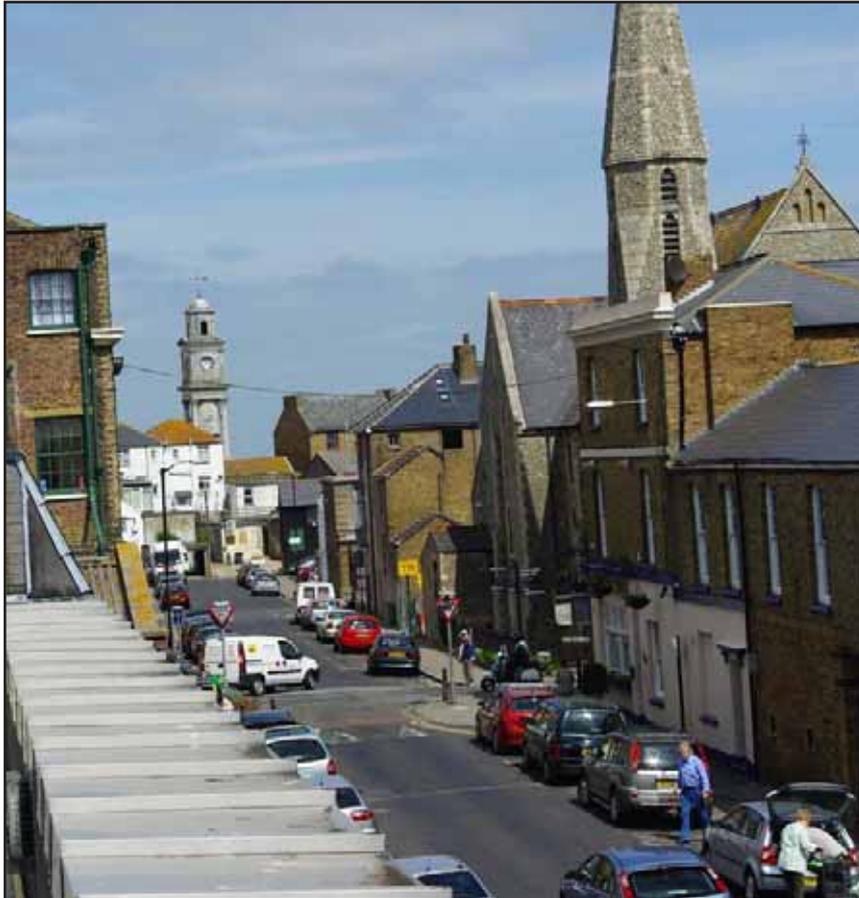


# Beach Street Herne Bay Development Principles



Supplementary Planning Document

Adopted April 2010



## Beach Street, Herne Bay

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## Chapter 1: Introduction

- 1.1** In common with many other English coastal seaside towns, Herne Bay, nine miles to the north of the city of Canterbury, has been suffering a decline in its economy and environmental quality for many years. This decline has been recognised by the Council and work is progressing in consultation with the town's residents and businesses to deliver a regeneration programme for the town.
- 1.2** Herne Bay currently enjoys an attractive and extensive seafront popular with both residents and visitors. The town's shopping streets by contrast present a run-down environment with a limited retail offer. Few physical and visual links exist between these two elements of the town despite their physical juxtaposition.
- 1.3** An Area Action Plan for Herne Bay has been produced for the town centre. This has now been found "sound" by an independent Inspector and will be adopted in April/May 2010. The Area Action Plan provides the framework for the delivery of regeneration projects in the town. The Inspector has supported the Council's approach to adopt these development principles as Supplementary Planning Documents as part of the Local Development Framework. There are a number of regeneration projects that are being promoted by the Council. The redevelopment of the Beach Street car parks area to provide a new link through to the seafront and a new attractive area of public open space is a key element of this regeneration programme.
- 1.4** Herne Bay was one of the first planned seaside towns in the country and Beach Street, as its name suggests, was originally intended to connect Herne Bay's shopping and residential areas with the seafront. However, these Victorian plans for the town were never fully implemented and the northern stretch of Beach Street is now dominated by two public car parks and ends in an unattractive cul-de-sac, a hundred metres short of Central Parade. Three properties subsequently erected along Central Parade, nos. 73, 74 and 75 Central Parade, block both views and access to the seafront.
- 1.5** At present, there are limited pedestrian links to attract people from Herne Bay's popular lengthy seafront into the town's retail area. Redevelopment at the northern end of Beach Street, including the demolition of no. 73 Central Parade, provides an exciting opportunity to create an attractive new pedestrian through-route linking the town's seafront and shopping streets and is considered to be an essential part of the overall *Connecting Herne Bay* regeneration project.
- 1.6** These Development Principles set down the relevant planning policies, material considerations and design principles that will be required to be met by any development proposals for this site in order to deliver an exciting new Beach Street

quarter in Herne Bay. In this they expand upon Policy HB2 of the Herne Bay Area Action Plan and prior to that, Preferred Option HB6 of the *Connecting Herne Bay* Preferred Options Report (January 2008).

### **Policy HB2 - Herne Bay Area Action Plan**

#### **Beach Street**

Planning permission will be granted for proposals which deliver the comprehensive and high quality redevelopment of this important town centre site in accordance with the Development Principles Supplementary Planning document that accompanies this Area Action Plan.

Such redevelopment should provide an attractive new pedestrian route through from Beach Street to the seafront, a mix of residential on upper floors and ground floor uses which could include galleries, restaurant and café uses to create an attractive sense of place and a lively frontage to a new pedestrian route and retain the parking facilities of the Beach Street west car park while enhancing the environment and landscaping of the Opportunity Site as whole. Floor levels and access and egress arrangements of any residential development proposed shall be subject to agreement with the Environment Agency.

### **Option HB6 Beach Street Preferred Options Report**

A Development Brief or set of Design Principles will be included in the AAP for this site. It is proposed that this should seek to

- Provide an attractive new pedestrian-friendly route from Beach Street through to the seafront.
- Incorporate a new modest-scale public pedestrian space, or square, visible from the seafront and from Mortimer St
- Employ high-quality surfacing materials and street furniture, though care will need to be taken not to restrict any strong visual axis through to the Clock Tower
- Provide a mix of uses, which could include restaurant and gallery or artist workshop units at ground-floor level, with residential accommodation on upper floors
- Maximise the potential role for the Clock Tower as a focal point of a new pedestrian-friendly route to the seafront, and of this part of the town centre
- Incorporate flood-resilient buildings and flood-prevention measures to reflect the area's position within an Area at Risk of Flooding Zone 3a and the Rapid Inundation Zone.

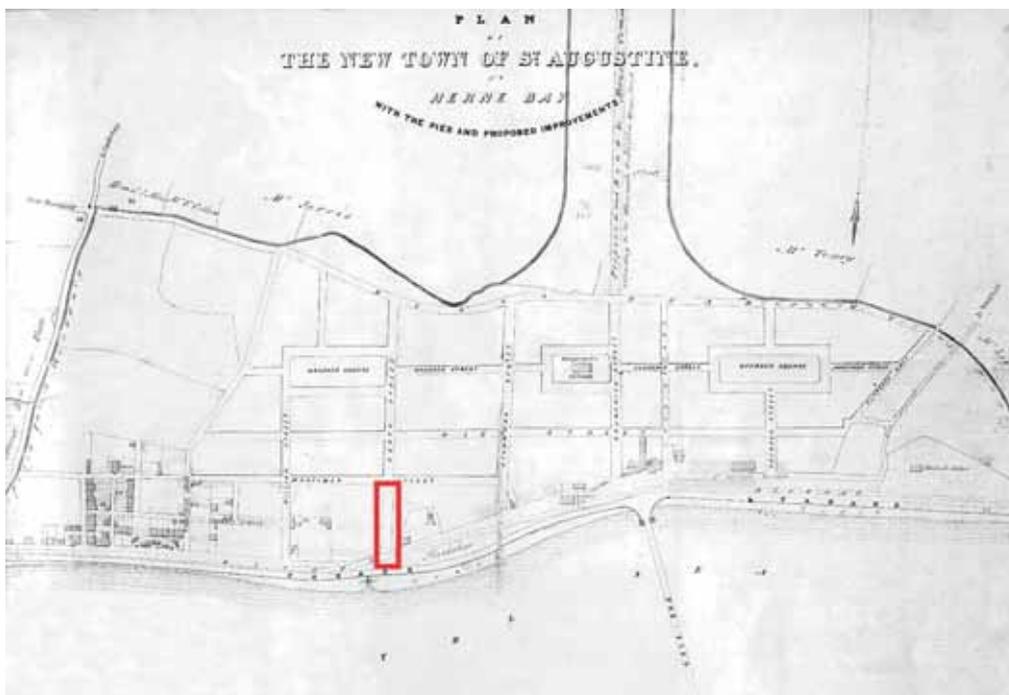
## Context

- 1.7** Connecting Herne Bay is the title of the current overall regeneration programme in Herne Bay being undertaken and led by the City Council. The title is derived from recognition that the centre of Herne Bay can be divided into three distinct areas, namely a well-utilised seafront area, a disjointed retail area and an under-utilised park, with few obvious links between them.
- 1.8** The major aims of the Connecting Herne Bay regeneration project are to advance the economic revitalisation of Herne Bay town centre, to provide an attractive functioning urban environment and to improve the social, leisure and community facilities available to the town's residents and those visiting this popular seaside town. Associated with these are:
- Restoration of community pride and ownership in the town and the maximisation of community benefits.
  - Increased economic activity and employment opportunities.
  - Creation of an identifiable town centre and enhancement of the town centre streetscapes
  - Provision of a pedestrian friendly environment to encourage movement between the seafront, town centre and park
  - Improvements to vehicle movement throughout the town and reductions in vehicular/pedestrian conflict
  - Provision of accessible centrally located community and recreational facilities
  - Realisation of the full value and potential of Council-owned assets
  - Provision of a series of attractive public spaces that can be utilised for a variety of uses
  - Promotion and delivery of opportunities for redevelopment of town centre sites
  - Improvements to the town's image and re-establishment of the town as a tourist destination all year round

## The Site and Immediate Area

- 1.9** Herne Bay was one of the country's first planned seaside towns, conceived in the 1830s and designed to a grid layout. Inspection of the original plans reveal that Beach Street, as its name suggests, was originally intended to connect with Central Parade and the seafront (Figure 1). However these plans were not implemented in full and the subsequent completion of terraces along Central Parade closed off Beach Street from the seafront.

“Beach Street belies its name as it never reached the beach; it ends in car parks behind the houses on the Parade. The top of the clock tower seen above the roofs of these houses shows roughly where it was once supposed to go”.  
Herne Bay Conservation Area Appraisal, CCC (2008)



**Figure 1: Extract from Hacker's Plan for new town of St Augustine (Renamed Herne Bay) 1833**

- 1.10** Today Beach Street runs from King's Road and the Herne Bay Memorial Park northwards to the rear of properties fronting onto Central Parade near the town's historic, and iconic, Clock Tower on the seafront. The street ends here in a cul-de-sac providing access to two long-stay public car parks which lie to the rear of dwellings and businesses along Mortimer Street and Central Parade.
- 1.11** These Development Principles for the northern end of Beach Street is primarily focused on bringing forward the redevelopment of the Beach Street East car park, together with no.73 Central Parade, the joinery workshop to the rear of 71-73 Central Parade and ancillary curtilages (Figure 3). The northern end of Beach Street, north of its intersection with Mortimer Street, together with the Beach Street West car park also fall within the remit of this Development Principles document.



**Figure 2: Beach Street development site**

**1.12** Properties adjacent to this opportunity site date from the Regency, Victorian and Georgian periods in addition to more recent infill developments. A Victorian pumping station servicing the town's sewerage system lies to the south east of Beach Street Alley, a popular and recently re-furbished public footpath which borders the site to the east and is in frequent use as an access between the seafront and Mortimer Street. Residential properties on Market Street, Mortimer Street and Seaview Square adjoin the site to the East, South and South West, with commercial properties along Central Parade including the Saxon Shore public house bordering the site to the North.



**Figure 3 - The Site**

- 1.13** This area lies within the Herne Bay Conservation Area. There are no listed buildings in the direct vicinity of the site aside from the Clock Tower, but the pair of regency buildings at 74 and 75 Central Parade is considered to have aesthetic value within this stretch of the town's seafront.
- 1.14** Planning permission currently exists (CA/07/0485/HBA) for the demolition of 73 Central Parade and the joinery workshop to the rear and the erection of 13 flats and ground floor retail uses.

## Chapter 2: Development Principles

**2.1** The following Development Principles apply to the potential for the future redevelopment of the full extent of the area as shown in Figure 3 ie both East and West Beach St car parks, 73 Central Parade, the joinery workshop to the rear of 71-73 Central Parade and Beach Street north of its intersection with Mortimer Street. It is accepted however that redevelopment of the site could come forward in two parcels, with the Beach Street East car park, 73 Central Parade and the workshop to the rear of 71-73 Central Parade offering the potential to be developed as a first phase.

### Layout

**2.2** Development proposals should create a new, attractive and highly visible pedestrianised route or walk through to the seafront from Beach Street (Figure 4). However it is recognised that this will require the demolition of 73 Central Parade and the joinery workshops to achieve this aim. Such a new pedestrian facility should broaden out to incorporate a new modest-scale public pedestrianised space, incorporating the realignment of the Beach Street west car park, to be visible from both the seafront and from Mortimer Street incorporating the realignment of the Beach Street west car park. The potential role of the Clock Tower to act as a focal point in the regeneration of this part of the town and the development of an attractive, strong visual axis here should be maximised.



**Figure 4: Proposed pedestrian route**

- 2.3** New built development is sought for the Beach Street East car park and should be laid out to provide direct frontages to public and pedestrianised areas, with active street frontages at ground floor level. Appropriate and sensitive approaches will be required to the eastern boundary of the site with Beach Street Alley to enhance its existing pedestrian-friendly environment, and to residential properties bordering the site. Proposed layouts should also address the potential for enhancing or screening the rear of properties adjoining this area as a whole where feasible to improve the current 'backland' character of this part of the town.
- 2.4** Opportunities for dual frontages to 74 Central Parade, which will sit on the corner of the new pedestrian route, and the Saxon Shore public house which fronts onto Central Parade but whose beer garden is located adjacent to the Beach Street West car park, to face both the new areas of public open space and Central Parade should be explored. An indicative layout is shown below (Figure 5).



**Figure 5: Indicative layout**

- 2.5** It is important that any redevelopment of this area of Beach Street retains the form and line of the street within the wider area. This could be achieved by the careful and imaginative use of materials, street furniture, landscaping and tree planting, creating a pedestrian-friendly environment whilst still allowing access to the rear of properties in Central Parade. Alternatively there may be scope to achieve such access via the Council's retained car park on the western side of Beach Street.
- 2.6** Retention of the Beach Street West car park in its current layout and form would be to fail to take advantage of the unique opportunity that exists here to use this Development Site as a magnet to draw people from the seafront into the town centre and park beyond and as a catalyst for the revival of this part of the town. Innovative schemes to improve the environment, including the layout, landscaping and surface

treatment, of this car park, whilst retaining the number of standard parking spaces here, will therefore be welcomed as part of any redevelopment proposals for this site. As owners of the car park, opportunities for the City Council to be involved as partners in this element of the site's redevelopment may be explored.



### Car parks to the west and east of Beach Street

#### Land uses

- 2.7** The redevelopment of this site should deliver a new innovative and thriving quarter, visible to those using the seafront and serving to encourage pedestrian movement through to the retail areas of the town. A mix of residential and ground floor gallery and restaurant uses should be provided here to create an attractive sense of place and a lively frontage to the new pedestrian route and public space.
- 2.8** The City Council has identified an indicative level of development of 15-20 residential units and 400-600m<sup>2</sup> retail/gallery/workshop floorspace for this site, as a guide.
- 2.9** Ground floor units could include galleries or artists workshops associated with live-work units above and cafés or other uses falling within the A3 Use Class. Residential development in the form of live-work units and/or flats will be acceptable on upper floors (This site, as set out in paragraph 2.14, lies in an Area at Risk of Flooding Zone 3a. No residential accommodation can therefore be provided at ground floor level). A development of predominantly one bedroom flats is considered inappropriate here given the current oversupply of such developments in the town.
- 2.10** Potential is also considered to exist to provide some ground floor parking facilities for the residents of the flats, provided that such facilities are accessed from the rear or eastern side of the building/s and do not result in dead frontage to the new pedestrian route and public spaces.

## Design

- 2.11** This site lies within the Herne Bay Conservation Area and new built development, together with public realm improvements, should be of high and appropriate quality to enhance and reflect local distinctiveness and to provide a contemporary interpretation of the strong Victorian and Regency seaside character of Herne Bay.
- 2.12** Roofs should be of slate and pitched with parapets where appropriate. Exterior walls should be rendered or of yellow stock brick. Limited use of weatherboarding may also be acceptable. A schedule of materials to be used in the elevations of the development will be required as part of all planning applications for this site.
- 2.13** Windows should be vertically proportioned. Care should be taken with east facing windows in developing the Beach Street East car park to prevent loss of privacy to the residential properties on Market Street.

## Flood prevention measures and sewerage issues

- 2.14** This opportunity site lies within the Environment Agency Flood Zone 3a and the rapid inundation zone at high risk of sea flooding. All planning applications will therefore be required to undertake and submit a site specific Flood Risk Assessment.
- 2.15** The creation of the new pedestrian walk through to the seafront will entail the demolition of at least one property along Central Parade which could be seen to act as a secondary flood defence. However, breach modelling has shown that these properties make little difference to the extent and depth of flooding by the sea. Should this gap be formed it is possible that by means of a ramp, environmental wall or flood gate the 'protection' given by the present houses could be replaced if necessary.
- 2.16** The precautionary approach with respect to climate change, for the design of buildings and their floor levels as recommended by PPS25 shall be used for all developments here and that flood risk be based on continuation of the maintenance and improvements of the current sea defences but checked against, and with floor levels no lower than, the no defence scenario. Floor levels for all new residential development shall be fixed at a level of +5.9m OD, subject to agreement with the Environment Agency based on the most up to date information available. Commercial development will be at ground floor, below theoretical flood levels. Such ground floor development will require some form of accessible upstairs refuge for occupants.
- 2.17** New developments will be required to reduce surface water peak flows and remove any surface water from combined or foul sewers. Permeable surface treatments will be required for all new surfaces provided as part of the creation of the new pedestrian walk and public space and environmental improvements to the Beach Street West car park.

**2.18** In seeking to revive the town through redevelopment it should be noted that the sewerage system in Herne Bay has little spare capacity. Development proposals will therefore need to demonstrate that adequate foul sewerage capacity exists or can be achieved. For all sites coming forward in the town centre, potential developers are advised to contact Southern Water for further details as early as possible in the planning process.

### **Building heights**

**2.19** New buildings should be of 2 or 3 storeys in height to reflect building heights in the vicinity of the site.

### **Code for Sustainable Homes**

**2.20** All new residential development here will be required to be CSH Level 4 compliant from 1 April 2010 (or Level 6 for homes after 2016). Innovative use of sustainable and energy efficient materials such as the potential for passive solar gain and the use of photovoltaic cells within roof surfaces, will be encouraged subject to design principles as set down above being met.

### **Landscaping**

**2.21** High quality surfacing materials and street furniture should be employed here, appropriate to the creation of a thriving and attractive public open space adjacent to a popular seafront. Resin-bonded gravel has been used successfully elsewhere in Herne Bay, notably along the promenade and in the recent improvements to Lower William Street, and is considered an example of appropriate surface treatment in this case.

**2.22** A landscaping plan will be required as part of any planning application/s. This should provide for a formally laid out planting of native tree species within an overall site layout to create an attractive sense of place and emphasising the linear form of the public space created, softening what is currently a hard-surface dominated environment. The provision of outside seating linked to ground floor A3 uses here will be encouraged.

**2.23** The design of street furniture, tree planting and other elements of an enhanced public realm on this site should be careful not to restrict the strong visual axis through the site to the Clock Tower (Figure 6).



**Figure 6: Indicitive layout of new pedestrian route**

### **Car Parking**

- 2.24** The western Beach Street car park should be retained, re-landscaped and re-configured to provide a more attractive and appropriate environment adjoining the new pedestrian route through to the seafront and reflecting a new pedestrian-focused character to this area of the town. The existing numbers of standard-compliant spaces should be maintained in any new layout.
- 2.25** In addition, indicative site capacity indicates that between 24 and 30 car parking spaces will be required for occupiers of the new residential properties.

### **Cycle storage**

- 2.26** Provision should be made for the on-site secure storage of a minimum of one bicycle for each new residential unit provided here. A public cycle rack facility should be included within the environmental improvements to the public car parking and public square area to the west of the site.

### **Bin storage**

- 2.27** Any planning application will be required to include secure facilities for the storage and collection of refuse bins and recyclable materials within the curtilage of the new units.

### **Developer contributions**

**2.28** In the event that development proceeds on a phased basis here with development of the Beach Street East car park coming forward in advance of the redevelopment of the whole site, then contributions will be sought towards public realm improvements across the Development Site as a whole. New development here will be required to comply with the City Council's adopted Supplementary Planning Document on Development Contributions (2007) and policy IMP2 of the adopted Local Plan.

### **Contaminated land**

**2.29** A Contaminated Land Survey will be required as part of a planning application for the redevelopment of this site.

## Chapter 3: Planning Policy Context

### Canterbury District Local Plan

**3.1** Planning applications coming forward for the redevelopment of this site will need to comply with the following policies of the Canterbury District Local Plan (2006).

#### Policy BE1

The City Council will expect proposals of high quality design which respond to the objectives of sustainable development. When considering any application for development the Council will have regard to the following considerations:

- a) The need for the development;
- b) Accessibility and safe movement within the proposed development;
- c) The landscape character of the locality and the way the development is integrated into the landscape;
- d) The conservation and integration of natural features including trees and hedgerows to strengthen local distinctiveness, character and biodiversity;
- e) The visual impact and impact on local townscape character;
- f) The form of the development: the efficient use of land, layout, landscape, density and mix, scale, massing, materials, finish and architectural details;
- g) The reduction in energy consumption by means of layout, design, construction and alternative technology;
- h) Safety and security;
- i) The privacy and amenity of the existing environment;
- j) The compatibility of the use with adjacent uses;
- k) The need to keep the building in use and fit for purpose; and
- l) Appropriate supplementary planning guidance adopted by the Council.

## Policy BE2

In order to ensure that functional, visually successful public realm space is created with a strong sense of place as part of new development, the Council will have regard to the following when considering planning applications:

- a) The retention and incorporation of public rights of way and the creation of a connected open space and pedestrian/cyclist circulation system related, where appropriate, to a landscape framework having regard to safety and security;
- b) The maximising of opportunity for all areas of the public realm to be subject to natural surveillance;
- c) The incorporation of landscape design to the frontage of development sites, particularly where they border principal roads;
- d) New outdoor lighting will be encouraged as a means of improving public safety and enhancing buildings which have a positive impact upon the public realm. Lighting should not adversely affect residential amenity, sites of nature conservation value, or be obtrusive in those rural areas where dark skies are an important part of the nocturnal landscape;
- e) In order to improve the physical environment of the public realm the Council will encourage the promotion of public art, subject to appropriate consultative and planning considerations. Where new development changes or creates new public places, the Council will expect the provision of public art to be included as part of the proposal.

## Policy BE3

Design statements and/or Development Briefs shall be submitted with planning applications setting out the principles used in the scheme to relate the development within and to its context. This will apply to all planning applications, where the development is visually significant or is significant to its neighbours.

Sustainability statements will also be required in appropriate circumstances, particularly with applications for major development, and should demonstrate how the proposal has responded to the objectives of sustainable development.

A Supplementary Planning Document will give guidance on sustainability measures for the layout, design and construction of buildings and the level of detail required from development of different scales.

**Policy BE7**

Development within, affecting the setting, or views into and out of a conservation area, as shown on the Proposals Map and all Insets, should preserve or enhance all features that contribute positively to the area's character or appearance. Particular consideration will be given to the following:

- a) The retention of buildings, groups of buildings, existing street patterns, historic building lines and ground surfaces;
- b) Retention of architectural details that contribute to the character or appearance of the area;
- c) The impact of the proposal on the townscape, roofscape, skyline and the relative scale and importance of buildings in the area;
- d) The need to protect trees and landscape;
- e) The removal of unsightly and negative features; and
- f) The need for the development.

**Policy BE8**

The demolition of buildings or other structures in a conservation area will not be permitted unless their removal and/or replacement will preserve or enhance the character or appearance of the conservation area.

**Policy C31**

All development proposals within the areas at risk of flooding or increased surface water run-off shall be subject to a Drainage Impact Assessment, including a flood risk assessment where relevant. This assessment shall be in accordance with the principles of PPG25, Sustainable Drainage Systems (SUDS) and the Council's Guidance Note including the requirement for a contribution towards new flood defence or mitigation measures. Measures identified to mitigate effects shall be installed and maintained at the developers' own expense.

**The South East Plan (2008)**

- 3.2** Planning applications coming forward for the redevelopment of this site will also need to be in accordance with the following policies of the South East Plan which replaced the Kent and Medway Structure Plan in July 2009

### **Policy H3: The Location Of Housing**

In meeting the requirements set out in Policy H1 (Housing Provision), creative use should be made of opportunities for housing development within the region's cities and towns, while recognising the need to provide for other community needs that contribute to the quality of life. Local planning authorities should avoid large single-tenure neighbourhoods, and should encourage mixed-use developments where appropriate.

### **Policy H5: Housing Density And Design**

In conjunction with the delivery of high quality design and in order to make good use of available land and encourage more sustainable patterns of development and services, higher housing densities will be encouraged, with an overall regional target of 40 dwellings per hectare over the Plan period.

### **Policy EKA4: Urban Renaissance Of The Coastal Towns**

New economic impetus will be encouraged throughout the coastal towns including the following:

- vii The smaller towns of Deal, Faversham and Herne Bay and Whitstable should develop stronger local service functions and mixed employment uses of a scale and character suitable to their size.

### **Kent Design (2006)**

**3.3** Kent Design, the county-wide Design Guide adopted as a Supplementary Planning Document by local authorities across Kent requires that the layout and appearance of new building is based on an appraisal of the character of the site and its context. To this end the Guide sets out Character Area Guidelines. Those for the Coastal Towns are considered applicable to these Development Principles for Beach Street.

- Coastal town densities are usually as high as other central urban areas, and often much higher (70-120 units per hectare) around the central seafront.
- Main commercial areas are usually concentrated in central areas in linear form, either parallel or at right-angles to the seafront. They will include homes as well as shops, cafes, restaurants, hotels, leisure and sometimes offices.
- Wide promenades act as the main public open space.
- The 'urban grain' will be tighter with narrow streets, alleyways and small unexpected squares, often providing shelter from the prevailing wind and acting as a winter suntrap.
- Unexpected glimpses or vistas of the sea.
- The ratio of height to width in streets will be greater than 1:1.

- Typical materials will be painted, stained or natural timber, local brick, black glazed bricks, painted render, large areas of glazing, painted metalwork and stainless steel.
- Palette of fresh, light, pastel colours intermingled with black and white.
- Use of projecting bays, oriel windows and balconies.
- Mainly hard landscaping with some robust seaside planting, public art, banners and innovative attractive lighting.
- High car accessibility and visible parking.
- Opportunities for improved refuse management