



Herne Bay



Area Action Plan

Adopted April 2010



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This document has been produced for and in consultation with Canterbury City Council, by Catherine Hughes Associates.



Preface

The Story of Herne Bay

In the late 18th Century the site of today's town of Herne Bay was a tiny fishermen's hamlet and beaching point for coastal trading ships centred around the still-surviving Ship Inn. Colliers brought coal here from Newcastle and Sunderland for onward transport to Canterbury by road. There was also regular sea traffic for people and goods from the town to and from London.

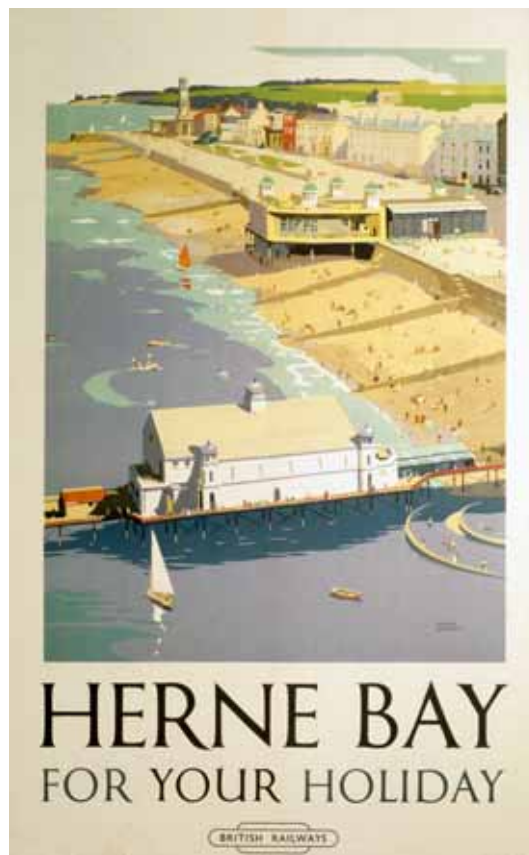


The Ship Inn 1890

By the early 1800s the hamlet around the Ship Inn had begun to attract holiday visitors from Canterbury. Sea water baths were established below the east cliff in 1792. Following improvements to the HerneBay/Canterbury road around 1814, Sir Henry Oxenden of Broome Park near Canterbury began to develop the farmland he owned near the Ship Inn for the holiday trade. In 1830, enlarging on Oxenden's original concept, a Canterbury surveyor, Samuel Hacker, planned a new town at Herne Bay to be called St Augustine. Hacker's street plan, laid out to a grid pattern, extended the Oxenden estate to the south and west and included a new High Street, three town squares, an open piazza looking out to sea north of the eastern (Hanover) square and a pier. This period also saw the first purpose-built free-standing Clock Tower in the country built at Herne Bay in 1837.



Image by kind permission of Herne Bay Museum from the collection of Herne Bay Historical Records Society



National Railway Museum/SSPL

Chapter 1: Introduction

- 1.1** Herne Bay is a seafront town on the North Kent coast, nine miles north of the city of Canterbury. Its population at the 2001 census stood at around 35,000, a quarter of the district's population. In common with many English seaside towns a decline in the town's retail and tourism sectors over the latter half of the 20th Century has led to a rundown feel to the town centre and a poor regional image.
- 1.2** Once a flourishing Victorian seaside resort, the town has had to respond to the general decline of traditional seaside tourism through the 1980's and 1990's. By the mid-1990s a spiral of decline had set in, causing business confidence to decline, and over half the shops and commercial buildings being vacant on some streets in the town. The loss of rental income, short term leases and low confidence accelerated the deterioration of the physical environment and buildings due to lack of repair.
- 1.3** In response to these challenges, Herne Bay, together with other areas of Canterbury district, sought to attract assistance in order to regenerate and renew the area's economy and its environment. Seafront improvement works, funded in part by a European interreg grant, were completed in 1993 and led to the introduction of the popular Herne Bay Festival. A Heritage Lottery Fund Grant helped with the restoration of the town's bandstand in 1998. On an economic level the changing role of seaside tourism formed part of the basis for including Herne Bay in a bid for Assisted Area status for parts of North and East Kent in the late 1990's. This also sought to highlight the area's relatively severe unemployment at the time, supported its vulnerable employment sectors such as manufacturing and recognised the need for new business development.
- 1.4** Though this was unsuccessful Herne Bay obtained Tier 3 Enterprise Grant status and the area was recognised in Regional Planning Guidance as a Priority Area for Economic Regeneration (PAER). Such status emphasises the need to address high levels of socio-economic deprivation, unemployment and low levels of economic activity and business development.



- 1.5** Herne Bay today still faces a range of social problems. It is viewed by many as a sleepy seaside retirement town, and is often maligned as dull and with little sense of place. This negative view is by no means accurate. It is true that the town has been left behind by other areas actively involved in regeneration and urban renewal, and includes two of the 20 per cent most socio-economically deprived wards in England. However Herne Bay has many assets and great potential, and the town retains much of its original built form and character.
- 1.6** The Council is committed to the regeneration and revival of the economy and image of Herne Bay. Area Action Plans are a new form of planning policy document, designed to focus the delivery of area based regeneration initiatives. The preparation of an Area Action Plan (AAP) for the town to form part of the Canterbury District Local Development Framework is afforded Critical Priority in the Council's Corporate Plan 2008-2012.



- 1.7** Pride in the special character of the town has been consistently evident in public consultation events and exercises undertaken as part of the preparation of this Area Action Plan (AAP). Regeneration proposals for Herne Bay have been supported by the town's residents where they seek to enhance and protect the built, economic and social fabric and identity of the town centre. Such an approach therefore forms the foundation of this AAP.
- 1.8** At present, the town centre can be divided into three distinct areas with few obvious links between them: a popular seafront area, a disjointed retail area and an under-used park. Current key problems include rundown streetscapes, a pier dominated by a single large building in poor condition, a limited retail offer, a grid

of busy roads and insufficient pedestrian and cycle friendly routes. Such aspects of the town give an impression of a lack of civic pride and a centre which is not currently thriving.

- 1.9** Although growing in popularity as a place to live, Herne Bay town centre needs to become more attractive for new development, and more viable for existing businesses. Fortunately, many of the ingredients are already in place to address the problems noted above and to turn around recent economic decline and develop a vibrant centre linking Herne Bay's park, shopping streets and seafront. These include a number of centrally located under-used or vacant redevelopment sites, a strong built character, streets suitable for enhancement, a seafront that continues to be popular with visitors and residents and above all a strong community spirit and will to improve the town's image by those who live and work here.

Issues the AAP seeks to address

- **A poor town image locally, regionally and nationally**
- **High levels of social deprivation**
- **Lack of a coherent, visually attractive centre, or heart, to the commercial area of the town**
- **Little to draw visitors from the seafront into the shopping areas**
- **Limited retail offer and weak town centre with high level of leakage of consumer spending out of the town**
- **Pier Sports Centre in poor condition, nearing end of its lifespan**
- **Strong demand from consultation exercises for improved recreational and leisure facilities**
- **Rundown streetscapes and Conservation Area, with poor and out-dated public realm elements and landscaping in the shopping streets**
- **Few clear links between the seafront, shopping areas and the Memorial Park**
- **Insufficient pedestrian and cycle-friendly routes**
- **Missing link in national coastal cycle route runs through town centre**
- **Under-utilised Memorial Park, including poor playground, drained boating lake and disused park pavilion**
- **Parking issues in the town centre on Saturdays as a result of town's weekly market**
- **Declining tourism product**
- **Presence of European designated offshore marine sites in proximity to town centre seafront**

Our Vision for Herne Bay

Herne Bay will be a vibrant seaside town that our community are proud of and are happy to share with others, offering good quality jobs, housing and transport links and a strong leisure and entertainment sector.

Aims and objectives

1.10 The regeneration of Herne Bay lies at the core of the Council's Corporate Plan which seeks to harness the District's unique range of assets, including its three distinctive urban areas of Canterbury, Herne Bay and Whitstable, to create a dynamic strong economy and distinctive cultural and visitor experience from which the communities of the District will prosper. To achieve such a Vision the Herne Bay AAP aims to promote and deliver the following objectives:

- A. To deliver the redevelopment of Key Opportunity Sites as catalysts for the regeneration of Herne Bay
- B. To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors
- C. To provide improved recreational, leisure and community facilities in the town centre for residents and visitors
- D. To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high-quality public realm improvements
- E. To create an attractive sense of place with clear pedestrian and cycle routes linking the seafront shopping streets and park

F. To complete the national cycle route that runs along the town's seafront and an extension to the High School

G. To revive the town's Memorial Park with an attractive range of facilities and high-quality landscaping

H. To protect current overall levels of weekday parking facilities, to investigate increasing parking availability on Saturdays and to improve vehicular movement through the town

I. To improve the vibrancy and attractiveness of Herne Bay as a seaside tourist destination, including the delivery of a revived and thriving pier.

J. To protect the integrity of nearby European designated offshore marine sites

Chapter 2: Planning Policy Context

Overview

- 2.1** Programmes to encourage the regeneration of the economy and built fabric of the town of Herne Bay are in accordance with the wide portfolio of applicable planning policy guidance and documents.
- 2.2** At a national level, the Government's key objective for town centres, set out in Planning Policy Statement 6: Planning for Town Centres (2005), is to promote their vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres by focusing development in such centres, and by encouraging a wide range of services in a good environment, accessible to all. PPS6 encourages the promotion of new investment of an appropriate level and scale in vulnerable centres in need of regeneration. In accommodating new growth, best practice in both urban design and development needs to be encouraged along with quality in the public realm and better access by public transport, cycling and walking. Town centre regeneration offers a real opportunity to achieve exemplar developments, demonstrating the highest standards of sustainable construction and energy efficiency. PPS6 requires regional planning bodies and local planning authorities to actively promote growth and manage change in town centres through the employment of such tools as Area Action Plans, town-centre strategies and Compulsory Purchase Orders.
- 2.3** The South-East Plan promotes the regeneration of an arc of East Kent coastal towns including Herne Bay. It acknowledges the 'strong urban character' of Herne Bay and advocates the delivery of stronger local service functions and mixed employment uses of suitable scale and character.⁽¹⁾

The Canterbury District Local Plan and Local Development Framework

- 2.4** The Planning and Compulsory Purchase Act 2004 brought in a new format of development plan making. This new system replaces Local and Structure Plans with a series of documents, collectively known as the Local Development Framework (LDF). The Canterbury District Local Plan was adopted in 2006 and will provide the strategic policy framework for the Herne Bay AAP until the adoption of the Canterbury Core Strategy, work on which is currently ongoing. The timescale for the AAP is 10 years from adoption. The Canterbury District Core Strategy will complement the town centre regeneration in Herne Bay, with supporting measures elsewhere in the wider town. When adopted the Core Strategy will substantially replace the Local

¹ Industrial and employment land allocations are provided on the edge of Herne Bay close to the main highway routes with direct links to the M2 motorway. Despite the availability of such sites, delivery has been slow since 2002. This existing availability of well-located employment land means that additional provision within the town centre as part of the AAP has been deemed to be unnecessary.

Plan as the lead Local Development Framework document for the planning of the District. The time span of the Core Strategy is planned to run from adoption in 2012 to 2026.

- 2.5** The policies in the Herne Bay AAP are in conformity with those in the adopted Local Plan which have been automatically saved for a period of 3 years under The Town and Country Planning (Transitional Arrangements) (England) Regulations 2004. The Council has now received a direction letter (30th June 2009) from the Secretary of State in respect of the majority of Local Plan policies which are now extended beyond 13th July 2009. Policies that apply to Herne Bay are set out in Appendix A. The AAP is also in conformity with the policies of Local Transport Plan for Kent (2006) whose primary planning aim for Canterbury District is to conserve the City's historic built environment and setting while promoting economic regeneration in the coastal towns.

The Sustainable Community Strategy

- 2.6** Under the new development plan making process, all LDF documents must have regard to the Sustainable Community Strategy. In an innovative approach Canterbury City Council and the Local Strategic Partnership have sought to ensure that the "then" LDF Core Strategy and the Sustainable Community Strategy are developed on a shared evidence base and as far as possible shared consultation. In order to provide such a shared process for the development of policy, Experian Business Strategies, the Future Foundation and GVA Grimley were commissioned in April 2006 by the Council to undertake a futures study for the district. The objective of the study was to identify possible outcomes for the future of Canterbury over the next 20 years, by assessing global, national and local trends and influences. A preferred vision was developed by the Council in partnership with other district stakeholders, and is being used to help shape the Council and future partner's policy for the area. One of the outcomes of this work was the recognition of the continuing need for regeneration and investment in Herne Bay.
- 2.7** Within the Canterbury District the Canterbury Partnership is responsible for the Canterbury Strategy, which sets out the vision for the district (based on the Canterbury Futures Study) and contributes to the overall delivery of the East Kent SCS. The outcomes of the futures work are strongly reflected in this Canterbury Strategy and the Herne Bay Area Action Plan has had regard to this.
- 2.8** The East Kent Local Strategic Partnership (which covers the districts of Canterbury, Dover, Thanet and Shepway) is responsible for producing a single Sustainable Community Strategy for the area. The East Kent SCS suggests that encouraging a knowledge-based economy; promoting innovation and enterprise; developing the area as a visitor destination; and securing reinvigorated sustainable communities are key to East Kent's future.

Sustainability Appraisal

- 2.9** Canterbury City Council commissioned Entec UK Ltd to undertake a Sustainability Appraisal (SA) of the Herne Bay Area Action Plan, at the options, preferred options and submission stages. The SA process seeks to assess the economic, social and environmental performance of the AAP, as it developed, against a set of sustainability objectives. It suggests opportunities for improving the performance of the plan at each stage and in this way has informed the final submission Area Action Plan document. Appraisal of the Preferred Options AAP concluded that there would be only both minor concerns and positive effects on a number of social and economic objectives. Although there were no significant negative effects, the appraisal suggests potential ways of reducing any negative impacts that may arise. A final Sustainability Appraisal of the proposed submission Area Action Plan has recently been completed. Results show that implementing the AAP will contribute to the wider sustainable development objectives of Canterbury City Council. Major positive effects are anticipated in access to services, sustainable living and revitalisation. Quality of life is also anticipated to improve with positive effects also expected in economic, employment and landscape objectives. The only area where potential negative effects have been identified is with regard to waste as the level of redevelopment and increased tourism is likely to lead to an increase in the production of waste .
- 2.10** Entec was also commissioned by the Council to inform the first stage of their Habitats Regulation Assessment of the Area Action Plan which sought to determine if the Plan is likely to have a significant effect on a European Site in Great Britain or a European offshore marine site either alone or in combination with other plans and projects. European sites considered consist of Special Areas of Conservation (SAC) designated under Council Directive 92/43/EEC on the Conservation of Natural Habitats and of Wild Fauna and Flora and Special Protection Areas (SPA) designated under Council Directive 79/409/EEC on the Conservation of Wild Birds. The north Kent coastline has a number of such European protected sites, however of these only the first, the Thanet Coast and Sandwich Bay SPA and Ramsar Site, affects the Herne Bay town centre seashore.
- Thanet Coast and Sandwich Bay SPA and Ramsar Site
 - North East Kent European Marine Site
 - Thanet Coast SAC
 - The Swale SPA and Ramsar Site
 - The Swale and Medway European Marine Site
- 2.11** The study concluded that in order to avoid the Area Action Plan giving rise to any significant effects two actions were required. Firstly, the following wordings should be incorporated into the aims and objectives:

“Any development that could have an adverse effect on the integrity of a European or Ramsar Site, alone, or in combination with other plans or projects, would not be in accordance with the aims and objectives of this Area Action Plan.”

“No development will be permitted within the boundaries of, or adjacent to, the Thanet & Sandwich Bay SPA which may have an adverse effect on its integrity.”

- 2.12** These wordings have been incorporated into a specific Policy (HB17), which seeks to protect such European marine sites from any development that comes forward as part of the Herne Bay AAP.
- 2.13** Secondly, it was recommended that the Plan boundaries be redrawn to exclude the small section of the Thanet Coast and Sandwich Bay SPA (also a Ramsar site and part of the North East Kent European Marine Site) which at the options stage fell partly within the Plan area. It was concluded that provided the above changes were incorporated into the Area Action Plan it would not be necessary to proceed to subsequent stages of the Habitats Regulations Assessment process. Such minor adjustments to the boundary of the AAP have been made and are clarified in the supporting text to Policy HB17.

Supporting studies

- 2.14** As part of preparing a sound evidence base for the Herne Bay AAP a number of supporting studies have been undertaken. These include:
- A Flood Risk Assessment
 - A Parking Study
 - An Initial Transport Study
 - A Retail Needs Assessment Study
 - An Assessment of the Tourism Product
 - An Economic Assessment Study.
- 2.15** The Herne Bay Area Action Plan Flood Risk Assessment (FRA) was carried out in accordance with PPS25 and assessed proposed developments within Herne Bay town centre with respect to flood risk and long term sustainability, given the potential for flooding from the sea across the majority of the AAP area. Both Sequential and Exception Tests were applied and model testing undertaken to assess the sea flood risk in detail. This analysis concluded that developments within the town centre should be allowed to proceed subject to individual site Flood Risk Assessments being produced at planning consent stage that fully incorporate the conclusions and recommendations of the FRA.

- 2.16** In addition, a Health Impact Assessment of the Herne Bay AAP Preferred Options was undertaken for the East Kent Primary Health Care Trust. This work assessed the potential effects of implementing the preferred options stage of the Herne Bay AAP on the health and well-being of specific groups within the community, with health being defined as the extent to which an individual or groups is able to satisfy needs, realise aspirations and to change or cope with their environment. Wide ranging recommendations arose from this work for implementation across a large number of organisations and agencies. Where they are applicable to being delivered through the statutory development planning system they have been incorporated within this AAP.
- 2.17** All such work has helped to shape the policies and contents of the AAP and is referred to throughout the document as appropriate. A full list of the supporting documents which form the evidence base for the AAP is set out in Appendix E of this document.

Community Involvement

- 2.18** From the outset the Council has been committed to a strong and proactive approach to community involvement in all stages of the development of the AAP for Herne Bay. The Herne Bay AAP has been prepared in compliance with the Council's Statement of Community Involvement (2007). Details of the responses to public consultation exercises are included in the accompanying Statement, under Regulation 30, which sets out how the Council has complied with Regulation 25 on participation in the production of this document.
- 2.19** In Spring 2005 the City Council carried out a Community Vision Survey for Herne Bay to establish how the residents of Herne Bay felt about their town. The results of this exercise highlighted many concerns about the function of the town centre. There were criticisms of the shopping offer, the lack of things to do and the absence of a community friendly town centre.
- 2.20** This public feedback gave a focus and a basis to the town-centre regeneration project and the preparation of an Area Action Plan. The Connecting Herne Bay Issues and Opportunities Document was produced in the winter of 2005, which set out to highlight the problem areas and to suggest possible solutions. This document was the subject of public consultation in January 2006 and was the first step in opening a dialogue with residents, stakeholders, statutory authorities and community groups. The overwhelming response to the consultation was in favour of a change agenda for the town centre. In order to explore the extent of the public appetite for change, the Connecting Herne Bay Options Document was produced later that year and presented four options – No Change in Policy, Minor Change, Significant Change and Major Change - for public comment.

- 2.21** A wide range of methods was employed to ensure a high level of participation at this stage of the preparation of the Area Action Plan. Analysis of the responses revealed clear backing among local residents, organisations and stakeholders for a planning policy approach based on a process of proactive change and for a regeneration programme for the town firmly rooted in an enhancement of the built and economic fabric of the town centre and its rundown retail core.
- 2.22** Preferred Options for the regeneration of Herne Bay were then drawn up, grouped into five themes, continuing the approach of the previous stages of this project: Recreation, Leisure and Community; Town Centre and Shopping Area; Image; Tourism and the Seaside Economy; and Links, Transport and Movement.
- 2.23** A final, then statutorily required, stage of public consultation prior to the drafting of the Herne Bay AAP itself was carried out in Spring 2008 to gauge the views of local stakeholders on the Preferred Options and the accompanying Sustainability Appraisal. Unusually for public responses to planning policy programmes, the majority supported the document and its proposals. Of the 18 Preferred Options, only three received more objections than supporting comments. All representations were analysed and have been taken into account in the preparation of the AAP.

Achievements to date

- 2.24** As part of the preparation of this AAP considerable work has been undertaken by the City Council to ensure that, as far as is possible, circumstances are in place to progress and deliver the objectives and policies of the Plan during its lifetime. Such work has included applying for external funding from a range of funding bodies. Partnership working has been key to the Council's approach and has resulted in a number of early project successes.



Parklife - Youth and Children's centre

Achievements to date

- Working with both Sustrans and East Kent Partnership, funding was secured to complete the missing coastal section of the National Cycle Route link. The first section of this new cycle path through Reculver Country Park to Swalecliffe was completed in March 2008, the work on the second section between Swalecliffe and Whitstable should begin in 2010.
- Extensive research, analysis and survey work of the history and historic fabric of Herne Bay resulted in the publication of the Herne Bay Conservation Area Appraisal in August 2008.
- Parklife, a new Youth and Children's Centre at the Memorial Park in Herne Bay was completed in December 2008 and officially opened in January 2009. This was a partnership project between KCC and CCC with CCC transferring the land for the project in order to ensure that the facility was located in the optimum position. CCC officers were also responsible for the design and project management of the project. The project was delivered on time, to a good quality and within budget.
- A decision in principle has been agreed to move the Pier Sports Centre from the end of the existing pier. Extensive work has been undertaken to enable the sports hall element of the Centre to be relocated at Herne Bay High School as part of the Building Schools for the Future project, and the fitness and dance elements into an expanded Herons sports facility in the town centre.
- A Pier Trust was established in order to consider the future of the existing pier once the relocation of the pier sports centre has been completed. The establishment of a Pier Trust was facilitated by the Council as a local community organisation and the principal consultee in the town on the future of the pier. Members of the Trust were selected from members of the public who had expressed an interest in the future of the pier. All options for the future will be considered and the Trust will be encouraged to develop a commercially viable business plan for any options which they wish to endorse.
- Environmental improvements to both Beach Street Alley and William Street were completed in 2007, improving the character, appearance and use of these pedestrian routes through from the shopping streets to the seafront. Such work was carried out by the Council in partnership with the Office of the Deputy Prime Minister, East Kent Partnership, Groundwork and local businesses.
- A development partner for the redevelopment of the Central Development Area has now been appointed (December 2009).

- Development principles for the Beach Street redevelopment area have been prepared (and adopted) which back up the Policy HB2 of the Area Action Plan which seeks to reconnect Beach Street with Central Parade on the seafront. This is an important element in the overall Connecting Herne Bay programme as it will open up a new entrance from the seafront to the central development area in the town centre.
- CCC have worked with Stagecoach over a number of years, to identify sites within Herne Bay suitable for relocation of the company's Bus Depot on the High Street. The outcome of these negotiations has been very positive, resulting in the purchase of land from the Strategic Rail Authority which was allocated for employment purposes. This is the best possible result for Herne Bay Regeneration as it safeguards and enhances existing jobs for the town and frees a key town centre site for redevelopment.
- A Heritage Trail has been launched by the Herne Bay Town Partners providing an attractive route and information about sites and properties along it for visitors to Herne Bay.
- Herne Bay has been identified as a key delivery target for the Kent County Council Gateways programme. Negotiations have taken place with key partners over the last year and a detailed feasibility study is planned for delivery in summer 2009.
- A corporate projects website has been set up by the Council which features all of the projects in the Herne Bay Regeneration programme. The aim of the site is to provide the public with easily accessible information on all ongoing projects. <http://www.canterbury.gov.uk/hernebayprojects>

Chapter 3: Town Centre and Shopping Area

Development Opportunity Sites

- 3.1** Opportunities exist to deliver an improved and more connected urban form and a reinvigorated Herne Bay town centre through the redevelopment of three prominent, centrally located Development Opportunity Sites. A central aim of this AAP is that high quality, innovative and exemplar redevelopment of these Sites will act as a catalyst for the regeneration of the town.

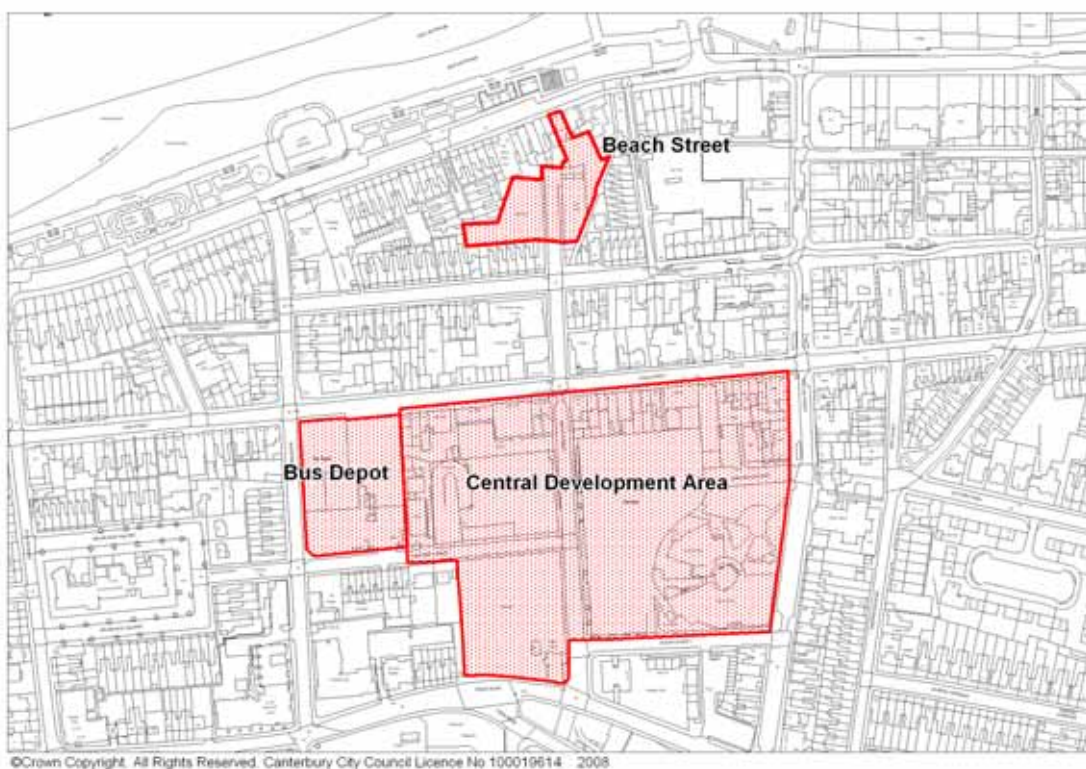


Figure 2: Development Opportunity Sites

- 3.2** The attractive and co-ordinated redevelopment of these centrally located sites is a unique opportunity to create a new and revived clear core north-south axis for Herne Bay. Such a strong axis will link the Memorial Park, the town's shopping area and the seafront; working to deliver the Connecting Herne Bay vision that has been supported throughout the preparation of this AAP by local residents and stakeholders.

HB1 The Central Development Area

HERNE BAY AREA ACTION PLAN OBJECTIVES

- A. To deliver the redevelopment of key Opportunity Sites as catalysts for the regeneration of Herne Bay.
- B. To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors.
- D. To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high quality public realm improvements.
- E. To create an attractive sense of place with clear pedestrian and cycle routes linking the seafront, shopping streets and park.



Figure 3: The Central Development Area

- 3.3** Herne Bay was one of the country's first planned seaside towns, conceived in the 1830s and designed to a grid layout. Key components of this original plan were three town squares, to be known as Oxenden, Brunswick and Hanover Squares. Oxenden Square was partly completed, Brunswick Square fully so but later substantially altered by the erection of three large and dominating blocks of flats. The Central Development Area is centred on the site of the proposed Hanover Square, of which only a short terrace of six buildings (known as Hanover Square) was completed at the junction with William Street.
- 3.4** The Central Development Area (CDA) encompasses the William Street and Kings Road car park areas and forms the largest redevelopment site in the town. Centrally located, the redevelopment of this site is crucial for the delivery of a connected urban form and a reinvigorated town centre. The site currently includes the Herons Leisure Centre and swimming pool, Council offices and the town's cinema as well as its main supermarket. Such facilities will be integral uses in the regeneration of this central area of Herne Bay.
- 3.5** Herne Bay's High Street runs along the northern side of the CDA, with William Street bordering it to the east. The High Street is comprised of predominantly retail premises of three to four storeys in height while William Street is characterised by mainly commercial and residential activities and the Council's leisure centre, The Herons. Kings Road and Queens Street lie to the south and open onto a predominantly residential area and the Memorial Park. To the west is an area of residential and commercial uses including the former bus depot site which is allocated for retail and residential development in the adopted Local Plan. Beach Street runs south from the High Street through the site forming a key axis between the town's shopping streets, seafront and Memorial Park. Kings Road market car park and Morrison's supermarket lie to the west of Beach Street with the William Street car park to the east occupying the centre, and remainder, of this redevelopment site.
- 3.6** This central site currently suffers from a lack of defined character. Despite the clear grid framework into which the site falls, the area feels shapeless with no clear sense of place. Development here will be expected to resolve this and deliver a new high quality environment in the retail and commercial centre of the town in order to drive the regeneration of the economy of Herne Bay forward. The Council will also encourage the creation of a new gateway (in built form and function) to the town here, capitalising on the position of the CDA within the town. The layout of proposals should reflect such an aim, and use land efficiently to create a clear sense of place and enclosure.
- 3.7** It is important that any redevelopment of the Central Development Area retains the line of Beach Street as a key artery within the wider town centre. Beach Street provides a strong visual axis, linking the Park, the shopping area and the seafront, with long views as ground drops away towards the seafront and the clocktower.

- 3.8** The redevelopment of this site should deliver a thriving mixed use development, with public car parking and comprehensive and structured environmental improvements. In particular, the Council will encourage the delivery of additional community, residential, retail, health office and leisure uses as set out in Policy HB1.



- 3.9** The City Council has identified the following indicative levels of development as a guide for the Central Development Area:

Residential	70-80 units
Retail	10,000-12,000 m ²
Leisure	1,000 m ²
Health/Gateway/Offices*	500-1,000m ² each

*for these uses it is difficult to be precise at this stage as the exact ratio of the uses is unknown and will be worked up in conjunction with a development partner when appointed.



- 3.10** Two land uses currently in an advanced stage of discussion for the Central Development Area are an expansion to The Herons Leisure Centre by Canterbury City Council and a Gateway facility for the town by Kent County Council. Agreement by the City Council has been reached in principle to the expansion of the Herons Leisure Centre to accommodate the fitness and dance elements from the Pier Sports Centre Herne Bay, while under Kent County Council's Gateway's programme the Herne Bay CDA has been identified as a suitable location for such a use.
- 3.11** 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 character of Herne Bay.
- 3.12** The Central Development Area lies within the Environment Agency Flood Zones 2 and 3a at high risk of sea flooding. All planning applications will therefore be required to undertake and submit a site specific Flood Risk Assessment.
- 3.13** 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 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 to be safely above predicted sea flood levels, at a level of +5.9m OD, subject to agreement with the Environment Agency based on the most up-to-date information available. Given the variation in zones of flood risk across

the Development Site sequential tests will be required to ensure that the most appropriate development is located in the most appropriate locations within the site boundary in accordance with paragraph D6 of PPS25.

- 3.14** The Council has now appointed a development partner (December 2009) to bring forward an exciting and innovative development here which will provide an attractive focus for the revival of Herne Bay.
- 3.15** A series of Development Principles have been prepared for this site which expand upon Policy HB1 and are available in full as a separate supplementary planning document to this AAP. 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 and vibrant new core to the town.

Policy HB 1

Central Development Area

Planning permission will be granted for proposals which deliver the comprehensive and high-quality redevelopment of this prominent town centre site to act as a catalyst for the overall regeneration of the town in accordance with the Development Principles supplementary planning document that accompanies this Area Action Plan.

Such redevelopment should provide additional community, residential, retail, health, office and leisure (as set out in Policy HB10) uses, create a new south-facing built frontage to the rear of 108-224 High Street, establish clear and strong pedestrian links across the site to William Street and to the Memorial Park, and deliver high quality and co-ordinated public realm and retain overall levels of car parking.

HB2 Beach Street

HERNE BAY AREA ACTION PLAN OBJECTIVES

- A. To deliver the redevelopment of key Opportunity Sites as catalysts for the regeneration of Herne Bay.
- B. To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors.
- D. To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high quality public realm improvements.
- E. To create an attractive sense of place with clear pedestrian and cycle routes linking the seafront, shopping streets and park.



Figure 4: Beach Street Regeneration Area

3.16 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. The strong town-sea visual and physical axis, which Beach Street should form, culminates in the town's iconic clock tower. Three properties subsequently erected along Central Parade however block both views of the clock tower and the sea and access to the seafront.



Figure 5: Extract from Hacker's Plan for new town of St. Augustine (Renamed Herne Bay)



- 3.17** At present, there are limited pedestrian links to attract people from Herne Bay's popular lengthy seafront into the town's retail area. Redevelopment of the east car park area at the northern end of Beach Street, including the demolition of 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 important part of the overall regeneration project. Exploratory work is currently underway and the Council will continue to work with landowners and all interested parties to achieve these objectives.
- 3.18** 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.
- 3.19** 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.
- 3.20** 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 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 however considered inappropriate here given the current oversupply of such developments in the town.
- 3.21** The City Council has identified an indicative level of development of 15 to 20 residential units and 400 to 600m² retail for this site, as a guide.
- 3.22** Development proposals should create a new, attractive and highly visible pedestrianised route or walk through to the seafront from Beach Street. 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 6: Proposed pedestrian route

- 3.23** 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.
- 3.24** 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.
- 3.25** 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.

- 3.26** 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.
- 3.27** 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. 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.
- 3.28** 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 to be safely above predicted sea flood levels, 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.
- 3.29** 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.
- 3.30** 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.

- 3.31** A series of Development Principles have been prepared for this site which expand on Policy HB2 and are available in full as a separate supplementary planning document to this AAP. 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 and vibrant new Beach Street quarter in Herne Bay.

Policy HB 2

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.



Beach Street car parks

HB3 The Bus Depot site

HERNE BAY AREA ACTION PLAN OBJECTIVES

- A. To deliver the redevelopment of key Opportunity Sites as catalysts for the regeneration of Herne Bay.
- B. To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors.
- D. To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high quality public realm improvements.

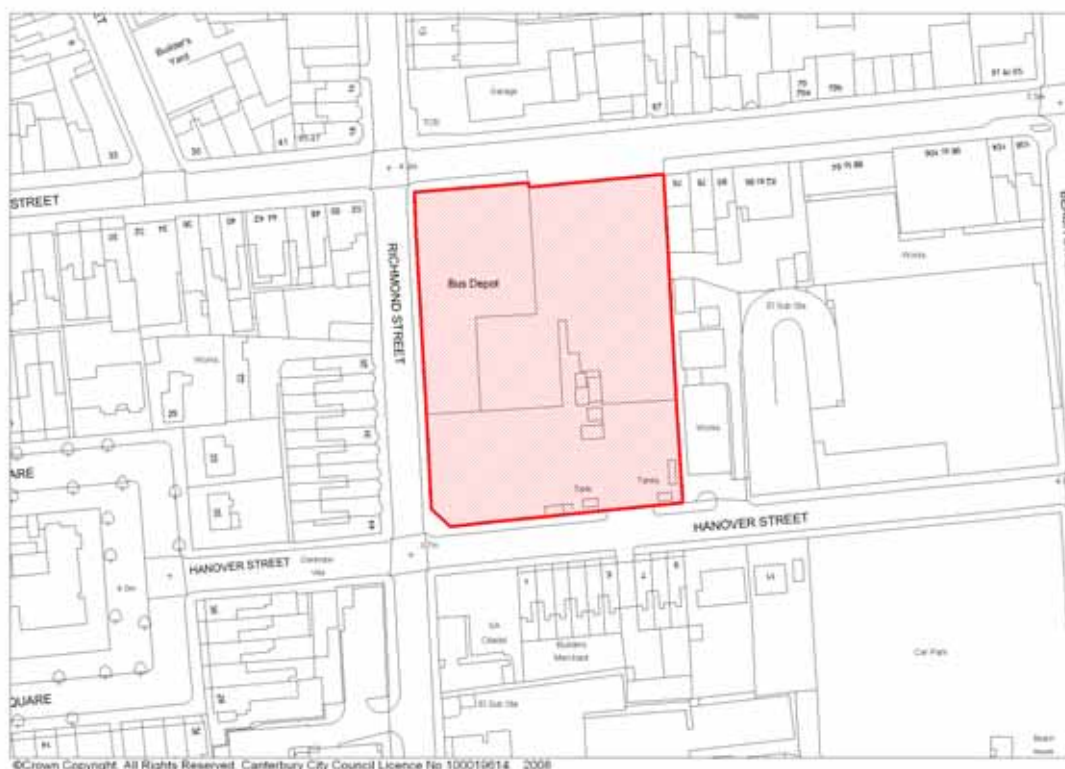


Figure 7: Bus Depot Site

3.32 The Bus Depot site lies on the corner of the High Street and Richmond Street. The High Street is dominated in this area by the Bus Depot and a petrol filling station opposite. Richmond Street is predominantly residential as is Hanover Street which lies immediately to the south of this site. Morrison's supermarket, a number of smaller retail premises and the wider Central Development Area are located to the east.

- 3.33** This site, is allocated for mixed-use development in Policy TC4 of the Canterbury District Local Plan (2006). The site is now surplus to the requirements of Stagecoach, the current occupiers who are relocating within the town. It lies on the High Street in a prominent position on the edge of Herne Bay's retail core. A planning application by Sainsbury for the development of a supermarket, with associated parking and service facilities, and flats was under consideration during the latter stages of the preparation of this Area Action Plan but was subsequently withdrawn.



- 3.34** The bus depot site is allocated for a mix of retail and residential use on the adopted Canterbury District Local Plan (2006). Proposals should include a continuous shopping frontage to the High Street with clear glazing and un-obscured fenestration to create an active relationship with the High Street. Residential development should directly front Richmond Street and reflect in built form the existing terraces of housing opposite the site.
- 3.35** The City Council has identified an indicative level of development of 20 to 30 residential units and 2,500 to 3,000m² retail for this site, as a guide.
- 3.36** This site lies within the Herne Bay Conservation Area and new built development, together with any opportunity for 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 character of Herne Bay.
- 3.37** The Bus Depot site lies within the Environment Agency Flood Zones 2 and 3a at high risk of sea flooding. All planning applications will therefore be required to undertake and submit a site specific Flood Risk Assessment.

- 3.38** A series of Development Principles have been prepared for this site, which expand on Policy HB3 and are available in full as a separate Supplementary Planning Document to this AAP. 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 the high-quality redevelopment of this site.

Policy HB 3

Bus Depot Site

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

HB4 Additional development sites

- 3.39** The Herne Bay AAP will have a lifetime of 10 years from its adoption. It is inevitable that over such a time period other sites may come forward for redevelopment in addition to the three Opportunity Sites above. All such developments will be subject to the policies of this AAP and details will be included on the dedicated website for this regeneration project being developed by the Council. In such instances the Council will support, and work actively to bring forward, the high-quality redevelopment of all such sites to deliver an attractive, thriving and commercially successful town centre in accordance with the overall objectives and specific policies of the AAP.

Policy HB 4

Additional Development Sites

The redevelopment of additional sites which may become vacant and available during the lifetime of the AAP will be supported where such redevelopment is in accordance with the objectives and policies of this AAP. A Flood Risk Assessment will be required for all development sites that lie within Flood Zones 2 and 3.

HB5 Strengthening the retail core

HERNE BAY AREA ACTION PLAN OBJECTIVE

- B. To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors.

3.40 Recent retail capacity study work has revealed that Herne Bay is currently not functioning as well as other nearby towns. In particular, while the trade area for Whitstable for example is mostly self contained, Herne Bay retains only 31% of residents' spend on convenience goods. This represents a significant leakage of potential consumer spend away from the town. The enhancement of the retail offer and development of a strong and vibrant retail core for the town is therefore critically important in delivering the regeneration of the economy of Herne Bay.



3.41 The retail character of Herne Bay is one dominated by independents. These independent stores have shaped the character and identity of the town and consultation responses have identified a strong desire by local residents and stakeholders to retain this character, whilst seeing a limited expansion of the retail offer to encompass a larger number of multiples and the provision of larger units suitable for such national stores.



- 3.42** The shopping facilities in the centre of the town are located primarily along Mortimer and High Streets. Policy HB5 seeks to protect existing retail ground floor uses in these areas. It is recognised that the parts of the town centre to which policy HB5 applies (as illustrated in Figure 8) may need to be amended as redevelopment of the key Development Opportunity sites is delivered.

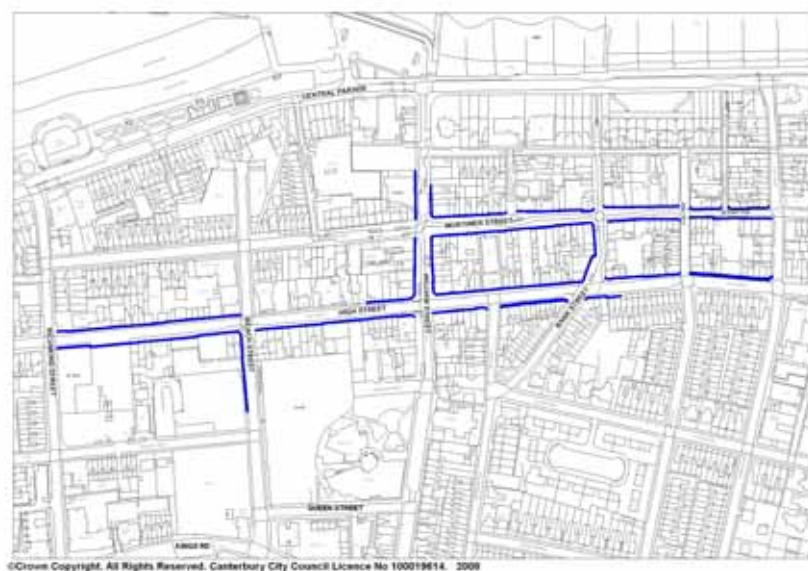


Figure 8: Herne Bay's Retail Core

- 3.43** This Policy complements Local Plan policies TC5 and TC3, which recognise the importance of a strong retail core in order to underpin healthy and thriving town centres, and PPS6 which requires local planning authorities to actively promote growth and manage change in town centres.

Policy HB 5

Strengthening the Retail Core

In order to retain a strong retail core within the commercial centre of Herne Bay as shown on Figure 8, the loss of ground-floor retail uses, will be resisted unless there is an overriding justification.

On the Development Opportunity sites of the Central Development Area, Beach St and the former Bus Depot site where a retail element is required, development proposals will be expected to provide a range of unit types and sizes to meet the needs of multiples in particular given their current under-representation in the town's retail offer.

HB6 Herne Bay Market

HERNE BAY AREA ACTION PLAN OBJECTIVE

- B. To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors.
- H. To protect current overall levels of parking facilities and work to improve vehicular movement through the town.

- 3.44** The King's Road car park currently plays host to Herne Bay's weekly Saturday market. The Council has resolved that the market be retained in its present form until a suitable opportunity comes forward to move it to an on-street location as part of the delivery of the AAP. Proposals to move the market to an on-street location in order to increase the footfall for the market and its visibility within the town's retail offer will therefore be supported.

- 3.45** The relocation of the market to an on-street location within the town centre, or other locations as may come forward, would have the added benefit of allowing additional parking on King's Road car park at peak times such as at weekends when parking capacity is much reduced, as revealed in the Parking Study undertaken as part of the preparation work for this AAP.



Policy HB 6

Herne Bay Market

Proposals which involve the relocation, within the town centre, of the Herne Bay market as part of the redevelopment of the Central Development Area, will be supported in order to increase its footfall and to increase parking provision in the town on Saturdays. The Council will work with developers to identify appropriate on-street locations.





Chapter 4: Design, Character and Image

HB7 Conservation Area Design

HERNE BAY AREA ACTION PLAN OBJECTIVES

- D. To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high quality public realm improvements.

- 4.1** The area of this AAP falls entirely within the Herne Bay Conservation Area. A detailed Conservation Area Appraisal for Herne Bay has recently been completed and is a supporting document to the AAP. This Appraisal has confirmed the wealth and quality of surviving Victorian buildings and building detail through the larger part of the Conservation Area. Its Victorian heritage is after all the defining characteristic of Herne Bay. The Conservation Area Appraisal advises that every new proposal within the conservation area should be backed up by a thorough 'townscape' analysis of the site and its historic context. This exercise should inform the design process and be part of a design statement submitted with a planning application.
- 4.2** A palette of appropriate materials for new developments in Herne Bay town centre will be available from the Council's Conservation team for use by public authorities and developers during the lifetime of the AAP. Developments will also be required to achieve Code for Sustainable Homes Level 3 (rising to Level 5 for homes built after 2016) and a minimum of Very Good in BREAAAM standards for commercial developments in compliance with the Council's Sustainable Construction SPD (2007).

Policy HB 7

Conservation Area Design

All new development within the area covered by this AAP should be of high quality, to reflect local distinctiveness and to preserve or enhance the strong Victorian and Regency architectural character of Herne Bay. A townscape analysis of the site and historic context will be required as part of all planning applications to ensure the protection and enhancement of the town centre's built form.

Developments should be orientated so that they front the street, respect building lines and avoid designs which are inward looking and which present blank, inactive street frontages.

The design of buildings and shopfronts which is based on a standard design that is not well integrated with its local context will not be permitted.

HB8 Public Realm Improvements

HERNE BAY AREA ACTION PLAN OBJECTIVES

D. To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high quality public realm improvements.

- 4.3** To improve the economic fortunes of Herne Bay by attracting more visitors and residents to use its town centre streets, it is essential to create an enhanced, vibrant and attractive sense of place in the town centre. Creating comfortable spaces where people wish to linger, and providing clear links between such places and facilities, can prolong the length of time visitors spend in a town centre, creating a livelier atmosphere and helping to strengthen a town centre economy.
- 4.4** To work to deliver such improvements the Council's adopted Supplementary Planning Document on Developer Contributions (2007) makes provision for seeking contributions from developers in specified locations to public realm improvements, including those in the Herne Bay shopping area. The Council will also give consideration to funding public realm improvements in Herne Bay through its own capital programme.
- 4.5** The street pattern on which Herne Bay was developed has resulted in long, straight commercial streets. It is important that public realm improvements are based on an holistic and co-ordinated approach to new high-quality street furniture along the lengths and throughout the town's core streets. Improved streets should result in simple uncluttered routes and make use of shared surface treatments and expanded pavements to encourage pedestrian movement throughout the town. Shopfronts are a particularly important defining element of a street's character. Alterations and new shopfronts will be required to comply with the Council's Supplementary Planning Guidance on Shopfronts (2003).
- 4.6** Herne Bay has benefited in the past from a commitment to tree planting along the main streets of the town and in public spaces. These now mature trees have their origins in a decision in 1852 by the then Board of Commissioners to begin a tree planting programme which saw 1,000 trees planted over a two year period. The trees along Mortimer Street, William Street and Beach Street in particular contribute an attractive softer landscaping in a town centre which has few areas of public green open space. The redevelopment of the three Development Opportunity sites will therefore be required to incorporate formal tree planting of mature appropriate indigenous species.

Policy HB 8

Public Realm Improvements

The design, layout and landscaping of all new developments in Herne Bay town centre will be required to deliver the overall enhancement of the public realm of the town through the provision of high quality and attractive street furniture, landscaping and materials. Such developments should:

- Create an attractive, co-ordinated and uncluttered sense of place
- Enhance the town's streetscapes through an innovative approach to the design of street furniture and landscaping
- Work to create a safe, informative and attractive environment
- Be of appropriate style and form to reflect the distinctive historic seaside character of Herne Bay and its Conservation Area
- Incorporate the use of high quality materials, including paving, surfacing, lighting and public art
- Seek to enhance the strong tradition of street tree planting in the town's residential and retail streets



HERNE BAY AREA ACTION PLAN OBJECTIVES

- B. To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors.
- D. To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high quality public realm improvements.

- 4.7** Herne Bay benefits from high levels of housing within its town centre, with much of it dating from the Regency, Victorian and Edwardian periods when the town was being planned and developed. An external survey of the condition of residential accommodation within the area covered by this AAP was carried out in March 2007. This work concluded that many of the dwellings which had previously detracted from the appearance of the area had been improved, or were in the process of improvement and that the condition of the housing stock was such that it would be inappropriate and unnecessary to declare a Housing Renewal Area in this instance. Any interventions that may become necessary over the lifetime of this AAP to improve the Conservation Area and the town's streetscapes will therefore be dealt with on an ad hoc basis either by requiring landlords to carry out work or by continuing to offer financial assistance to vulnerable occupiers.
- 4.8** The town's built heritage has resulted in many of the shop buildings within its shopping centre being designed to include living accommodation on upper floors. The use of such floorspace for residential accommodation is promoted in Policy H7 of the Canterbury District Local Plan (see Appendix A) and the bringing forward of such accommodation will be supported as an effective and sustainable way of achieving the aim of improving the vibrancy and environment of Herne Bay's town centre.
- 4.9** Herne Bay's Conservation Area and the built character of its town centre are blighted by a small number of highly visually intrusive tower blocks. The worst case, as set in the Conservation Area Appraisal, is that of St Anne's Court on the site of the former Pier Hotel opposite the pier itself. The siting and form of the building pays no regard to its setting and has created a wide gap in a former continuous frontage to the sea. The character of the town between Queen Street and Park Road similarly suffers from tall blocks of former council housing which have destroyed the intimate historic relationship between houses and streets in this part of the town.

Policy HB 9

Housing

Proposals to provide additional residential accommodation over commercial units in the town centre will be supported provided that it does not lead to a significant increase in the demand for on-street parking and that there is no adverse impact on the character and appearance of the area.

Opportunities which arise to redevelop or to improve the townscape quality of the areas currently occupied by the tower blocks of St Anne's Court and the Queen Street area will be supported.

It is likely that Flood Risk Assessments will be required to be submitted as part of applications coming forward under this policy.





Chapter 5: Recreation, Leisure and Community Facilities

HB10 Enhancement of sports facilities at the Herons Leisure Centre

HERNE BAY AREA ACTION PLAN OBJECTIVES

- C. To provide improved recreational, leisure and community facilities in the town centre for residents and visitors.
- I. To improve the vibrancy and attractiveness of Herne Bay as a seaside tourist destination, including the delivery of a revived and thriving pier.

- 5.1** Sports and leisure facilities for Herne Bay town centre are currently located in two venues in the town – the Council-run Herons Leisure Centre and the Pier Sports Centre, with additional assembly leisure facilities at the Kings Hall. Responses from public consultation exercises as part of the preparation of the AAP have indicated that there is strong demand for improved leisure and recreation facilities in Herne Bay by the town's residents.
- 5.2** The Sports Centre on the pier is over 30 years old and provides a large sports hall with spectator space which is a popular home to roller hockey and indoor bowls, squash courts and health and fitness facilities. The unusual location of the Pier Sports Centre does not however facilitate improvements, extensions or alterations. Work to upgrade the town's sports facilities through the replacement of this now dated building whilst protecting the future provision of such facilities, including the retention of opportunities for roller hockey and indoor bowls within Herne Bay, has therefore been addressed as part of the wider context of the preparation of the Herne Bay Town Centre AAP.



- 5.3 Accommodation for a new large sports venue and spectator space requires a scale of land and parking that is rarely deliverable (or often desirable in urban design terms given the necessary bulk of such arenas) within a town centre. Work however has secured the continuation of such facilities within the town with a replacement sports centre to be delivered at Herne Bay High School, a specialist Sports College, which lies on the edge of the town, beyond the area of the Town Centre, as part of the Building Schools for the Future scheme. Dedicated cycle links to this new facility from the town centre will be created as set out in Policy HB18.
- 5.4 The health and fitness leisure facilities currently housed in the Pier Sports Centre are being retained in the town centre itself, upgraded and delivered through an enhancement and extension at the Herons Centre. This will improve the recreational facilities in the heart of Herne Bay town centre.

Policy HB 10

Expansion of leisure facilities at the Herons

In addition to the provision of enhanced sports facilities, including a sports arena capable of accommodating roller hockey and indoor bowls, at Herne Bay High School on the edge of the town, the relocation of the activities currently offered in the Pier Sports Centre will deliver the expansion the existing leisure facilities at the Herons to provide attractive new health and fitness facilities in the town centre itself. Such additional facilities will include a modern gym facility and a spa, with treatment and consultation rooms as well as new changing rooms and a new café and viewing facility.

Existing health and fitness facilities at The Pier Sports Centre will continue to operate until construction of such new facilities is complete and replacement health and fitness provision is open.

HB11 The Pier

HERNE BAY AREA ACTION PLAN OBJECTIVES

- C. To provide improved recreational, leisure and community facilities in the town centre for residents and visitors.
- I. To improve the vibrancy and attractiveness of Herne Bay as a seaside and tourist destination, including the delivery of a revived and thriving pier.

- 5.5** Herne Bay pier was once the second longest in Britain and has long been a popular and iconic feature of the town's seafront. The town has seen the construction of three piers, the first of which, designed by Thomas Telford, was three-quarters of a mile long and erected in 1831. The late 1800s saw the construction of two replacement piers at Herne Bay following the decline and demolition in 1871 of this first pier. The second of the piers at Herne Bay extended only about 100 yards from the shore and was thus too short to allow steamers to call. This pier had a small bandstand at the seaward end and, later a wooden theatre and shops were built across the entrance. In 1899, a third pier was built. Built of iron, at 3,787 feet long it was once more designed to reach deep water, and had a long history of service with steamers continuing to call right up into the early 1960s bringing visitors to the town.



- 5.6** In 1968 the pier's seaward end was closed and abandoned. In 1979, after damage by storms the remaining elements of the pier, inland as far as the current Pier Sports Centre, which had replaced the original Grand Pier Pavilion in 1976, were removed. The pier head with its landing stage proved too solid for demolition and remains today.
- 5.7** The Pier Sports Centre physically and visually dominates Herne Bay pier. Policies in this AAP reflect recent decisions by the Council to relocate the facilities currently housed in this, now dated, building. Representations received during the preparation stages of the AAP were keen to strengthen the role of the pier in establishing a separate identity for Herne Bay from other nearby seaside towns. The removal of the sports facilities from the pier is also considered by many in the town to offer considerable regeneration potential, enhancing Herne Bay's tourism offer. Support

has consistently been expressed by local residents and stakeholders for the provision of a restored and if possible extended pier including such uses as eating facilities, entertainment, leisure, shops and fishing and boat trip facilities.



- 5.8** The restoration and extension of Herne Bay pier would be a major project however and depends to a great extent on the level of funding that may become available over the course of the AAP period. The establishment of a Pier Trust has been facilitated by the Council as a local community organisation and the principal consultee in the town on the future of the pier. In due course the Trust may also develop a direct role in the management and operation of the pier and its future facilities. During the three year period between the decision to relocate the sports facilities and the opening of replacement sports facilities at the High School and the Herons leisure centre, work to assess the options available for the future of the pier, drawing on the experience of other similar projects, will be carried out jointly by the City Council and Pier Trust. (All such options will be required to comply with Policy HB11 of this AAP and avoid any adverse effects on the integrity of nearby protected marine environments).
- 5.9** Any viable options for retaining all or part of the existing building will be examined as part of this process, together with options for demolishing the existing building and redeveloping the pier deck space with new leisure related facilities such as the uses listed in paragraph 5.7. The council's capital programme includes £350,000 to demolish the Pier Sports Centre and reinstate the decking if required. A detailed implementation plan will be developed to progress the preferred proposals including the preparation of a Supplementary Planning Document to set out detailed planning and design guidance for the delivery of a revived, thriving pier at Herne Bay.

Policy HB 11

Herne Bay Pier

The regeneration of the pier is identified as a critical priority in the Corporate Plan. During the period between the decision to relocate the sports facilities from the pier and the opening of replacement facilities the options for the future of the pier will be fully explored jointly by the City Council and Pier Trust.

A detailed implementation plan will be developed to progress the preferred proposals including the preparation of a Supplementary Planning Document or Development Principles to be adopted by the Council to set out detailed planning and design guidance for the delivery of a revived and thriving pier at Herne Bay. Potential uses which are considered appropriate in this regard include restaurants, entertainment, shops and leisure uses.

HB12 Memorial Park Improvements

HERNE BAY AREA ACTION PLAN OBJECTIVES

- G. To revive the town's Memorial Park with an attractive range of facilities and high quality landscaping.

5.10 The centrally located Memorial Park is a strong and positive part of the town centre offer at Herne Bay, making a valuable contribution to the town's recreational, landscape and visual amenities. The park also provides an attractive and well-used tree-lined pedestrian route through to the town's railway station. The facilities in the park are however now in need of upgrading to prevent deterioration in the quality and popularity of this community facility. The revival of the park is therefore one of the core objectives of the regeneration of the town centre and the AAP.



5.11 The Council has £500,000 committed in its capital programme to facilitate the regeneration of the Memorial Park. Such funding will be used to bring in match-funding, maximising the funds available for the revival of the Park. A project to achieve this significant objective is being developed in association with the Friends of the Memorial Park Group. Future projects, include such works as an up-grading of the play area, which has now been delivered, improvements to lighting, the installation of CCTV cameras, an up-grade in the electrical supply to the park to facilitate a wider range of events, the removal of the existing pavilion, the installation of cycle racks, the refurbishment of the formal garden area, the provision of a cycle park, the appointment of an on-site park warden/ranger, information and story boards and the provision of new toilet facilities.



5.12 Community consultation to prioritise elements of the revised project was undertaken in the Spring of 2009, with delivery scheduled to be completed by 2011.

Policy HB 12

Memorial Park Improvements

Proposals will be brought forward to enhance and revitalise the Memorial Park. The environment, facilities and landscaping of the Memorial Park will be improved through the delivery of a programme of high quality new and improved facilities designed to increase both the attractiveness of the park as a place to visit and a sense of ownership of the park by local residents.

HB13 Herne Bay Gateway Project

HERNE BAY AREA ACTION PLAN OBJECTIVES

- C. To provide improved recreational, leisure and community facilities in the town centre for residents and visitors.

- 5.13** Gateway is a new partnership approach that brings together multiple agencies in a retail type environment, providing enhanced face-to-face service delivery through joint working across the public and voluntary sectors and ultimately the private sector. Agencies committed to the Herne Bay Gateway include the East Kent Primary Care Trust, Kent Adult Social Services, and the East Kent Council for Voluntary Services. There are currently six Gateways open in Kent, located in Ashford, Tunbridge Wells, Margate Dover and Maidstone. Herne Bay has been identified as the location for the Gateway for Canterbury District and work is currently in progress to deliver a Gateway by the end of 2010.
- 5.14** Each Gateway has been different in location and format and has been carefully devised to respond to customer profiling work. Such profiling has been completed for Herne Bay and appropriate potential partners identified. Discussions are now ongoing to identify a suitable site with high footfall and easy access for this new facility within the town centre.

Policy HB 13

Herne Bay Gateway

Proposals for a Gateway facility providing multiple agency face-to-face service delivery in Herne Bay town centre will be supported subject to such a facility complying with the other policies of this AAP.



Chapter 6: Tourism and the Seaside Economy

HB14 Seafront businesses

HERNE BAY AREA ACTION PLAN OBJECTIVES

- I. To improve the vibrancy and attractiveness of Herne Bay as a seaside tourist destination, including the delivery of a revived and thriving pier.

- 6.1** Herne Bay's seafront is the element of the town that most defines its character. The seafront has a number of activities which are quite widely dispersed along its 4 mile length. In recent years the character of the seafront has begun to change, in part due to commercial pressures for residential development. As a result seaside and tourism related uses have become more limited in areas of the town where they should be concentrated.



- 6.2** In order to strengthen the vibrancy and seaside tourist ambience of Herne Bay's seafront, new development proposals will be restricted at ground floor level to commercial uses compatible with a seafront location, including beach-focused retail, restaurant, tourism, recreation and leisure uses along the seafront commercial cores shown in Figure 9. (The stretch of residential properties from Station Road to Richmond Street has been excluded from this policy. If proposals come forward for conversion of such properties to tourist accommodation these will be assessed under Policy HB15).



Figure 9: Seafront Commercial Core

Policy HB 14

Seafront Businesses

Along the seafront, as shown in Figure 9, active ground floor land uses including retail, restaurant and tourism related development will be permitted. The loss of existing retail, restaurant and tourism ground floor uses will not be permitted.

HB15 Visitor Accommodation

HERNE BAY AREA ACTION PLAN OBJECTIVES

- I. To improve the vibrancy and attractiveness of Herne Bay as a seaside tourist destination, including the delivery of a revived and thriving pier.

- 6.3** Tourism is identified in the Sustainability Appraisal which accompanies this AAP as a vital sector to the resurgence of Herne Bay's economy. An Assessment of Herne Bay's tourism product in 2007 concluded however that the town centre currently has a limited stock of visitor accommodation. (Planning permission has recently been granted for two hotels, which is now open, just outside the town at Beltinge and at Eddington). Herne Bay is fortunate, however, in having a wealth of appropriately scaled, attractive and largely unaltered properties thanks to its strong Victorian and Regency architectural legacy. Such buildings offer the potential to be developed for additional holiday accommodation and to meet a demand that should arise from the actions of this AAP in enhancing the image and economy of the town and hence its attractiveness as a holiday destination. New build tourist accommodation facilities will also be supported where they comply with the policies and development principles of this AAP.

Policy HB 15

Visitor Accommodation

Applications will be supported for the provision of quality, graded visitor accommodation, of a scale that complements the built character of the Herne Bay Conservation Area, including that aimed at the family, business, short break and weekend holiday markets, along Herne Bay seafront and in the town centre.

HB16 Beach and water-sports facilities

HERNE BAY AREA ACTION PLAN OBJECTIVES

- C. To provide improved recreational, leisure and community facilities in the town centre for residents and visitors.
- I. To improve the vibrancy and attractiveness of Herne Bay as a seaside tourist destination, including the delivery of a revived and thriving pier.

- 6.4** Herne Bay directly fronts the sea to a degree unusual among north Kent coastal towns and derives a large part of its character from this relationship. Its attraction to visitors has long been based on its status as a seaside town and thus water-based leisure and tourism facilities are very popular and are considered appropriate land-uses for enhancing the town's economy. The town's seafront however adjoins the western edge of the European protected Thanet Coast and Sandwich Bay Special Protection Area and Ramsar site (see Policy HB17). Proposals for additional or increased provision of water sports activities will therefore be required to include mitigation against any detrimental impact on the birds for which the site is designated, in consultation with Natural England and the City Council.
- 6.5** The town's beach is an extensive one and as such offers the opportunity to be used by a wide variety of users. Furthermore the pier and the Neptune's Arm act to naturally divide the beach into a number of zones, namely a western zone to the west of the pier, a central zone between the pier and the Neptune's Arm and a eastern zone to the east of the Neptune's Arm.
- 6.6** The 'Neptune's Arm' breakwater and associated promenade and sea-front works were completed in 1993. The Neptune car park is a new area of artificial fill extending from the previous beach line out to this new rock breakwater. A ramp from the car park provides a launching place for small pleasure craft and other water-based sports which will be encouraged to be located along this eastern stretch of the beach.
- 6.7** Many water sports activities are currently available at Herne Bay. These include the Herne Bay Sailing Club, the Hampton Pier Yacht Club, sea cadets, jet skis, rigid hull inflatable boat tours, rowing, windsurfing, as well as angling. This AAP acknowledges the strong role such activities play in creating a lively and popular seafront. It therefore supports the continuation of a wide range of water-based activities and in particular the protection of safe and appropriate facilities for water users all along the seafront.



- 6.8** As part of the AAP a study to identify and facilitate new beach-based activities at Herne Bay is being undertaken by Tourism South East, drawing on the experience of other coastal towns in this region. This work will help in establishing a distinctive appeal and brand for the town's beach and its attractiveness as a family-friendly seaside destination. New activities will be required to be of a nature, location and design quality that respects and reflects the presence of the Central Bandstand. Built in 1924, this attractive example of seaside architecture has been restored and refurbished recently and makes a key contribution to the sea front promenade at Herne Bay.

Policy HB 16

Beach and water-sports facilities

Proposals to strengthen the current broad range of beach and water sports on offer in the town will be supported where they do not compromise the safety of other users of Herne Bay seafront, and provided that it has been demonstrated that during construction and/or operation they will not result in any detrimental impact on the integrity of the adjoining European site. Where detrimental impacts cannot be avoided, such activities will not be permitted.

HB17 Protection of Marine Environments

HERNE BAY AREA ACTION PLAN OBJECTIVES

- J. To protect the integrity of nearby European designated offshore marine sites.

- 6.9** European Sites are sites of exceptional importance in respect of rare, endangered or vulnerable natural habitats and species within a European context. They consist of Special Areas of Conservation (SAC) that seek to protect wild fauna and flora and Special Protection Areas (SPA) which seek to protect wild birds. As a matter of Government Policy, Wetlands of International Importance under the Ramsar Convention (Ramsar Sites) are considered under the Habitats Regulations where a plan or project may impact upon them. The Thanet Coast and Sandwich Bay SPA and Ramsar site, which adjoin the boundary of this AAP is an over-wintering site for golden plover and turnstones and a breeding site for little terns, all of which are species of European importance.
- 6.10** As set out in paragraph 2.9 to 2.13, the first stage of the Habitats Regulation Assessment (HRA) of the Herne Bay AAP recommended that specific wording was included in the aims and objectives of the AAP to avoid the AAP giving rise to

significant effects on nearby European offshore marine sites. The HRA also recommended that the AAP boundary be amended from that at the Preferred Options stage, to exclude the small section of the Thanet Coast and Sandwich Bay SPA and Ramsar site which fell within the AAP boundary at that time. This has been done and is illustrated in Figure 10.

- 6.11** The built up nature of the coast already has the potential for a certain amount and type of disturbance to the birdlife within and adjoining the SPA. However significant additional disturbance to European sites could result from increased recreational activities since these will not be restricted to the bay itself or the AAP boundaries. Particular consideration will therefore need to be given to the potential for adverse impacts on these species, in terms of noise, light or visual disturbance and the risk of pollution incidents, from new, water-based development.



Figure 10: Coastal Environmental Designations

Policy HB 17

Protection of Marine Environments

Any development that could have an adverse effect on the integrity of a European or Ramsar Site, alone, or in combination with other plans or projects, would not be in accordance with the aims and objectives of this Area Action Plan.

The advice of Natural England will therefore be sought on a case by case basis as to the potential for a proposal to adversely disturb SPA protected birds or to affect coastal processes. As a result of such advice an Appropriate Assessment may be required to be submitted as part of the planning application process.





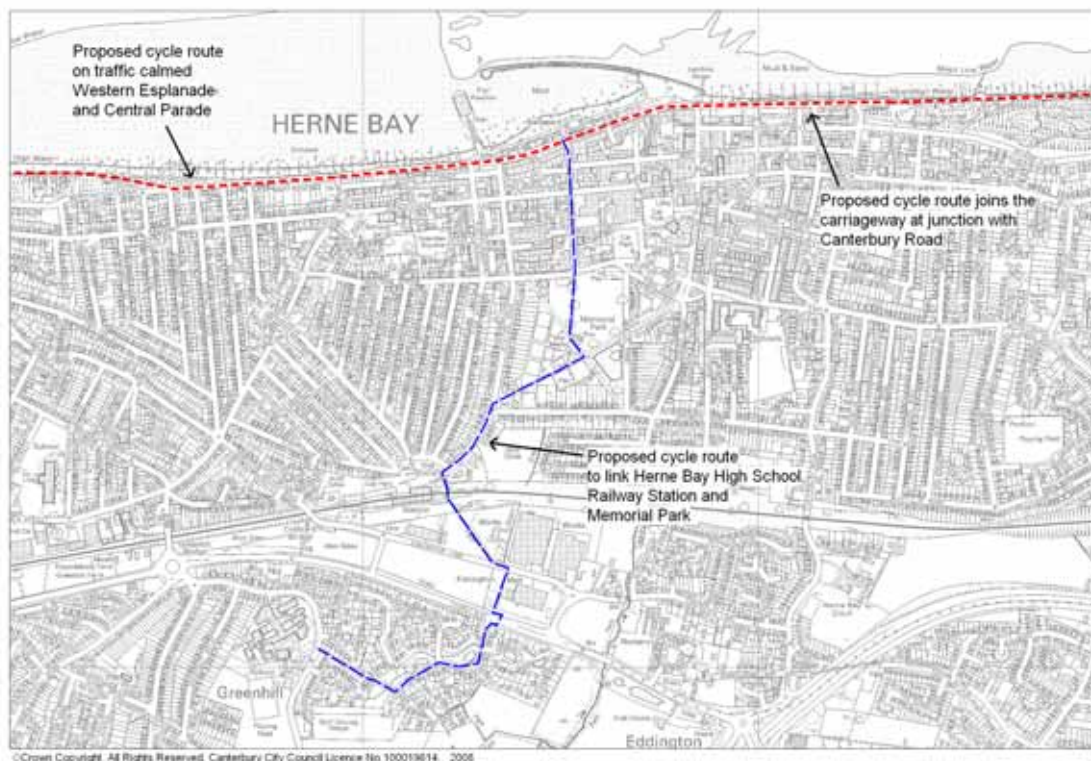
Chapter 7: Links, Transport and Movement

HB18 Cycle Routes

HERNE BAY AREA ACTION PLAN OBJECTIVES

- C. To provide improved recreational, leisure and community facilities in the town centre for residents and visitors.
- E. To create an attractive sense of place with clear pedestrian and cycle routes linking the seafront, shopping streets and park.
- F. To complete the national cycle route that runs along the towns seafront and an extension to the High School.

- 7.1** Herne Bay with its long seafront, clear grid layout of roads and largely level topography is a town centre which could offer a very attractive environment for cycling. Currently however, the principal streets are vehicle dominated and congested, presenting a largely hostile environment for the cyclist. One of the objectives of this AAP aims to make Herne Bay more cycling-friendly, increasing and improving the opportunities for local residents to cycle into the town centre and secure and easily available facilities for parking bikes while the town's shops and attractions are being used.
- 7.2** National Cycle Routes are currently in place to enable cyclists to travel across the country. Cycling around the coast from Cornwall to Scotland using designated cycle routes has been facilitated through such routes, with the exception of a seven-mile missing section between Reculver and Whitstable in Kent. The Council has therefore been working with Sustrans (the country's leading sustainable transport charity) and the East Kent Partnership to complete this missing link which runs in part along the seafront of Herne Bay.



- 7.3** Phase 1 of this project (to be known as The Oyster Bay Trail) is currently underway and will deliver a new section of the National Cycle Route network from Reculver to Swalecliffe, completing a missing link in the national cycle route network between the Viking Coastal Trail in Thanet and National Cycle Route 1 in Whitstable. An additional direct cycle route linking Herne Bay High School, the station and the town centre will also be provided as part of this project in line with the objective of the AAP of improving linkages and cycling opportunities in the town.



The Oyster Bay Trail logo

Policy HB 18

Cycle Routes

The agreed route of the missing link of the National Cycle Network between the Viking Trail in Thanet and National Cycle Route 1 at Whitstable will be constructed and safeguarded as it runs along Herne Bay seafront and through the town.

An additional cycle path from the seafront route through the town and its Memorial Park to the railway station and Herne Bay High School will be delivered.

Existing cycle paths in the town centre and links out to surrounding settlements and attractions will be protected and enhanced as part of improvements to the town's streetscapes and the development of the regeneration sites. Attractive, prominently located and secure facilities for cycle parking will be provided as part of such public realm improvements, the improvements to the town's leisure centre at The Herons, and the development of the regeneration sites in the town centre.

HB19 Pedestrian Links

HERNE BAY AREA ACTION PLAN OBJECTIVES

- E. To create an attractive sense of place with clear pedestrian and cycle routes linking the seafront, shopping streets and park.

- 7.4** Throughout the development of the AAP for Herne Bay the need to improve the attractiveness and permeability of the town centre for pedestrians has been a core objective. The streets of the town are congested with on-street parking and there is a lack of clear and pleasant pedestrian priority crossing points and routes through the town, linking its shopping streets with the popular seafront. Although all distances between Herne Bay's shops and facilities are possible to walk, the ease and attractiveness of travelling through the town on foot needs to be improved. Improved footpath surfaces and pavement treatments and widths will be encouraged, (see figure 11). Such improvements will form a fundamental component of all regeneration projects coming forward as part of the AAP.



Figure 11: Pedestrian Routes to be enhanced

7.5 Generally, signage is seen as adequate throughout the town centre but the AAP is committed to the delivery of improved way-marking from the town’s railway station (which although outside the AAP boundary is an important destination and focus of pedestrian routes within the town centre) and an overall enhancement of signage in public realm improvements for the town centre.



Beach Alley before improvements



Beach Alley after improvements

Policy HB 19

Pedestrian Linkages

In delivering improvements to the public realm of Herne Bay, and as part of the development of the regeneration sites of Beach Street and the Central Development Area, new direct, clear and convenient walking routes will be provided. Improved signage will be provided at Herne Bay railway station in negotiation with South Eastern Trains, to encourage those arriving by train to explore the immediately adjacent town centre on foot.

All planning applications will be required to demonstrate how the interests and requirements of pedestrians have been accommodated in proposals and how increased and attractive levels of pedestrian-priority areas and routes will be implemented.

HB20 Parking

HERNE BAY AREA ACTION PLAN OBJECTIVES

- H. To protect current overall levels of weekday parking facilities, to investigate increasing parking availability on Saturdays and to improve vehicular movement through the town.

- 7.6** In common with many towns the availability of car parking facilities for shoppers, visitors and residents is an important factor in the town's economy. Herne Bay has 5 public car parks and one supermarket car park serving the town centre, providing a total of 733 spaces, and one disabled users car park with 6 spaces.
- 7.7** In order to inform the development of the policies of this AAP, a Parking Study was undertaken examining the adequacy of both on and off-street parking. This revealed that adequate levels of off-street parking exist during the week and in the evenings, with problems only occurring in the town on Saturdays. This is not due to a significant increase in demand but rather the loss of the second largest car park, at Kings Road, to the Saturday Market. The relocation of the market within the town centre will be delivered as part of the AAP (Policy HB6) to resolve this issue.

- 7.8** In parallel with Policies HB18 and HB19 which seek to improve facilities, opportunities and linkages for cyclists and pedestrians using and visiting Herne Bay's town centre and the current overall level of parking facilities in the town will be safeguarded. Redevelopment of both Beach Street and the CDA may result in a net loss of some provision on these sites. However, the Council will work to ensure that overall provision across the town is not adversely affected and that opportunities to expand provision on other sites are taken up. Opportunities to improve the landscaping and environments of the town's car parks, including the installation of permeable surfaces and other applicable SUDS techniques, will be carefully monitored and delivered as part of an overall programme of improvements to the public realm.



- 7.9** A Controlled Parking Zone (CPZ) has been operating in the town and along the seafront since 1992. The original principles of the CPZ, to ensure that residents have sufficient space for parking but also allow some short stay parking for shoppers and leisure activities, are still valid. Many streets within the CPZ are at capacity in the evenings due to the increasing numbers of vehicles to be accommodated on-street. The conversion of houses into flats and the number of properties in multiple occupancy has exacerbated this problem. Resident parking permits are only issued where there is on-street capacity however and this serves to control this issue to a large extent. The matter of on-street parking capacity will however be kept under review during the AAP period.



Policy HB 20

Parking Provision

Current overall levels of off-street parking facilities in Herne Bay will be safeguarded. The potential for increased parking availability on Saturdays will be investigated.

Opportunities will be taken up to improve the landscaping and environments, including surface treatments and layouts, of the existing public car parks in the town centre as part of all developments brought forward through the AAP. In particular the redevelopment of the Beach Street and Central Development Area regeneration sites will be required to deliver attractive and innovative approaches to enhancing the existing car parks on these sites.

HB21 Vehicular Movement

HERNE BAY AREA ACTION PLAN OBJECTIVES

- H. To protect current overall levels of weekday parking facilities, to investigate increasing parking availability on Saturdays and to improve vehicular movement through the town.

- 7.10** The need to address improving the movement of vehicles through the centre of Herne Bay has been raised during the earlier stages of the AAP process, with support at the Preferred Options stage for providing a more pedestrian-friendly environment and reducing the impact of vehicular traffic, particularly along the main shopping streets and the seafront.
- 7.11** Given the central position of the key Development Opportunity sites within the town's tight grid-based road network, proposals to alter the highway network, including a re-examination of the one-way systems in operation for example, would be premature in advance of the redevelopment of these Sites. Policy HB21 to allow for further analysis of this issue during the lifetime of this AAP is therefore appropriate at this stage.

Policy HB 21

Vehicular Movement

The effectiveness of Herne Bay's highway network in facilitating vehicular movement through the town centre and clear and straightforward access to the town's shopping and residential areas, car parking and leisure facilities will be assessed through a Transport Assessment as the development of the key Development Opportunity Sites progresses, to ensure a road network that is legible, attractive and safe for vehicles, pedestrian and cyclists.



Chapter 8: Monitoring and Delivery

Monitoring

- 8.1** Monitoring of policies is given great weight under the new Local Development Framework system. To be declared 'sound' a Development Plan Document has to be justified, effective and consistent with national policy. Planning Policy Statement 12 defines effective as deliverable, flexible and able to be monitored.
- 8.2** The Council's main monitoring tool is the Annual Monitoring Report, produced in April each year. Progress on the AAP will be monitored annually in the AMR. This reviews the progress of the Council's Local Development Scheme (LDS), alongside the outcomes of other policy work principally the Commercial Information Audit and the Housing Information Audit studies.
- 8.3** Table 1 sets out the indicators by which the objectives in the AAP will be monitored and the place where such monitoring will be reported. The current uncertainties in the economic climate mean that such indicators which are subject to factors outside the control of the AAP, such as the wider housing and commercial markets and demographic trends should be treated with a degree of flexibility and caution.
- 8.4** Monitoring of these indicators will reveal whether the objectives of this AAP are being successfully implemented by the policies in the AAP:-
- i. that the redevelopment of the three key Development Opportunity Sites will work to reverse the poor image of the town, will serve as catalysts for increased commercial investment across the town centre as a whole and will contribute to improving the attractiveness of the town as a tourist destination
 - ii. that the successful relocation of the facilities currently housed in the Pier Sports Centre will broaden the range and quality of recreational and leisure facilities for residents of, and visitors to, the town and will enable a new and exciting future for the pier to be delivered, improving the environment and expanding the attractiveness of the town's seafront
 - iii. that the delivery of more and attractive and visible pedestrian and cycling routes in the town will serve to link the currently disparate core elements of the town, bringing more people from the seafront into the town's shopping streets.
- 8.5** It is also assumed that the current, exceptionally poor economic conditions will improve over the duration of the Plan period and that although the economy is likely to fluctuate over this time, it will in due course return to a more normal level, and thus aid the delivery of the planned levels of development and policies.

Flexibility

- 8.6** The current uncertainties in the economic climate mean it is important to emphasise that such indicators which are subject to factors outside the control of the AAP, such as the wider housing and commercial markets and demographic trends should be treated with a degree of flexibility and caution.

Delivery

- 8.7** Table 2 sets out a Delivery Framework for the Herne Bay AAP. This takes each policy in turn, and sets out the body/bodies responsible for its delivery, when it will be delivered, funding sources already identified to secure delivery and any early progress at the time of submission. Timescales are set in three broad bands:

- short-term (up to 2013),
- medium term (up to 2016), and
- long-term (up to the end of the plan period 2020)

- 8.8** Where more detail is known on key delivery dates, this is given in the schedule. For policies which will run for the lifetime of the Plan a long term timescale is identified.

- 8.9** The following will be used to deliver the objectives and policies of the Herne Bay AAP:

Partnership working

- 8.10** The Council will continue to be proactive in working with agencies, organisations and development partners to assist in the delivery of the AAP policies.

Development control decisions

- 8.11** Decisions on applications in the town centre will be made in line with the policies of the Herne Bay Area Action Plan when adopted, along with the saved policies of the Canterbury District Local Plan, other Development Plan Documents and the Regional Spatial Strategy. Important aspects of this implementation method include conditions, section 106 agreements, the scope of consultation on applications, and the information required to accompany applications. Pre-application consultations will be required on all major schemes in the town centre during the AAP period.

Council-owned land and Council led-development

- 8.12** Some of the key areas of regeneration land in Herne Bay town centre are currently in Council ownership. The Council will remain active in seeking the appropriate and high quality redevelopment of such landholdings in accordance with the policies and development principles of the AAP.

External funding

- 8.13** The Council is committed to securing funding from appropriate agencies to deliver the regeneration programme for the town and will be working in partnership with other groups in the town to obtain match-funding to commitments in the Council's capital programme.

Table 1: Performance indicators

Objectives	Indicators	Target Dates	Monitoring
A To deliver the redevelopment of three Opportunity Sites as catalysts for the regeneration of Herne Bay	<ul style="list-style-type: none"> ● Appointment of development partner/s for Central Development Area ● Appointment of development partner/s for Beach Street ● Appointment of development partner/s for Bus Depot ● Planning approvals secured for redevelopment of each Opportunity Site ● Delivery of new additional retail, office, residential, leisure and health floorspace 	<p>December 2009</p> <p>End 2010</p> <p>End 2010</p> <p>2013</p> <p>Ongoing over the lifetime of the AAP</p>	Monitoring reported in AMR
B To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors.	<ul style="list-style-type: none"> ● Planning approvals for a range of new retail and commercial units within the town centre ● Quantity of new floorspace delivered within the retail core for retail uses A1-A5 	Ongoing over the lifetime of the AAP	Monitoring reported in AMR
C To provide improved recreational, leisure and community	<ul style="list-style-type: none"> ● Planning approval for expansion of Herons Leisure Centre 	<p>2010</p> <p>2010</p>	Monitoring reported in AMR

Objectives	Indicators	Target Dates	Monitoring
facilities in the town centre for residents and visitors	<ul style="list-style-type: none"> ● Appointment of operator ● Opening of Herons extension 	End of 2011	
D To enhance Herne Bay's Conservation Area and streetscapes through design and comprehensive high-quality public-realm improvements	<ul style="list-style-type: none"> ● Delivery of new co-ordinated high quality street furniture, surface materials and additional tree planting ● Implementation of planning conditions for appropriate alterations and improvements to the built fabric of the town centre 	<p>Ongoing over the lifetime of the AAP</p> <p>Ongoing over the lifetime of the AAP</p>	Monitoring reported in AMR
E To create an attractive sense of place with clear pedestrian and cycle routes linking the seafront, shopping streets and park	<ul style="list-style-type: none"> ● Provision of additional cycle routes ● Improvements to pedestrian routes including surface treatments and signage 	<p>Ongoing over the lifetime of the AAP</p> <p>Ongoing over the lifetime of the AAP</p>	Monitoring reported in AMR

Objectives	Indicators	Target Dates	Monitoring
F To complete the national cycle route that runs along the towns seafront and an extension to the High School	<ul style="list-style-type: none"> Completion of national cycle route along the seafront Completion of cycle route from the seafront to Herne Bay High School 	2013 2016	Monitoring reported in AMR
G To revive the town's Memorial Park with an attractive range of facilities and high-quality landscaping	<ul style="list-style-type: none"> Delivery of additional facilities and improvements to the landscape of the Park 	2013	Monitoring reported in AMR
H To protect current overall levels of weekday parking facilities, to investigate increasing parking availability on Saturdays, and to improve vehicular movement through the town	<ul style="list-style-type: none"> Relocation of the Kings Road market to an on street location Undertaking of further parking study Undertaking of studies to improve public transport services and interchanges and into improvements to vehicular movement following redevelopment of opportunity sites 	2016 2016 2020	Monitoring reported in AMR

Objectives	Indicators	Target Dates	Monitoring
<p>I To improve the vibrancy and attractiveness of Herne Bay as a seaside tourist destination including the delivery of a revived and thriving pier</p>	<ul style="list-style-type: none"> ● Production of initial scoping study of potential for linked developments, facilities and attractions along Herne Bay seafront ● production of report of potential new leisure uses for the Pier ● Delivery of additional activities, linked developments, facilities and attractions along the seafront including the Pier 	<p>January 2010</p> <p>December 2009</p> <p>Ongoing over the lifetime of the AAP</p>	<p>Monitoring reported in AMR</p>
<p>J To protect the integrity of nearby European designated offshore marine sites</p>	<ul style="list-style-type: none"> ● Protection of protected marine environments ● Regular condition assessments of wildlife sites, bird habitats and inter-tidal conditions 	<p>Ongoing over the lifetime of the AAP</p>	<p>Monitoring reported in AMR</p>

Table 2: Delivery Framework

Policy	Delivery bodies	Timescale	Progress
HB1 The Central Development Area	Canterbury City Council as major land owner; development partner/s	By 2020	Site marketed under OJEU process November- December 2008; first stage selection process Jan/Feb 2009 2 nd stage selection starts March 2009; appointment of Development Partner expected December 2009
HB2 Beach Street Development Area	Canterbury City Council as part land owner; development partner/s	By 2016	Preparation and adoption of Development Principles for this site; Negotiations with landowners ongoing
HB3 The Bus Depot Development Area	Private developer	By 2013	Negotiations with Stagecoach to identify relocation sites; Planning application by Sainsbury lodged for former bus depot site November 2008 but later withdrawn
HB4 Additional development sites	Private developers	By 2020	ongoing
HB5 Strengthening the retail core	Canterbury City Council as local planning Authority	By 2020	ongoing

Policy	Delivery bodies	Timescale	Progress
HB6 Herne Bay Market	Canterbury City Council as market operator; Private developer	By 2013	ongoing
HB7 Conservation Area Design	Canterbury City Council as local planning Authority	By 2020	ongoing
HB8 Public Realm improvements	Canterbury City Council as local planning Authority	By 2020	Improvements to Beach Street Alley and William Street 2007; ongoing
HB9 Housing	Canterbury City Council as local planning Authority	By 2020	ongoing
HB10 Expansion of leisure facilities at The Herons	Canterbury City Council; Active Life	By 2016	£500,000 in Council's capital programme. Funding for project now secured and underwritten Design for extension proposals underway; negotiations with potential operator ongoing.
HB11 Herne Bay Pier	Canterbury City Council as landowner; The Pier Trust	By 2020	Decision in principle to move the Pier Sports Centre and to move the sports hall element to Herne Bay High School as part

Policy	Delivery bodies	Timescale	Progress
HB12 Memorial Park Improvements	Canterbury City Council as landowner; Friends of the Memorial Park DCMS; Kent County Council	By 2013	<p>of their Building Schools for the Future project and the fitness and dance elements into an expanded Herons Leisure Centre in the town centre;</p> <p>Establishment of The Pier Trust</p> <p>£350,000 in Council's capital programme for demolition of existing sports centre</p> <p>Consultants appointed to examine potential future uses for the Pier. Report expected December 2009.</p>
			<p>Establishment of Friends of the Memorial Park charity; £500,000 in Council's capital programme for improvements to the Park facilities and environment.</p> <p>£50,000 secured from DCMS administered by KCC</p>

Policy	Delivery bodies	Timescale	Progress
HB13 Herne Bay Gateway	Kent County Council; Canterbury City Council, Primary Care Trust, East Kent Council for Voluntary Services	By 2016	Herne Bay identified as a key delivery target for KCC's Gateway Programme; Customer profiling completed; negotiations with key partners ongoing; detailed feasibility study due for delivery Summer 2009 Support has been secured from the East Kent Primary Care Trust, Kent Adult Social Services, East Kent Council for Voluntary Services.
HB14 Seafront businesses	Canterbury City Council as local planning Authority	By 2020	ongoing
HB15 Visitor Accommodation	Canterbury City Council as local planning Authority	By 2020	ongoing
HB16 Beach and water sports facilities	Tourism South East; Canterbury City Council; private sector KCC	By 2016	Seafront Improvement Study commissioned by TSE £11,000 funding from Tourism South East, CCC and KCC

Policy	Delivery bodies	Timescale	Progress
			£10,000 funding from Kent County Council.
HB17 Protection of marine environments	Canterbury City Council as local planning Authority Natural England	By 2020	ongoing
HB18 Cycle routes	Sustrans; East Kent Partnership; Canterbury City Council	By 2013	First stage completed March 2008; second stage underway and due for completion Spring 2009; funding of £290,000 in place from Sustrans, Canterbury City Council and EKP
HB19 Pedestrian links	Canterbury City Council as local planning authority	By 2020	Environmental improvements to Beach Street and William Street 2007; Heritage trail launched by the Herne Bay Town Centre partners
HB20 Parking	Canterbury City Council as local planning authority	By 2020	Parking Study undertaken 2008
HB21 Vehicular Movement	Canterbury City Council	By 2020	ongoing

Appendix A: Saved Local Plan Policies and Replaced Local Plan Allocations

1) Saved Policies from Canterbury District Local Plan (2006)

Policies and guidance that apply to the Herne Bay AAP Area

Existing local plan / policy proposed to be saved Policy/paragraph	Subject
1.19-1.20	Strategic Development Objectives for Herne Bay
H1	Housing allocations
H4	Affordable housing exception requirements
H6	Loss of housing accommodation
H7	Empty residential property
ED10	Safeguarding Existing Office Accommodation
3.27-3.28	Herne Bay Priority Area for Economic Regeneration
ED11	Attracting Investment to the Area
TC1	Town Centre
TC2	Developments outside the town centre
TC3	Commercial frontages/residential above commercial
TC4	Specific town centre sites
TC5	Retail core areas
4.25	Hotels
TC7	New tourism development
TC8	Loss of visitor accommodation
TC10	Evening and night-time activities
TC11	Town centre transport
TC16	Neighbourhood renewal
4.77-4.80	Herne Bay leisure and tourism
TC20	Leisure and tourism
TC21	Hotel allocation edge of Herne Bay
TC27	Out of town retail in Herne Bay
BE1	Design principles
BE2	Public realm
BE3	Design statements and development briefs
BE5 & BE6	Listed buildings
BE7 & BE8	Conservation Areas
BE10	Historic parks and gardens
BE11	Shopfronts
BE12	Advertisements
BE13	Blinds and awnings
BE14-16	Archaeology and Scheduled Ancient Monuments

Existing local plan / policy proposed to be saved	Subject
Policy/paragraph	
NE1	Protected habitats and species
C1	Transport action plan
C2	Bus priority and rail measures
C3	Pedestrian and cycle routes
C4	Transport assessment
C8	Additional parking at Herne Bay
C9	Vehicle parking standards
C11	Social infrastructure
C13	Loss of community buildings
C14	Health facilities
C15 & C16	Primary and secondary education
C24	Loss of protected open space
C25	Proposed open space at Greenhill
C27	Loss of playing fields
C28	Open space provision
C30	Allotments
C31	Drainage impact assessments
C32	Flood Zone policies
C35	Coastal protection zone
C36	Undeveloped coast
C37	Physical infrastructure
IMP1	Compulsory Purchase Orders
IMP2	Section 106 agreements

The Council has now received a direction letter (30th June 2009) from the Secretary of State in respect of the majority of Local Plan policies which are now extended beyond 13th July 2009. The full list of saved policies is available from the Council's website.

2) Replaced Local Plan Allocations

There are a number of proposals in the AAP that have been confirmed in the Inspector's report and now supersede certain allocations contained within the Canterbury District Local Plan 2006.

The following leisure allocations will be deleted from the Proposals Map when it is updated in due course. The leisure allocations at:



The Pier - this is replaced by policy HB11



The Memorial Park - this is replaced by policy HB12



Adjacent to Herons Leisure Centre - this is replaced by policy HB10 and CDA policy HB1

Appendix B: Key Baseline Studies

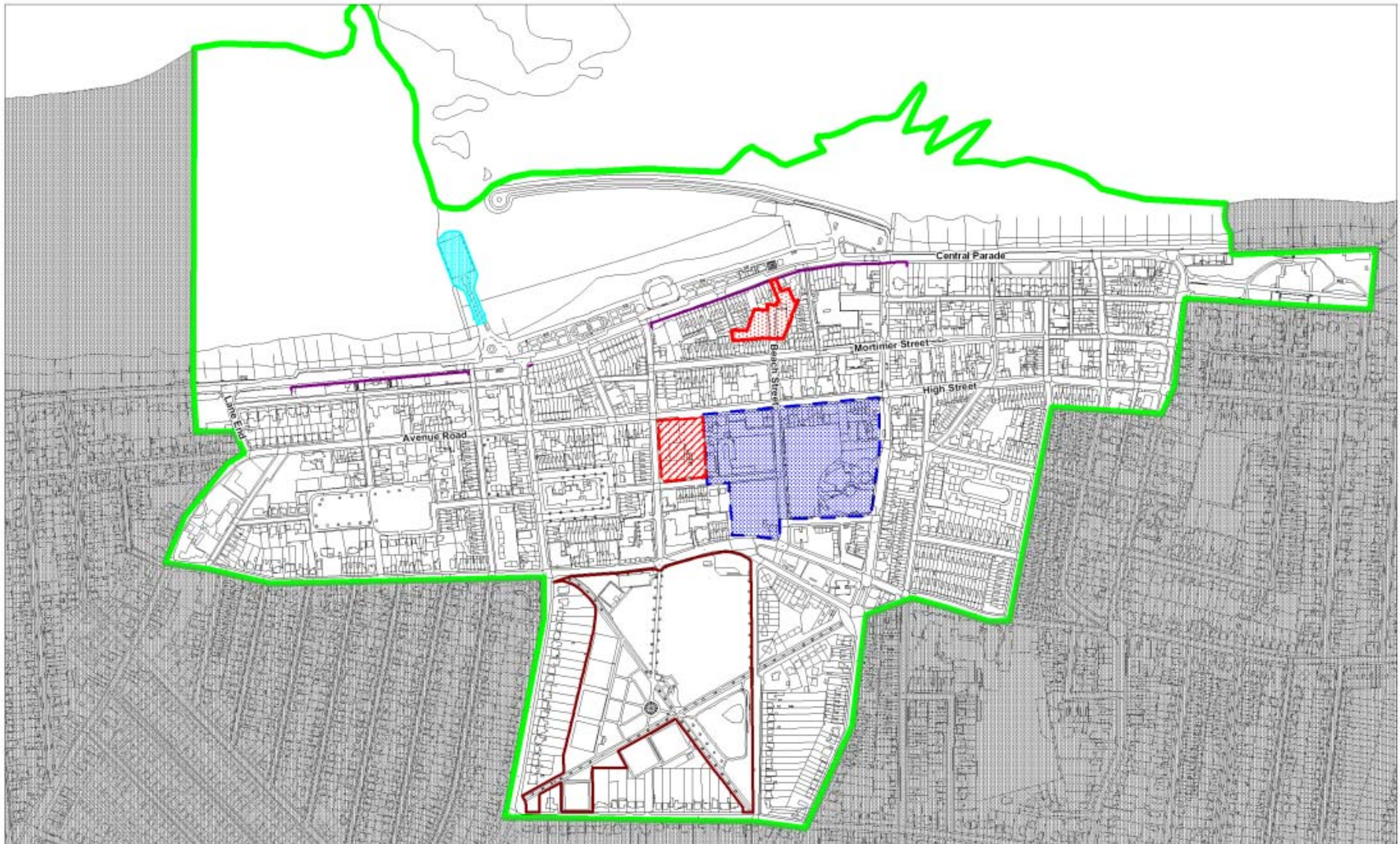
- Connecting Herne Bay Area Action Plan Information in support of Habitat Regulation Assessment – Stage 1 (June 2008). Entec.
- Health Impact Assessment of Connecting Herne Bay: the Herne Bay Area Action Plan Preferred Options Document (December 2008). East Kent Primary Care Trust.
- Herne Bay An Economic Assessment (January 2009). Canterbury City Council.
- Herne Bay Conservation Area Appraisal – The Character of a Seaside Town (August 2008). Canterbury City Council.
- Herne Bay Parking Study (January 2009). Canterbury City Council.
- Herne Bay Regeneration Initial Transport Study (January 2009). Jacobs.
- Herne Bay Town Centre Strategic Flood Risk Assessment (September 2008). Canterbury City Council.
- Retail Needs Assessment Study Canterbury City (December 2007). Kent County Council.
- Sustainability Appraisal of the Herne Bay Area Action Plan Proposed Submission (February 2009). Entec.
- Connecting Herne Bay Options Consultation Document Supplementary Assessment Of Tourism Product (2007). Tourism Plus.

A detailed list of evidence based documents is available at <http://canterbury.gov.uk/connectinghernebay> or by contacting the Planning Policy Team:

- Email: planning.policy@canterbury.gov.uk
- Telephone 01227 862 199

Appendix C: Submission Proposals Map

Herne Bay Area Action Plan: Extract from the Proposals Map showing Area Action Plan proposals **only**. This should be read in conjunction with the Canterbury District Local Plan Saved Policies and Local Development Framework proposals map. It is proposed to update Inset 4 of the Adopted Local Plan Proposals Map (2006), in due course.



Herne Bay
Area Action Plan
Submission Proposals Map

March 2009



KEY

- Area Action Plan Boundary
 - Central Development Area- HB1
 - Beach Street Development Site - HB2
 - Bus Depot Development Site - HB3
 - Seafront Commercial Core - HB14
 - Memorial Park Improvements - HB12
 - Herne Bay Pier - HB11
- Other policies that apply:
HB4, HB5, HB6, HB7, HB8, HB9, HB10
HB13, HB15, HB16, HB17, HB18, HB19
HB20, HB21

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Scale 1:5000

NB - These policy notations should be read in conjunction with the Canterbury District Local Plan 2006 Proposals Map

