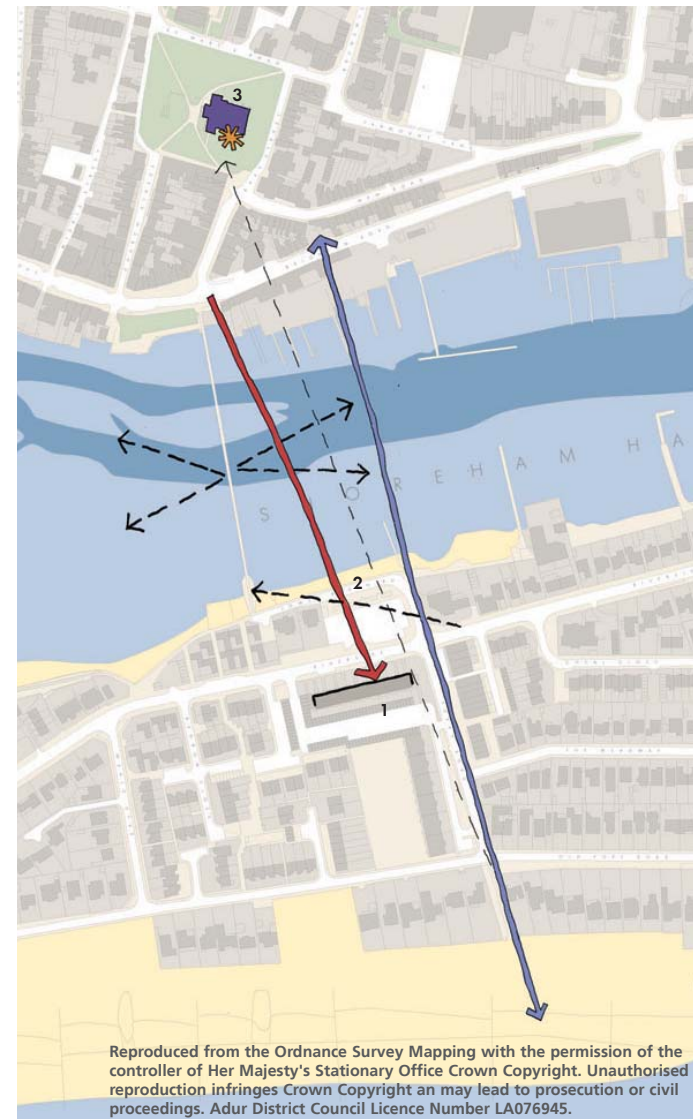
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10 Shoreham Beach

The link between Shoreham Beach and the town centre whilst visually very strong, is let down physically by the condition and appearance of the footbridge linking the two. However, the axis from the pebble beach, along Ferry Road and across the river to the town centre and specifically St Mary's church is very strong and represents a significant asset of the town. The regenerative benefits of a new iconic footbridge cannot be underestimated, and coordinated efforts should be made in the long term to secure this high profile infrastructure improvement.

Analysis

1. Residential block is prominent on view from town centre
2. Ferry Road links beach to footbridge and town centre
3. Church tower is important landmark on skyline viewed from Shoreham Beach



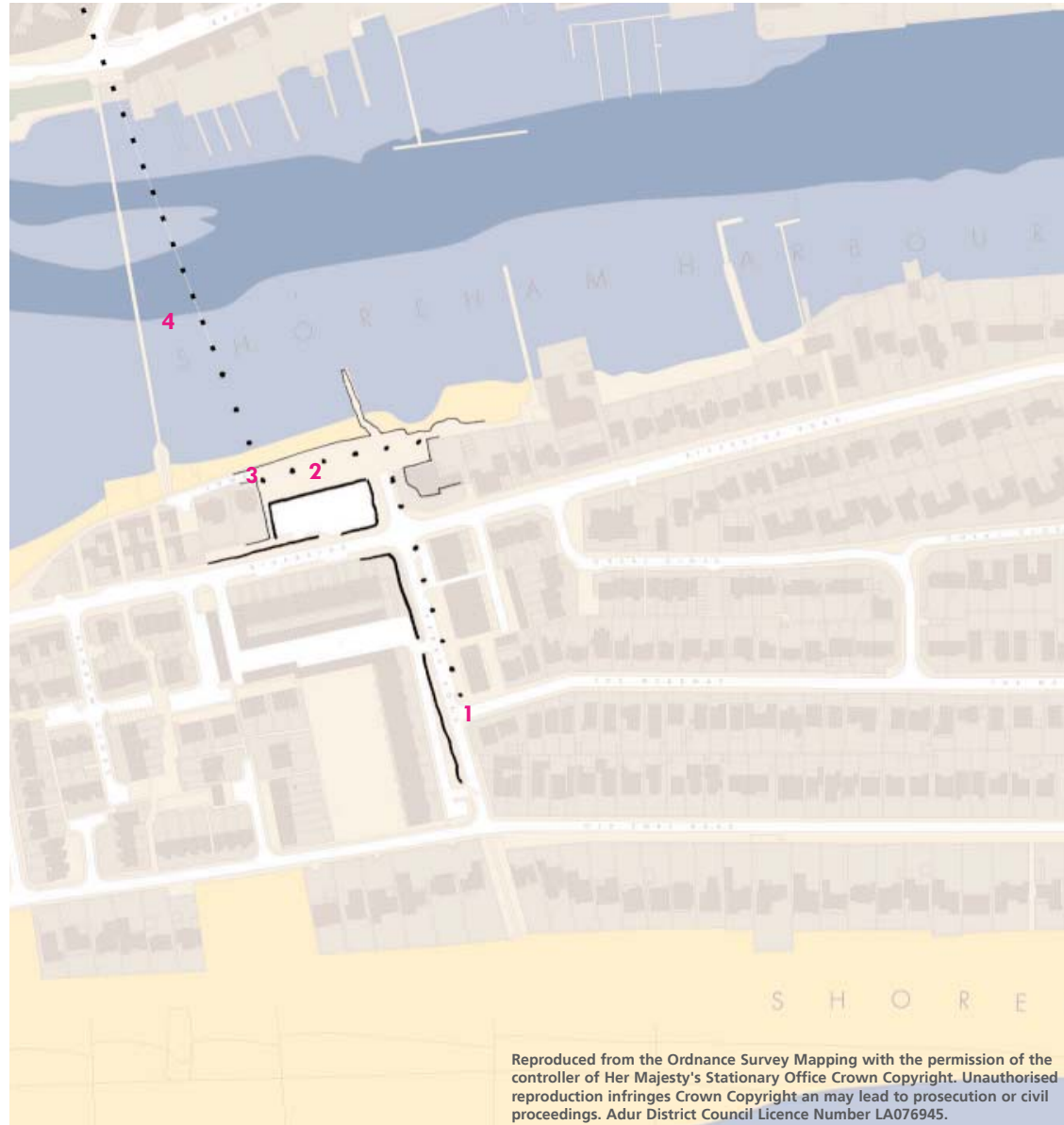
Shoreham Renaissance Strategy Key opportunitites areas

10 Shoreham Beach

1. Public realm improvements reinforce Ferry Road as important pedestrian route
2. Increase enclosure around car park and improve visual quality
3. Define Lower Beach Road as a public space linked to a pedestrian route which includes a new footbridge
4. Promote new footbridge to link Coronation Green with Riverside car park
5. New lighting strategy to connect Shoreham Beach to new riverside walk



Possible lighting strategy



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11 Waterside East

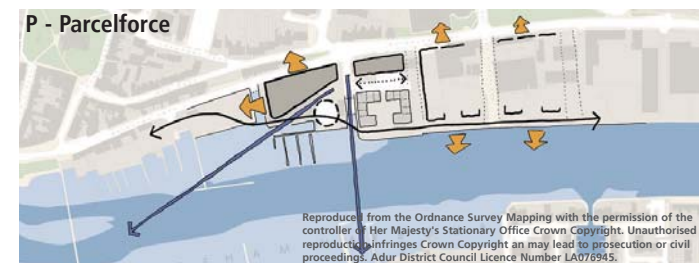
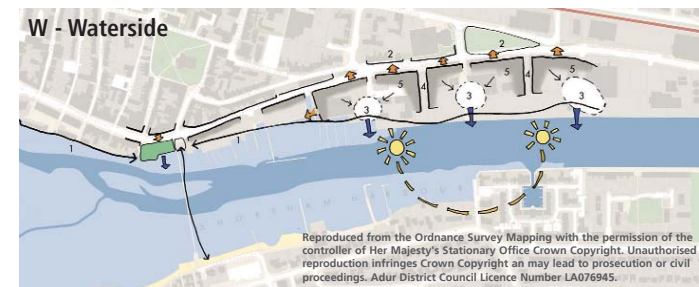
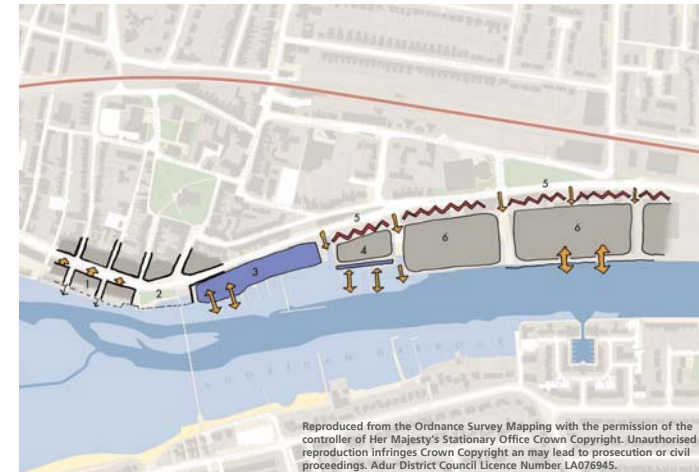
The Shoreham Maritime strategy, and corresponding Waterside North Interim Planning Guidance, highlights the opportunity for land fronting the River to the east of the town to be comprehensively redeveloped. Such redevelopment should provide a mix of uses including flexible employment units fronting Brighton Road and south facing high density residential development enjoying and positively contributing to the river frontage. The Shoreham Maritime strategy made clear that the release of these riverside sites from employment to other uses was contingent upon infrastructure improvements including the construction of a relief road serving the industrial traffic associated with the Shoreham Port. Therefore, these sites represent a long term development opportunity.

Analysis

1. High St buildings have no frontage to river
2. Coronation Green provides access to river
3. Yacht club and hard reverses the relationship between river and Brighton Road
4. River activity continues on edge of Parcelforce site
5. Commercial and industrial buildings provide poor frontage to Brighton Road
6. In the long term fewer uses will require direct river access

Principles

- W1. Establish riverside walk with some public open space fronting the river
- W2. Improve frontage to The Ham and Brighton Road
- W3. Create series of places along the river walk
- W4. Establish north-south routes to increase permeability to the water's edge
- W5. Uses:
 - Commercial/office/residential uses fronting Brighton Road
 - Waterfront residential development with southerly aspect
- P1. Create new public place on the waterfront as part of new waterside walk
- P2. Provide frontage to the yacht club and Brighton Road
- P3. Create visual links with footbridge



Shoreham Renaissance Strategy
Key opportunites areas

11 Waterside East

1. New north-south streets to waterfront
2. Variety of block sizes
3. Create marina and/or slipways
4. Provision of lower ground floor parking
5. Active frontage to all public streets
6. Waterside walk and public open space



N.B This opportunity area should be considered in conjunction with opportunity area 11 as together have the potential to work together to form part of a village gateway development.

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Key issues for the implementation strategy

It is necessary for the preferred Implementation Strategy to address the following key issues:

- The financial viability of development proposals on each of the identified sites in isolation.
- The involvement of community and other occupiers (or adjacent owners/occupiers) to achieve either the relocations identified in the strategy or the preferred development configuration.
- The potential for the "recycling" of capital receipts from land disposals.

Potential delivery options

We now set out below the principle strategic options which the public sector land owners may wish to consider. The list is not intended to be exhaustive and invariably there will be the potential to combine certain components from more than one of the delivery options.

1. Individual Site Sales

Under this option, the respective public sector land owner would dispose of its own asset on a site by site basis. The disposal would include the preparation of a Development and Marketing Brief to enable competitive development and financial proposals to be sought from the market. The

capital receipts raised from each disposal could then be aggregated to contribute towards replacement of the identified community buildings. These buildings could be procured either directly or through a third party as referred to below. The advantages of this option include: The ability to generate capital receipts from the disposal process in a relatively uncomplicated manner following which the public sector owner is free to use the capital in any way it wishes.

The disadvantages of this approach include: The potential for developers to "cherry pick" the more attractive development sites providing much poorer (or no) interest in more difficult to develop sites; due to the small size of some of the sites, the sites will be collectively more expensive to develop which will be reflected in the development appraisals and potentially lead to a reduced land offer; similarly, due to the relatively small size of some of the sites, a developer may require a reasonably high level of profit.

2. Appointment of a strategic development partner

Under this delivery option, the public sector partners would look to appoint - through a competitive marketing process - a strategic development partner to work with them across each of the identified sites to bring forward the optimum development and work towards an agreed set of objectives.



The advantages of this option include: The greater attractiveness of a larger development opportunity which, may lead to the developer seeking a lower overall profit requirement compared with the aggregate required level of profit for individual site sales; the ability for the public sector owners to negotiate with a single legal entity rather than individual developers as outlined in option 1 and the ability to "package" poorer quality and better quality sites.

The primary disadvantage of this option is the need to ensure that there are clear objectives in the overarching Development Agreement between the public sector and the chosen developer as other than obtaining its development profit, the identified developer has no longer term interest and may therefore seek to develop the easier sites in advance of the more difficult ones. In addition a robust profit share/cost saving provision will be required to enable an equitable split of any enhanced return exceeding the chosen developers target rate of development profit.

3. Public Private Partnership Model

It is possible that the public sector partners may choose to combine the advantages of having a strategic development partner (option 2 above) with a longer term party who would procure the replacement community facilities (community centre, library, health centre etc). Under a Public Private Partnership (PPP) the public sector would offer the development potential of its identified sites as a means of reducing the cost of a

replacement building, which would need to be developed by the chosen development partner. Under both models, it would be usual for the public sector occupier to pay an ongoing unitary charge to cover a wide range of services but would as a minimum usually include payment for rent, building maintenance, and facilities management. These models can be fairly complicated but the market is now fairly mature and therefore a wide range of occupational and service requirements can often be included in a Invitation to Negotiate.

The advantages of this approach are that the supplier chosen by the public sector owner could provide continuity from development of individual sites through to procuring a new "turn key" building. However, it is unlikely with the development options covered within the Strategy that the chosen party would physically develop the individual sites and would therefore look to take a development management fee as part of the overall financial deal offered to the public sector.

The disadvantage of this type of model is that the public sector would be contractually committed to pay a "unitary charge" for a fixed period of time (usually a minimum of 15 years). This model can be fairly complicated and it is therefore outside of the scope of this report to consider this option in further detail as a value for money study would need to be undertaken to consider the benefits or otherwise of this approach compared with the others identified.



Implementation

4. Direct Procurement

Under this scenario, the public sector partners would use the capital receipts generated from the sale of individual sites - either by way of individual site sales as in option one or through a combined site disposal as in option two - which would then be used to offset the borrowing requirement to fund the replacement community buildings. Local Council's have been granted greater flexibility in their ability to borrow under the "Prudential Code". Under these proposals local authorities are able to raise finance from government at attractively low rates of interest on the basis that they are "prudent" in being able to cover the cost of repaying the loan. A number of local authorities are using this new freedom either where they are debt free or have the benefit of a substantial revenue flow, often from commercial buildings, to cover the borrowing cost.

The principal advantage of this approach is that the rate of interest the Local Authority would be able to secure would inevitably be lower than that available to a commercial developer thereby reducing overall borrowing cost and potentially making a proposal better value for money. However, a key disadvantage is that the risk - cost and project management - remains with the public sector.

On the basis that the initial assessment of viability indicates a viability gap, the public sector will need to consider how the gap can be bridged. It is

unlikely therefore that the sale of individual sites would offset the cost of the proposed new community buildings. If the S.106 and community building requirements can be reviewed to maximize the development value (i.e reduce cost) generated option 2 could be considered where the selection of a strategic partner could offset some of the development costs and allow cost savings to be made. However it is more likely that given the current viability gap a combination of option 2 and option 3 would be more successful, where a PPP could combine with a strategic development partner to deliver the community building. The disadvantage of this solution is that the Council would then be committed to paying a unitary charge and the Council will want to consider whether borrowing under the Prudential Code would be more cost effective.

Key issues and delivery

Of the publicly owned sites identified in the plan, Middle Street and Ship Street present relatively straightforward residential development opportunities which are likely to be attractive to developers and could be taken forward at an early stage in isolation and generate a capital receipt. Pond Road and the sites around the Civic Centre are more complex as the strategy imposes a number of development constraints in terms of the mix of uses and planning requirements which impact on viability and therefore marketability.





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