

7 The Preferred Strategy

7.1 Overview

This section explains how the options have been taken forward into a preferred strategy and outlines:

- Development projects, where opportunity sites have been identified; and
- Public realm improvements were key town centre links and public spaces have been identified for improvement.

7.2 Process

The Regeneration Strategy for Whitley Bay town centre calls for a stronger focus on public realm and coastal improvements (including Spanish City) than site specific development projects. The linear nature of the town centre dictates that opportunities for large scale site specific development sites are limited.

The Strategy has emerged through the following process:

- Baseline identification of opportunities and issues (desk top and site review);
- Establishing broad development objectives and principles to respond to the identified issues;
- Consultation with the Council to test acceptability of principles;
- Development of three options to demonstrate how the principles are applied to the town centre sites and public realm;
- Technical testing of options (viability, transport, policy alignment);
- Testing of options through a two day consultation event with local businesses, residents and visitors; and
- Development of an overarching preferred plan with individual development projects and public realm packages identified.

The proposed Strategy is robust. It is grounded in a sound 'evidence base' that correctly targets the key issues facing the regeneration of the town. The comprehensive approach to the design of this preferred plan ensures that each of the individual projects (see Appendix 1 – Project Sheets) makes a positive contribution to the whole.

7.3 Overview of the Regeneration Strategy

The Regeneration Strategy Plan overleaf should be read in conjunction with this section.

The Strategy for Whitley Bay seeks to reinvigorate the role of the town as an attractive seaside destination. To this end the objectives behind the plan have been to:

- To address the range of physical environmental problems that currently undermine the attractiveness of the centre as a visitor destination;
- To stimulate growth and positive change especially to vacant/problematic sites by clearly establishing the Council's intentions;
- To address the reputation the town has acquired for anti-social behaviour; and
- To bolster its local retail offer.

To respond to these objectives, the Strategy addresses physical site-based development opportunities alongside a structured package of public realm enhancement projects.

Whitley Bay Regeneration Strategy

890L10_SKp_54

Key

- Residential
- Culture/Leisure
- Development site
- Bus Stops
- Mixed use Residential/
Entertainment
- Mixed use Entertainment/
Retail/Hotel
- Mixed use Residential over Retail
- Public Realm upgrade
- Key public space project
- Enhanced gateway
- Improved frontage
- Improved public
open space



The key elements of the Plan are as follows:

- Definition of the primary retail area;
- Spanish City represents one of the greatest opportunities to reinvigorate the town's visitor appeal as well as to facilitate improvements to the coast. The Strategy proposes a mixture of cultural, leisure and hotel uses that includes refurbishment of the existing bingo hall;
- Both the Promenade and beach front are one of the main reasons people will visit the town but these underperform on a number of fronts. The Strategy proposes a new landscape scheme for the Promenade including the vehicular coastal road to focus on the quality of the pedestrian experience. The beach front needs to address the poor quality of the lower level beach units and introduce new active retail and leisure functions;
- The Metro Station is a high quality element in the overall townscape and an important gateway and arrival point to Whitley Bay. Façade maintenance and associated public realm improvements to the station forecourt are envisaged along with a strategy to improve Station Road;
- Vehicular movements along the western end of Whitley Road are proposed to be diverted along Park Avenue and York Road. However this option would need careful consideration with local bus operators to discuss key issues in terms of bus movements and stopping areas.
- Maintain quality, location and capacity of local public transport services to the town to maintain and increase patronage to the retail centre.
- North Parade will facilitate a new high quality pedestrianised area. This will reinforce the 'Retail Heart' of the town and address public realm quality issues in this area.
- Development of the Coliseum site for community and appropriate town centre uses will support the new town centre heart;
- Whitley Park will be enhanced as a high quality urban green space, focusing on its recreational use and provision of play facilities. Pavement, lighting and street furniture improvements will help address the relationship between the park and the street;
- Opportunities to deal with the various anti-social elements to the town are identified through change of use, building frontage and streetscape enhancements along South Parade; and
- Public realm improvements to streets and spaces throughout the town centre have been structured into a 3-level hierarchy of design quality – Platinum, Gold and Silver. This will enable a focus of investment in the right places and will ensure consistency and coherence to the public realm as a whole.

7.4 Development Projects (DP)

Appendix A (Project Sheets and Implementation Plans) includes the detail for each Development Project (DP). Outlined below are brief summaries of the three development projects that have been identified.

- **Project WB DP 1 – Whitley Road / Coliseum**

The Coliseum site has the opportunity to provide a strong heart and focus that would provide a new 'anchor' with which to entice locals back into the town centre for their weekly shop.

- **Project WB DP 2 – Spanish City**

The Spanish City development is a core component of the regeneration of Whitley Bay and a prominent feature of the town. The exterior of the bingo hall does detract from the quality of the building and its setting and would benefit from a substantial facelift or development 'skin' that provides positive frontage on the surrounding area. A successful development has the opportunity to redefine the identity of this seaside town. A Coastal Strategy for North Tyneside is currently underway and will provide further detail on future development scenarios. The masterplan exercise that is currently underway seeks to provide cultural; leisure; retail and hotel uses that will enhance the beach front offer and entice users to this part of Whitley Bay.

- **Project WB DP 3 – YMCA Site**

The former YMCA building lies derelict at a primary gateway to the town. There is the potential to redevelop the site to create an interesting residential development that would serve as a landmark for the gateway into the town centre, to assist with legibility and one's first impression of Whitley Bay. The design of such a development would need to respect the existing residential dwellings along Grosvenor Drive, as well as maintain access to the properties' garages that are accessed at the rear.

7.5 Public Realm (PR) Projects

Appendix A – Project Sheets and Implementation Plans provides a detailed overview of the Public Realm (PR) projects for Whitley Bay town centre.

Outlined below are eight public realm projects that have been identified in the plan, these have organised into a 3-level hierarchy of design quality – Platinum, Gold and Silver. This is to enable a focus of investment in the right places and to ensure consistency and coherence to the public realm as a whole.

Platinum

- **Project WB PR 1 – Station Road.**

Whitley Bay Metro Station retains much of its historic character and quality with murals and historic features. It is a successful element in Whitley Bay's townscape. The building's immediate setting is less successful and needs to be addressed particularly in terms of its public realm. The enhancement of Station Road and the forecourt area will be focus for this project. This includes paving, signage, street furniture in addition to rejuvenated shop frontages will all be critical to providing an exciting, legible and economically vibrant place within which visitors can meet and orientate themselves to access other parts of the Town.

- **Project WB PR 2 – The Promenade**

The Promenade, as it currently exists, is barren and aesthetically unappealing in terms of design and quality of materials. It is in need of a substantial upgrade to encourage new day and evening recreation/entertainment as well as to support a new Spanish City development. Improved access to the beach area is needed, with the Lower Promenade encouraged to be better utilised with improvements to existing units and provision of new beach activities. This is dependent on the easing of restrictions of beach activity that limit the opportunities for beach and water activities. Development, redevelopment and change of use to beach fronting units should be encouraged to provide a range of beach related retail, eateries and entertainment uses that will create a vibrant seafront destination for a wide spectrum of users.

- **Project WB PR 3 – South Parade**

South Parade is blighted by alcohol-related antisocial behaviour and noise, often late into the night and is the destination for 'Stag and Hen' parties. However, it is recognised that this activity supports the local economy in this part of Whitley Bay.

During the day this street is lack lustre with little activity, unsightly hoardings and banners and a generally poor quality frontage. A policy to broaden the range of retail uses along the parade would help to provide alternate reason for people to pass through the street during the day. The street itself is of an interesting design, this culminated with the sequential views should be utilised to provide an attractive route to the waterfront.

Gold

- **Project WB PR 4 – Whitley Park**

Whitley Park has recently been upgraded to include a high quality play area. The Park is in a good location, in close proximity to the school and library. The library building detracts from an otherwise pleasant environment. The building itself provides a blank frontage to the park and is not of any noteworthy architectural design. Creative solutions to the illuminations within the park and its perimeter could provide an interesting and fun character at later times in the day and enhance the aspect for guest houses along Park Avenue. Paving along the perimeter and within the park is run down in places with pot holes that pose a hazard to users.

- **Project WB PR 5 – Park View**

Park View includes a vast array of independent retailer's and businesses that gives this part of Whitley Bay a distinctive and appealing character. However, there are inconsistencies of shop front quality and maintenance that need to be addressed in order to improve the overall quality of the built environment. Improvements to the overall public realm are required in order to put the emphasis on pedestrian movement along and across Park View, whilst maintaining parking and serving for customers and business, respectively.

- **Project WB PR 6 – Park Road / Avenue**

Public realm improvements to Park Road and Park Avenue will serve to complete an enhanced circuit of pedestrian movement within Whitley Bay. This will create strong links for the town centre to other key developments such as the Playhouse Theatre and the Spanish City redevelopment. Improvements will include improved paving, lighting, signage and light structured planting to enhance ease of movement and legibility within the area.

Silver

- **Project WB PR 7 – North Parade**

North Parade accommodates a large number of guest houses and bed & breakfasts with the street. Much of the greenery that would have existed at the front of these properties has been removed to make way for car parking. North Parade would provide an alternative link from the town centre to the coast, a link that has a softer and quieter character to that of South Parade. This will improve the urban quality of the street and could encourage a greater number of visitors to stay within the area.

- **Project WB PR 8 – Esplanade**

The Esplanade provides a direct connection from Station Road to the coast. The road is narrow and made tighter due to the double sided car parking. In order to make this a genuine and pleasant link to the beach, frontages of properties need to be enhanced and the quality of paving should to be improved to allow ease of pedestrian movement along the road.

8 Implementation

8.1 Overview

The previous section has set out a range of projects to address the key objectives for the regeneration of Whitley Bay town centre over the next 10-15 years.

The purpose of this section is to provide recommendations on what should be the priority actions for the Council and its partners in the short term, in order to progress the Regeneration Strategy, taking into account available resources and the current market context.

The principal objectives for the regeneration of Whitley Bay can be summarised as:

- **Reinforce the core town centre retail** – adopt a strategy that reinforces and enhances the quality of the core while managing the transition and change of use of the fringe areas.
- **Promote and support the redevelopment of key town centre sites** - but recognising that they would need to be private sector led and funded.
- **For the Coastal area and the town centre, the Spanish City project is key** – the focus of effort and resource should be to ensure that this masterplan is delivered.

8.2 Priorities

Reflecting on the above, the following represent the key actions for the next 1-2 years in Whitley Bay town centre:

8.2.1 Retail centre policy approach

There are a number of policy actions that could provide the framework for the long term regeneration of Whitley Bay town centre, including:

- **Defining and limiting the extent of the town centre** – the overall approach is to create a smaller, more compact and high quality town centre. Planning policy should compliment that approach through discouraging further retail activity outwith the core retail area. Agreeing and defining what is meant by the ‘core town centre’ is a key short term action. The primary retail area in Whitley Bay town centre is recommended to be defined as being between the junction of Park View/Norham Road and the junction of Whitley Road/North Parade, including Park View Shopping Centre. The secondary retail area should be the remainder of Park View and the area of Whitley Road between North Parade and Station Road. Peripheral vacant retail units should be encouraged for a change of use.
- **Support to change of use at the periphery of the current retail area** – particularly along Park View as it heads northwards towards Marine Avenue and Whitley Road as it heads out to Whitley Road. Whilst Park View does perform an important role for ‘start up’ retail premises, the policy approach should be to, over time, reduce the amount of retail space on Park View, working down from the north. The same applies to the non-residential properties along Whitley Road from Station Road away from the town centre. Opportunities to return properties to residential use should be encouraged.
- **Manage the night time economy** – there are conflicting opinions on the value of the night time economy to the town. Whilst it does create ‘value’, the extent to which that is retained in the town and the extent to which the activity discourages other visits and investment are key considerations. Irrespective of this, a review of the management/control process for the particular establishments on the Park View/South Parade/Promenade area, through licensing and policing could have a positive impact in the short term. This will be required if the maximum impact of public realm investments are to be achieved, in particular the encouragement of greater ‘family’ visits. In the longer term, increasing the quality thresholds of the town could provide the opportunity

for establishments to review their business model, particularly within a constrained operating environment.

- **Parking Strategy** – it is important that there is a town centre wide car parking strategy. This should clearly inform where you can park for free, where you have to pay, where there is short term and long term parking available. Clear signage and parking information will help tackle the perception that there is a lack of parking available within the town centre. Linked to this, as redevelopment schemes come forward, it is important to understand the role they can play in helping to improve the parking provision within the town centre, e.g. Spanish City.

8.2.2 Retail centre investment

To support the achievement of the policy objectives set out above, there are several projects which the public sector could support in the short term that will start to enhance the 'quality of place' in the town centre. It is recognised that there are few opportunities to engage in large scale physical intervention at this stage – at present there are a number of large retail units that could be occupied by retailers wishing to have a presence in the town and there is no case at this stage for promoting wider land acquisition or investment. If a particular requirement does emerge that cannot be satisfied, then there could be merit in the public sector supporting a land assembly programme in the town centre, potentially including some of the large public houses in the primary retail area.

In that context, the recommendations on public sector investment in the retail centres over the next 1-2 years include the following:

- **Design and progress implementation of a core town centre Public Realm Strategy** – based on the principles set out in previous sections, the objectives of this are to improve the quality of the core areas, increasing its attractiveness as a retail and service centre location, but also to equip the centre for when the next cycle of private sector investment commences. The first step will be to develop the core principles set out in this document into a programme of activity. It is essential for the Council to adopt a pro-active approach to the role that enhanced public art and public realm can play in the future regeneration of the town centre.
- **Develop a grant programme that can proactively support 'change of use' for the peripheral retail properties along Whitley Road** - to encourage the creation of a core retailing area which gives the town centre a focus. Further analysis by the Council and its partners on how this could operate would be required, particularly the opportunity to attract resources to support affordable accommodation.
- **The Spanish City area** – whilst not adjacent to the core retail centre, this is clearly a key part of the town that needs progressing in the short term. The challenges are complex, but through carefully targeted public sector effort and resources a focussed approach to implementing the masterplan for this site in the early years of the Strategy should be seen as a priority. This would then provide the catalyst for wider investment along the promenade and on adjacent sites. The proposals for the Promenade area should be reviewed when the detailed implementation strategy for Spanish City is confirmed.

8.3 Detailed Implementation

In Appendix 1 – Project Sheets, each of the development projects identified for Whitley Bay town centre has an associated implementation plan alongside it. This sets out: key challenges and constraints; high level costs; funding required; the benefits of the project; the risks associated with the project; and the next steps for the project in the first 0 – 6 months.

For more detailed information regarding implementation and delivery of projects please refer to:

- Appendix A – Project Sheets and Implementation Plans.
- Appendix B – Accommodation Schedule for Whitley Bay.

Appendix A

**Project Sheets and
Implementation Plans**

Whitley Bay| Project Reference Plan

Development Projects (DP)

- WB DP 1 Whitley Road/ Coliseum
- WB DP 2 Spanish City
- WB DP 3 YMCA Site

Public Realm (PR)

Platinum

- WB PR 1 Metro Station/ Station Road
- WB PR 2 The Promenade
- WB PR 3 South Parade

Gold

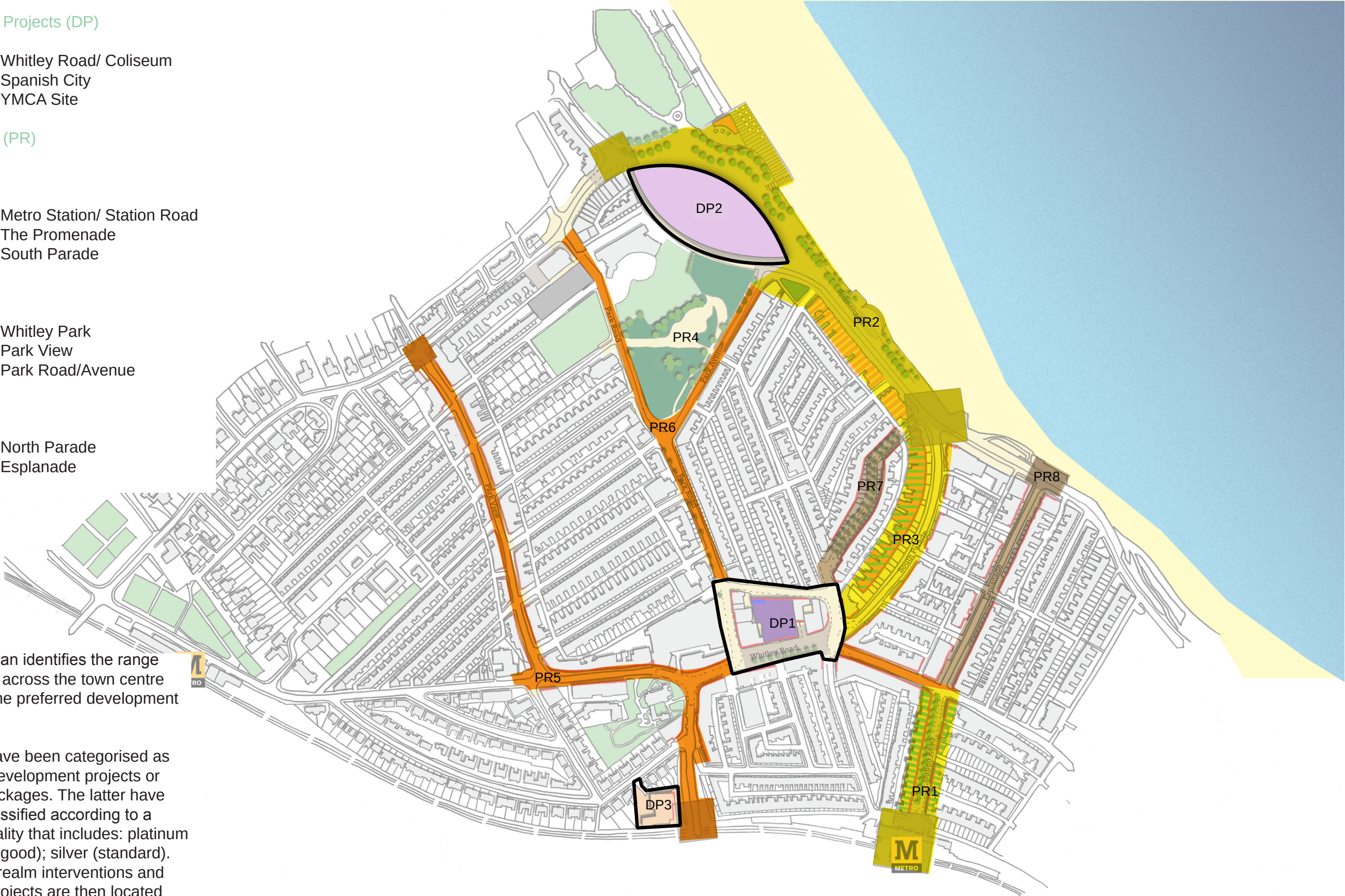
- WB PR 4 Whitley Park
- WB PR 5 Park View
- WB PR 6 Park Road/Avenue

Silver

- WB PR 7 North Parade
- WB PR 8 Esplanade

The following plan identifies the range of interventions across the town centre that comprise the preferred development option.

Interventions have been categorised as either site (re)development projects or public realm packages. The latter have been further classified according to a hierarchy of quality that includes: platinum (highest); gold (good); silver (standard). The key public realm interventions and improvement projects are then located within these three levels of quality.



Project WB DP1| Whitley Road/Coliseum



Location plan

Project Description

The Coliseum site and the surrounding development is at the 'heart' of Whitley Bay and is the focus for movement within and across the town.

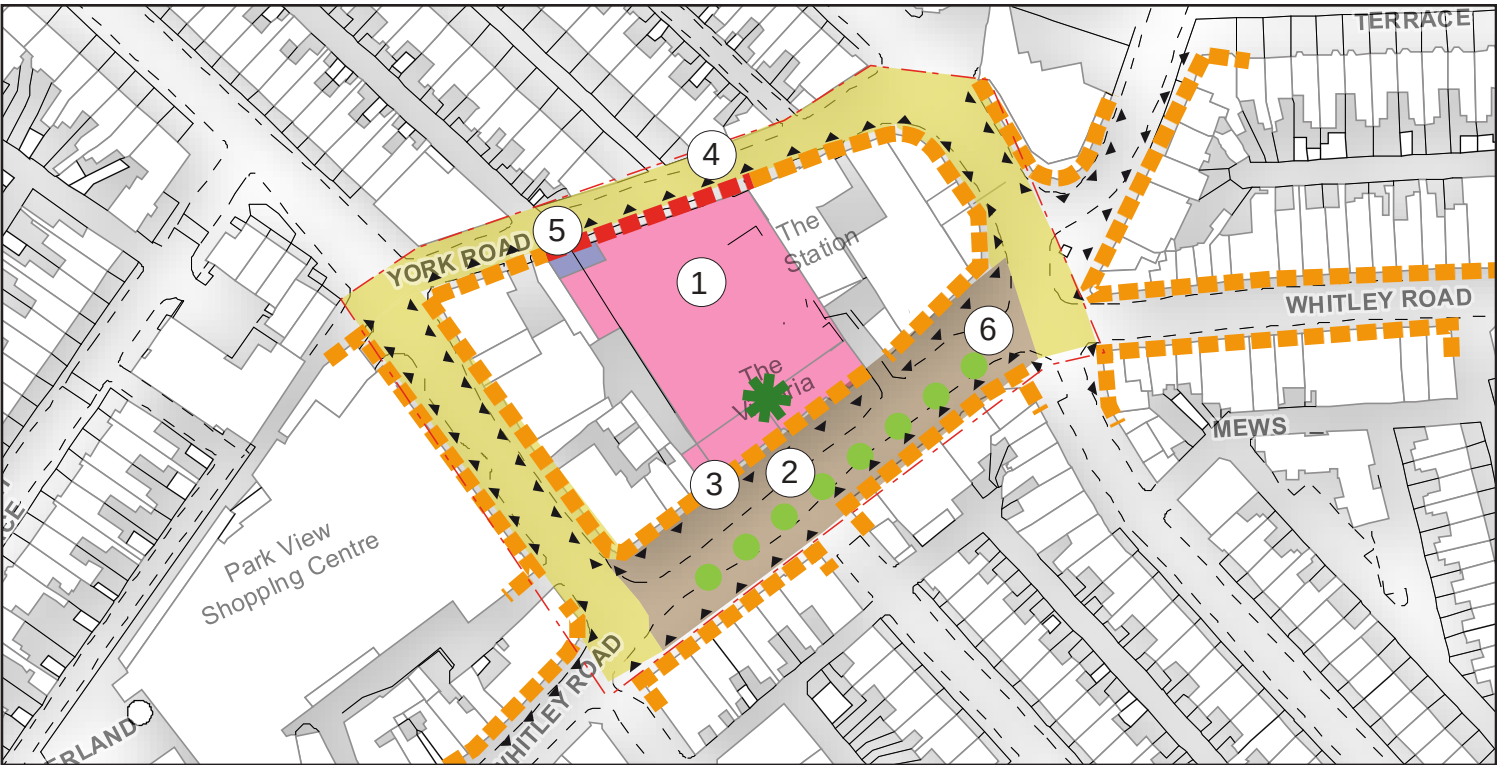
The Coliseum is an opportunity to reinforce a strong 'heart' that would provide a key development site of appropriate town centre uses with which to entice residents back into the town centre for their weekly shop.

The pedestrianisation of the central part of Whitley Road will create a safer and more pleasant shopping experience than currently exists. The new shared space will be well landscaped and with a high quality range of street furniture. This new space would also become a local focal point for events, such as local markets and other events.

Proposed development content:

Potential Ground floor	2,230 sq.m
Potential Upper floor:	4,660 sq.m
Potential Transport:	100 sq.m

Key urban design and development principles



1. New town centre use(s) as part of an extended Coliseum site. This will provide a strong, active frontage to the new public space;
2. A well designed pedestrianised public space that can host local market and events at various times of the year. The space will have high quality street furniture and landscaping;
3. Shop frontage within this area should be of the highest calibre, strengthening the aesthetic appeal of a pedestrianised Whitley Road. Refurbishment and maintenance of frontage will be pursued;
4. Vehicular movement will be diverted along York Road in order to maintain movement within and across the town;
5. Bus stops will be repositioned along York Road to maintain continuity of existing bus networks following the part pedestrianisation of Whitley Road;
6. Ensure an adequate management and maintenance program is in place to maintain high standards.

Relevant Precedents



Worcester High Street: High quality materials and street furniture, with tree planting have been used to create an uncluttered yet elegant space.

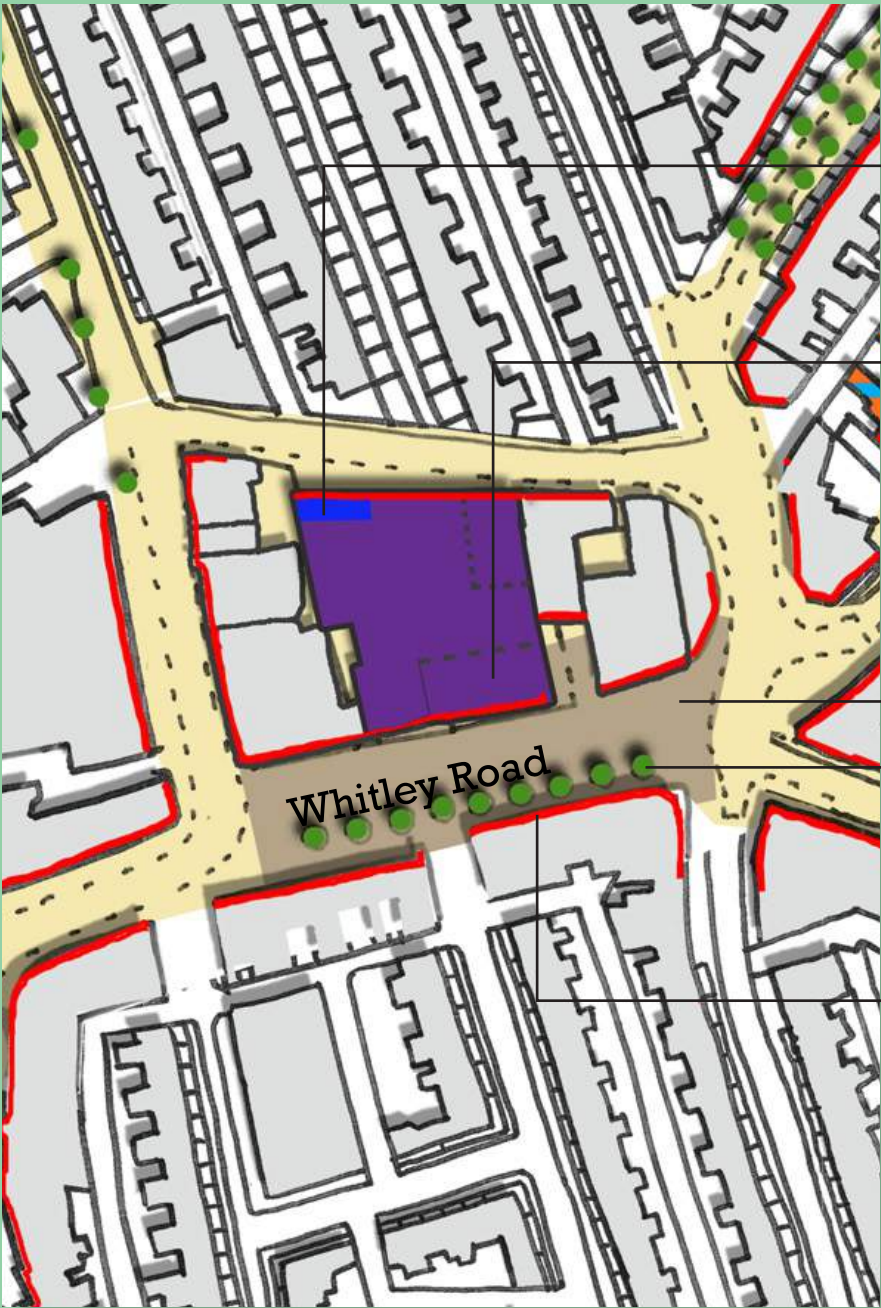


Temporary market in Minehead: This provides an opportunity for local produce and goods to be sold within the town and has become an attraction for both locals and visitors.



Idea store - provides many community functions including a library and other media resources. Something similar could be located within the heart of the town.

Outline design proposals



- New bus stop location.
- Key development site to consist of appropriate town centre uses
- Quality pedestrianised area
- New tree line planting to soften the urban environment
- Enhanced shop frontage to improve the overall aesthetic of the built environment

Whitley Bay Development Project 1 : Whitley Road / Coliseum Site

KEY CHALLENGES/CONSTRAINTS

Land Use	- Community and appropriate town centre uses - Need to ensure synergy with Spanish City proposals
Facilitate a stronger town centre	- Scheme for this site needs to complement Park View Shopping Centre - Double frontage required onto Whitley Road and York Road - Key development site in the heart of the town centre therefore it will need to set the standard for new development in Whitley Bay
Land Ownership	- In third party ownership - Key town centre site therefore public sector may need to proactively intervene to bring scheme forward as a priority

COSTS

Overview of cost items	- Public realm - Highways cost - Land acquisition - Shop front improvements - Detailed design - Bus stop / stand on York Road - Potential requirement for gap funding to bring forward appropriate scheme - Member from Council team to lead with the delivery of this scheme
-------------------------------	---

FUNDING

Private sector investment	- Lead role in redevelopment of the site with possible public sector support if 'gap' identified
Public sector investment	- Local Authority lead on the associated public realm - Potential requirement for gap funding - Grant support to shop front improvements in adjacent areas

BENEFITS

Direct outputs	- Enhanced footfall & turnover in the town centre. - Re-use of brownfield site. - Provision of additional floorspace in the town centre, to accommodate modern retail floor plate requirements or community use.
Wider benefits	- Improved quality of place - Enhanced image and perception of the town - Change in 'offer' of Whitley Bay - Catalyst for further private sector investment - Town centre 'heart' – improved pedestrian/shopper environment - Removing existing non retail use from the town centre will help surrounding retailers through new neighbouring retail units and/or increased footfall associated with a community facility.

RISKS

- Third Party Landownership and historic value (associated with the residential planning permission that has been granted on the site)
- Continued 'do nothing' -high risk of continued decline
- Market viability – identification of a deliverable scheme
- Scale of funding required to bring forward the site for development and to pedestrianise Whitley Road
- Whitley Bay isn't viewed as an investment priority within the sub region. This makes access other funding sources challenging
- Resources available for highway improvements required to deliver pedestrianisation of Whitley Road

PLANNING DELIVERY MECHANISM

Development Brief	Prepare a development brief to clarify the approach to development. A development brief would aim to: - Identify the land uses to be provided in future development on this central site; - Indicate how development will relate to the surrounding environment; - Set out more detailed criteria for the future design and layout of development, including sustainability and energy efficiency; and - Take into account the views of the local community.
--------------------------	--

NEXT STEPS

0 – 6 months	Agree preferred way forward with the three landowners: 1. Vacant land off York Road - Dalton Park Developments Limited 246 Whitley Road - Greggs / Going Places Harry Swaddle Limited 2. The Victoria Hotel - The Bedroom TCGB Holdings Limited Outline design and more detailed costs of implementing the pedestrianisation of Whitley Road.
---------------------	---

Project WB DP2| Spanish City



Location plan

Project Description

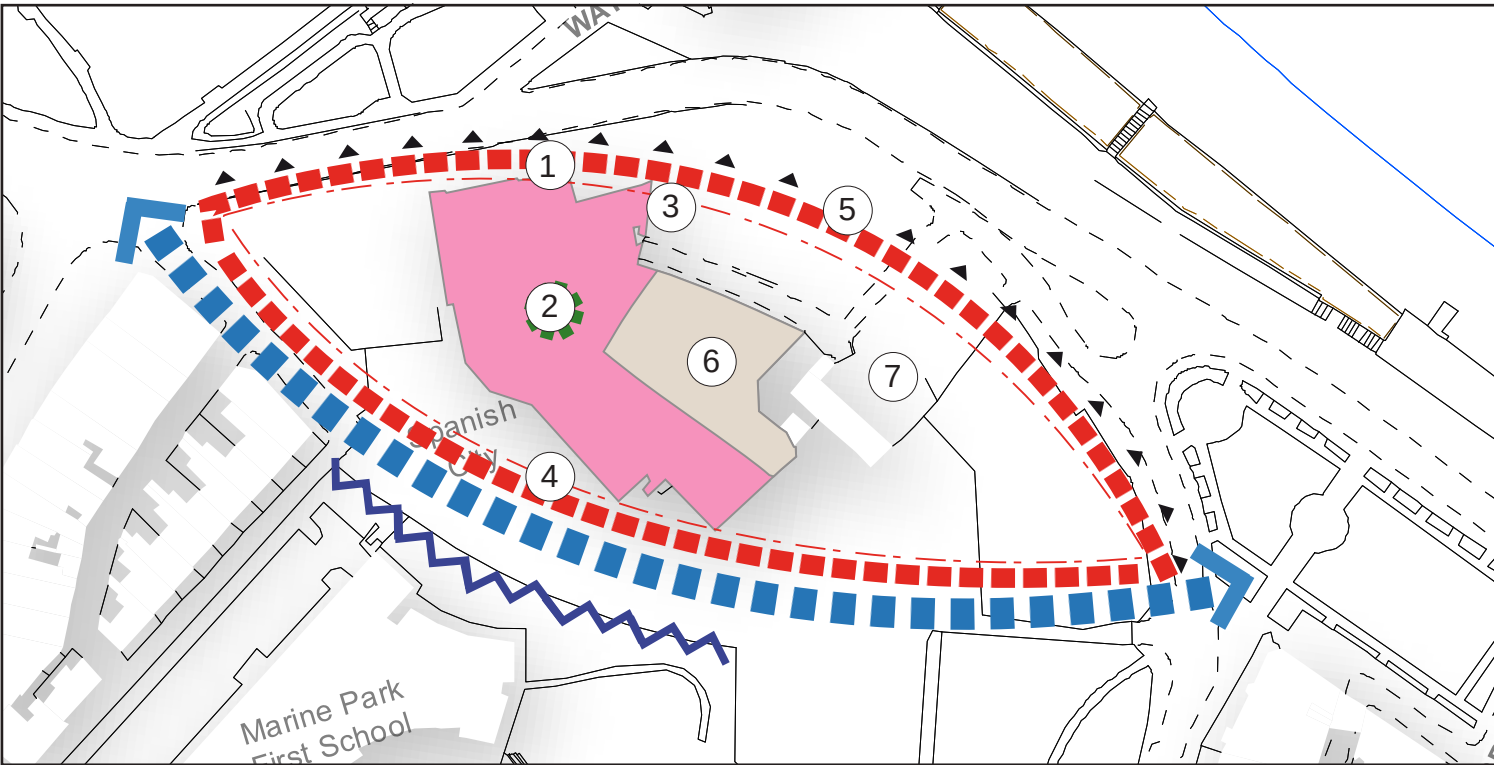
The Spanish City development is a core component of the regeneration of Whitley Bay and a prominent feature of the town. The exterior of the bingo hall does detract from the quality of the building and its setting and would benefit from a new development to provide a positive frontage onto the surrounding area.

A successful new development in this location has the great opportunity to redefine the identity of this seaside town. A coastal strategy for North Tyneside is currently underway and will provide further detail on future development scenarios.

The masterplan exercise that is currently underway seeks to provide cultural, leisure, retail and hotel uses that will enhance the beach front offer and entice users to this part of Whitley Bay.

Key principles for the developed are outlined below that should be incorporated within a regenerated Spanish City development to ensure its longevity and success.

Key urban design and development principles



1. Bold active frontage will need to be provided to create a unique, vibrant and attractive sea front setting for all users;
2. The design of the new development must respect and enhance the historic character of the Spanish City Dome in terms of views, building massing and form;
3. A mix of uses should be provided including cultural, retail and residential (hotel) that encourage people to make repeat visits;
4. The rear of Spanish City will include a proposed new road.

- This must provide a positive outlook, rather than 'dead', left over space as it will form part of the experience for those entering the town from the west;
5. Use of public art to reinforce local historic character and identity and to create a unique experience;
 6. The exterior of the bingo should be remodelled to create a positive relationship with its surroundings;
 7. Ensure an adequate management and maintenance program is in place to maintain high standards.

Relevant Precedents



Next Wave - Bexhill-on-Sea: The Grade I listed De La Warr Pavilion was renovated to become a focal point of a wider seafront regeneration program. Uses include contemporary culture featuring a gallery space, auditorium, restaurant and shop.



A contemporary interior design to the building, utilising the dome, could be developed to showcase cultural exhibits and provide a multi-functional space for events throughout the year.

Whitley Bay Development Project 2: Spanish City

KEY CHALLENGES/CONSTRAINTS	
Land Use	- Synergy with town centre proposals
Facilitate a stronger town centre	- Scheme for the site needs to complement both the town centre and coast. - Key development project that needs to set the standard for new development within the wider coast and Whitley Bay town centre
COSTS	
Overview of cost items	- Dependent on selection of preferred development partner.
FUNDING	
Private sector	- Lead role in redevelopment of the site with possible public sector support
Public sector	- Grant support may be appropriate subject upon the use for the site.
BENEFITS	
Direct outputs	* The proposed uses and direct outputs for the site will emerge from the design and development process, identified by a separate commission.
Wider benefits	- Improved quality of place - Image and perception of the town - Change in 'offer' of Whitley Bay - Catalyst for further private sector investment - compliment visitor attractions in the area
RISKS	
- A separate process is driving the Spanish City proposals. Critical to ensure that the Council effectively co-ordinates both for the maximum benefit of the town. - Continued 'do nothing' is not an option – this will lead to the continued perception of decline in Whitely Bay town centre given the prominence and historic nature of the site. - Market viability – identification of a deliverable scheme.	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.

NEXT STEPS	
0 – 6 months	- Ensure co-ordination between the two projects and that complementary designs emerge. - Complete selection of preferred development partner.

Project WB DP3| YMCA site



Location plan

Project Description

The former YMCA building is vacant and is located at a primary gateway into the town. There is the potential to renovate or redevelop this site to create an interesting residential development that would serve as a gateway landmark and to assist with legibility and better first impressions of Whitley Bay.

The design of such a development would need to respect the existing residential dwellings along Grosvenor Drive, as well as maintain access to the existing properties' garages that are accessed from the rear.

Proposed development content:

Residential: Approx. 30 flats

Demolition footprint: 1,110 sq.m of existing building.

Key urban design and development principles



1. Access to the site should remain off Grosvenor Drive;
2. The development should serve as a local landmark to aid legibility and improve the 'face of the town' at this gateway point;
3. The building must provide positive frontage onto Marden Road;
4. The existing height of the building should not be exceeded on the Grosvenor Drive elevation. Care should be taken to avoid overlooking, loss of light and privacy to existing neighbouring dwellings. Building height along the Marden Road and Metro line elevations could be increased to provide a more prominent feature.



The existing site

Relevant Precedents

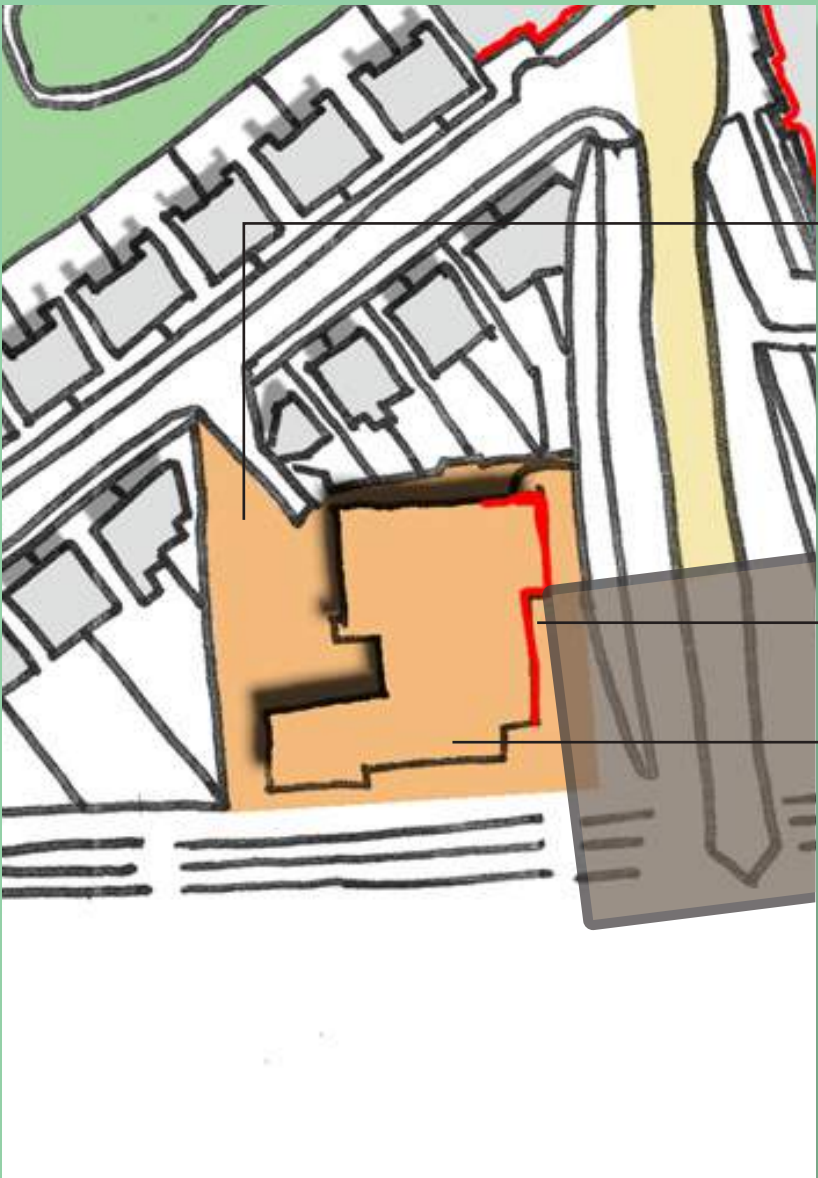


Prominent corner buildings can define an area and enhance legibility through providing landmark characteristics



Stepped development is required to retain privacy for the residential dwellings along Grosvenor Drive.

Outline design proposals



Access to the site to remain off Grosvenor Drive

High quality frontage

Redevelopment or refurbishment of the existing building

Whitley Bay Development Project 3: YMCA Site

KEY CHALLENGES/CONSTRAINTS

Delivery Approach	- Clarity of approach to this site is required: - o Private sector owner progresses project; or - o Council acquires building and progresses scheme.
Land Ownership	- In third party ownership - Public sector may need to proactively intervene to bring scheme forward

COSTS

Overview of cost items	- Land acquisition - Subsidy to bring forward a viable scheme
-------------------------------	---

FUNDING

Private sector investment	- Redevelopment of the site
Public sector investment	- Unknown at this stage – may require some public sector subsidy

BENEFITS

Direct outputs	- Residential Units - Bringing a brownfield site back into use
Wider benefits	- Improved residential offer - Increasing the attractiveness of Whitley Bay for town centre living - An important gateway to Whitley Bay town centre helping to improve the image and perception of the town

RISKS

- Third Party Landownership - Market viability – identification of a deliverable scheme - Physical site constraints – topography, access and Metro line - Confirm with NTC highways that the access proposed is acceptable to serve a development of 30 flats.
--

PLANNING DELIVERY MECHANISM

Development Brief	Prepare a development brief to help bring forward interest on the site. A development brief would aim to: - Identify the land uses to be provided in future development on this central site; - Indicate how development will relate to the surrounding environment; - Set out more detailed criteria for the future design and layout of development, including sustainability and energy efficiency; and - Take into account the views of the local community.
--------------------------	--

NEXT STEPS

0 – 6 months	- Work alongside the landowner (freehold by YMCA North Tyneside) to establish their plans for the site.
---------------------	---



Location plan

Project Description

The highly recognisable Whitley Bay Metro Station retains much of its historic character and quality with murals and historic features. It is a successful element in Whitley Bay’s townscape.

The building’s immediate setting is less successful and needs to be addressed particularly in terms of its public realm. The enhancement of Station Road and the forecourt area will be the focus for this project, with improvements to existing buildings and landscape areas. This includes paving, signage, street furniture in addition to rejuvenating shop frontages, will all be critical to providing an exciting, legible and economically vibrant part of town within which visitors can meet and orientate themselves to access other parts of the Town.

Key urban design and development principles



- 1. Retain the station building as a strategic landmark. Maintain the historic character of the station with a high quality maintenance programme;
- 2. Creation of a new pedestrian friendly public space adjacent to the station that allows users to meet friends and family and supports transport interchange. Enhanced landscaping, use of local art and improved streetscape quality will enable safe movement for pedestrians whilst enabling taxis and buses to drop off in the area, and provide access to the station parking facilities;
- 3. Provision of a shared surface along Station Road that promotes and supports adjacent uses and enables ease of movement for pedestrians. Movement for public transport and vehicles wishing to service the retail units should also be incorporated;
- 4. Promote active uses at the ground floor level (such as eateries/ specialist retail and leisure) with residential above to create a vibrant street scene and encourage a 16-hour activity cycle within the area;
- 5. Provide consistency to shop frontage in terms of form and aesthetics. This may be best delivered through a shop front design guide;
- 6. Planting will soften the urban environment of the road and should provide a visual link to existing planting in the immediate areas;
- 7. Improved lighting, landscaping and street furniture;
- 8. Ensure an adequate management and maintenance program is in place to maintain high standards.

Relevant Precedents



Limited access street through Oxford's town centre: High quality materials have been used to provide ease of movement for pedestrians, cyclist and to maintain servicing for existing businesses.



High quality frontage already exists within Whitley Bay. The general standard of shop fronts needs to be raised across all of the Station Road properties.



Clear signage enables visitors to orientate themselves as well as understand what the town has to offer. This will encourage greater understanding of Whitley Bay and awareness for future visits.

Outline design proposals



- Enhanced shop frontage to improve the overall aesthetic of the built environment
- Active uses at the ground floor with residential above
- New tree planting to soften the urban environment
- Shared surface, maintaining servicing and parking facilities
- Improved station forecourt
- Station building to retain its high quality and status as a strategic landmark

Whitley Bay Public Realm Project 1: Station Road (Platinum)

KEY CHALLENGES/CONSTRAINTS

Making the case	- Demonstrating the need and priority for level of intervention - Will need to be funded and led by the Council - Potential to link with wider Nexus Metro Reinvigoration project to increase case for change, dependent on the priority for works/improvements at Whitley Bay station.
------------------------	---

COSTS

Estimated Development Costs	- Detailed design - Construction and materials - Shopfront improvement grants - Shopfront design guide
------------------------------------	--

FUNDING

Private sector investment	- Possible minor s106 contributions
Public sector investment	- Will require funding from the local authority to deliver a quality public realm scheme - Potential links with Metro Reinvigoration plans to fund improvements to the area outside the station

BENEFITS

Direct outputs	- The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and support uses along Station Road - Encourage new active uses at ground floor level - Reuse of floorspace in the town centre
Wider benefits	- Public realm plays an important role in enhancing civic pride and the image or perceptions of town centres - Public realm can have a positive impact on environmental and quality of life measures - Improved arrival point to Whitley Bay town centre - Increasing the attractiveness of Whitley Bay station and its environs - Improved connection between the Station and the town centre

RISKS

The scale of public sector funding required to bring forward a quality public realm scheme to delivery.

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
-------------------------	---

NEXT STEPS

0 – 6 months	- Finalise nature of scheme and commence design & feasibility process - Understand plans for Whitley Bay Metro station - Consultation with business over nature of Shop Front improvement scheme
---------------------	--

Project WB PR2| The Promenade

Platinum



Location plan

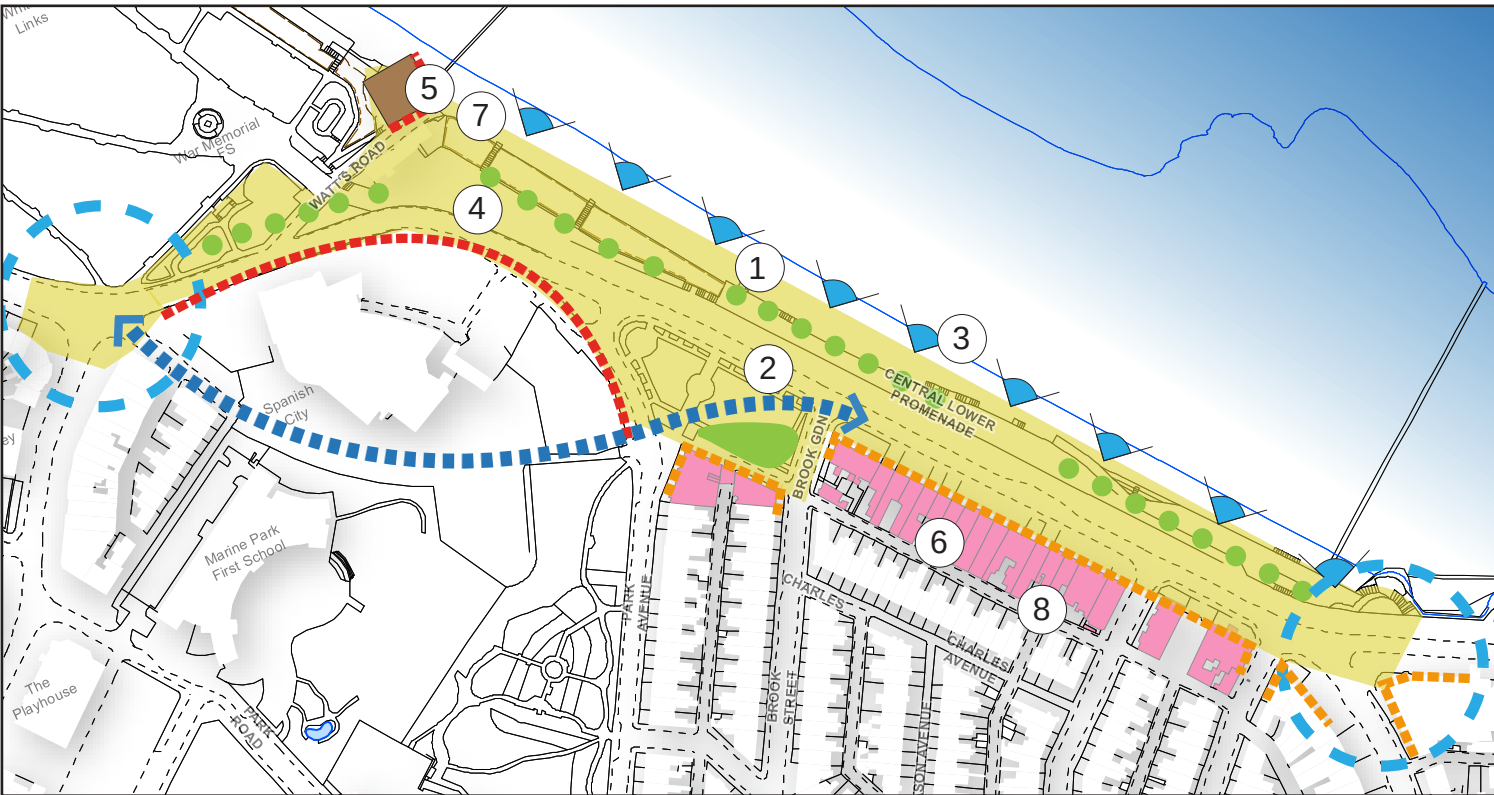
Project Description

The promenade as it currently exists is barren and aesthetically unappealing in terms of design and quality of materials. It is in need of a substantial upgrade to encourage day and evening recreation/entertainment activity as well as to support a new Spanish City development.

Improved access to the beach area is needed to allow greater permeability. Options for the lower promenade are being considered.

Development, redevelopment and change of use to beach fronting units should be encouraged to provide a range of beach related retail, eateries and entertainment uses that will create a vibrant seafront destination for a wide spectrum of users.

Key urban design and development principles



1. Improve access to the beach to overcome the dramatic level changes and encourage use of the town's natural asset;
2. Provide a strong and interesting pedestrian link to connect Spanish city with the town centre;
3. Maintain panoramic views of the sea for users to enjoy;
4. The creation of a well landscaped pedestrian focused area, with structured intermittent planting to provide shade in the summer months;
5. Redevelopment of the existing beach front cafe to

- offer music based entertainment uses in association with a boardwalk;
6. Encourage active commercial uses at the ground floor (preferably entertainment) with residential above;
7. Provision of an informal amphitheatre providing access to the beach to encourage greater synergy between natural and man-made components. This could also be used in conjunction with events at the regenerated Spanish City;
8. Ensure an adequate management and maintenance programme is in place to maintain high standards.

Relevant Precedents



Cleveley New Wave, Lancashire: A new bold and unique landscaped promenade has been created to provide greater access to the beach as well as to improve sea defences.



Brighton seafront utilises its beach level units to good effect. Beach related activities and retail uses are accompanied by eateries and entertainment venues. All together this combination of uses provides activity throughout the day.



The waterfront in Melbourne comprises of a host of innovative kiosks to provide a contemporary character, whilst catering for the needs of those visiting the waterfront. The units are used all year round.

Outline design proposals - Please refer to Coastal Strategy for further information



Whitley Bay Public Realm Project 2: The Promenade (Platinum)	
KEY CHALLENGES/CONSTRAINTS	
Making the case	- Demonstrating the need and priority for level of intervention - Will need to be funded and led by the Council - Potential to link with wider Spanish City public realm improvements.
COSTS	
Overview of cost items	- Detailed design - Construction and materials - Issues around structural stability and integrity of the Promenade
FUNDING	
Private sector investment	- Dependent on selection of preferred development partner. - Possible minor s106 contributions
Public sector investment	- Will require funding from the local authority to deliver a quality public realm scheme - Potential links with Spanish City scheme.
BENEFITS	
Direct outputs	- The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and support uses along The Promenade. - Encourage new active uses on the lower Promenade.
Wider benefits	- Public realm plays an important role in enhancing civic pride and the image or perceptions of town centres - Public realm can have a positive impact on environmental and quality of life measures - Increasing the attractiveness of Whitley Bay seafront and its environs

RISKS	
The scale of public sector funding required to bring forward a quality public realm scheme to delivery.	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	- Finalise nature of scheme and commence design & feasibility process - Understand implications of plans for Spanish City

Project WB PR3| South Parade

Platinum



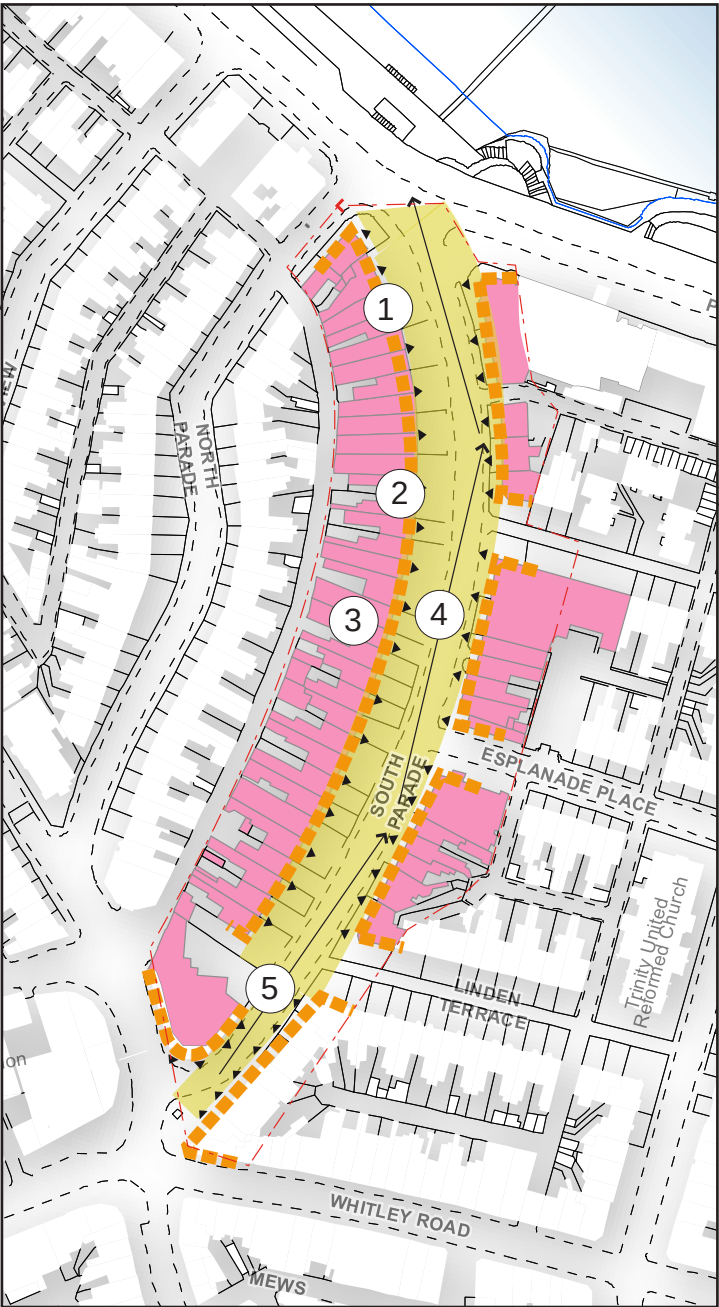
Location plan

Project Description

South Parade is blighted by alcohol-related antisocial behaviour and noise, often late into the night, and is the destination for many Stag and Hen parties. However, this activity helps support the local economy in this part of Whitley Bay.

During the day this street is lack lustre with little activity, unsightly hoardings and banners and a generally poor quality frontage. A policy to broaden the range of retail uses along the parade would help to provide alternate reason for people to pass through the street during the day. The street itself is of an interesting design, this culminated with the sequential views should be utilised to provide an attractive route to the coast.

Key urban design and development principles



1. Provide consistency to building frontage. This may be best delivered through a building front design guide;
2. Curb excessive advertising and provide guidance as to what is acceptable;
3. Encourage mixed uses within the street to provide a mix of uses. This will enable sustained vibrancy throughout the day with a mixture of users (family, young and mature), not solely for party goers;
4. Provide an improved public realm with quality lighting, paving and signage to make users understand this street is part of an enhanced circuit that connects to other core areas of the town, as well as being a destination in its own right;
5. Ensure adequate management and maintenance programme is in place to retain high standards.



The existing site

Relevant Precedents



Newquay: Synonymous with stag and hen weekends. The town has been able to mix retail with entertainment uses to create a vibrant atmosphere throughout the day.

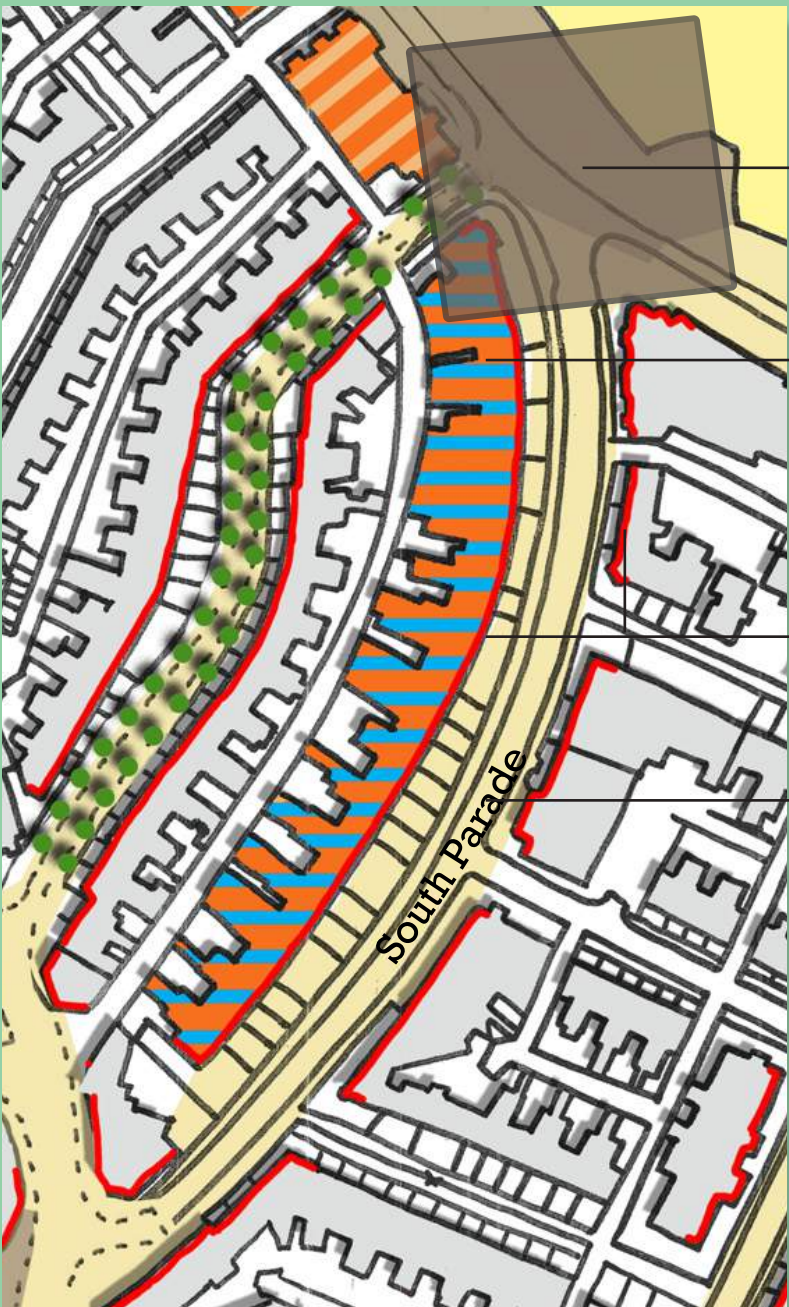


Dean Street, Newcastle: New public realm treatment has reinvigorated this part of the street, complimenting retail and entertainment uses.



Night clubs can utilise the character of the building to create a inviting entrance without using tacky props and signage.

Outline design proposals



Enhanced gateway along the Promenade

Encourage mixed uses into the ground floor

Improve building frontages

High quality public realm

Whitley Bay Public Realm Project 3: South Parade (Platinum)	
KEY CHALLENGES/CONSTRAINTS	
Making the case	- Demonstrating the need and priority for level of intervention - Will need to be funded and led by the Council - Potential to link with improvements to Station Road and Whitley Road.
COSTS	
Overview of cost items	- Detailed design - Construction and materials - Building frontage improvement grants - Building frontage design guide
FUNDING	
Private sector investment	- Possible minor s106 contributions
Public sector investment	- Will require funding from the local authority to deliver a quality public realm scheme
BENEFITS	
Direct outputs	- The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and raise the quality of the environment on South Parade.
Wider benefits	- Public realm plays an important role in enhancing civic pride and the image or perceptions of town centres - Public realm can have a positive impact on environmental and quality of life measures - Increasing the attractiveness of Whitley Bay town centre and its environs

RISKS	
The scale of public sector funding required to bring forward a quality public realm scheme to delivery.	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	- Finalise nature of scheme and commence design & feasibility process - Consultation with businesses over nature of building frontage improvement scheme

Project WB PR4| Whitley Park

Gold



Location plan

Project Description

Whitley Park has recently been upgraded to include a high quality play area. The park is in a good location in close proximity to the school and library.

The library building is not noteworthy but is set within an otherwise pleasant environment.

Lighting within the park could be improved. Creative solutions to the illuminations within the park and its perimeter would provide and interesting and fun character at later times in the day and enhance the aspect for guest houses along Park Avenue.

Paving along the perimeter and within the park is run down in places with pot holes that pose a hazard to users.

Key urban design and development principles



1. Consider future uses to enhance the park and to create a more open, safer and legible park for families, with view towards the coast and Spanish City development;
2. Improved lighting within and along the perimeter of the park area to make it safer for walking at night;
3. The play area is new and of a high quality. It should be retained and enhanced where possible to encourage multiple visits and allow a mix of age groups to play together;
4. Upgrade paving within the park area;
5. Management and maintenance is paramount to retain high standards of play and safety for users of the park and its equipment;
6. Potential removal of car park to allow for upgrading of park to include more urban play facilities.
7. Linkages to the seafront

Relevant Precedents



The existing play space is of high quality and relatively new.



Normand Park Fulham: Creative lighting gives the park character and enhanced safety during darker periods of the day.



Improved surface treatment of pathways, using such products as resin bonded gravel give a natural finish, tactile finish for pedestrians.

Outline design proposals



- Enhanced lighting to key route within and around the park
- Recently installed play space to be retained
- Potential rationalisation of car park
- Improved surface treatment
- Existing library building

Whitley Bay Public Realm Project 4: Whitley Park (Gold)

KEY CHALLENGES/CONSTRAINTS

Making the case	- To complement recent improvements that have taken place in Whitley Park (events area, and new children's play areas) to create a significant green infrastructure asset for the town that can support wider measures to improve quality and perception.
------------------------	---

COSTS

Overview of cost items	- Detailed design - Construction and materials
-------------------------------	--

FUNDING

Private sector investment	- Possible minor s106 contributions from Spanish City
Public sector investment	- Will require funding from the local authority to deliver a quality green space

BENEFITS

Direct outputs	- Increased usage of a community amenity - Impact on local property values and market attractiveness - Increased visitors
Wider benefits	- Town centre destinations require high quality urban parks, green spaces and corridors. - Improved lighting and walking routes through the area - Significant component of a wider package of quality enhancements in the town

RISKS

- Will require public sector funding to bring forward a quality public realm scheme to delivery
- Relative priority of the scheme in relation to local authority funding
- No contribution to the Park from the development of the Spanish City site

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
-------------------------	---

NEXT STEPS

0 – 6 months	- Design remaining aspects of the required improvements for Whitley Park - Establish funding options.
---------------------	---

Project WB PR5| Park View

Gold



Location plan

Project Description

Park View includes an array of independent retail and businesses that gives this part of Whitley Bay a distinctive and appealing character.

However there are inconsistencies of shop front quality and maintenance that need to be addressed in order to improve the overall quality of the built environment.

Improvements to the public realm are required in order to put the emphasis on pedestrian movement along and across Park View, whilst maintaining parking and serving for customers and businesses.

Key urban design and development principles



1. Enhanced consistency to the quality of shop frontage to support a high quality shopping destination;
2. Maintain on-street parking to allow ease of access to commercial units;
3. Provide dedicated servicing bays to allow deliveries throughout the day;
4. Improve the quality of the streetscape that includes: paving, street furniture and lighting;
5. Prioritise pedestrian movement with strategically placed crossings and raised table surfaces along Park View where it meets adjoining streets;
6. Improve signage within the area to increase legibility and understanding for the user;
7. Strengthen gateways to provide a clear perception of entering the town with the use of materials, signage and high quality development.

Relevant Precedents



High quality frontage already exists within Whitley Bay. The general standard of shop fronts needs to be raised elsewhere in Park View.

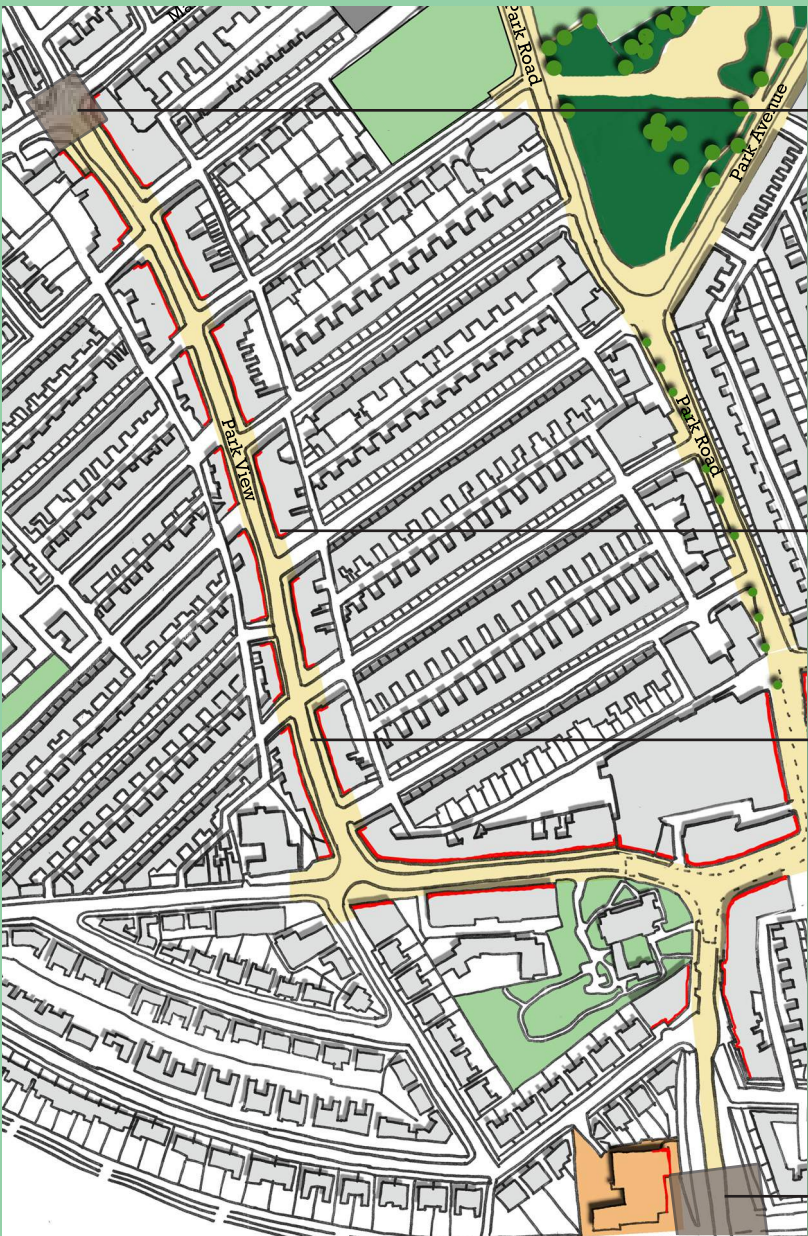


Implementation of raised tables give pedestrians priority and assists with pedestrian flows. Vehicles are forced to slow down during there approach.



The public realm should allow ease of access for all users, providing a safe environment within which to walk, as well as providing parking and service facilities for commercial properties.

Outline design proposals



Gateway enhancement

Improved building frontage

Improved public realm

Gateway enhancement

Whitley Bay Public Realm Project 5: Park View (Gold)

KEY CHALLENGES/CONSTRAINTS

Making the case	- To reinforce the strong attractiveness of Park View as a niche retail destination - Will need to be funded and led by the Council - Potential to link with wider Nexus Metro Reinvigoration project to increase case for change, dependent on the priority for works/improvements at Whitley Bay station.
------------------------	---

COSTS

Overview of cost items	- Detailed design - Construction and materials
-------------------------------	--

FUNDING

Private sector investment	- Possible minor s106 contributions
Public sector investment	- Will require funding from the local authority to deliver a quality scheme

BENEFITS

Direct outputs	- Impact on local property values and market attractiveness - The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and support uses along Park View. - Reuse of floorspace in the town centre - Increased visitors to area
Wider benefits	- Town centre destinations require high quality urban places and spaces. - Improved lighting and walking routes through the area - Significant component of a wider package of quality enhancements in the town

RISKS

- Relative priority of the scheme in relation to local authority funding
- The scale of public sector funding required to bring forward a quality public realm scheme to delivery.

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	- Establish funding options. - Finalise nature of scheme and commence design & feasibility process - Consultation with business over nature of Shop Front improvement scheme

Project WB PR6| Park Road/Avenue

Gold



Location plan

Project Description

Public realm improvements to Park Road and Park Avenue will serve to complete an enhanced circuit of pedestrian movement within Whitley Bay. This will create strong links for the town centre to other key developments such as the Playhouse Theatre and the Spanish City redevelopment and Whitley Park.

Improvements will include improved paving, lighting, signage and light structured planting to enhance ease of movement and legibility within the area.

Key urban design and development principles



1. New public realm treatment including paving, signage, lighting, wayfinding and furniture;
2. Retain on street parking for residents;
3. Street tree planting to soften the urban environment and create green links from the town centre to the park, playhouse and Spanish City;
4. Introduce wayfinding / signage to encourage movement between coast, town centre and other key attractions.

Relevant Precedents



Clear signage enables users to orient themselves more easily.



Planting can provide colourful and vibrant settings within otherwise barren urban environments.



Quality lighting features within the area to guide people along keys routes connecting the town to the Playhouse theatre and Spanish City.

Outline design proposals



Improved public realm

Structured tree planting

Whitley Bay Public Realm Project 6: Park Road / Avenue (Gold)

KEY CHALLENGES/CONSTRAINTS	
Making the case	- To reinforce the pedestrian circuit between the town centre, Playhouse, Spanish city and Whitley Park. - Will need to be funded and led by the Council - Potential to link with Spanish City project.
COSTS	
Overview of cost items	- Detailed design - Construction and materials
FUNDING	
Private sector investment	- Possible minor s106 contributions
Public sector investment	- Will require funding from the local authority to deliver a quality scheme
BENEFITS	
Direct outputs	- Impact on local property values and market attractiveness - The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and support activity along Park Road. - Increased visitors to area
Wider benefits	- Town centre destinations require high quality urban places and spaces. - Improved lighting and walking routes through the area - Significant component of a wider package of quality enhancements in the town
RISKS	
- Relative priority of the scheme in relation to local authority funding - The scale of public sector funding required to bring forward a quality public realm scheme to delivery.	

PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	- Establish funding options. - Finalise nature of scheme and commence design & feasibility process - Explore possible links with Spanish City project.

Project WB PR7| North Parade

Silver



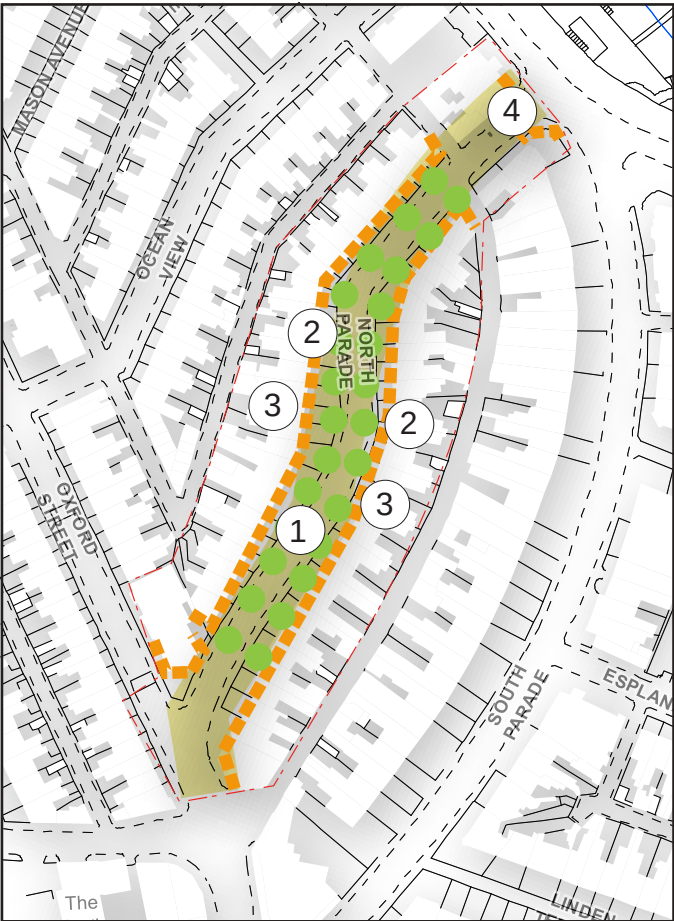
Location plan

Project Description

North Parade includes a large number of guest houses and bed & breakfasts. Much of the greenery that would have existed at the front of these properties has been removed to make way for car parking.

North Parade would provide an alternative link from the town centre to the coast. This link could have a softer and quieter character to that of South Parade.

Key urban design and development principles



1. Implement structured planting to create a green link to the waterfront from the town centre;
2. Improve building frontages in terms of retention of existing architectural features and replacement of those that have been removed;
3. Develop a consistency to the guest houses' signage and advertisements to improve the quality of frontage;
4. Inclusion within a town wide management and maintenance program to maintain high standards.

Relevant Precedents



Tree lined streets help so soften the urban environment and improve the setting for residential development.



Good quality well presented guest house frontages do exist in other parts of the town. This example highlights the use of feature lighting to give a positive aspect to the street at night.



A shared surface would enable ease of movement for pedestrians to the coast, whilst maintaining access for vehicles.

Outline design proposals



- Structured tree planting
- Improved building frontage
- Improved surface materials

Whitley Bay Public Realm Project 7: North Parade (Silver)

KEY CHALLENGES/CONSTRAINTS

Making the case	- To provide a quality, alternative route between the town centre and the coast. - Will need to be funded and led by the Council
-----------------	--

COSTS

Overview of cost items	- Detailed design - Construction and materials - Building frontage improvement grants - Building frontage design guide
------------------------	--

FUNDING

Private sector investment	- Possible minor s106 contributions
Public sector investment	- Will require funding from the local authority to deliver a quality scheme

BENEFITS

Direct outputs	- Impact on local property values and market attractiveness - The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and support activity along North Parade. - Increased visitors to area
Wider benefits	- Town centre destinations require high quality urban places and spaces. - Improved lighting and walking routes through the area - Significant component of a wider package of quality enhancements in the town

RISKS

- Relative priority of the scheme in relation to local authority funding - The scale of public sector funding required to bring forward a quality public realm scheme to delivery.
--

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	- Establish funding options. - Finalise nature of scheme and commence design & feasibility process - Consultation with businesses over nature of building frontage improvement scheme



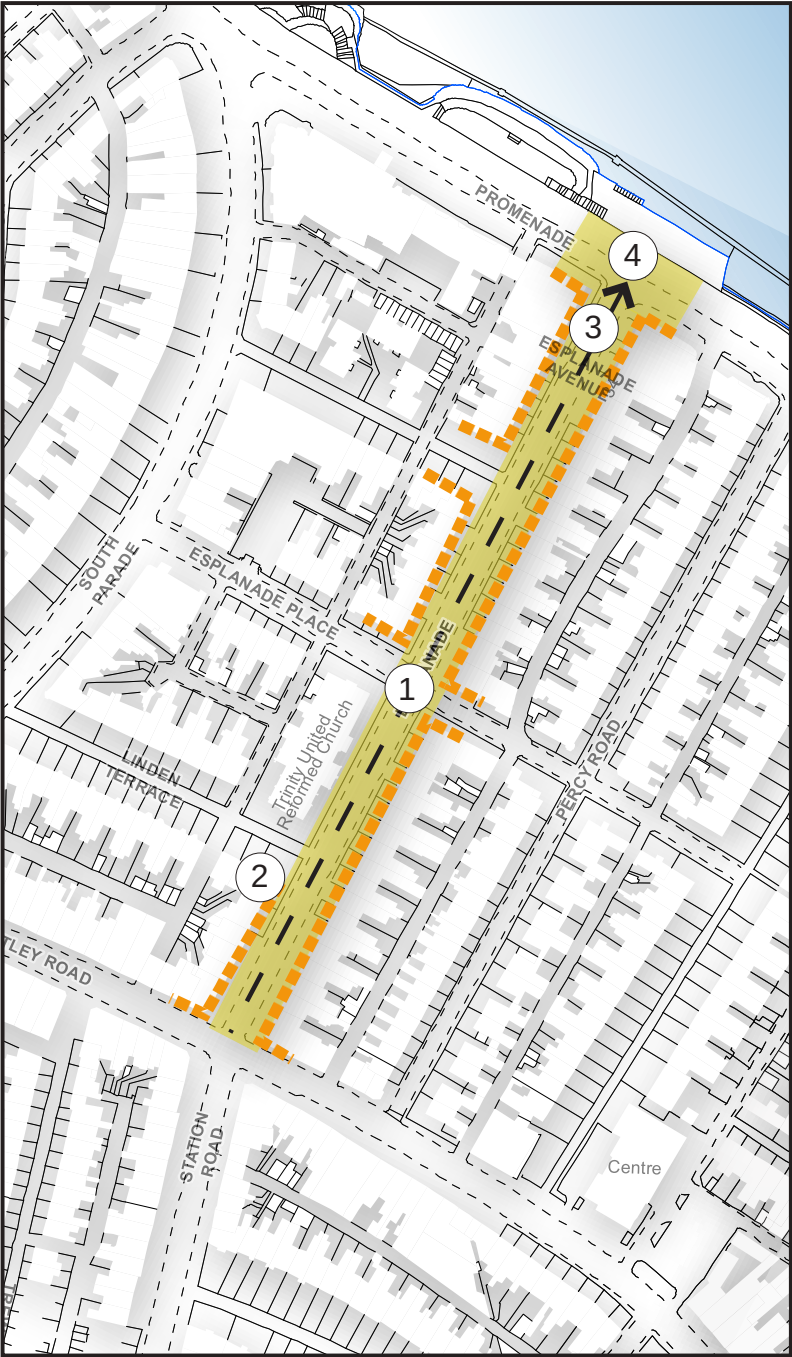
Location plan

Project Description

The Esplanade provides a direct connection from Station Road to the waterfront. The road is narrow and made tighter due to the double sided car parking.

In order to make this a genuine and pleasant link to the beach, frontages of properties need to be enhanced and the quality of paving should be improved to allow ease of pedestrian movement along the road.

Key urban design and development principles



- 1. Improvements to the street frontage in terms of architectural detailing and fenestration;
- 2. Enhance pedestrian movement with better quality paving;
- 3. Maintain uninterrupted views to the seafront;
- 4. Improvements to the junction of the Esplanade and Promenade.

Relevant Precedents

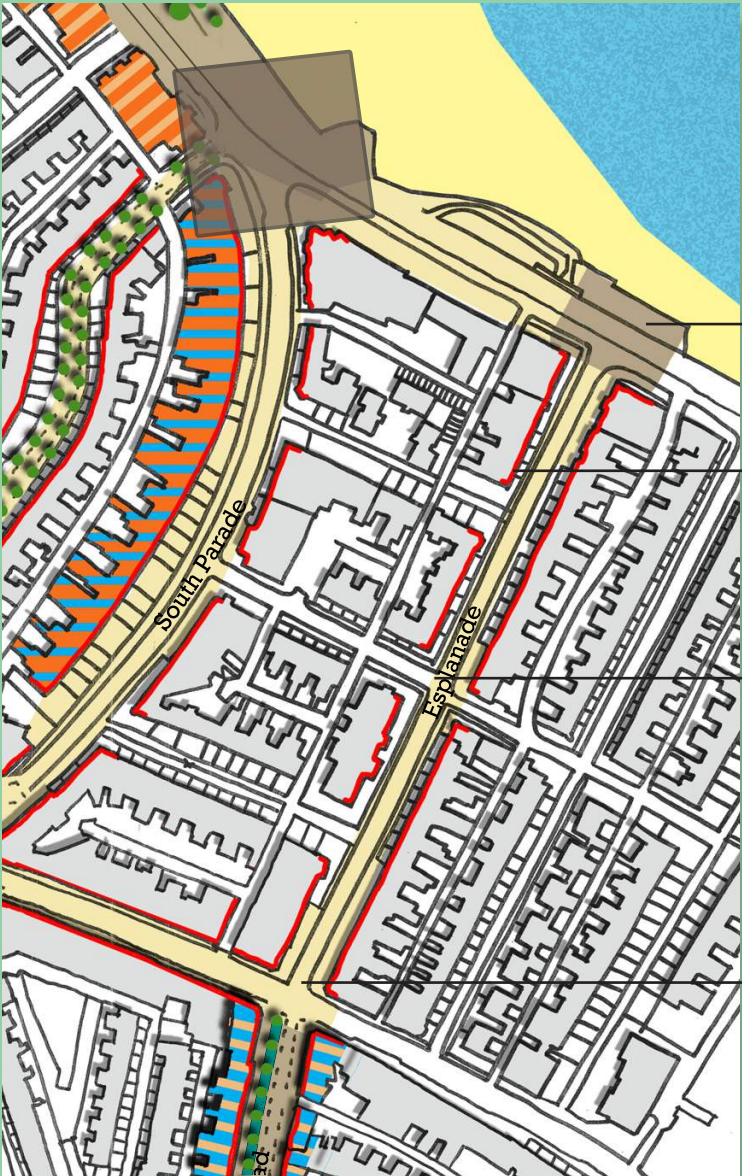


Views of the sea should remain unimpeded. Direct vistas are a strong part of the street's character.



Brighton, Blaker Street: Use of colour on building frontages to create a unique character to the street and creating a more pleasant link to and from the shoreline.

Outline design proposals



Improved junction

Improved building frontage

Improved public realm

Visual and physical link to Station Road

Whitley Bay Public Realm Project 8: Esplanade (Silver)

KEY CHALLENGES/CONSTRAINTS

Making the case

- Will need to be led and funded by the Council

COSTS

Overview of cost items

- Detailed design
- Construction and materials
- Junction improvements between the Esplanade and Promenade

FUNDING

Private sector investment

- Possible minor s106 contributions

Public sector investment

- Will require funding from the local authority to deliver a quality public realm scheme
- Shop front improvement grants
- Design guide for building frontages

BENEFITS

Direct outputs

- Improvement to street frontages
- Improved connection between the Promenade and Station Road

Wider benefits

- Improved connection with the sea front
- Improved appearance of buildings fronting onto the Esplanade

RISKS

- Will require public sector funding to bring forward a quality public realm scheme to delivery
- Relative priority of the scheme in relation to local authority funding
- No contribution to the Park from the development of the Spanish City site

PLANNING DELIVERY MECHANISM

LDF/ AAP Process

Identified as key development opportunity in Coastal AAP.

NEXT STEPS

0 – 6 months

- Detailed design and feasibility
- Establish funding options.

Appendix B

**Accomodation
Schedule for Whitley
Bay**

Whitley Bay Accomodation Schedule_rev3

Site Ref.	Name / description	New or refurbish	Ownership	Footprint	Storeys	GFA	Residential			Commercial Retail					Employment	Community	Entertainment	Bus Office	Station	Demolition (footprint)
				sq.m	No.	sq.m	GFA sq.m.	Flats	Houses	Existing retail to be demolished sq.m	New anchor retail sq.m	New non-anchor retail sq.m	Total new retail sq.m	Net addiitonal on existing sq.m	Office sq.m	sq.m	sq.m	sq.m	sq.m	sq.m
WB DP 1	Whitley Road/Coliseum	Refurb	Private	550.0	3	1650					550.0		550.0	550.0		1,100.0				
	Rear extension - Retail/ Transport	New	Private	1,780.0	3	5340					1,680.0		1,680.0	1,680.0		3,560.0		100.0		
WB DP 2	The Spanish City	New	Council?																	
WB DP 3	YMCA Site	Refurb	Private	1,110.0	2	2220	2,220.0	31												
WB DP 4	Beach Cafe	New	Private	320.0	2	640											640.0			230.0
Sub-Total				Footprint		GFA	Residential			Retail demolish	Retail anchor	Retail non-anchor	Retail total new	Retail net	Office	Community	Entertainment	Bus Office	Station	Footprint
							Total sq.m	Flats - No. units	Houses	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m
Gross				3,760		9,850	2,220	31	0	0	2,230	0	2,230	2,230	0	4,660	640	100	0	230
Net (-20%)				3,008		7,880	1,776			0	1,784	0	1,784	1,784	0	3,728	512	80	0	

Public Realm Improvements				
Area	Length lm.	Area sq.m	Cost per sq.m (£)**	Approx Cost (£)

****Assumes average pavement width of 2.5m***

*****Assumes average Public Realm costs per sq.m based on paving, landscaping, furniture and lighting costs on similar projects using SPON's.***

WB DP 2	Whitley Road/York Road (part)	450	1125	360	£405,000
----------------	-------------------------------	-----	------	-----	----------

WB PR 1	Station road	140	350	360	£126,000
WB PR 2	The Promenade		27,640	360	£9,950,400
WB PR 3	South Parade	256	640	360	£230,400
WB PR 4	Park		4,460	280	£1,248,800
WB PR 5	North Parade	230	575	280	£161,000
WB PR 6	Park View	780	1950	280	£546,000
WB PR 7	Park Road/Park Avenue/Whitley Road	960	2400	200	£480,000
WB PR 8	Esplanade	390	975	200	£195,000

Appendix C

Sustainability Appraisal

Whitley Bay: Sustainability Themes & Issues

The SEA Directive requires a description of the baseline environment. An extensive search for baseline information for Whitley Bay Town Centre has been undertaken using a range of sources including web based databases and publications, personal communications, published reports and stored information. The baseline information, based on all available sources at the time of publication, has been presented in the Retail Centres Regeneration Baseline Report, agreed by the client in August 2009 following detailed assessment and engagement with key stakeholders.

The baseline is used to assist in the identification of the key sustainability issues and problems facing the area. The baseline is also the basis for predicting any effects that the emerging options for Whitley Bay may have on the environmental, social and economic characteristics of the area. The key Baseline issues and themes reported within the baseline are presented below:

Key Local Socioeconomic Sustainability Issues

Whitley Bay importance and role as key centre and a key driver for local growth is recognised within the LDF

The socio economic profile illustrates relatively low levels of unemployment within the town centre though better than borough wide level

The workforce of the town is predominantly in the retail, care, mechanical and real estate sectors.

Retail offer not strong enough despite the presence of independent / niche shops

Anti-social behaviour resulting from the presence of bars and clubs

The town centre suffers from a ribbon style layout, a large number of small shops with inadequate internal layouts and a car parking problem

The Centre's main function is as a location for convenience, leisure and service retailing with some comparison shopping provided by a small number of national multiples and specialist local retailers

Key Environment Sustainability Issues

Localised areas of flood risk and coastal erosion

Increasing fossil fuel, energy use and carbon dioxide emissions

Need to embed Climate Change adaptation measures into AAP

Low recycling rates and increasing waste

Areas of previously developed land and contamination

Good local environmental quality

Unique and high quality built heritage with extensive conservation areas

Coastal location is a great resource for natural habitats

Key Place making Sustainability Issues

Need to regenerate the sea front and connections to town centre

Overall quality of buildings and maintenance is poor to average

Traffic congestion during busy times reduces the attractiveness of the town centre as a shopping destination

Poor quality of public realm, particularly in key character areas of the town centre retail core and the promenade

Possible consolidation or relocation of uses to provide greater vibrancy and connection to the seafront vis-à-vis retail and leisure

Need to enhance gateway points into Whitley Bay, particularly along the Promenade. Scope out the opportunity to enhance current plans for redevelopment of the Spanish City site area

Local information and signage is poor within the town centre

Whitley Bay: Sustainability Objectives

The Coastal AAP Issues and Options Stage identifies the appropriate sustainability objectives for Whitley Bay Town Centre through the accompanying Sustainability Appraisal (2009). The Sustainability Objectives used in this assessment were based on the same sustainability objectives that were developed for the Coastal AAP, which themselves were adapted from the overall North Tyneside Core Strategy. These objectives are therefore considered appropriate for this assessment.

The sustainability objectives should be cross referenced with key sustainability issues and themes presented above. These objectives provide area-relevant sustainability principles that will need to be reflected and contained within projects and strategies. In short, the interactive process of developing objectives and targets will help to ensure that all components of sustainability are suitably incorporated and are helping to drive forward approaches to where we need to get to, rather than relying on forecasts of where we might end up.

The sustainability objectives reflect national, regional, sub-regional and local priorities for sustainable development, including the NE Integrated Regional Framework, the North Tyneside Sustainable Community Strategy. The initial Sustainability Objectives for Whitley Bay Town Centre are:

- 1. Plan for sustainable economic growth encouraging tourism development, working in partnership with neighbouring authorities to encourage development that is appropriate to the coastal setting, respecting the natural and historic environment.**
- 2. The Dome at Spanish City is a recognised icon in the region and this site should be developed to a high quality standard and design that encourages economic development that extends the holiday season and provides year round facilities for the benefit of the local community.**
- 3. Improve leisure and recreation opportunities on the coast. Resist the loss of prime tourism locations for non-tourism uses unless proven by a detailed impact study.**
- 4. Improve the cultural and heritage offer at the coast, in review of the forthcoming Heritage strategy. Promote the Conservation Areas and buildings of interest using the cultural strategy that will form part of a public realm strategy.**
- 5. Improve access along the coast with clear signage and connectivity to the Metro stations creating high quality visible entrances on transport routes to the coast. This includes the regeneration of Tynemouth Station. Seek to continue to improve access to the coast by cycle routes and public rights of way. Raise awareness of the Coastal cycle ways and footpaths as part of the Christian Heritage trails and European cycle network. Seek to minimise adverse effects of motorised traffic to ensure the coast is a pleasant place to stroll and explore on foot.**
- 6. Promote the regeneration of Whitley Bay to be a vibrant and lively town centre creating a positive image for visitors, investors and residents with good quality shopping and appropriate proportion of town centre uses that help support the local economy and independent retailers. Encourage residential developments above shops to support a diverse and prosperous economy in the town centre.**
- 7. Improve the overall appearance of the coast with a coordinated public realm strategy that supports the natural environment and the attraction of the coastal area for visitors and residents. Safeguard the views and vistas along the coast of Spanish City Dome, St Mary's Lighthouse, Tynemouth Priory and St George's Church.**

8. Protect and enhance the landscape character of the coast ensuring development does not harm the nature and/or conservation importance of the coastal area. Aim to protect and enhance the biodiversity of the coast through the green infrastructure network that includes seeking to enrich the coastal wildlife corridor with improved site management, education and access to various sites, including Brierdene and St Mary's headland.
9. Designate an area of dedication for people wishing to contribute to a memorial at a coastal location.

Whitley Bay Town Centre: Sustainability Appraisal of Emerging Options

Each of the emerging options for Whitley Bay Town Centre was assessed against each sustainability objective set out above. The sustainability benefit and effect of each of the proposals for the town are based on minimum (short term 0-4yrs), medium (5-9yrs) and maximum (10-15yrs) levels of interventions. These interventions therefore have allowed the appraisal to consider the short, medium and long term effects on each of the objectives. It should be noted that the levels of interventions are incremental. The scoring system used in the appraisal is presented below and consistent with that used within the Whitley Bay AAP SA process.

Table Scoring System

Significance of Impact		Description of Effect
+2	Positive	The plan objective will have an extremely positive , enhancing effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor adverse effects may result but the overall effect will be positive.
+1	Positive	The plan objective will have a positive , enhancing effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor adverse effects may result but the overall effect will be positive.
0	Neutral	The plan objective being assessed is unlikely to create any significant impact (positive or negative) at present or in the future.
-1	Negative	The plan objective will have a negative effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor positive effects may result but the overall effect will be adverse.
-2	Negative	The plan objective will have a detrimental negative effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor positive effects may result but the overall effect will be adverse.
?	Unknown	Where there is insufficient information about the implications of an option to make a robust assessment. Or where the option has significant positive and negative effects.

Whitley Bay Town Centre: Sustainability Appraisal Results

The results of this appraisal of the three levels of proposed intervention for Whitley Bay against the appropriate Sustainability objectives have been recorded and are presented below:

Whitley Bay Sustainability Appraisal													
Emerging Options	Economic					Social				Environmental			Total Weighted Score
	SA1	SA2	SA3	SA4	Total	SA5	SA6	SA7	Total	SA8	SA9	Total	
Option A: Minimum Intervention	+1	0	0	0	+1	0	0	+1	+1	0	?	0	+2
Option B: Medium Intervention	+1	0	+1	0	+2	+1	+1	+1	+3	0	?	0	+5
Option C: Maximum Intervention	+2	+1	+1	+1	+5	+2	+1	+2	+5	0	?	0	+10

