

Report of Corporate Director Strategy

Shoreham Renaissance Masterplan

1.0 Summary

- 1.1 This report is intended to provide Members with an update on progress with the Shoreham Renaissance and 5 Town Network project.
- 1.2 Members are asked to consider and agree emerging town-wide regeneration principles to be applied as the masterplan is implemented.
- 1.3 The Shoreham Renaissance Working Group has considered a series of development concepts for opportunity sites and asks Members to agree that the attached draft consultation paper forms the basis of a public consultation programme, beginning in September 2005.
- 1.4 Members are asked to consider and agree resources required to implement of the masterplan.

2.0 Recommendations

- 2.1 Planning and Regulatory Committee is recommended to advise Policy and Strategy Committee on:
 - (i) The appropriateness of the strategic development principles as the basis for public consultation, as set out in Section 4 and Annex 1 of this report.
 - (ii) The appropriateness of development concepts for town centre sites and the exhibition material as the basis for public consultation, as set out in Section 5 and Annex 2 of this report.
 - (iii) Any other planning matters covered in this report the Committee consider relevant to the Shoreham Renaissance Masterplan and forthcoming public consultation.
- 2.2 Subject to the advice from Planning and Regulatory Committee as set out in 2.1 above, Policy and Strategy Committee is recommended to:
 - (i) Agree the strategic development principles, as set out in Section 4 of Annex 1 of this report, as the basis for public consultation.
 - (ii) Agree the development concepts for town centre sites and the exhibition material, as set out in Section 5 of Annex 2 of this report, as a basis for public consultation.
 - (iii) Agree to receive a further report on the details of the Shoreham Renaissance Implementation Strategy, as outlined in paragraph 6.3 of this report.

- (iv) Note the priority given to Shoreham Renaissance in the Corporate Plan and the Council's Medium Term Financial Strategy which states that resources should follow Corporate Plan priorities particularly where this can lever external funding.
- (v) Agree to extend the contract of the Regeneration Manager (Postholder CE.110T) on a 3 year basis with effect from April 2006, to project manage the Shoreham Renaissance Implementation Strategy, conditional on receipt of matched Area Investment Framework funding and to make the necessary funding provisions as set out in paragraph 6.6 of this report.
- (vi) Agree to continue Adur's lead role in managing the 5 Towns Network 'learning exchange', as set out in paragraph 6.7, and to allocate £3,000 revenue funding per year over the next 3 years, which would in turn draw down equivalent matched funding allocated for this purpose by the Coastal West Sussex AIF Board.

3.0 Project Background

- 3.1 In September 2004 a grant of £173,000 over two years (i.e. to March 2006) was awarded to Adur District Council by the Coastal West Sussex Area Investment Framework (AIF) Board and SEEDA. This grant was for ADC to deliver a two part project to develop a masterplan for Shoreham and establish and manage a learning exchange for Coastal West Sussex towns called the "5 Town Network" until March 2006.
- 3.2 The first aspect of the AIF project included the recruitment of specialist consultants through a competitive tendering process to develop a masterplan for Shoreham Town Centre which will not only be embedded in the new planning system but will also encourage and guide the regeneration of the town over the next 20 years. The second aspect of the project concerns the 5 Town Network which is a 'learning exchange' established at SEEDA's behest to share urban regeneration experience, knowledge, skills and best practice across the West Sussex coastal strip. The Network seeks to ensure a co-ordinated approach to the long term regeneration and vitality of 5 town centres: Shoreham, Worthing, Littlehampton, Bognor, Selsey. Adur Council has been managing the two aspects of this AIF project since October 2004 through the Regeneration Manager, (Postholder CE.110T) also funded by SEEDA through the AIF programme.
- 3.3 In December 2004, the Shoreham Renaissance Working Group appointed a team of consultants, led by Urban Practitioners, to develop the masterplan over a nine to twelve month period. The programme of work commenced in January 2005.

Initial Consultation and Analysis

- 3.4 The first quarter of 2005 saw the initial research, analysis and consultation phase of the programme. Consultation has included meetings with key stakeholders, young peoples' workshops during Junior Citizenship events, a public consultation Action Planning Day and meetings with key officers and the Working Group. A website has also been established (www.shorehamrenaissance.org.uk) which provides members of the public the opportunity to input to the masterplanning process at any time. The website was launched at the official Shoreham Renaissance Press Launch at the Sussex Yacht Club in February 2005 and the address has been publicised widely since then including through Adur Outlook, as well as being linked to Adur's own web site.

- 3.5 Research and analysis was undertaken to provide a robust basis for the development of the masterplan including policy context, socio-economic review, property market review, urban design analysis, ecological analysis and transport and movement analysis. This phase of the project culminated in Urban Practitioners submitting an Issues and Opportunities discussion paper to the Working Group which set the scene for the development of the masterplan.
- 3.6 The second phase of work has included further consultation with stakeholders. For example an Adur Economic Partnership briefing was held on 20th June 2005 where over 20 local businesses were given the opportunity to ensure that the needs of the business community are reflected in the masterplan. There has also been a series of further meetings with key stakeholders including landowners within the town centre and Adur District Council staff during two workshop sessions at the Civic Centre.

Developing of Principles and Concepts

- 3.7 The Working Group and masterplanning team has undertaken extensive work on looking at the principles which are emerging from the analysis so far and have considered development concepts on a site by site basis. Concepts outlined in the proposed exhibition material have been considered within a context of needing to develop a masterplan which is both deliverable and realistic. Options developed also make certain assumptions about the Council's desire to maximise use of Council assets in order to achieve Community Strategy and Corporate Plan objectives, including those for levels of new housing, traffic management and community aspirations, particularly in Pond Road. The emerging principles are explained in more detail in Section 4 below.

Capacity-Building and Project Evaluation

- 3.8 Throughout these two initial phases of the project the Working Group and key officers have been taking advantage of the capacity-building opportunities presented through the establishment of the 5 Town Network. These include networking and sharing best-practice, events such as the "Understanding Commercial Development" session in March 2005 and the "Delivering Your Masterplan" event in July 2005. There is also a bespoke 2-day training course planned for October 2005, which will focus on the specifics of bringing sites forward for development.
- 3.9 The Shoreham Renaissance Project is being carefully monitored and evaluated as an example of best practice in masterplanning. Through the principle of joint working, the Regeneration Manager has been advising colleagues in Worthing to ensure best practice is integral to their own masterplanning programme for Worthing town centre which is just getting underway. The Shoreham Renaissance Project has also been considered by the South East Regional Design Panel which assesses schemes against the following criteria as measures of quality:
- The quality and commitment to excellence of the design team and the client.
 - The urban design analysis undertaken for the project and whether this has informed the project's design.
 - Whether there is a clear vision for the masterplan areas which drives the strategic design principles.
 - The appropriateness of the site(s) for the aspirations of the project.
 - Whether designs will function efficiently.

- Whether designs are durable and sustainable.

3.10 Urban Practitioners and the Working Group will ensure that recommendations from the Regional Design Panel are incorporated into the final masterplan.

Next Steps

3.11 The next phase of the project will involve extensive public consultation through an exhibition on the principles and concepts emerging so far. This phase will commence with a public launch of the exhibition on 10th September 2005 and will continue throughout the month. Results from the consultation will be collated and analysed and it is anticipated that feedback on this analysis will be given to the public in the October edition of Adur Outlook.

3.12 The final phase of the project will be the completion of the final masterplan document, the adoption of that document by Working Group partners (ADC, WSCC and PCT), and the development of the Implementation Strategy. It is anticipated that the final document will be formally adopted by partners by the end of 2005.

3.13 The remaining months of the AIF project, to March 2006, will be spent developing strategic partnerships for delivery, continuing the work of the 5 Town Network and developing appropriate funding bids to support the resourcing of the implementation strategy and to begin bringing sites forward for development.

Relationship to LDF

3.14 The masterplanning process has taken into account the views of stakeholders and the local community expressed previously through extensive consultation exercises. As such, this work is in advance of the LDF process. The LDF Issues and Options paper will go out for consultation in November of this year. Whilst not dealing with the development of specific sites, the paper can add to the masterplan consultation process by seeking views on some of the broader spatial issues, including the location of new business premises, building heights, car parking and community facilities and density. Results from the LDF consultation will be cross-referenced with the final masterplan document before it is produced and formally adopted.

4.0 Strategic Development Principles

4.1 A set of principles are emerging from the work on Shoreham Renaissance which, if adopted, would establish the strategic approach to regeneration. It is important that the Committee take a view on these principles and determine which ones should be proposed for testing through consultation on the Shoreham Renaissance Masterplan during September 2005. Annex 1 expands these principles, on a site specific basis.

4.2 The strategic regeneration principles could be grouped as follows:

- (a) Developing a sustainable community
- (b) Securing diversity, vitality and employment opportunity
- (c) High quality public realm
- (d) Promoting sustainable transport and movement
- (e) Ensuring regeneration is financially sustainable.

A Sustainable Community

4.3 In developing a sustainable community, the Committee is asked to consider the following principles:

- Normally mixed-use development on key sites, with the height and scale of buildings respecting Shoreham's Conservation Area, centred around St. Mary's church, but higher buildings up to 5 storeys on sites around the edge of the town centre.
- High density residential development up to 120 dwellings per hectare. This principle reflects the importance of town centre housing supporting the vitality and prosperity of the town centre as well as helping to meet the district's share of housing growth required in the South East Plan, once adopted.
- Meeting priority housing need but also having regard to other specific community objectives of the Shoreham Renaissance Masterplan.
- Retention of Pond Road as the community heart of Shoreham.
- High quality design and innovation, attaining best practice for environmental standards and energy conservation.

Diversity, Vitality and Employment Opportunity

4.4 In order to secure diversity, vitality and employment opportunity within the town centre, the following principles should apply:

- Key retail frontages should be retained and new retail development should take place within or adjacent to the established retail core.
- New development should provide suitable accommodation to encourage the retention and growth of local businesses and local employment, (in line with the recommendations of the LDF Employment Study).
- Provision of modern 'move-on' or 'assisted workspace' premises for micro businesses, particularly those emerging from the Adur Enterprise Gateway and Adur's vibrant arts community.
- Provision of adult education and skills training facilities.

High Quality Public Realm

4.5 The quality of the public realm plays a key part in the image of an area and its attractiveness for investment. It demonstrates local authorities' (Adur and WSCC) commitment to the care and promotion of their area. In turn commercial investment can add value to public realm improvements. The following principles are considered key to the regeneration of Shoreham as a sustainable community:

- Gateway sites should establish a 'sense of place' and make the maximum impact through design quality and visual presence.
- Replacement and realignment of the footbridge to establish a landmark foot/cycle bridge to link Shoreham town centre with Ferry Road and the beach.
- Improvement and extension of public access to the riverfront including a riverside walkway from Ropetackle to Parcelforce site (and further east), thereby establishing a riverside focus for the town centre.
- Improvements to the quality of existing public spaces and the creation of new and vibrant public spaces and town squares associated with key focal points of community activity.
- An innovative public lighting and public arts trail linking all the key focal points of community activity.

Sustainable Transport and Movement

4.6 There are opportunities to promote sustainable transport and movement, including:

- A strategy designed to encourage modal shift away from car use.
- A transport interchange at Shoreham station.
- Improved pedestrian priority routes through the town centre.
- Measures to reduce the flow of through traffic in the High Street by traffic management and signage.
- Making existing town centre car parking more efficient by designating and improving a number of strategic public car parks and releasing smaller car parks for redevelopment.
- Enhanced on-street provision for blue badge holders.

Financial Sustainability

4.7 In order to ensure the renaissance project is financially sustainable within the resources available to the Council and key partners:

- Community aspirations will need to be met through the provision of flexible multi-purpose accommodation and greater shared, (as opposed to dedicated) use.
- Public expectations of what is financially sustainable will need to be managed.

5.0 Development Concepts for Opportunity Sites and Content of Public Exhibition

- 5.1 The following sites have been considered in detail as part of the masterplanning process and development concepts for each have been considered by the Working Group both as individual sites and as a package of development opportunities. Development concepts identified by the Working Group will be the subject of extensive public consultation in the form of a launch event and exhibitions with accompanying questionnaire during September 2005. The draft exhibition panels, are attached at Annex 2 and deal in more detail with the following groups of sites, (Panel 8 through to Panel 16).

Pond Road

- 5.2 The sites either side of Pond Road represent the most important opportunity site in the town. It is considered that the area should continue to be the community hub of the town in any redevelopment scheme, providing improved and more flexible community facilities. New buildings would address and define a new town square which could be used for a variety of purposes to compliment the community uses provided by the buildings. This new square would be a significant new asset for the town. There is also potential to ensure the site as a whole contributes towards the economic life of the town by developing part of the site for housing, perhaps thereby providing active frontage to John Street/North Street.

Civic Centre and The Ham

- 5.3 The existing Civic Centre site is Shoreham's gateway from the east. Subject to District Council approval and possible future relocation of the Civic Centre, there is scope to reconfigure the area making better use of The Ham and providing a mix of new office and residential accommodation. Sites on the north side of Ham Road provide the opportunity to form a more positive edge to the street.

Waterfront East

- 5.4 These sites stretching east from the Sussex Yacht Club benefit from excellent south facing river frontages. New development should provide visual and physical access to the river and could help to implement the creation of a river walk that would also serve as a flood defence. Ground floor uses may include workshop space with residential development above. There may be potential to accommodate an hotel in this part of town.

Ham Road and Tarmount Lane car park

- 5.5 Subject to the development of a co-ordinated movement strategy for the town, including an agreed approach to parking, the Tarmount Lane car park may present a development opportunity that would be important in the overall delivery of Shoreham's renaissance. On Ham Road, extension of the Somerfield store could provide a positive retail frontage and there is also potential to create a new public route connecting Ham Road with Tarmount Lane. The Police Station site may represent a longer term development opportunity.

Tarmount Lane Studios

- 5.6 Tarmount Lane is a prominent site which terminates the view south along Brunswick Road. Tarmount Lane studios could be improved either incrementally through sensitive small scale development or comprehensively. The view terminating the Brunswick Road vista towards the town centre should be improved.

East Street, Tarmount Lane and New Road

- 5.7 Many of the buildings in East Street contribute positively to the character of the conservation area and provide an important frontage to St Mary's Church. The Church Hall building is considered to represent a redevelopment opportunity. Wherever possible, existing buildings should be improved and the height of any new development should not exceed 3/4 storeys and should be of the highest standards of design. The retail frontage on East Street should be retained with opportunities for high density residential development to the rear along New Road. Through sensitive design, there is scope to improve the public realm in this location.

South Western end of High Street

- 5.8 Opportunity for a comprehensive mixed use redevelopment with retail uses fronting the High Street and flats or offices above. Any redevelopment scheme should provide a river walk.

Ropetackle North

- 5.9 This site could be developed for high quality employment uses, providing a range of unit types and sizes. This would help to provide local jobs and support the local economy.

Shoreham Station

- 5.10 The station car park and land immediately south of the station represent a valuable development opportunity. Improvements to the car park could be combined with the development of currently underused land for a mix of uses and a possible increase in the overall number of parking spaces to help replace short stay spaces lost through redevelopment of other sites.

Small town centre car parks

- 5.11 Middle Street and Ship Street car parks could be developed for residential uses to restore an active frontage on the street. In combination with the development of a movement strategy for the town, development of these sites will assist in removing unwanted traffic from town centre streets.

Shoreham beach

- 5.12 The Riverside car park in front of the large block of flats could play an important role for the town and tree planting could reduce the visual impact of the flats.

6.0 Masterplan Implementation

- 6.1 The next phase of the masterplanning process includes the development of a comprehensive Implementation Strategy. This strategy is being produced by consultants CB Richard Ellis in conjunction with the masterplanning team, the Shoreham Renaissance Working Group and key delivery partners. A meeting was held between these key partners on 22nd July 2005, the outcomes of which will inform the emerging Implementation Strategy. Implementation of the masterplan is dependent on a number of factors relating to land ownership, site assembly, phasing and delivery, financial viability and realism. All these issues will need to be addressed in due course.
- 6.2 Delivering positive regeneration benefits is a long-term process. Even in relation to individual sites the development process can take a number of years from inception to completion. Given the length of time over which development proposals in Shoreham Town Centre may come forward it is important to recognise that the Masterplan will need to be flexible to reflect changes, for example in the economy, changing property market requirements as well as proposals for sites not covered by this study.
- 6.3 Following further work, it is proposed to submit a report on the Implementation Strategy to a future meeting of Policy and Strategy Committee covering the following issues:
- Arrangements to resource Shoreham Renaissance as a Corporate Plan priority, in line with the Council's Medium Term Financial Strategy (2005-2008).
 - Proposals for a strategic Public Realm Partnership between Adur District Council and West Sussex County Council, possibly under the umbrella of new Local Area Agreement proposals, to ensure public investment is directed to agreed regeneration priorities.
 - Proposals for a Delivery Body to work with and influence developers over design, quality and phasing as well as manage the implementation of the public realm strategy.
 - Mechanisms for financing masterplan delivery including Joint Ventures such as Public Private Partnership, borrowing under the Prudential Code and Section 106 planning agreements.
 - The future support by SEEDA of Shoreham Renaissance Implementation priorities.

Financial Implications and Staffing

- 6.4 Adur District Council should continue to take a pro-active role in delivering the masterplan, bringing together key partners and in defining the emerging Implementation Strategy. For the masterplan to work, the Council should make a commitment to invest in the public realm and maximise use of existing assets in

order to enable development and ensure the Implementation Strategy is financially sustainable for the Council.

- 6.5 It is proposed that the work in driving the Implementation Strategy should continue to be supported by the Regeneration Manager (Post CE.110T). Part-funding for this post as from April 2006 should be sought through the Coastal West Sussex AIF but would need to be match funded (50%) by Adur District Council. Capital funding would also need to be earmarked by ADC in order to lever in further AIF capital funding. The details of this will be made clear from the recommendations of the emerging Implementation Strategy, to be reported to a future meeting of Policy and Strategy Committee.
- 6.6 The financial effect to the Council of resourcing the project management of the Implementation Strategy by extending the fixed term contract of the Regeneration Manager, is estimated to be £15,000 per year (including on costs) over the next 3 years. Policy and Strategy Committee is recommended to agree this extension of contract, conditional on receipt of matched AIF funding of £15,000 per year, with effect from April 2006. The risk of not doing so is that this essential project management role may not be resourced. Consequently the momentum so far achieved in driving Shoreham Renaissance will be substantially impaired, if not halted. The risk will be compounded following the programmed retirement of the Corporate Director, Strategy.
- 6.7 It is also proposed that the Council continues to manage, support and be an active participant in the 5 Towns Network. This will demonstrate a further commitment to the co-ordinated regeneration of the coastal strip and will continue to offer capacity building opportunities for regeneration practitioners within the Council. The Network also offers opportunities for sharing best-practice, and access to funding for specialist skills and research when required. Funding of approximately £15,000 pa (revenue) for 3 years is earmarked by Coastal West Sussex AIF Board for the continuation of the network and each of the participating authorities is likely to be asked to contribute approximately £3,000 in match funding.

Local Government Act 1972
Background Papers:

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Appendix

1.0 Council Objective

1.1 Shoreham Renaissance falls under the Corporate Plan priority 'Revitalising Adur'.

2.0 Specific Targets

2.1 To adopt Shoreham Renaissance Masterplan and Implementation Strategy by March 2006.

3.0 Sustainability Issues

3.1 The report addresses issues concerning Shoreham town centre as a sustainable community as well as the financial sustainability of masterplan implementation.

4.0 Equality Issues

4.1 Matter considered and no issues identified.

5.0 Community Safety issues (Section 17)

5.1 Matter considered and no issues identified.

6.0 Human Rights Issues

6.1 Staffing issues are addressed in paragraphs 6.5 to 6.7 of the report.

7.0 Financial Implications

7.1 Shoreham Renaissance is identified as a priority in the Council's Medium Term Financial Strategy (2005-2008). Specific financial implications are addressed in paragraphs 6.4 to 6.7 of the report.

8.0 Legal Implications

8.1 Matter considered and no issues identified at this stage.

9.0 Consultations

9.1 Consultations in connection with the masterplan are reported in paragraphs 3.4 to 3.6 and 3.10.

10.0 Risk assessment

10.1 Matter considered and no issues identified.

11.0 Health & Safety Issues

11.1 Matter considered and no issues identified.

SHOREHAM RENAISSANCE

PRINCIPLES FOR FUTURE DEVELOPMENT

A series of strategic and site-specific principles for the future development of Shoreham town centre have been developed following the analysis and public consultation previously undertaken.

1. Developing A Sustainable Community

Retain Pond Road as community heart of Shoreham

Pond Road is currently the location for several of Shoreham town centre's community facilities, including Shoreham Library 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 improvements. The area benefits from close proximity to the town centre and as such is relatively 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.

Protect and enhance the setting of St Mary's church

The Grade I 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 may increase away from the town centre.

Increase 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.

The riverside setting of the town is Shoreham's major asset. 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. 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 to improve the local environment of communities. 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

Balance 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.

Protect 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. High Quality Public Realm

Promote public realm improvements as a catalyst for development – 5 priorities:

Improvements to Shoreham’s public realm have the potential to act as a catalyst for development in five 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

The public consultation exercise identified The Ham 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.

River Walk

The establishment of a river walk has emerged as a commonly held aspiration throughout the town and has the potential to add significant value to the town centre by opening up pedestrian access to the river front which is a key feature of the town centre and one that is currently under-utilised.

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 and key axes in the town centre would enhance the public space network in the town and assist orientation for those who live, work and visitor 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 such as Ropetackle, Coronation Green and the pedestrian footbridge. 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 principle 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. The Ham is a particularly significant, currently civic, gateway into the town. An improved sense of arrival on entering Shoreham town centre could be created by ensuring that these key sites are developed to enhance the contribution that they can make as town centre gateways.

4. Promoting Sustainable Transport and Movement

Improve 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.

Improve 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.

Rationalise parking to reduce ‘traffic churn’

The town suffers from 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 thereby enabling the release of smaller car parks in the town centre which generate significant levels of traffic.

Reduce through traffic

There is potential to reduce the traffic flow on Shoreham High Street through 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 masterplan 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 masterplan 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 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 masterplan.

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