

Shoreham Western Harbour Arm Placemaking Study Prepared for Adur District Council June 2024



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1.0 Introduction

Background to the study

The Adur Local Plan 2017 allocated the Shoreham Harbour Regeneration Area as a broad location for development, subdivided into a number of distinct character areas, one of which is the Western Harbour Arm.

Since the adoption of the Local Plan and the subsequent Shoreham Harbour Arm Joint Area Action Plan in 2019, the regeneration of the area has progressed rapidly providing much needed new homes including affordable housing and facilitating infrastructure including initial sections of a new waterfront route, flood defences and A259 cycleway. At the time of writing, around 58% of the JAAP allocated land within the Western Harbour Arm has received planning consent, is under construction or has been completed. Scheme designs are generally at a higher density than the minimum 100 dwellings per hectare anticipated in the JAAP. This has led to some concerns being raised by the local community and District Councillors in relation to building heights and the level of infrastructure being provided. In response, Adur District Council (ADC) has launched a review of the Western Harbour Arm.

Alan Baxter Ltd has been appointed by ADC to provide support in relation to the Western Harbour Arm review work, specifically to prepare a place-based study looking at that part of the Western Harbour Arm (WHA) where development has not yet come forward. The support required includes a review of the placemaking impact of the permitted schemes, assessment of different development options for the remaining development sites, and preparation of high-level design coding that will be used as guidance for future development within the study area.

Outputs of this study may then feed into the emerging Adur Local Plan update, and potentially an additional associated Supplementary Planning Document or a dedicated Design Guide for the area.

Location of the Western Harbour Arm

The Western Harbour Arm study area is a 22 ha area, one of seven character areas within the Shoreham Harbour Regeneration Area.

- It is located on the northern bank of the River Adur and to the south of the railway line, between Kingston Beach to the east and the historic centre of Shoreham-by-Sea to the west.
- The area is actively undergoing transformation from industrial use to a residential and mixed-use neighbourhood. Mariner Point and Humphrey's Gap are completed and provide commercial space on the ground floor and residential above. Free Wharf, Kingston Wharf and Frosts are currently under construction.
- Aside from the recent developments, the WHA is predominantly occupied by active and former industrial and employment sites including fuel storage, plastics manufacturing, aggregates handling and metal recycling. There is a fishmonger, vehicle related businesses, and small scale office and workshop units at Riverside Business Centre and Ham Business Centre. To the north of Brighton Road, big box retail and light industrial is prevalent.
- The eastern part of the Shoreham Harbour Regeneration Area contains industrial and port related activity, which is to be retained.
- The residential suburb of Shoreham Beach is located to the south of the River.
- To the north of the railway line is the Dolphin Business Park and the residential suburbs of Shoreham. Further north, the built up edge of Shoreham is defined by the A27 beyond which lies the South Downs National Park.

Context



Figure 1: Location and context plan

Purpose of this report

This draft Placemaking Study report summarises our analysis of the existing character and constraints in the study area and surroundings, including a review of consented schemes and their placemaking impact. It goes on to describe how, through a process of options testing involving local stakeholders, a set of design principles and a concept plan for the area have been developed. Design guidance is provided to inform the future planning and design of the remaining development sites within the Western Harbour Arm.

Stakeholder engagement

The Placemaking Study has been informed by engagement with a wide range of stakeholders including community representatives. A number of thematic and workshop sessions have been held including:

- Planning Policy and Development Management: ADC officers
- Landscape and open space: ADC officers
- Transport: ADC and West Sussex County Council (WSCC) officers
- Community representatives: representatives from local community and business organisations
- Stakeholder workshop on vision and design options: a range of local stakeholders including Council officers and Members, community representatives, site promoters and statutory consultees.

A Western Harbour Arm Developers Forum has been established to inform the wider review project. Key landowners and site promoters relating to the remaining undeveloped sites have been contacted for one-to-one discussions to inform this study.

Appendix A summarises the external stakeholder consultation findings.



Stakeholder workshop, March 2024



View looking west towards the Western Harbour Arm from Kingston Beach

2.0 Planning policy context

National Policy

National planning policy and guidance of particular relevance to the Placemaking Study includes:

- National Planning Policy Framework, updated December 2023, which sets out the Government's approach to achieving sustainable development including the importance of achieving well-designed and beautiful places.
- National Design Guide, updated 2021, which outlines the Government's 10 characteristics of well-designed places.
- National Model Design Code, updated 2021, which provides guidance to support the preparation of design codes and guidance by local planning authorities.

Adur Local Plan 2017 (ALP)

The ALP provides a comprehensive vision and strategy for the future of Adur (outside of the South Downs National Park) until 2032. The ALP identifies the Shoreham Harbour Regeneration (SHR) area as a focus for development to facilitate regeneration through delivery of a mix of uses including housing. The ALP's stated aims for Shoreham Harbour over the plan period are:

"To maximise the potential of Shoreham Harbour for the benefit of existing and future residents, businesses, Port users and visitors through a long term regeneration strategy.

To deliver a series of appropriately located, high quality, sustainable, mixed-use developments including new housing, employment space, leisure opportunities, improved public realm and associated infrastructure including flood defences and measures to encourage the use of sustainable transport.

The consolidation and enhancement of the operations of Shoreham Port, recognising the vital role it will continue to play in the local economy. "

The SHR area straddles the area covered by the ALP and the Brighton & Hove City Council Plan 2023-2027 with similar policies contained within each Plan. ADC is working in partnership with Brighton & Hove City Council (BHCC), West Sussex County Council (WSCC)* and Shoreham Port Authority to support the regeneration of the area.

Policy 8: Shoreham Harbour Regeneration Area together with Policy 36: Flood Risk and Sustainable Drainage allocates the WHA for delivery of the following by 2032:

- a minimum of 1,100 new homes in the Western Harbour Arm (of which 132 had been consented at the time of adoption of the ALP).
- 16,000m² of employment - employment generating uses (including B1 uses - office, research and development and light industrial process).
- Public open space, community uses and small-scale ancillary retail, restaurants and cafes, leisure and tourism uses as part of a sustainable, new waterfront development. Suitable education provision will be made.
- Incorporation of low and zero carbon decentralised energy generation
- A comprehensive flood defence solution integrated with a publicly accessible riverside route including pedestrian/cycle way and facilities for boat users.
- The regeneration of the area is to facilitate the strategic relocation of industrial uses to elsewhere.

*While BHCC is a unitary authority, WSCC is two-tier, therefore they are the relevant authority for highways as well as certain other matters.

Adur Local Plan 2017 Policy Map

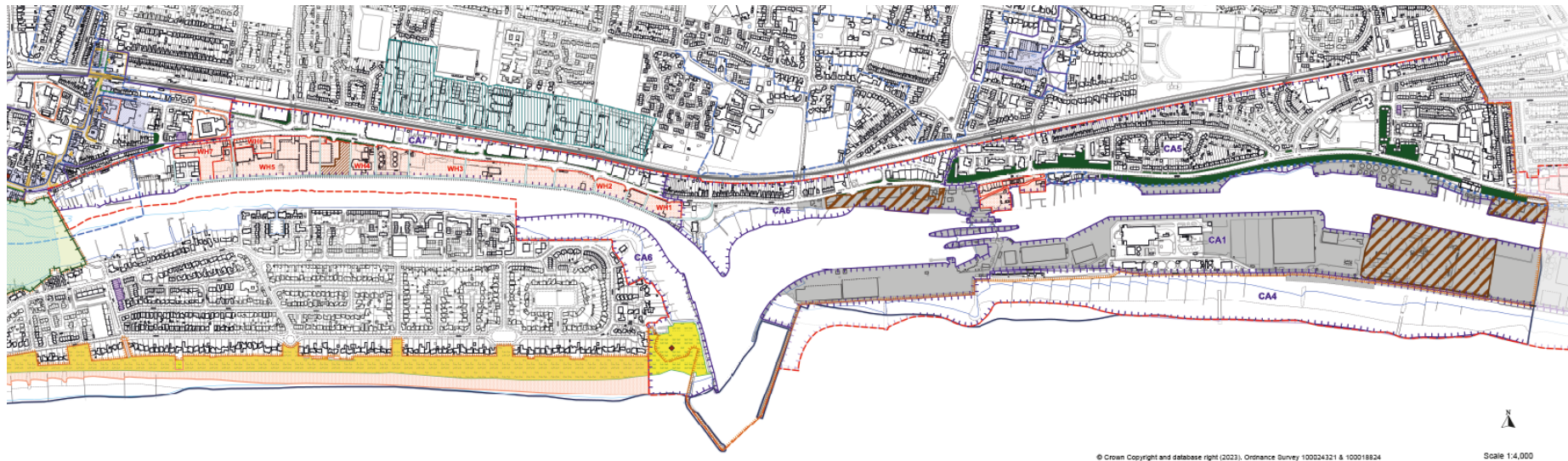
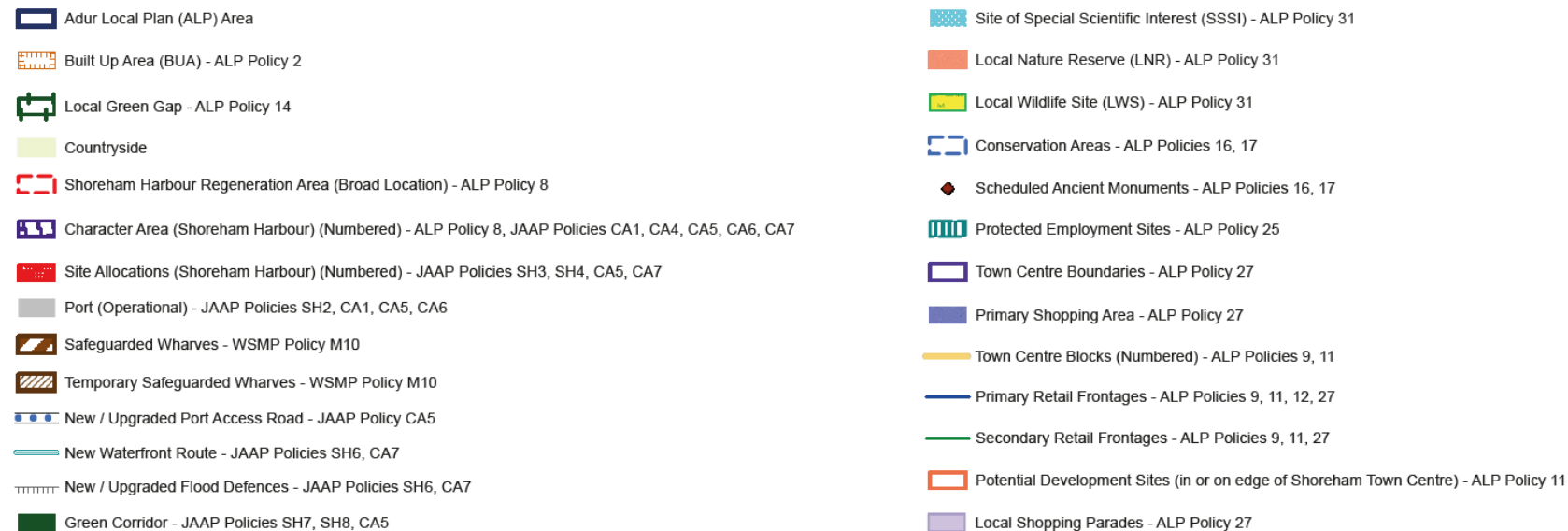


Figure 2: Adur Policies Map 2023 - Adur Local Plan and Shoreham Harbour Joint Area Action Plan
Inset Map 4: Shoreham Harbour Regeneration Area



Tall Buildings Capacity Study

A Tall Buildings Capacity Study (Sep 2017) was commissioned by Adur & Worthing Councils to inform development control decisions and the formulation of planning policy through the subsequent Shoreham Harbour Joint Area Action Plan. The document has no formal planning status.

The study took into consideration the natural and built site context with regard to landscape, townscape, visual, and heritage matters.

Plan EDP 8 identified zones for building heights that were considered unlikely to conflict with the design objectives identified in the study. These were:

- Up to 18m (~6 storeys) on the western side of the WHA adjacent to Shoreham-by-Sea Conservation Area.
- Increasing up to 45m (~15 storeys) in the middle section of the WHA and then gradually decreasing to 18m and 12m as approaching sensitive areas to the east.
- Up to 9m (~3 storeys) on the eastern side of the WHA adjacent to the Kingston de Buci lighthouse, Kingston Village Green and Kingston Beach Conservation Area.
- View cones to accommodate some visibility towards the South Downs from Shoreham Beach have been identified on the diagram.

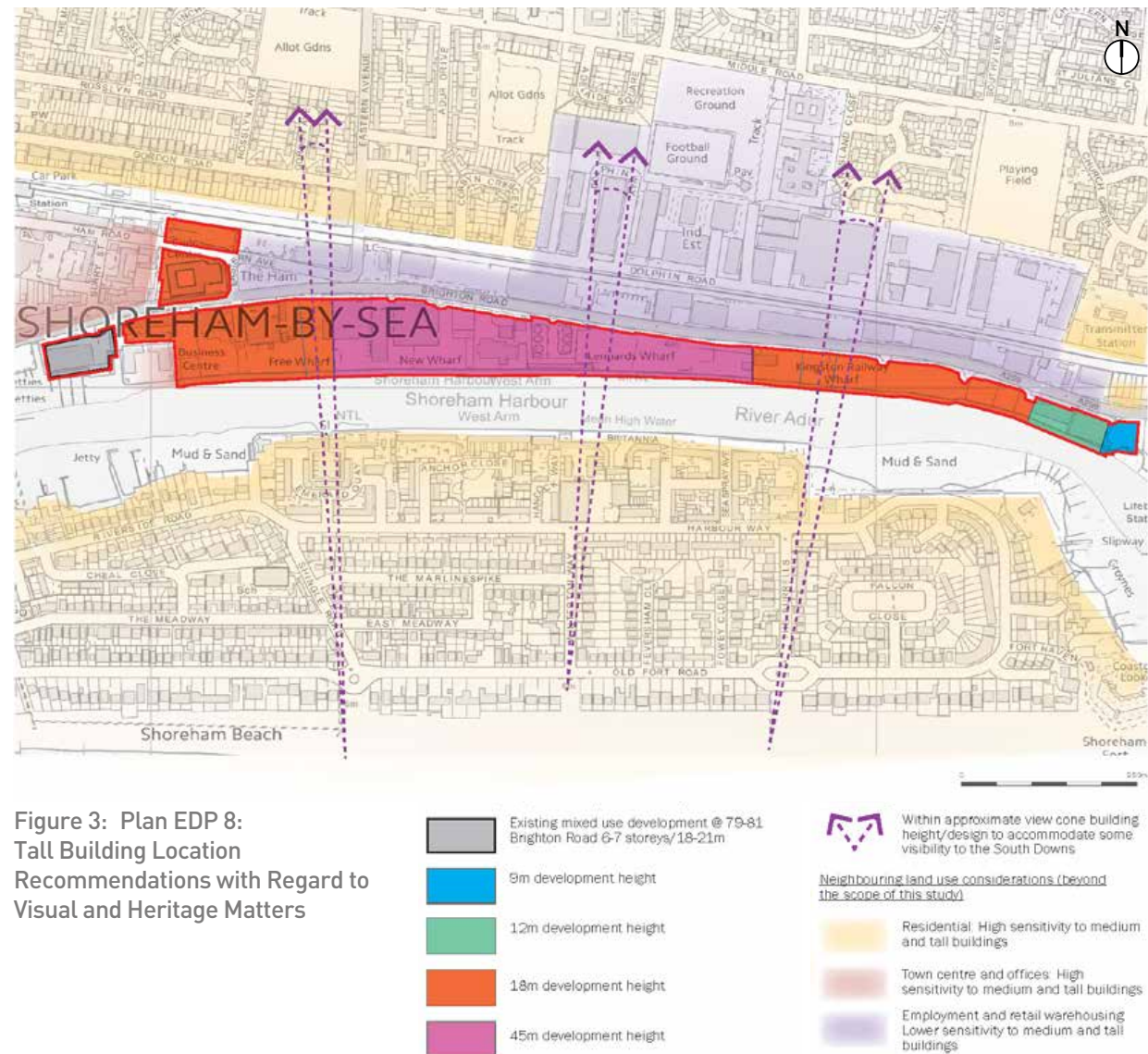


Figure 3: Plan EDP 8: Tall Building Location Recommendations with Regard to Visual and Heritage Matters

Joint Area Action Plan, 2019

The Shoreham Harbour Joint Area Action Plan (JAAP) is a local plan for the Shoreham Harbour Regeneration Area. The plan was adopted by Adur District Council, Brighton & Hove City Council and West Sussex County Council in October 2019. It sets a planning policy framework to guide development and investment decisions within the Shoreham Harbour Regeneration Area up to 2032.

Section 2.1 of the JAAP sets out the vision and strategic objectives for the regeneration of Shoreham Harbour and surrounding areas. Map 4 illustrates the key proposals of the JAAP.

JAAP Vision

"By 2032, Shoreham Harbour Regeneration Area will be transformed into a vibrant, thriving, waterfront destination comprising a series of sustainable, mixed-use developments alongside a consolidated and enhanced Shoreham Port which will continue to play a vital role in the local economy."

The redevelopment of key areas of the harbour will provide benefits for the local community, natural environment and economy through increased investment, improved leisure opportunities, enhanced public realm and the delivery of critical infrastructure that will help respond positively to climate change."



Figure 4: Map 4 - Regeneration proposals (JAAP 2019)

Character Area 7: Western Harbour Arm

The JAAP divides the SHR into seven character areas, with the WHA being the most westerly, adjacent to Shoreham town centre. Policy CA7 provides detail in relation to the WHA, and divides the area into sites WH1- WH7.

Summary of Policy CA7

1. WHA Waterfront is designated as a mixed-use area.
2. Area to south of Brighton Road to deliver a minimum of 1,100 new homes and a minimum of 12,000m² new employment generating floor space (predominantly B1a). Smaller scale retail outlets, food and drink and marine related leisure facilities also encouraged.
3. WH1 and WH2 to address navigational safety issues, in particular artificial lighting originating from proposed development must not impact the visibility of navigation lights in the harbour mouth.
4. Support development of the Shoreham Heat Network by incorporating infrastructure for future connections.
5. Development proposals should not unduly prejudice the potential future development of sites to the north of Brighton Road.
6. New developments should incorporate active uses along the waterfront: open space, cafes, shops and workspaces.
7. New development should achieve residential densities of a minimum of 100 dwellings per hectare consisting of predominantly flatted development. A mix of dwelling sizes should be delivered.
8. Building heights of up to five storeys are generally considered acceptable on the Brighton Road and River Adur frontages. Away from these frontages, greater storey heights may be acceptable within deeper sites. The setting of Kingston Buci lighthouse must be considered. Views from the coast at Shoreham Beach to the South Downs must be retained.
9. Taller buildings may be considered in the centre of the allocation, subject to demonstrating high quality design.
10. Development should respect and connect with surrounding areas.
11. Where appropriate, proposals will be expected to enhance townscape around key linkages and junctions.
12. Developments should set back from the waterfront (at least 8m from harbour wall) to enable delivery of a waterfront pedestrian and cycle route between Shoreham-by-Sea town centre and Kingston Beach. Set back to be agreed with the EA in relation to flood defence maintenance.
13. Developments should be set back sufficiently from the A259 corridor to provide space for a high-quality segregated cycle, green infrastructure improvements, and to prevent a canyoning effect.
14. Prior consent required from the Environment Agency (EA) for any works in, under or over the River Adur Tidal.
15. Implementation of ecological and landscaping improvements along the waterfront route and alongside Brighton Road (A259).
16. The new waterfront route must incorporate sustainable drainage features.
17. Where open space requirements cannot be met on site, development will be expected to contribute towards the creation of the proposed green corridor along the A259, and/or existing open spaces, such as The Ham and Kingston Beach.
18. Actively respond to the marine/estuarine environment and incorporate features that improve open access to the waterfront and facilities for boat users such as additional moorings, floating pontoons/docks and slipways. Access to existing public hard must remain.
19. Management agreements for sites of compensatory habitat to ensure the long-term integrity for wildlife benefit.
20. Deliver the package of transport measures for the Western Harbour Arm as set out in the Shoreham Harbour Transport Strategy.

JAAP general policies

SH1: Climate change, energy and sustainable building. Requiring all new commercial buildings to meet BREEAM excellent, and development to be zero-carbon where feasible and viable.

SH2: Shoreham Port. Supporting the continued operation of the Port.

SH3: Economy and Employment. Noting the wider requirement for 16,000m² of new employment generating floor-space in Adur, and the potential for small-scale ancillary retail, with any retail development of >1000m² net sales floor space requiring a sequential test in relation to town centre impact.

SH4: Housing and community. Requiring a mix of affordable housing, balanced communities and the delivery of social infrastructure in line with the IDP.

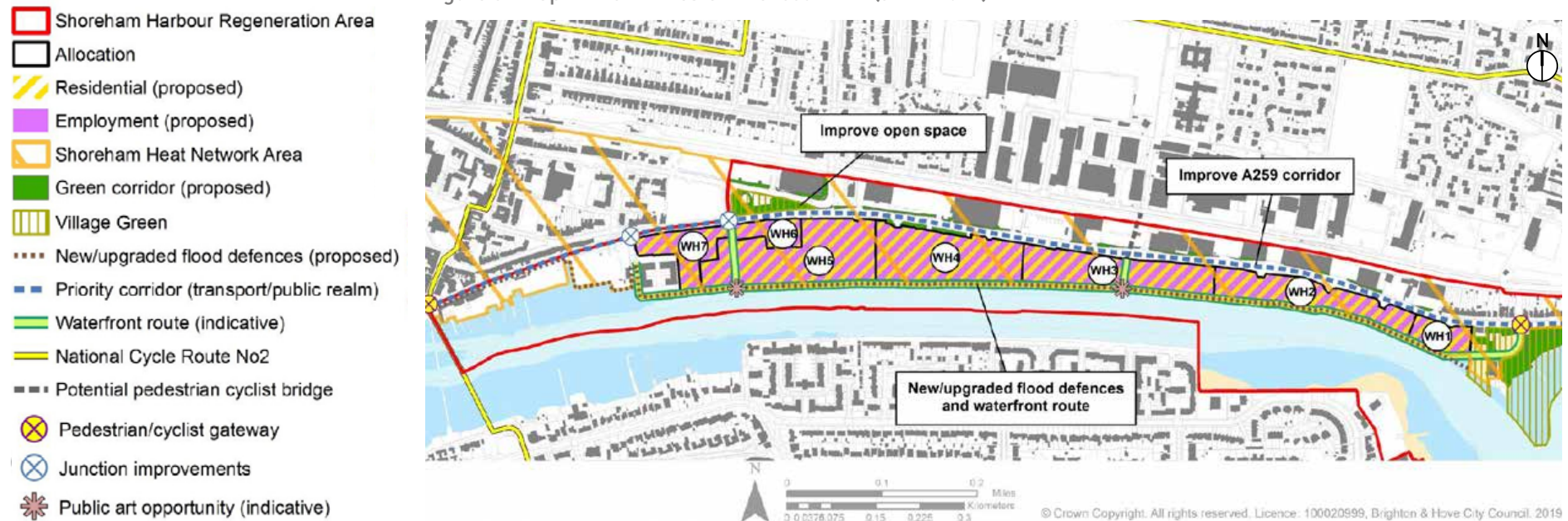
SH5: Sustainable travel. Relating to a reduction in car travel, and delivery of the Shoreham Harbour Transport Strategy proposals.

SH6: Flood Risk and Sustainable Drainage. Compliance with the Shoreham Harbour Flood Risk Management Guide or subsequent guidance.

SH7: Natural Environment, Biodiversity and Green Infrastructure. Refers to forthcoming Green Infrastructure Strategy, A259 green corridor, intertidal habitat creation, enhancements to biodiversity, water, air and noise quality.

SH8: Recreation and Leisure. Retaining existing open space, improving access to the waterfront, delivery of the England Coast path, and providing onsite open space or off-site contributions.

Figure 5: Map 12 – CA7: Western Harbour Arm (JAAP 2019)



Housing need

The Adur Strategic Housing Market Assessment, 2020, reported a minimum local housing need of 248 dwellings per annum in Adur based on projected household growth over the period from 2019 to 2029. It noted a clear and acute need for affordable rented housing.

It also noted however, that land supply is heavily constrained by the area's geography which constitutes a relatively built-up area between the South Downs National Park and the English Channel, and that an unmet housing need arises as a result. The need for a range of different home sizes in Adur is highlighted in the report:

Adur	Social/Affordable Rented	Affordable Home Ownership	Market Housing
1 Bed	35 - 40%	30 - 40%	5 - 15%
2 Bedrooms	30 - 35%	35 - 45%	40 - 45%
3 Bedrooms	20 - 25%	15 - 25%	35 - 40%
4+ Bedrooms	5 - 10%	0 - 10%	10 - 20%

This context, underpins the rationale for maximising housing delivery on the available brownfield sites at the Western Harbour Arm.

Strategic Housing Land Availability Assessment (SHLAA)

The Adur SHLAA published February 2024 (providing a baseline as at 1st April 2023), includes the remaining allocated but undeveloped Western Harbour Arm sites as well as two sites to the north of the A259 which are within the Western Harbour Arm area but outside the JAAP development allocations:

- B&Q Halfords, Brighton Road
- Units 3-7 Malthouse Industrial Estate, Brighton Road Shoreham

These sites are being actively promoted for redevelopment by the landowners, however they do not have a development allocation and remain in active employment / retail use and are therefore not available for development. They are classified as 'Rejected Sites - Monitor' in the SHLAA.

Local Plan update

The findings of this Placemaking Study will inform the emerging Adur District Council Local Plan update, and potentially other planning and design guidance.

Other relevant documents

- Other documents that have been reviewed to inform this study include: Shoreham Harbour Transport Strategy (2016), which supports the 2019 JAAP & proposes a package of transport infrastructure improvements & initiatives.
- Adur and Worthing Local Walking & Cycling Infrastructure Plan (2020) which proposes a walking and cycling network.
- Adur District Green Infrastructure Wildlife Corridors Study (2009) and the Joint Open Space Study (2019) which sets the minimum provision standards for different open space typologies across Adur and Worthing.
- Shoreham Harbour Flood Risk Management Guide SPD (2015). This identifies the requirements for new flood defences to protect sites within the WHA.
- West Sussex Joint Minerals Local Plan (July 2018, Partial Review March 2021). This identifies temporary mineral wharves located within the JAAP plan area at Kingston Railway Wharf and New Wharf. The plan allows for their redevelopment for non-minerals use as part of the EHA regeneration proposals. We understand that the temporary planning permission for these wharves have now expired.
- West Sussex Waste Local Plan (April 2014), which details land use planning policy for the management of waste.
- Conservation area appraisals: Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy (2008), Kingston Buci Conservation Area Appraisal (2021), Southwick Conservation Area Character Appraisal and Management Strategy (2009), Southlands Conservation Area Character Appraisal and Management Strategy (2008).
- Adur District Council Guidance Note for Applicants within Adur that have Developments that have the Potential to Cause Significance (Harmful or Negative) Impacts to Intertidal Habitats. Details a hierarchical approach of avoid-mitigate-compensate for significant (harmful or negative) impacts.



St Mary de Haura Church, Shoreham-by-Sea

3.0 Existing character and constraints

Setting

The settlement of Shoreham is located on the north eastern bank of the River Adur which heads due east from its mouth with the English Channel before turning and heading north, separating Shoreham from Lancing to the west, and Shoreham Beach to the south.

The built up area of Shoreham sits between 5-50m AOD. Its northern edge abuts the boundary of the South Downs National Park at the A27, beyond which the land rises continues to rise.

The chalk hills of Mill Hill and Thunderbarrow Hill feature on the skyline in views towards the South Downs from the coast.

The Western Harbour Arm is a narrow strip of land around 1800m in length and between 100-200m in width which lies on the lower plateau of land on the river's northern bank, consisting of Made Ground, Head and Brickearth. It has a southerly aspect and is relatively sheltered, being set behind Shoreham Beach.

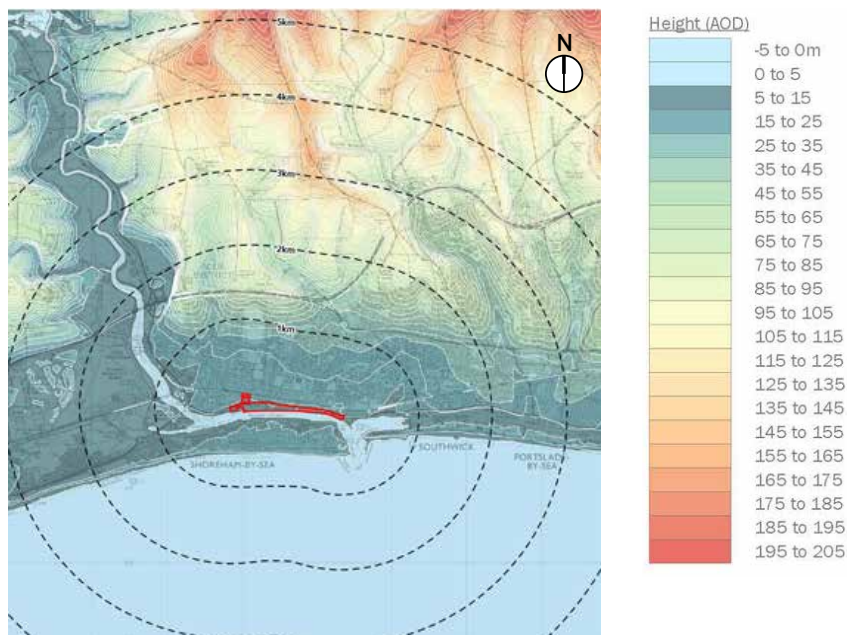


Figure 6: Topography showing WHA boundary in red (Extract from Tall Buildings Capacity Study, Sep 2017, EDP)

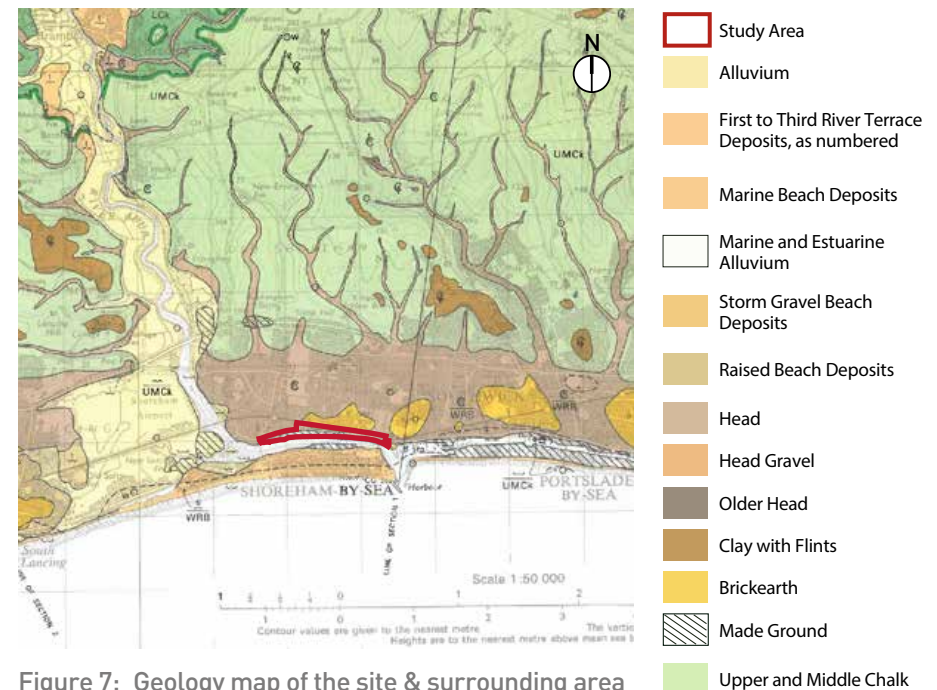


Figure 7: Geology map of the site & surrounding area (British Geological Society)

Historic evolution

Before the formal establishment of the port in 1821, the morphology of the River Adur was in constant flux, shaping the settlements on its banks.

Old Shoreham dates back to pre-Roman times - the name has Saxon origins 'the dwelling on the shore'. The town and port of New Shoreham was established by Norman conquerors towards end of 11th century. The medieval street pattern still partially exists today with narrow side streets running north from the High Street. The 12th century St Mary de Haura Church continues to act as a focal point for the old town and a landmark within the wider landscape.

The High Street is likely to be a surviving part of a east-west coastline road from the Middle Ages, the eastern end of which was eroded by waves. In the 1930s, this became a commercial centre and the road was widened.

The spit, now known as Shoreham Beach, formed from the west of the river mouth in the latter 16th century, stretching eastwards and protecting Shoreham town's frontage.

The estuary gradually silted up and led to a permanent harbour south of Kingston by Sea.

The new entrance to the harbour immediately south of Kingston church, was formally opened in 1821. The lighthouse point was built at the entrance, dividing the eastern and western arms of the harbour to direct the flow on the ebb.



A slipway off Shoreham High Street.

The 1879 map shows the small settlement of New Shoreham, and an area of ship building close to Kingston by Sea in the east known as Egypt. The railway line opened in 1840 with stations at Shoreham and at Kingston. The route of today's A259 is evident, but much of the land to the south is yet to be reclaimed from the River. Land to the north is shown as brick field. Ham Common is located at the edge of Shoreham. Shoreham Beach has a coastguard station but is otherwise undeveloped.

By 1912, development had begun to expand into the area north of the railway line with the Dolphin Soap Works (now the location of the Dolphin Business Park), and residential plots being laid out. A new street with some houses fronts onto Shoreham Beach to the west of the Fort.

Within the WHA, there had been an expansion of wharves and shipbuilding activities along the river front with some residential development to the north of Brighton Road. Three ferry routes are shown connecting Shoreham town centre and the WHA with Shoreham Beach.

A workhouse and infirmary were constructed to the north of Shoreham, adjacent to the Buckingham Park estate.

Figure 8: 1879
Ordnance Survey map
(Western Harbour
Arm boundary
marked in red)

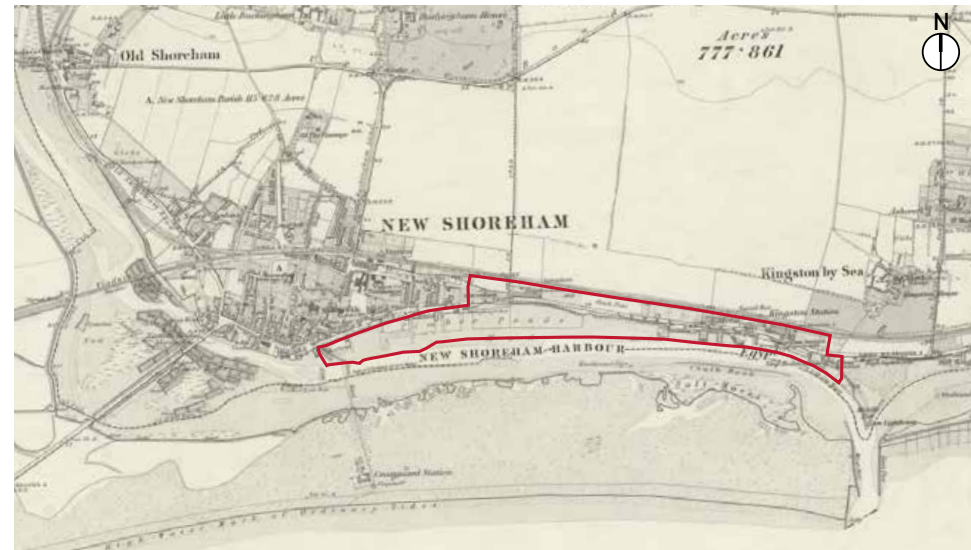
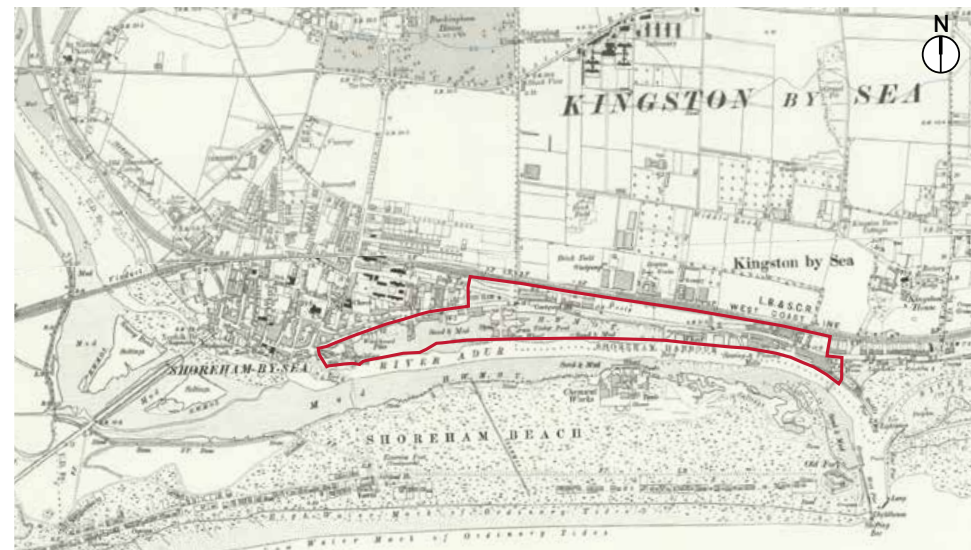


Figure 9: 1912
Ordnance Survey map
(Western Harbour
Arm boundary
marked in red)



By 1949, Shoreham's growth to the north had continued, and there had been a consolidation of development in the north west of Shoreham Beach around a new drawbridge link to Shoreham. Within the WHA, linear development of terrace and semi-detached housing continued to the north of Brighton Road and allotments are shown (site of Lidl today) with marine industries continuing to the south of the road. Kingston station had closed.

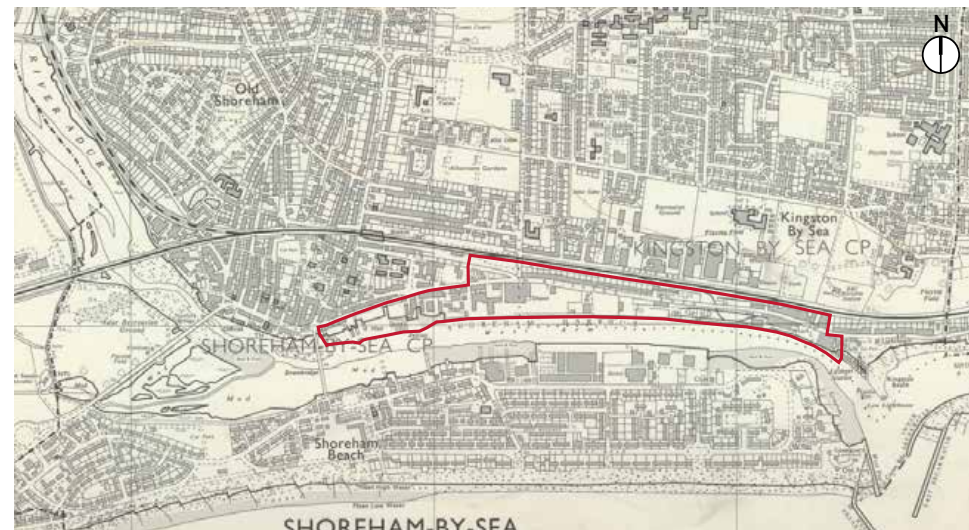
Post war, the wider area saw significant growth of residential suburbs creating a continuous built-up area to the north of the railway line between Shoreham and Kingston, and developing the low density neighbourhood of Shoreham Beach. The 1972 map clearly defines the reclaimed land of the WHA, south of Brighton Road clearly, occupied by industrial uses. Residential uses still occupy areas of land to the north of Brighton Road adjacent to the rail crossings, but the area of allotments has been replaced with industrial uses. The former Buckingham Park grounds have become a public park.

Further change occurred in the latter part of the C20th with the clearance of housing and creation of large format retail uses to the north of Brighton Road, while at Shoreham Beach the remaining industry on the southern bank of the river was replaced by a medium rise, residential development. The Ham open space has been retained and became a skate park.

Figure 10: 1949-1950
Ordnance Survey map
(Western Harbour
Arm boundary
marked in red)



Figure 11: 1972
Ordnance Survey map
(Western Harbour
Arm boundary
marked in red)



Heritage designations

Conservation Areas

The WHA is partially within the Shoreham by Sea Conservation Area and adjacent to the Kingston Buci Conservation Area. Southwick Conservation Area lies to the north east.

Shoreham-by-Sea

Generally located around the built up central historic core of the town, with the Church of St Mary de Haura (around 1103) in the centre.

Kingston-Buci

Based around the manorial estate of Kingston and the 11th century St Julian's Church, and mid-19th century growth associated with the permanent harbour, with evidence of permanent settlement in this area from 2nd millennium BC.

Southwick

Clusters of surviving historic houses and cottages associated with Southwick's history as a small farming village.

Listed Buildings

There are clusters of listed buildings, generally located in and around the conservation areas.

- The majority of listed buildings in the Shoreham-by-Sea conservation area are Grade II residential houses and cottages, mostly within narrow side streets off the High Street, predominantly from the 18th century
- The Church of St Mary de Haura (Grade I) in Shoreham-by-Sea dates from the 12th century, an excellent example of Norman architecture with the original tower and transepts intact
- St Julian's Church (Grade I) in Kingston dates back to 1086
- The Marlipins Museum (Grade II*) located on Shoreham High Street (see Scheduled Monuments)
- Kingston Buci Lighthouse (Grade II).

Scheduled Monuments

Shoreham Fort

Built in 1857 to protect against Napoleon III, guarding the entrance to Shoreham Harbour. It is a good example of a C19th artillery fort, with a polygonal bastion facing the sea, constructed of red brick and pebble with details in granite. A dry moat on the seaward side, a surrounding Carnot wall. On the northern side are the barrack foundations demolished in 1960. The fort was restored in 1977-9.

The Marlipins

Grade II* listed museum and Scheduled Ancient Monument on the North side of the High Street. Former store from the 12th and 14th centuries, constructed mainly from flint and stone in a distinctive chequered pattern.

Slipways and Hards

There are five historic slipways and hards in the western part of the Western Harbour Arm area, which are an important part of the heritage and character of Shoreham-by-Sea.



Shoreham Fort



Figure 12: Heritage designations

Character today

The character of the WHA:

- Is strongly influenced by its long, narrow shape and hard edges defined by the River and railway line. It has the character of a corridor, linking Shoreham and Kingston rather than a destination.
- Currently, the WHA feels fragmented and in flux which is due in part to its ongoing regeneration. There is a mixture of derelict and functional industrial sites, sites under construction / hoardings in the west and east, and completed residential developments in the west which are of a high density and greater height than the surrounding area.
- It has the unusual sense of being both on a riverside and on the coast as a result of the open coastal skies to the south, although there is limited access to the riverfront at present.
- Big box retail including Dunelm, B&Q, Lidl and McDonalds, smaller light industrial units and the Shoreham Recycling Centre are located on the north side of Brighton Road. This area is characterised by low-rise warehouse typologies with blank frontages.
- The current lack of active frontage on both sides of the road, the dominance of traffic on the A259 (sense of speed despite being 30mph, and traffic noise), lack of street trees, and tired/narrow public realm along much of the corridor creates a poor quality experience for pedestrians and cyclists journeying east-west.
- The character changes on the approach to Shoreham in the west, with a greater variety of uses and a finer grain, including local retail, Duke of Wellington public house, the Riverside Business Park, The Ham skate park and open space, and Sussex Yacht Club and moorings.

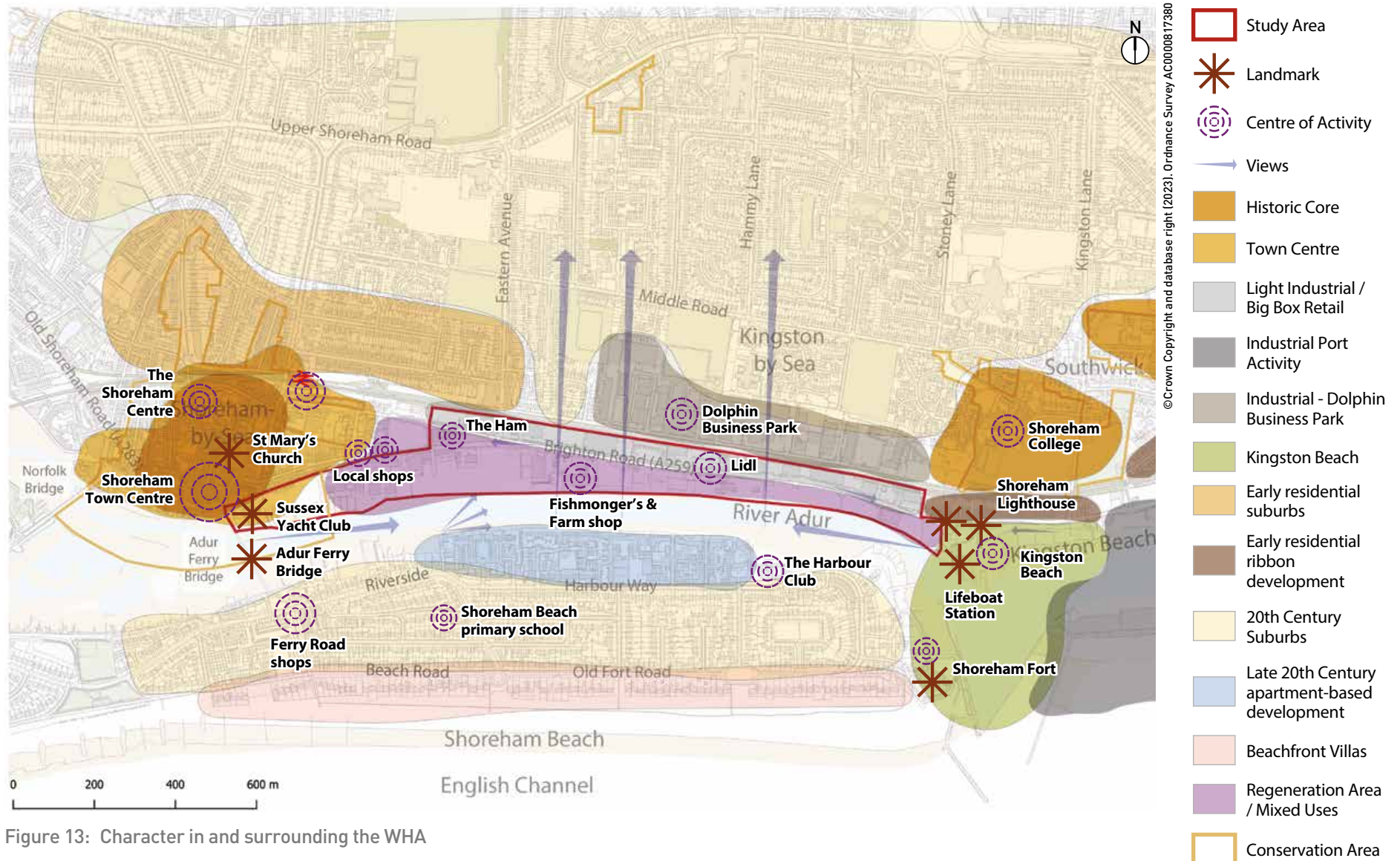
In the immediate surroundings of the WHA:

- Shoreham's historic town centre contrasts significantly with the character of the WHA, with a relatively high proportion of listed buildings, a fine-grained street pattern, and a wider variety of building uses including retail, community and health centres as well as residential.
- The area to the north of the railway line is characterised by low rise early and 20th century residential suburban development, schools and recreation areas, with the exception of the Dolphin Business Park, which represents a continuation of light industrial activity from Brighton Road.
- Immediately to the east, Kingston Beach is a very popular destination for leisure and recreation, offering views out to sea. Its close proximity to the functioning port activity to the east adds to its distinctive character.
- Shoreham Beach to the south is largely residential, with a high proportion of bungalows, however higher density mid-rise apartment blocks are located on arrival from Adur Ferry Bridge and along the riverfront moving eastwards. Beachfront villas with sea views line the southern end of Shoreham Beach, which contains a boardwalk to enjoy a pleasant seaside walk.

Views

Panoramic views of the WHA are available from Adur Ferry Bridge, the Lifeboat Station area, and from the northern edge of Shoreham Beach. Other views which create links between the WHA and its context include:

- Open views across the River Adur to the South from Shoreham Town Centre.
- River glimpses between buildings where remnant slipways and hards remain (with a marked contrast moving east out of town along Brighton Road, where there are only limited views of the waterfront and public access to it).
- View of the Church of St Mary de Haura (prominent landmark).
- View of Kingston Buci lighthouse (prominent landmark).
- Long distance views northwards towards the South Downs from Shoreham Beach, across the WHA.



Photographs of the WHA and surroundings



WHA regeneration area, Free Wharf residential site



Brighton Road, showing light industrial/retail to the north and construction/vacant sites to the south (Kingston Wharf)



The Ham open space and mixed uses on the approach to Shoreham Town Centre.



Sussex Yacht Club viewed from the Adur Ferry Bridge



Food retail at Fishermans Wharf



Early linear residential development along Brighton Road fronting onto Kingston Beach

3.0 Existing character and constraints



Google Street View, 14/03/2024

Dolphin Business Park



Beachfront Villas - Shoreham Beach



Late 20th Century apartment-based development-Shoreham Beach



Shoreham Port to the east of Kingston Beach



Google Street View, 14/03/2024

Early suburbs to the north of the Town Centre



Shoreham-by-Sea Historic Core

Existing movement

Highways

The A259/Brighton Road is a defining feature of existing movement patterns in the WHA. This is a coastal road, connecting Brighton, Eastbourne, Folkestone, Worthing, Littlehampton, Havant and other coastal locations. The Department for Transport (DfT) estimated average annual daily flow of vehicles in the vicinity of the site was ~19,000 in 2022.

Public transport

Shoreham-by-Sea Railway Station is located approximately 7 minutes' walk from The Ham, while the eastern end of the WHA is around 15 minutes' walk to Southwick Station. Both stations enable onward connections to other coastal destinations including Brighton, Portsmouth, Southampton, and Worthing (typically 4 trains per hour), with the journey from Shoreham-by-Sea to Brighton taking 15-20 minutes. Shoreham-by-Sea also includes direct services to London Victoria via Gatwick Airport (2 trains per hour, and a 1hr15min journey to Victoria).

In terms of buses, the area is covered by the wider Brighton and Hove bus network. Brighton Road is a key bus corridor, and the 700 Coastliner bus operates 5 buses per hour between Brighton and Littlehampton. A bus from Shoreham to Brighton is an approximately 30-minute journey. The number 2 bus also provides a regular service (3 buses per hour) from Shoreham Town Centre to Brighton, although is routed via various neighbourhoods and therefore takes longer (~50 minutes). There are also other, less frequent, bus services in the area, with a limited number of services per day.

Bus stops range in quality and are located close to traffic. The stops in the centre and east of the WHA have no shelters. Stops to the west have shelters and real time information but are located on narrow stretches of pavement.

Existing bus stops along Brighton Road



Walking and cycling

There are several short sections of public rights of way from the A259 to the River Adur, particularly at the western end of the WHA.

The King Charles III England Coast Path follows the A259 through the WHA, and ultimately forms a recreational walking route from the Thames Estuary to Southampton. The intention is that this route will move onto the proposed waterfront path once this is delivered.

In terms of cycling, National Cycle Route 2 is a long distance recreational route along the south coast, from Dover to St Austell. It runs parallel to the site, approximately ~400m to the north, although it also passes through Shoreham Town Centre and crosses the Adur Ferry Bridge. As with many National Cycle Routes, it is a mix of conditions, with sections as quiet on-street cycling or being shared with pedestrians, rather than dedicated cycle infrastructure.

However, walking and cycling conditions are generally poor, due to the closed nature of the sites north and south of the A259, and the busy nature of the road.

The railway line acts as a barrier in the area, particularly with north-south movement to other parts of Shoreham. There is a level crossing at Eastern Avenue, with other crossings at a more considerable distance from the site at Kingston Lane and Brunswick Road. Combined with the River Adur which is only crossed in the east at the Adur Ferry Bridge, this means that the Western Harbour Arm is heavily constrained in terms of north-south connectivity, yet key trip attractors (e.g. schools) will require WHA residents to cross the railway line.

In neighbouring Brighton and Hove, there has been a recent build out of cycle infrastructure, including schemes such as on Old Shoreham Road which feature segregated cycle routes. Of notable relevance to the WHA is the dedicated cycle route along the A259, which runs along the Brighton waterfront. This currently continues westwards as far as the Hove Lagoon, but there are plans for this to continue to Shoreham, i.e. past the WHA (see further below).

Parking

Parking guidance is set by West Sussex County Council. Parking at new developments is based on unit sizes and on parking zones (being geographic boundaries). The guidance states that parking provision should be sufficient to accommodate parking demand. However, there is also some discretion and it suggests that developments should explore opportunities to promote sustainable travel, by considering Travel Plan measures, accessibility to non-car modes, and other measures.

In practice, recent developments at the WHA have used census data to calculate car parking provision and have also adopted Car Club schemes which have been shown nationally to replace ~20 private cars per club car.

Basement parking has been used to minimise land take and visual impact; however this leads to access ramps onto Brighton Road.

West Sussex County Council has also set out guidance for cycle parking, which is based on unit size.

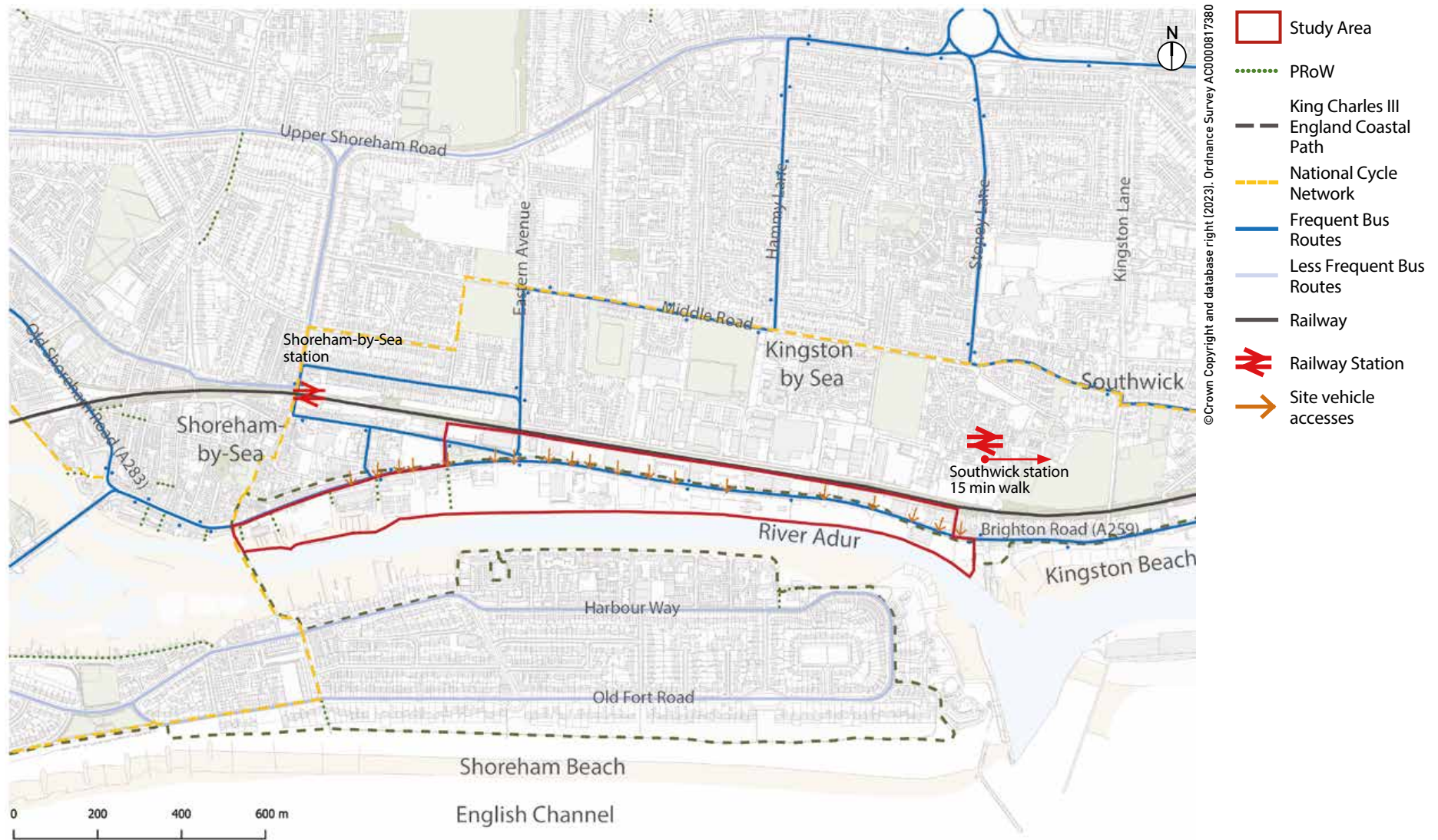


Figure 14: Existing public transport, walking and cycling

Proposed movement enhancements

A number of transport upgrades were proposed in the Shoreham Harbour Transport Strategy (2016-2031), which supported the Joint Area Action Plan (2019).

Proposed upgrades include the following:

- Provision of new junctions to enable access to development along the A259, dependent on internal layout
- Junction improvement of A259/Eastern Avenue for better safety
- Improved pedestrian and cycle crossings of the A259, including at Humfrey's Gap, Kingston Wharf, Kingston Beach, and Kingston Lane
- Construction of a new two-way cycleway along the southern footway of the A259. This is an extension of the cycleway on the A259 from Brighton. A feasibility design for this scheme was consulted on by West Sussex County Council during 2023, and is now being taken forward for further design development. Developments coming forward in the WHA are providing space for this route. When complete, there is the potential for National Cycle Network Route 2 to be rerouted onto this.
- Improvements to bus stops along A259, including new shelters and real time information displays, along with the provision of bus priority measures
- General pedestrian improvements to the A259 streetscape via the developments themselves

- Within the developments, provision of adequate parking (including EV car parking, disabled car parking, and cycle parking), as well as the provision of new internal walking routes and public realm. The developments will help create permeable and direct routes from the Western Harbour Arm to the surrounding areas.
- Along the Adur River waterfront of the Western Harbour Arm, the creation of a new waterfront route for pedestrians, with informal use for cyclists also permitted. This is being brought forward incrementally as part of individual developments within the WHA. It is intended that once complete, the England coastal path would be rerouted along this.
- The provision of Car Club spaces within developments

The various schemes are shown located on Figure 15 and summarised in table form on page 28. Some of these schemes are being delivered as each development in the WHA is built out, which is noted on the table.

In addition, developments will provide Travel Plans over a set time period. These include softer measures to encourage new residents to travel sustainably, with travel patterns being monitored.

Controlled Parking Zones

A new CPZ for Shoreham Town Centre was consulted on during 2023, and it is currently awaiting further development. This would include some of the western parts of the Western Harbour Arm that currently have existing or consented development. However, given that there is limited parking on the A259, the CPZ may have limited practical impact on sites in the Western Harbour Arm.

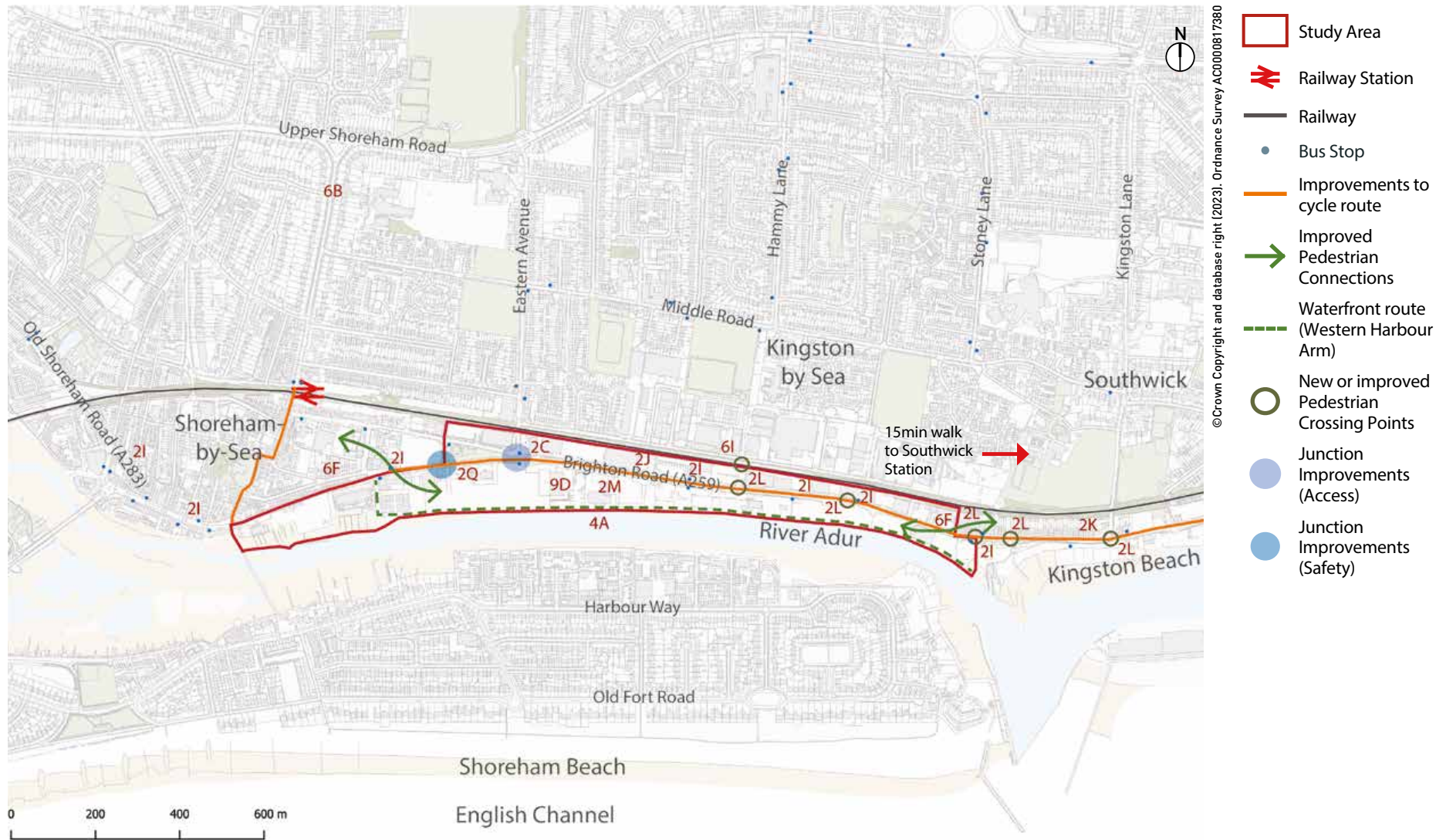


Figure 15: Proposed movement enhancements

Status of movement proposals.

The Shoreham Transport Plan classifies each project as either being desirable or critical. Colour coding indicates the current status of each project.

As planning applications have come forward in the Western Harbour Arm, these overarching documents have informed developer obligations for upgrades.

Obligations have been financial contributions or the physical provision of infrastructure, with the development layouts also typically designed to facilitate upgrades.

Intervention	Description
2C	New accesses into Western Harbour Arm: Provision of new vehicular accesses to the WHA
2I	A259 Bus Stops: Improving bus stops, including RTPI, serving or in close proximity to Western Harbour Arm
2J	A259 Bus Priority (Traffic Signals): Dedicated bus priority to provide advantage for buses
2K	A259 Cycle Route: Delivery of a two-way cycle route along the south side of the A259, from St Richard's Road to the Adur Ferry Bridge. Some land opportunities for green infrastructure are also identified.
2L	New or improved pedestrian and cycle crossing points: New or improved facilities to reduce severance, taken forward through planning agreements for Western Harbour Arm development sites, and through proposals associated with the A259 Shoreham to B&H boundary cycling and pedestrian scheme.
2M	A259 Streetscape: Improve the condition of the A259 streetscene through Western Harbour Arm
2Q	Safety Improvements at Junctions: Accident reduction and safety improvements at Eastern Avenue and along High Street

Intervention	Description
4A	Western Harbour Arm Waterfront Route: Creation of a new waterfront route between Shoreham town centre and Kingston Beach to enable easy access for all to the waterfront
6B	New/Improved Cycle Routes: A series of small scale active travel improvements, including to crossing points, are being considered in the Upper Shoreham Road/Buckingham Road/Middle Road area.
6F	New or improved walking connections: Creating permeable and direct routes from Western Harbour Arm to surrounding areas
6I	New pedestrian and cycle bridge over railway: Long term possibility of a foot / cycle bridge from WHA to Dolphin Road. Land is safeguarded on the south side of the rail line for a bridge ramp. However, provision of a bridge landing area to the north of the railway line on Dolphin Road does not appear to be possible without acquisition of third party land.
9D	Car Club: Car Club schemes set up in developments within Western Harbour Arm

Delivered as each development is built out

Funded and/or being planned

Future possibility

Existing Landscape

There are important landscape and landscape-related planning designations in and near to the WHA which development must take account of.

Protected landscapes

Registered Village Greens: The Ham (currently a skate park within the WHA), and nearby Kingston Beach and Parklands Park are safeguarded public spaces.

SSSI: The WHA is within the impact risk zone of the Adur Estuary SSSI. The intertidal mudflats support many saltmarsh plants and wading birds. Natural England describes this SSSI as in 'unfavourable declining' condition due to fragmentation and degradation of saltmarsh habitat and lack of inter-tidal habitat transition zones. The implementation of tidal defence works and increasing levels of trampling and disturbance due to recreational activities may have contributed to this. ADC's **Guidance Note for Applicants within Adur that have Developments that have the Potential to Cause Significance (Harmful or Negative) Impacts to Intertidal Habitats** details a hierarchical avoid-mitigate-compensate approach.

Local Nature Reserve (LNR): Part of Shoreham Beach is a LNR and within the Brighton and Hove Biosphere. Vegetated shingle contains specialised plants adapted to harsh coastal conditions, such as Sea Kale and provides a habitat for invertebrates. These habitats are globally rare as most coastal shingle is too mobile to support plant communities.

Local Wildlife Site (LWS): Part of Shoreham Beach is also designated a LWS.

Priority Habitats: Priority habitats dispersed across the area include 'coastal vegetated shingle', 'good quality semi-improved grassland', 'coastal saltmarsh' and 'mudflats'. Mudflats are an important nursery site for several fish species, and a refuge, feeding and breeding ground for wading birds and wildfowl. These birds are vulnerable to disturbance from human activity, such as bait digging, dog walking and wildfowling, and land take via built development close to the river.

Tree Preservation Orders (TPOs): Specific trees, groups of trees or woodlands are protected in the interests of amenity. There are groups of TPO trees in the western part of the WHA and along the railway line to north of Kingston Beach.

Landscape Proposals (refer to fig. 16 for locations)

The **Adur District Green Infrastructure Wildlife Corridors Study (IWGS) (2009)** identifies two areas for future green infrastructure improvements within the study area: (1) Reconfigure the A259 with a new waterfront open space which incorporates coastal grassland, and (2) Create new harbour links.

The **Adur and Worthing Open Space Study's (2019)** open space calculator assesses open space needs arising from development proposals. Due to the restricted size of the WHA and the requirement to provide significant infrastructure, the JAAP made clear that where on-site open space provision in line with the Open Space Calculator could not be provided, it would be used to determine the extent of off-site contributions.

JAAP Proposals

Green infrastructure: Policy CA7 of the JAAP requires developments to set back sufficiently from the A259 to deliver the cycle route along with green infrastructure improvements (3) as part of the Shoreham Port green corridor. As well as providing visual amenity, planting and SuDS along this route will aid flood alleviation, provide cooling and shading, and boost biodiversity. Other forms of green infrastructure developments should seek to provide include green walls, green roofs, pocket parks, floating ecosystems and living sea walls.

Ecology: Intertidal habitats and coastal grasses are particularly important habitats to be provided by new development. The JAAP encourages the incorporation of intertidal habitats using baulking and 'vertical beaches' attached to sheet piling as part of new flood defences (4). Sites will need to deliver 10% Biodiversity Net Gain including river habitats (10% BNG became mandatory in February 2024. Other relevant policies dealt with biodiversity prior to this).

Open space: Kingston Beach (5) and the Ham (6) are both identified as sites for open space improvement, however there are currently no definite plans in place. The new waterfront route will create public realm (7) and developments are expected to incorporate public open spaces that help increase visibility and accessibility to the waterfront, enhance the local environment and provide space for community activities.

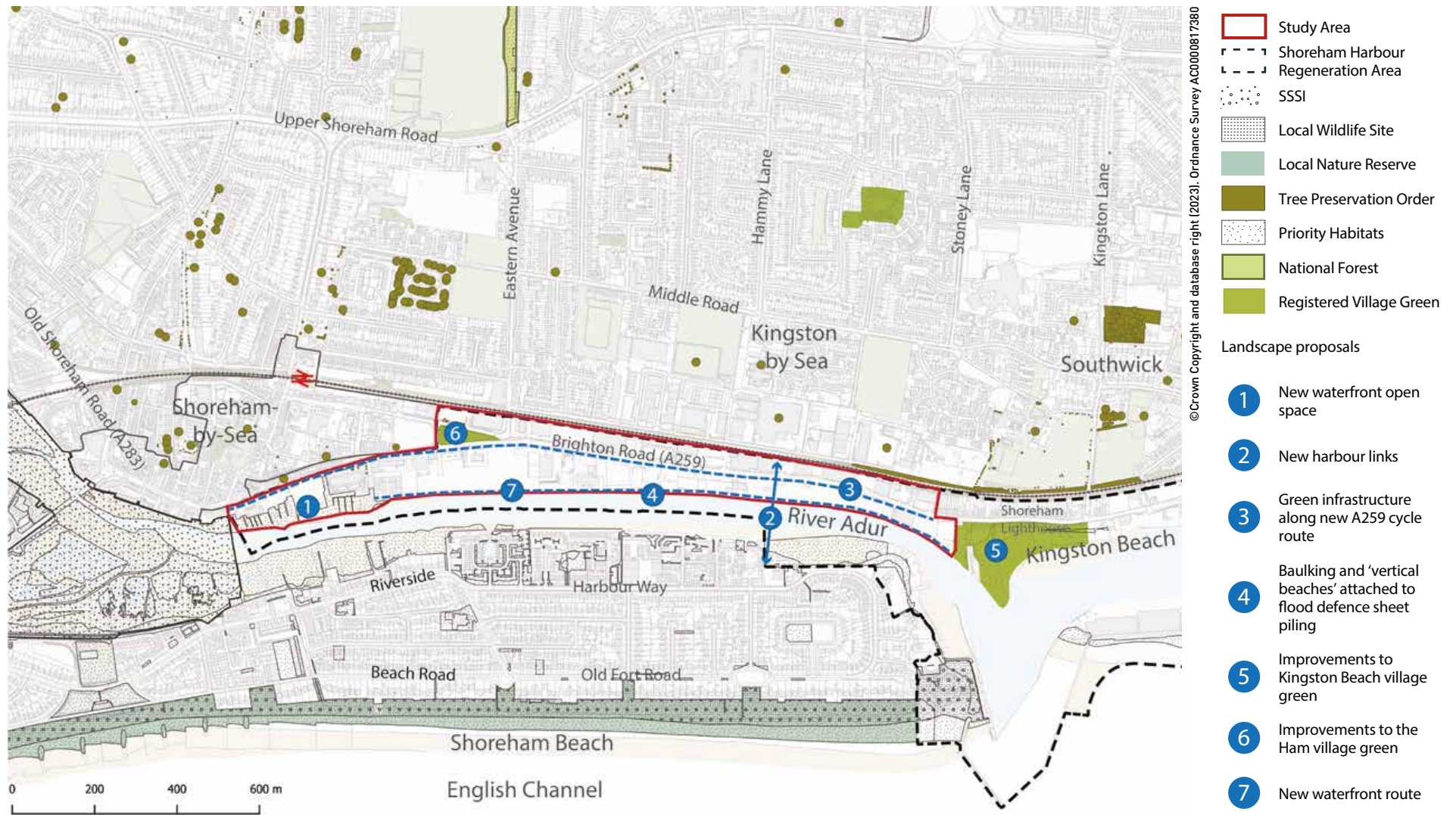


Figure 16: Protected landscapes and landscape proposals.

Physical Constraints

Navigation

Requirements for navigation limit the potential for development within the River Channel within the eastern section of the WHA. The River Adur is classified as a tidal Main River and is under the jurisdiction of the Environment Agency. The tidal range results in large areas of mudflats at low tide.

Flood risk

A substantial proportion of the WHA is included in both Flood Zone 2 and 3, with particular vulnerability south of Brighton Road closest to the coastline, with some smaller areas also being at risk from fluvial and surface water flooding.

Shoreham Harbour Flood Risk Management Guide SPD, 2015 form part of the evidence base for the Shoreham Harbour Joint Area Action Plan (JAAP). It identifies the requirements for new and improved flood defences and flood adaptation measures within the JAAP area and has been used to inform the design of developments to date within the WHA.

With consideration of 1:200 flood events accounting for the forecast increased sea level rise associated with climate change, the SPD sets the following parameters for development:

Flood defences are to be provided at:

- 5.25m AOD for hard defences
- 5.40m AOD for soft defences
- Residential finished floor levels (FFL) should be set at a minimum of 5.77m AOD to ensure the safety of residents if the flood defences were breached.
- Non-residential use FFL are not prescribed, so long as flood defences and/or land raising is implemented.

- Developments to be set back from the riverside by at least 8m, from wharf wall to building for flood defence maintenance and to facilitate the waterfront route.
- Active uses along the waterfront.
- Avoid harm to intertidal biodiversity, or where this cannot be avoided, provide compensatory habitat.
- Provide sustainable drainage systems.

The preferred design approach at WHA is to:

- Extend life of existing sheet piling forming the river wall
- Provide a concrete flood wall set back from the river to enable creation of a riverside walkway
- Raised finished floor levels of land raising behind the flood wall to improve access and views of the river, and to protect in an undefended or beach scenario and provide safe access and egress.

It is important that new defences are located behind the existing, to prevent the issue of coastal squeeze and the loss of irreplaceable intertidal mud habitats.

Drainage is an important consideration due to the height of the defences meaning outfalls can become tide locked. West Sussex County Council have a project called 'over the wall' which is looking at innovative design solutions to discharge surface water over the flood walls thereby avoiding the issue of tide locking now and in the future with raised sea levels.

AAP Policy 11: Western Harbour Arm builds on the SPD guidance and requires:

- 5.77m AOD residential FFL
- 4.94m AOD commercial FFL

It also notes the likely setback requirement of 8m from the waterfront for flood management purposes, and a total section of 12.25m to provide a riverside route. Several developments permitted to date including Kingston Wharf and Howard Kent have delivered smaller set backs of around 4m. These set backs were agreed with the Environment Agency and Port Authority during consultation on the planning applications.

The Council is currently working on an update to the Adur Strategic Flood Risk Assessment which due to new climate change allowances may necessitate a change in the required levels of defences and finished floor levels.

Ground conditions

Contaminated land: The extent of contaminated land related to former industrial uses is unknown. Survey and appropriate mitigation will be required prior to development.

Hazardous Substances: An HSE consultation zone relating to hazardous substances is located at the gas storage area. The use related to it has ended and a revocation of the HSE consultation zone will be required to allow alternative development of the site.

Utilities: The JAAP refers to the presence of underground water mains and sewers. Available sewer plans suggest that these are routed on the northern side of Brighton Road, with spurs serving individual sites. Southern Water has been contacted to obtain details of associated easements but no plan is available.

SGN report that the Western Harbour Arm area is well served by both low and medium pressure gas infrastructure, with large diameter mains running along Brighton Road. SGNs infrastructure is largely on public land and therefore no easement would be required for most connections. However, easement would be required if the connection between SGNs existing infrastructure and any new development site was to pass through private land.

They note that no capacity upgrades are planned on either of these pressure tiers as currently pressures across both are robust and would support a level of future development in this area. Capacity on the network is provided on a first-come-first-served basis. Therefore, it is possible that reinforcement may be required to support future developments. To determine this the requested load of any new connection would be checked against network capacity at the time of request.

Summary of key constraints and considerations

In summary, the key features within the WHA and its setting which the Placemaking Study is to take account of include:

Heritage and character

- Narrow corridor with a fragmented character, lacks a strong sense of place and is a poor quality approach to both Kingston Beach and Shoreham Town Centre. This is in part a reflection of its history as a working port, and also reflects its current status as a place in transition affected by ongoing construction activity.
- Close proximity and potential development impact on the setting of Shoreham By Sea and Kingston Buci Conservation Areas.
- Proximity and potential impact of development on the setting of listed buildings predominantly clustered within the Shoreham by Sea Conservation Area, and to Shoreham Fort and The Marlipins Scheduled Monuments.
- Important views east-west between the WHA and St Mary de Haura Church, and Kingston Buci Lighthouse. North-south views from Shoreham Beach across the WHA and towards the South Downs, which should be retained.
- Predominance of lower height (1-3 storey) townscape surrounding the WHA. Contrast with recent higher density development within the WHA.
- The need to retain historic slipways and hards

Environment and landscape

- Substantial part of WHA located within flood zones 2 and 3 and requires flood defences to enable development, and FFL in line with the JAAP/ Shoreham Harbour Flood Risk Management Guide SPD.
- Registered Village Greens at The Ham and Kingston Beach are protected.
- WHA is within the impact risk zone of Adur Estuary SSSI.

- The River Adur is a tidal Main River. Development required to maintain safe navigation.
- Maritime climate influences choice of planting and materials.

Movement and Access

- Majority of movement east-west along A259.
- Limited public access to the waterfront at present. Fragmented public rights of way related to historic slipways and hards. New access is being facilitated by developments as they are brought forward, where appropriate.
- Poor connectivity north-south to Shoreham Beach and Shoreham by Sea suburbs due to a lack of river and railway crossings. This will become more important as WHA residents seek to cross these to access services such as schools.
- National Cycle Network Route 2 crosses Adur Ferry Bridge. No dedicated cycle route within the WHA.
- A259 dominated by vehicle traffic. Sections of narrow pavement.
- Frequent bus services along A259. WHA located between and within walking distance of Shoreham by Sea and Southwick railway stations.

Economic/social

- Close proximity to Shoreham Town Centre retail and community services.
- Proximity to protected employment sites at Dolphin Road Industrial Estate, Shoreham-by-Sea, to the north of the railway line - but no direct access due to railway line.
- Centres of activity at Kingston Beach and Shoreham related to the RNLI station, Yacht Club and marine leisure.
- Large format retail and car parks to the north of Brighton Road.

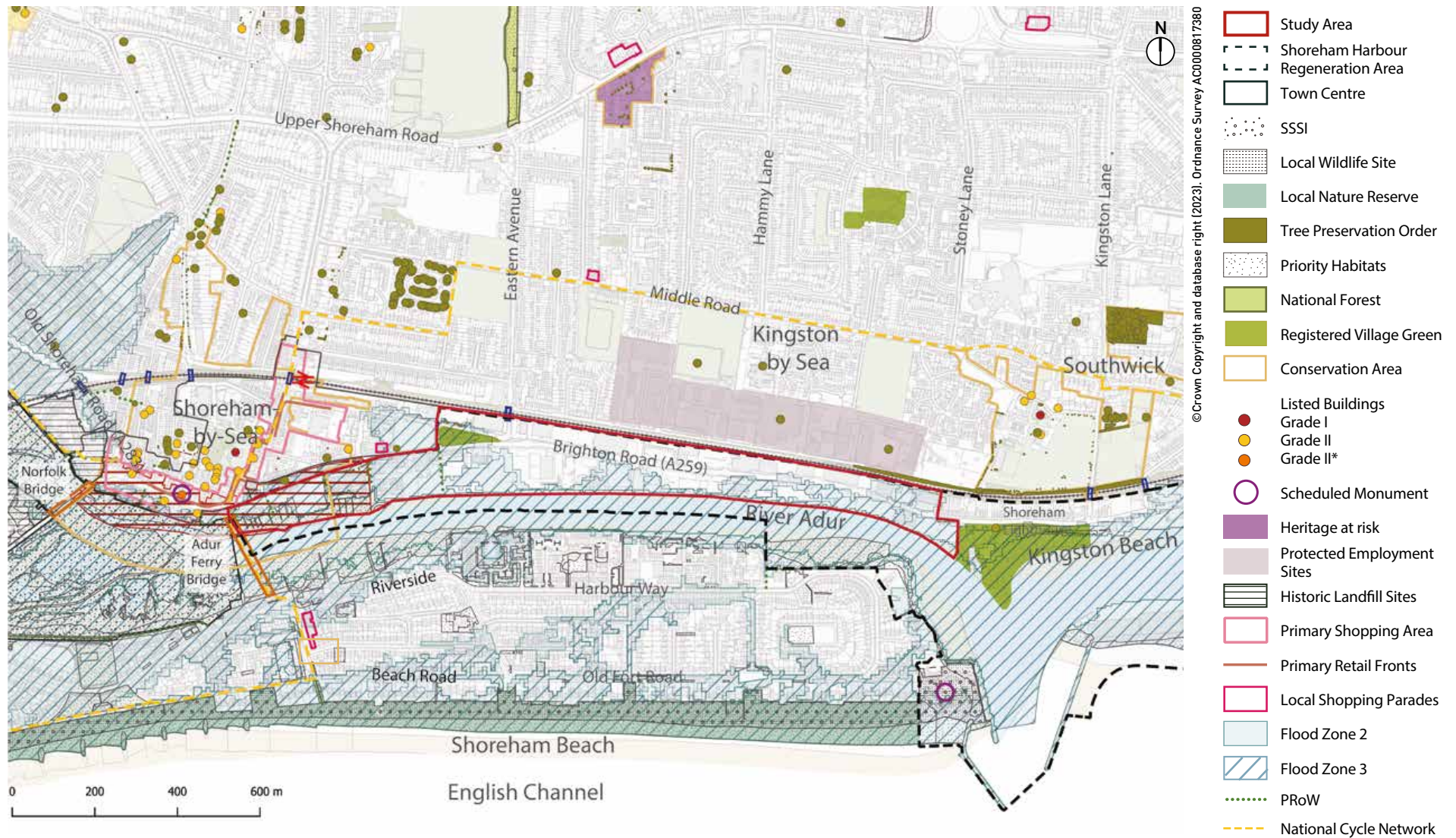


Figure 17: Constraints and considerations



View towards Shoreham Town Centre from the Adur Ferry Bridge

4.0 Summary of regeneration activity

The JAAP (2019) allocated around 10 ha of land in the WHA for redevelopment in response to the Vision for the wide Regeneration Area to be “*transformed into a vibrant, thriving, waterfront destination comprising a series of sustainable, mixed-use developments*” by 2032.

The JAAP and Adur Local Plan policy requirements for the WHA include delivery a minimum of 1,100 homes, a minimum of 12,000m² new employment generating floor-space, and new areas of open space, smaller scale retail, food and drink and marine related leisure facilities.

At the time of writing (May 2024), the transformation of the Regeneration Area is well underway. Around 5.8 ha (58%) of the JAAP allocated land has received planning consent, is under construction or has been completed delivering much needed new homes including affordable housing. Sites have been brought forward by landowners on a site-by-site basis, with requirements for flood defence, movement infrastructure, land use mix and S106 monies agreed through the planning application process in line with policy requirements.

However, the need to overcome site constraints including flooding and contamination and the required land take for infrastructure including the waterfront walk and A259 cycle way, has resulted in schemes being brought forward at a far greater density than envisaged, in order to be commercially viable.

Although the benefits of housing delivery including affordable housing provision are recognised, concerns have been raised in the local community about the cumulative impact of higher density development and the potential shortfall in supporting infrastructure for higher levels of development than the JAAP envisaged.

This chapter presents an overview of the content of permitted schemes, the combined effect of different layouts in terms of the provision of land uses, open and public spaces, movement, and development scale on the character of the WHA and wider setting of the town and harbour.

Understanding the cumulative impact of development to date has informed the preparation of design guidance for the remaining JAAP allocated sites which are yet to be brought forward, which is set out in Chapter 7.0 onwards.

WHA and adjacent sites: planning and delivery status

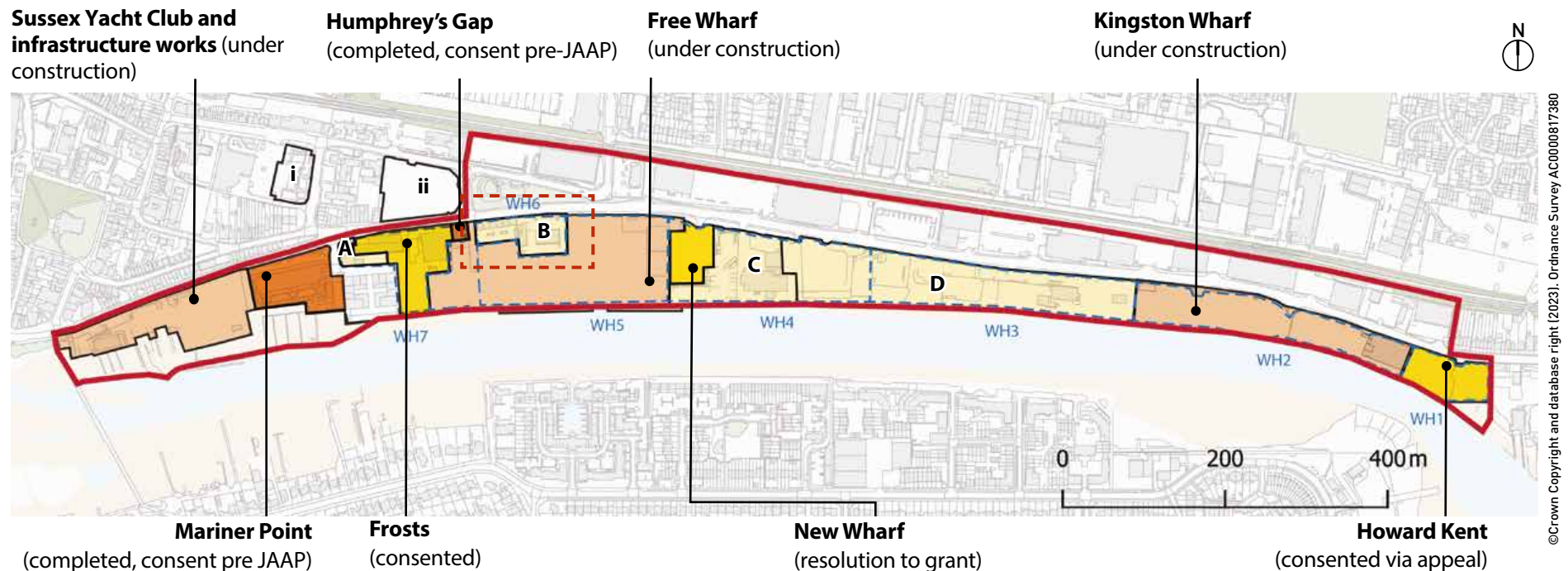


Figure 18: Planning and delivery status

Allocated sites which are yet to receive planning consent are:

A. Montgomery Motors and adjacent Perkins & Robins car business (~0.11 ha) within JAAP area WH7.

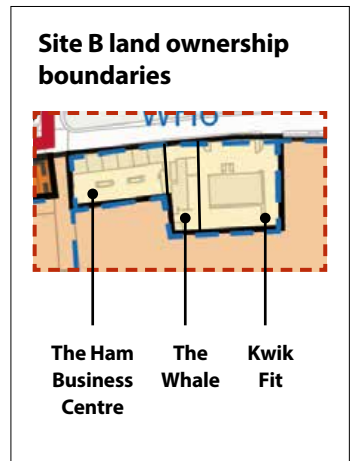
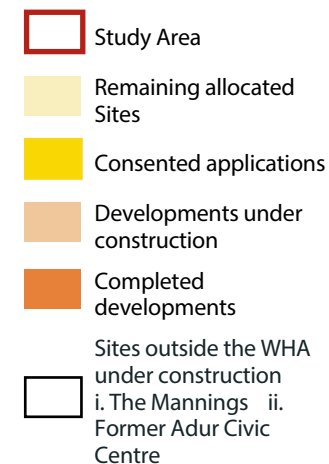
B. A group of smaller sites under multiple ownerships (~0.44 ha) within JAAP area WH6:

- The Ham Business Centre
- Kwik Fit
- The Whale car wash (with access rights across the Kwik Fit site)

C. Monteum, Fisherman's Wharf (~1.01 ha) within JAAP area WH4, forming two parcels which may come forward independently:

- Western part, vacant and being marketed, wraps around New Wharf
- Eastern part comprising a fishing business, with retail fishmongers and food market.

D. EMR owned site incorporating the former fuel tanks to the west, and an operational materials recovery facility in the east (~2.61 ha) within JAAP areas WH3 and WH4.



Consented schemes

The plan below provides a composite picture of all consented schemes including The Mannings and Former Adur Civic Centre which lie outside the WHA.

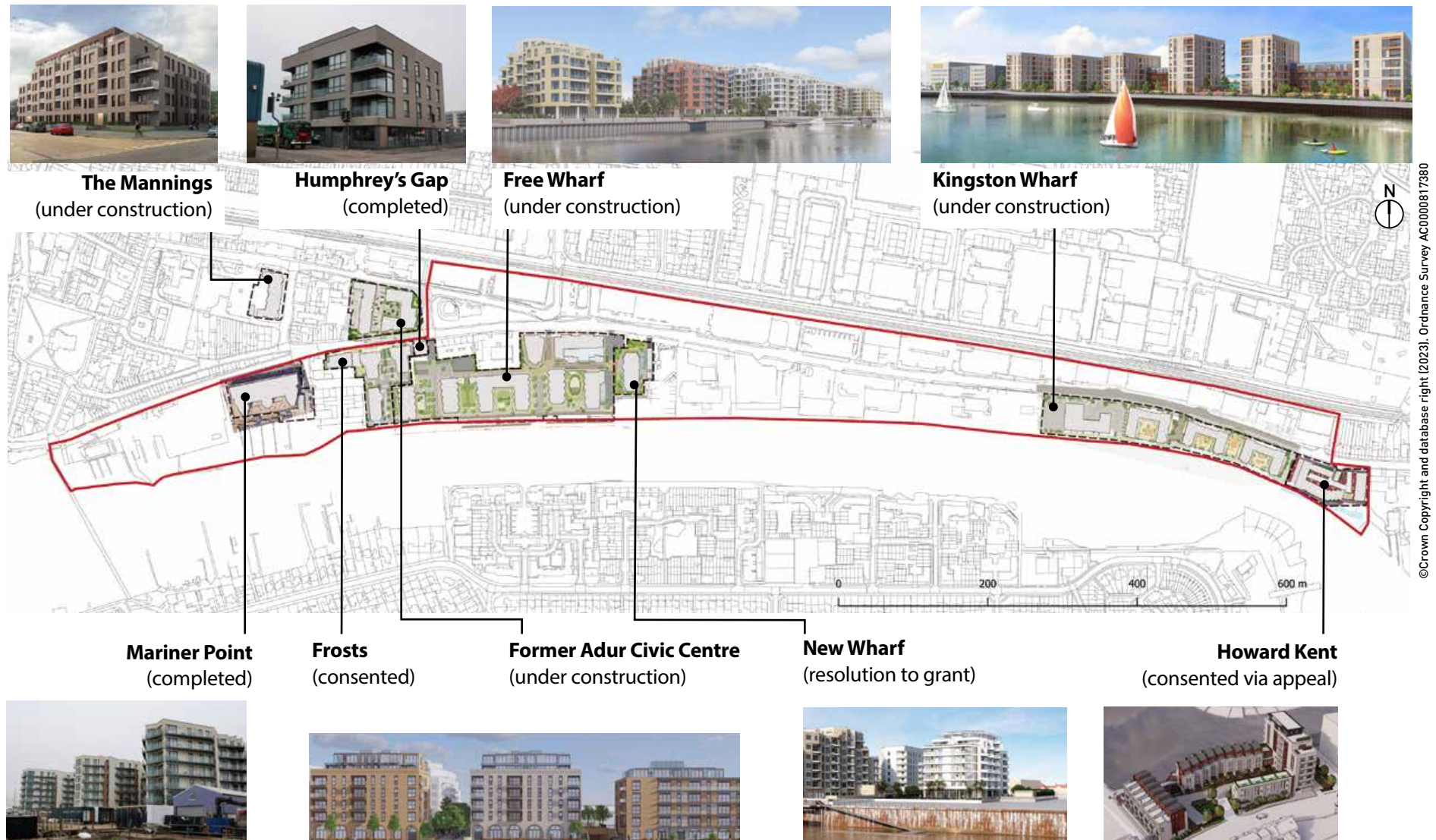


Figure 19: Composite masterplan of consented schemes

Consented land use

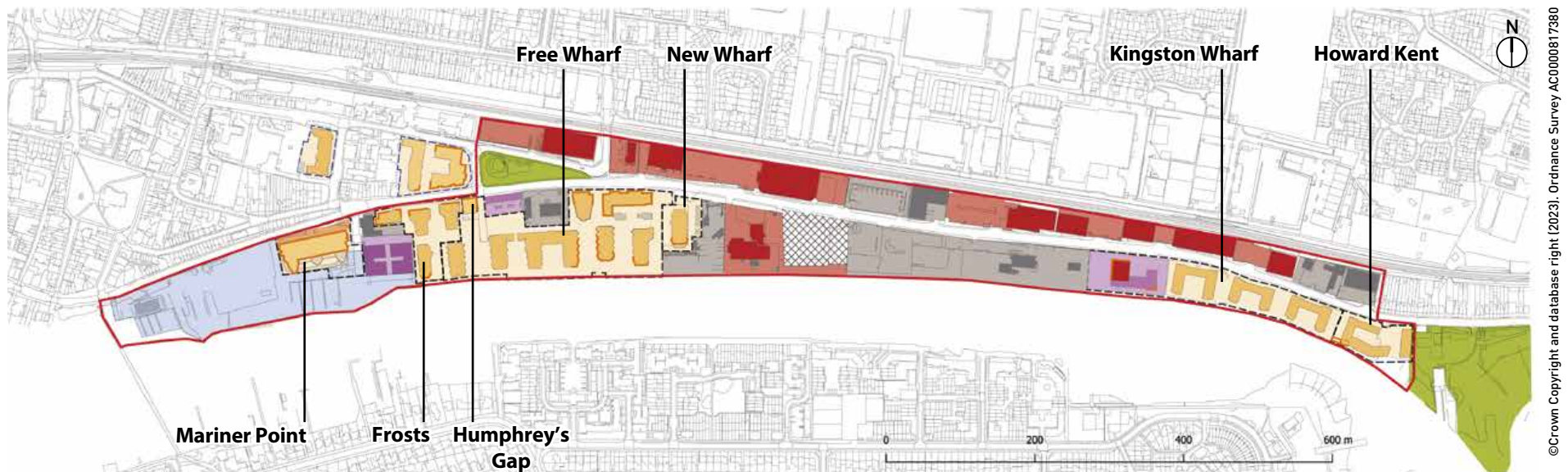


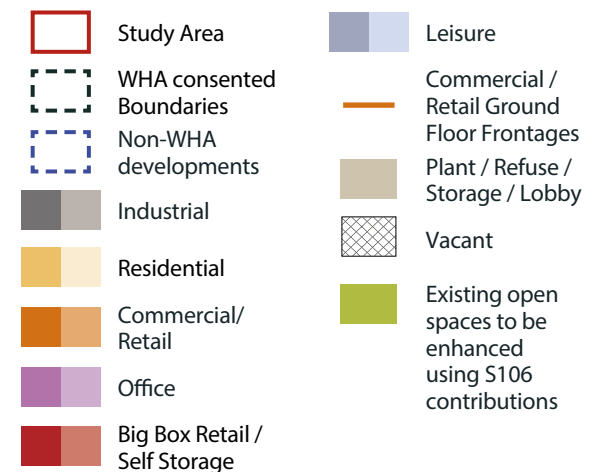
Figure 20: Land use of the WHA reflecting the consented schemes and adjacent existing uses

Consented schemes within the WHA* are to deliver: **12,961m² of commercial floorspace, Class E.**

1,271 residential units

- This meets the JAAP minimum headline figures of 1,100 homes. The remaining sites could significantly increase the overall number of units.
- Provision of a minimum of 347 affordable units (27%) with potential for 670 units (53%) with use of Homes England funding at Kingston Wharf and Free Wharf. The Local Plan requires 30%.
- Residential uses are generally located at upper ground floor and above due to flood risk.

- The JAAP requires a minimum 12,000 m² employment generating floor-space. Although this quantum of Class E space has been provided there is concern over the potential lack of high-quality employment space, (affected by the change in planning Use Class Orders since the Local Plan / JAAP which could not have been predicted).
- There has been difficulty in attracting occupiers for the ground floor retail and office units at Mariner Point (now partially occupied).
- Commercial space is located at ground floor generally fronting either Brighton Road or the riverfront.



*These figures include Free Wharf, Frost site, Howard Kent, Humphrey's Gap, Kingston Wharf and Mariner Point and exclude The Mannings and Former Adur Civic Centre which are outside the WHA.

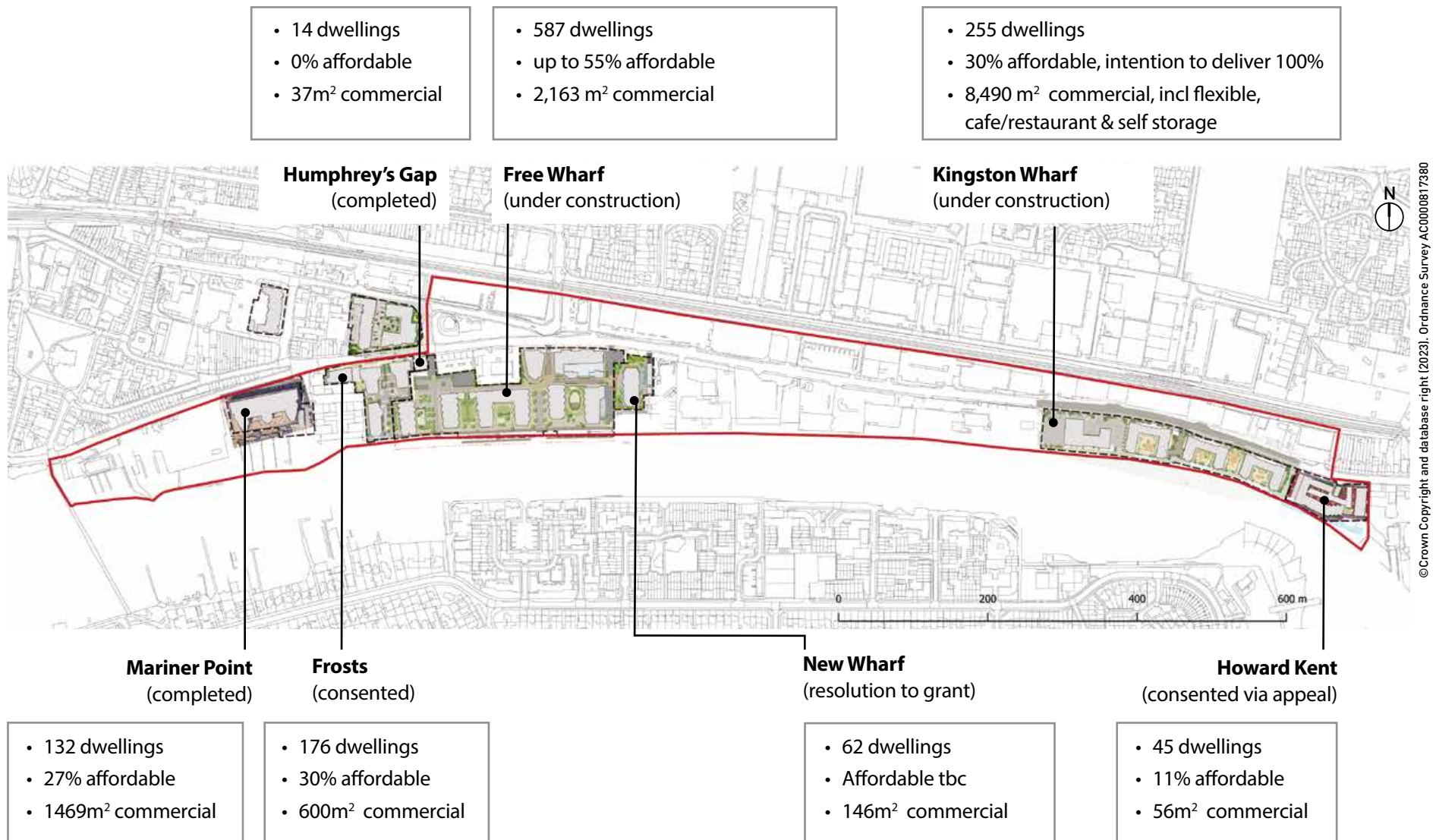


Figure 21: Summary of consented housing and commercial uses per WHA site

Consented open space

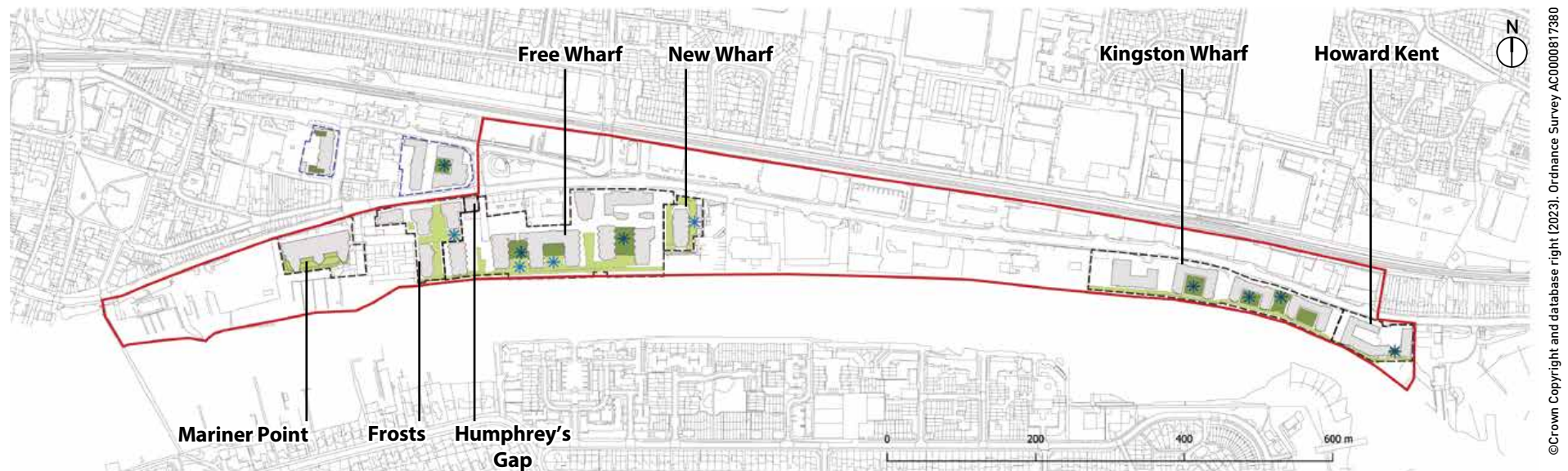


Figure 22: Summary of consented open space and public realm

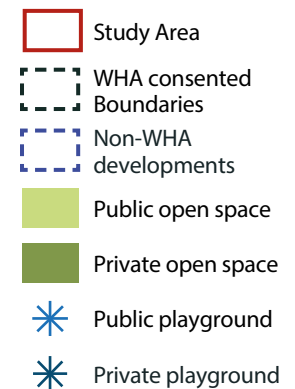
All sites provide on-site amenity space (this includes outdoor space for residents communal use and areas of soft landscape within the public realm):

- Communal open space is generally provided as roof gardens or raised on a podium e.g. at Free Wharf, with semi-basement parking underneath
- Private amenity space (balconies) are provided for apartments.
- The waterfront route is considered as public open space.
- Mariner Park public riverside park is enclosed by a flood wall, lacks activity and feels private.
- A public play space is provided at the Frosts site.
- Public art will be provided on-site at Kingston Wharf, Howard Kent and at the Frosts site. S106 contributions from the Mariner Point development have been allocated to

provision of public art off site.

- There are no public allotments, parks and recreation grounds provided on site.
- There is no accessible natural green space provided reflecting the brownfield nature of the sites, however schemes do provide improved access to the river habitat.
- Intertidal habitats have been impacted by new river wall sheet piling. Compensatory habitat provision is lacking.

Overall, the schemes deliver significantly less public open space on site than the recommended amount set out in the Joint Open Space Strategy, 2019. This was anticipated in JAAP policy and in line with this, appropriate S106 money has been secured towards off-site improvements, however there is a desire for greater public on-site open space provision on the remaining sites.



Consented movement infrastructure



Figure 23: Summary of consented movement infrastructure

Movement infrastructure has been provided on a site-by-site basis resulting in some inconsistencies:

- Developments are generally set back from the A259 to safeguard space for a new cycle route on the southern side of the road. However, the width of the safeguarded strip ranges from 0.5m at Free Wharf to 5.3m at Kingston Wharf. Schemes approved prior to the JAAP (Mariner Point, Humphrey's Gap did not secure land for the cycle route).
- WSCC is to deliver the cycleway and detailed designs have not yet been approved. There is an ambition to integrate SuDS/planting as part of the cycleway scheme, and while WSCC has identified some locations where additional highway/grass verge is available for SuDS/planting, it is assumed

that additional space for planting/SuDS will be considered through the planning approval process for the remaining sites fronting Brighton Road.

- A set back from the waterfront is safeguarded within all committed schemes to enable delivery of a new waterfront route for pedestrians/cyclists. The path is generally a minimum of 4m wide at 4.4m AOD level but there is variation in the design.
- Until all sites are delivered, both the cycleway and waterfront route will be incomplete. Access to the riverside will be via new public routes from Brighton Road.
- Parking ratios within the committed schemes range from 0.45 to 1.11 space per dwelling. Access to basement parking is via ramps onto Brighton Road.

Committed Parking ratios

Free Wharf	0.65
Frost Site	0.45
Howard Kent	0.87
Humphrey's Gap	0.50
Kingston Wharf	0.81
Mariners Point	0.77
New Wharf	1.11

- Study Area
- Road Network
- ➔ Vehicle Access (consented / under construction)
- A259 Cycleway
- Cycle Storage
- Waterfront Route

Consented levels and flood infrastructure

Flood risk and the requirement for flood defences have strongly influenced the layout, land use arrangement and levels strategy of each development.

- The majority of schemes have broadly followed the preferred approach outlined in the Shoreham Harbour Flood Risk Management Guide, 2015, providing a riverside walkway at a lower level (generally 4.40m AOD), and incorporating a flood defence wall within the built fabric of the development.
- In line with the JAAP, finished residential floor levels are at 5.77m AOD or above. Podium and courtyard communal landscaped areas are created at 5.60m AOD+ (Free Wharf) and 5.47 m AOD (Howard Kent)
- Commercial levels including cafes, retail and employment space fronting the river are at 4.94m AOD or more (except Mariner Point which is at 4.03m) and these uses are located to provide frontage to Brighton Road or the riverside walkway.
- Car parks are commonly located in basements/semi-basements below the defended level, but with raised ramps forming a defence. This results in some blank half storey walls/ ventilation grills onto the river walkway, and the need for access ramps on the Brighton Road frontage.
- In advance of a complete flood defence being delivered, flood defences have been provided on a standalone basis for each site, creating defended 'cells'.
- The waterfront route is generally a minimum of 4m in width (rather than the 8m required in the JAAP), and designed to accommodate cycling and walking, widening to create areas of public realm. At Free Wharf a separate residential walkway is created at the podium level. Private pontoons are provided as part of this scheme.
- Mariner Point (pre-JAAP) has an alternative approach. Here a flood wall is provided at the edge of the site, with public realm created behind. This is less successful as the public realm has no visual relationship with the riverfront and feels private.

Example: Mariner Point

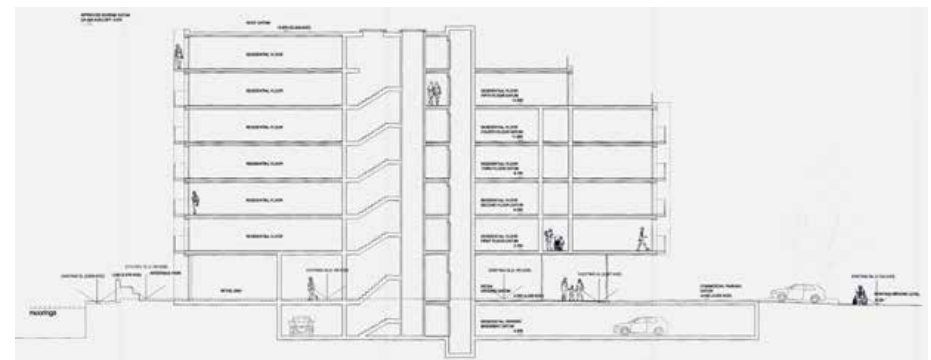
The Mariner Point 'Riverside Park' is set behind the flood wall and unsuccessful as a public space. Large commercial units occupy the ground floor and have been difficult to let.



Riverfront Park and flood wall



Commercial units on Brighton Road



Waterside park level: 4.18m AOD
Flood wall = 5.57m AOD

Residential FFL : 7.73m AOD
Retail unit level: 4.03m AOD
Basement car park: 1.43m AOD

North-south cross section (King Conroy Architects)

Example: Kingston Wharf

The enterprise centre has a non-residential cafe frontage onto the riverside and continuous flood wall. The ground floors of the three residential buildings are raised 1.4m above the waterfront route with communal gardens on podium level and parking in semibasements.



Artists impression of riverside walk, westwards from proposed enterprise centre



Riverwalk at 4.40m AOD, residential and garden podium level: 5.77m, semi-recessed basement parking at 2.72m AOD. Car parking, ramps & entrances fronting Brighton Road.

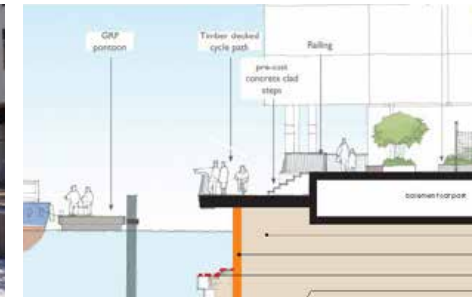
North-south cross section through block A. (Both images Conran & Partners)

Example: Free Wharf

Free Wharf contains a mixture of commercial and retail ground floor uses fronting onto the riverside. Ground levels across the site are raised to 5.6m with basement parking below. The waterfront route is a boardwalk supported by the river wall, with a raised pedestrian route at podium level.



Artists impression of commercial ground floor and waterfront route



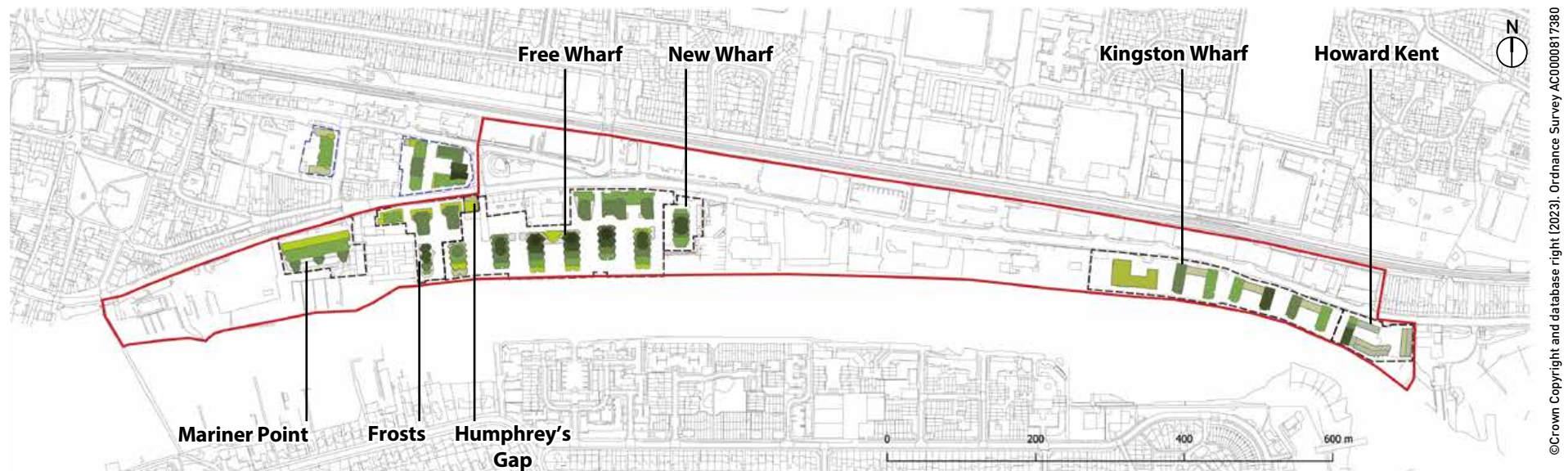
Cantilevered riverside walkway section with jetties



Ground floor level: 5.6m
Residential FFL: 5.77m
Waterfront route: 4.4m AOD

Building E and GI Elevation looking West (All images CZWG Architects)

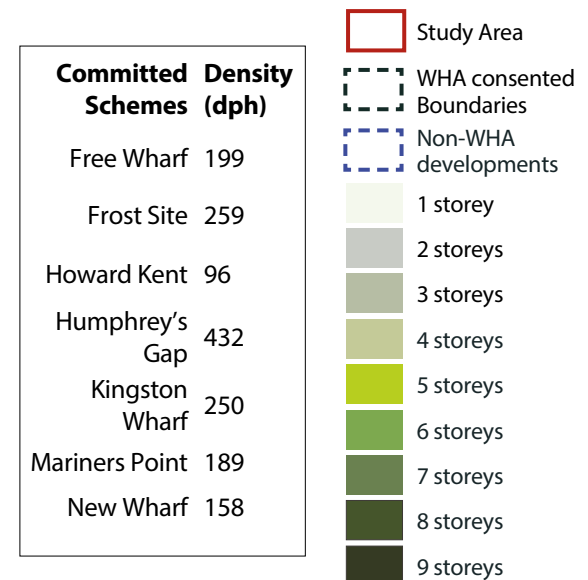
Consented building heights and density



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Figure 24: Summary of consented building heights

- Consented schemes range in height from 3 storey townhouses (Howard Kent) to 4-9 storey apartment buildings.
- Taller buildings in the western part of the WHA utilise set-backs at the upper storeys with heights of 4-6 storeys onto Brighton Road, and increasing to 5-9 storeys the centre of each site resulting in a stepped/terraced roofscape. This is helpful in minimising the visual impact and canyoning effect on Brighton Road, while maximising riverside views, and amenity roof space.
- The Kingston Wharf scheme has a simpler roofscape, with taller elements up to 6-8 storeys fronting Brighton Road perpendicularly, and adjoining blocks parallel to the road of 3 storeys.
- Howard Kent is unique in providing 3 storey townhouses alongside an 8 storey apartment building.
- In comparison, the JAAP considers up to 5 storeys as acceptable on Brighton Road and river frontages, with potential for greater storey heights away from these frontages within deeper sites. It also states that taller buildings may be considered in the centre of the WHA, at Egypt Wharf, Lennards Wharf and Fishermans Wharf.
- Densities range from 96 dph to 432 dph. This is compliant with the JAAP which states that developments should achieve a minimum 100 dph density, but is a significant increase above that minimum.



Cumulative placemaking impact

A simple 3D massing model of the WHA has been prepared using LIDAR terrain data, Ordnance Survey mapping, on site analysis and Sketch-up software*.

9 views have been exported from model which are comparable with photographs taken in January 2024. The location of the views is shown on the plan below.



Figure 25: Viewpoints Location Plan

3D Model Key

- Consented Developments
- Developments Under Construction
- Completed Developments

*Approximate and simplified massing (omitting roof details) of the consented schemes has been added to the model, based on the available planning application drawings, to enable a review of the potential change in character of the WHA once all consented schemes have been built out.

View 1: Looking west from Kingston Beach towards Buci Lighthouse



The Lighthouse and RNLI building are prominent on the skyline. The ongoing construction of Kingston Wharf is visible in the distance, contrasting in scale with the 2 storey homes overlooking Kingston Beach.



Once the Howard Kent and Kingston Wharf schemes are completed, there will be a stronger sense of enclosure to the Beach on its western side, and a reduction in views across the river towards Shoreham Beach. The prominence of the lighthouse on the skyline will be reduced by the height of development to the west.

View 2: Looking west from the Lifeboat Station towards the WHA



From this point, the full extent of the WHA is visible from east to west and the church of St Mary de Haura and the South Downs can be viewed on the skyline. The Kingston Wharf construction site dominates the view and contrasts with mid-rise housing on the southern side of the river.

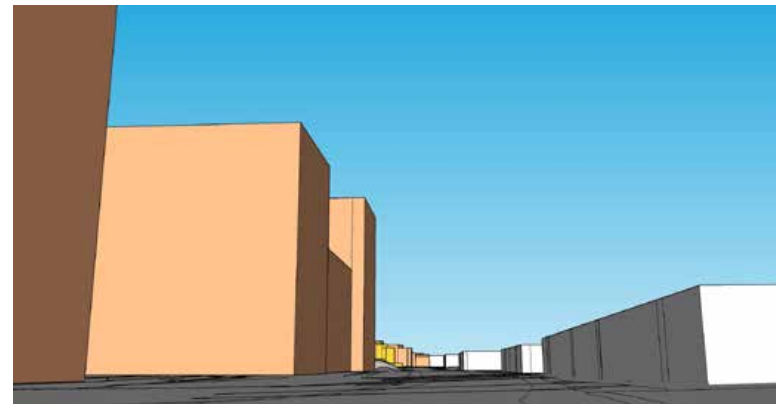


Once the Free Wharf, Frosts and New Wharf developments are complete, the view of the church is obscured from this location, and the riverfront is mostly enclosed by development. Fingers of development are located at right angles to the river. The view towards the South Downs is maintained across the remaining undeveloped sites in the centre of the WHA.

View 3: Looking west along Brighton Road adjacent to the Kingston Wharf Development



The narrow width of footways on parts of Brighton Road is evident, currently exacerbated by development hoardings. There is a lack of trees/greenery and a marked contrast between the scale of Kingston Wharf and the retail and light industrial uses to the north of Brighton Rd.



Once completed Kingston Wharf will provide tree planting and planted public realm between buildings which should assist in softening the scale of development from this view to a degree. Free Wharf is evident on the skyline in the distance.

View 4: Looking west along Brighton Road adjacent to the EMR site



A long straight section of road, fronted by the undeveloped EMR site to the south. The lack of development enables views towards the apartment blocks on Shoreham Beach across the River Adur. The construction of Free Wharf can be seen in the distance.



The completion of the remaining Kingston Wharf development in the foreground begins to close off views across the river, and focus views along Brighton Road. The full extent of Free Wharf and New Wharf is visible in the distance. Development proposals for the EMR site are encouraged to continue the provision of trees and planting along Brighton Road.

View 5: Looking east along the riverfront from the Fishmonger's towards Shoreham Harbour Mouth



The eastern side of the WHA is visible here with the riverfront adjacent to the fishmongers in the foreground, and apartment blocks of Shoreham Beach to the south. The RNLI building and port activity of Shoreham Harbour are visible in the distance. There is no view to the Lighthouse.



Once the Kingston Wharf and Howard Kent developments are complete, there is some harmony between the scale of the northern and southern riverfronts from this distance. The new developments begin to frame the northern riverfront, but the long central section of the riverfront remains undeveloped.

View 6: Looking east along Brighton Road adjacent to the Free Wharf development



Brighton Road curves and appears wider from this view, in part due to the undeveloped EMR site in the middle distance. The first phase of Free Wharf is visible in the foreground and the construction of Kingston Wharf is visible in the distance.



The consented New Wharf is set back from Brighton Road and will have a limited impact on this view, being hidden by Free Wharf. A marked contrast between the northern and southern sides of Brighton Road remains. This contrast could be softened by street trees and planting in front of Free Wharf.

View 7: Looking west along Eastern Avenue towards The Ham open space



The Ham is confined between Brighton Road and Eastern Avenue. However, trees provide greenery here, in contrast to much of the WHA which reduces the impact of surrounding roads. The surrounding sites vary in scale and the character is fragmented.



The completion of the committed developments appears to frame and positively increase the sense of enclosure around the Ham, particularly the former Adur Civic Centre development. Kwik Fit/the Whale remain low density in contrast with surroundings.

View 8: Looking east from the northern end of the Adur Ferry Bridge



The new Sussex Yacht club building is visible in the foreground with its associated boats docked beside it. The full extent of the WHA from west to east and Shoreham Beach are visible beyond this.



The new developments of Frost and Free Wharf appear to mirror the scale and density of the completed Mariner Point development, continuing to frame the northern riverfront. The lower rise development between, is the Riverside Business Park which is within the Western Harbour Arm but not allocated for redevelopment.

View 9: Looking east along the Shoreham Beach riverfront towards the WHA



A large proportion of the WHA site is visible from this location on the Shoreham Beach riverfront walkway. The first phase of Free Wharf, fronting onto Brighton Road dominates the view.



Later phases of the Free Wharf development enclose the river front. There is a marked contrast in scale between the committed developments and the remaining industrial buildings, fishmonger's and farm shop to the east of these.

Summary of consented schemes

This table summarises and compares the consented schemes with JAAP policy requirements.

Policy requirements	Free Wharf	Frost Site	Howard Kent	Humphrey's Gap	Kingston Wharf	Mariner Point	New Wharf	Total
JAAP Policy CA7 no2: A minimum of 1,100 new homes (use class C3 - dwelling houses)	587 units	176 units	45 units	14 units	255 units	132 units	62 units	1,271 units
JAAP Policy CA7 no7: Residential densities of a minimum of 100 dph	199 dph	259 dph	96 dph	432 dph	250 dph excluding commercial land (1.6ha - approx 159 dph)	189 dph	158 dph	Density ranges from 96 to 432 dph gross average density 196 dph
JAAP Policy CA7 no7: Consisting of predominantly flatted development	202 x 1-bed 366 x 2-bed 19 x 3-bed	76 x 1-bed 100 x 2-bed	5 x 1-bed 16 x 2-bed 4 x 3-bed 20 x 3-bed (h)	10 x 1-bed 4 x 2-bed	87 x 1-bed 149 x 2-bed 19 x 3-bed	32 x 1-bed 87 x 2-bed 13 x 3-bed	1 x studio 22 x 1-bed 36 x 2-bed 3 x 3-bed	Flats: 0.1% studio (1) 34.1% 1-bed (434) 59.6% 2-bed (758) 4.6% 3-bed (58) Houses: 1.6% 3-bed (20)
Adur Local plan 2017 Policy 21: On development sites of 11 dwellings or more (gross) a target of 30% affordable housing, including social rented, affordable rented and intermediate housing will be sought. The preferred mix of tenure will be 75% social/affordable rented housing and 25% intermediate housing.	176 - 321 units 55% with Homes England funding. The applicant has offered a Memorandum of Understanding committing to use reasonable endeavours to deliver this	53 units 13 Intermediate Housing Units, 40 Affordable Rented Units or Social Rented Units	5 units One house and four apartments provided as shared-ownership homes	0	77 - 255 units 30% committed affordable with intention to deliver 100% affordable with HE funding	36 units 27%	0 (S106 secured)	347 (27%) increasing to 670 units (53%) with HE funding at Free Wharf and Kingston Wharf

Policy requirements	Free Wharf	Frost Site	Howard Kent	Humphrey's Gap	Kingston Wharf	Mariner Point	New Wharf	Total
JAAP Policy CA7 no2: A minimum of 12,000m ² new employment generating floor-space (use class B1a (now E) - office) Smaller scale retail outlets, food and drink, and marine-related leisure facilities are also encouraged.	2,163 m ² Class E a, b, c and g)	600 m ² Class E shop / financial & professional services / cafe/ restaurant	56 m ² Class E commercial floor space which is expected to be a cafe	37 m ² Class A3 (restaurant/cafe) / A4 (drinking establishment) / B1 (business) use on ground floor	8,490 m ² Class B1 office (2276m ²) Class B1 or B8 flexible space (1927m ²) Class A3 café (99m ²) B8 self storage (4188m ²)	1,469m ² Class A1, A2, A3 and B1(a) 121m ² ancillary commercial 1,348m ² foodstore	145.9 m ² Class E	12,961 m ² Class E
JAAP Policy CA7 no13: set back sufficiently from the A259 corridor in agreement with the highways and planning authorities, to provide space for a high-quality segregated cycle route	0.5m wide	Dedicated Cycle-Footpath land along A259	5.3m wide	None (Pre-JAAP)	5.3m wide	None (Pre-JAAP)	3m wide + 2m grass verge, landscaped area and delivery/refuse layby	0.5-5.3m wide
JAAP Policy SH6 no4: flood defences should be provided to 5.4m AOD SHFRMG FRMG3: Flood Defence Design Levels: 5.25m AOD for hard defences 5.40m AOD for soft defences	New flood defences to be provided through a new concrete river wall	5.6m AOD	The flood defences are integrated with courtyard of the development, which is set at 5.47 AOD	n/a	Flood defence wall height 5.25m AOD.	Flood wall at 5.57m AOD	n/a	In line with policy
JAAP Policy SH6 no6: residential finished floor level of 5.77m AOD	Resi FFL to be a minimum of 5.77m AOD. Ground levels to be raised to 5.6m AOD. Basement car park below podium.	FFL resi ground floor to be 6.2m AOD.	Houses: lowest habitable level is set at 6.14m AOD; Flats: lowest habitable level is at first floor level, 8.62m AOD		Residential & podium landscape at 5.77m AOD	Residential at 7.73m AOD Public realm, retail units on ground floor at 4.03m AOD. Parking below.	Resi located at upper ground floor level 7.00m AOD	In line with policy

Policy requirements	Free Wharf	Frost Site	Howard Kent	Humphrey's Gap	Kingston Wharf	Mariner Point	New Wharf	Total
JAAP Policy CA7 no12: at least 8m from harbour wall to building* to incorporate the new waterfront route	Raised terrace for pedestrians (under the building line) and a 4m wide timber decked cycle path set below the retaining wall of the buildings at 4.4m AOD	New public walking route along the river. River walkway to be at 4.40 AOD.	4 m wide at 4.4m AOD	n/a	4m wide at 4.4m AOD	Public route behind flood wall	n/a	4m+ wide
JAAP Policy SH5 no9: include adequate levels of car parking for residential development or measures to promote lower levels of car ownership	381 spaces Car Club spaces	79 spaces Car Club spaces	39 spaces + 4 x visitors	7 spaces	207 spaces Car Club spaces	102 spaces	69 spaces + 4 x motorcycle 5 x visitors	884 spaces Average car parking ratio is 0.7 Ranges from 0.45 to 1.11
JAAP Policy SH5 no10: commercial car parking provision should be in line with local authority maximum standards	24 spaces	1 space	1 space	0	79 spaces	48 spaces	0	153 spaces
JAAP Policy SH5 no12: provide adequate, appropriate and secure cycle parking	596 spaces	359 spaces	72 spaces	11 spaces	155 spaces	152 spaces	102 spaces	1447 spaces Average cycle parking ratio is 1.1
JAAP Policy CA7 no8: Buildings of up to five storeys are generally considered acceptable on the Brighton Road and River Adur frontages. Greater storey heights may be acceptable within deeper sites. At sites WH1 and WH2, the setting of Kingston Buci lighthouse must be considered. At sites WH2, WH3, WH4 and WH5 views from the coast at Shoreham Beach to the South Downs must be retained.	Range from 4 to 9 storeys across the site. Roadside buildings are 5 storeys rising to 7 storeys towards the centre of the site away from the road	5-8 storeys	3 storey townhouses and 8 storey apartment block	4 floors plus setback 5th storey	4-8 storey residential (eastern parcel) 5-6 storey (16.9-20.2m high) enterprise centre (western parcel)	5 storeys fronting Brighton Road rising to 7 storeys on riverfront	6 to 8 storeys	Building heights range from 4 to 9 storeys 3 storey townhouses adjacent to Kingston Buci lighthouse

* Set back distance should be discussed and agreed with the Environment Agency.

Policy requirements	Free Wharf	Frost Site	Howard Kent	Humphrey's Gap	Kingston Wharf	Mariner Point	New Wharf
The Joint Open Space Study (2019) On-site Green Space (ha/1000 population) N.b. in line with JAAP Policy CA7, where open space requirements have not been met on site, developments have provided contributions towards off site enhancements.							
Allotments (0.2 ha public)	0	0	0	0	0	0	0
Amenity Green Space (0.6 ha public)	27,284m ² amenity of which: 17,169m ² public, 2,745m ² shared private (podium level space including play), 7,370m ² residents private (balcony or terrace)	0 public Private: amenity roof garden (block 4) 2 top roofs will be finished as brown roofs & seeded with appropriate native coastal species (unclear if accessible)	A communal planted space provides mixed seating & equipped children's play area, with riverside-facing benches. 25m ² private roof gardens & balcony space, courtyard to provide public amenity space	0	0 public 0.1816 ha total private / communal (raised courtyard gardens, plus private balconies / amenity areas)	Waterside park provided (area unknown) Private terraces: 6.7-16.5m ² Larger terraces: 35.1-44.1m ² Communal terraces: 188.5m ² (x3) (AWDM / 0501/12).	0.27ha public public realm and amenity space Minimum 7m ² private amenity per apartment
Park and Recreation Grounds (0.8 ha public)	0	0	0	0	0		0
Play Space (Children) (0.06 ha public)	180m ² 5-11yrs play space in podium publicly accessible courtyards 740m ² 0-5yrs play space in residents podium & roof courtyards	188m ² public 5-11 year old play	Three elements of play equipment	0	0 public 0.0229 ha total private / communal		Landscaped door step play area shown on landscape plan
Play Space (Youth) (0.06 ha public)	0	138m ² public 11+ age play 1246m ² public shared surfaced playable courtyard	0	0	0		0
Accessible Natural Green Space (1 ha public)	0	0 public	0	0	0		0



View towards the WHA from Adur Ferry Bridge

5.0 Review summary

The review of current conditions and the benefits/impacts of consented schemes have been summarised using a 'SWOT' analysis.

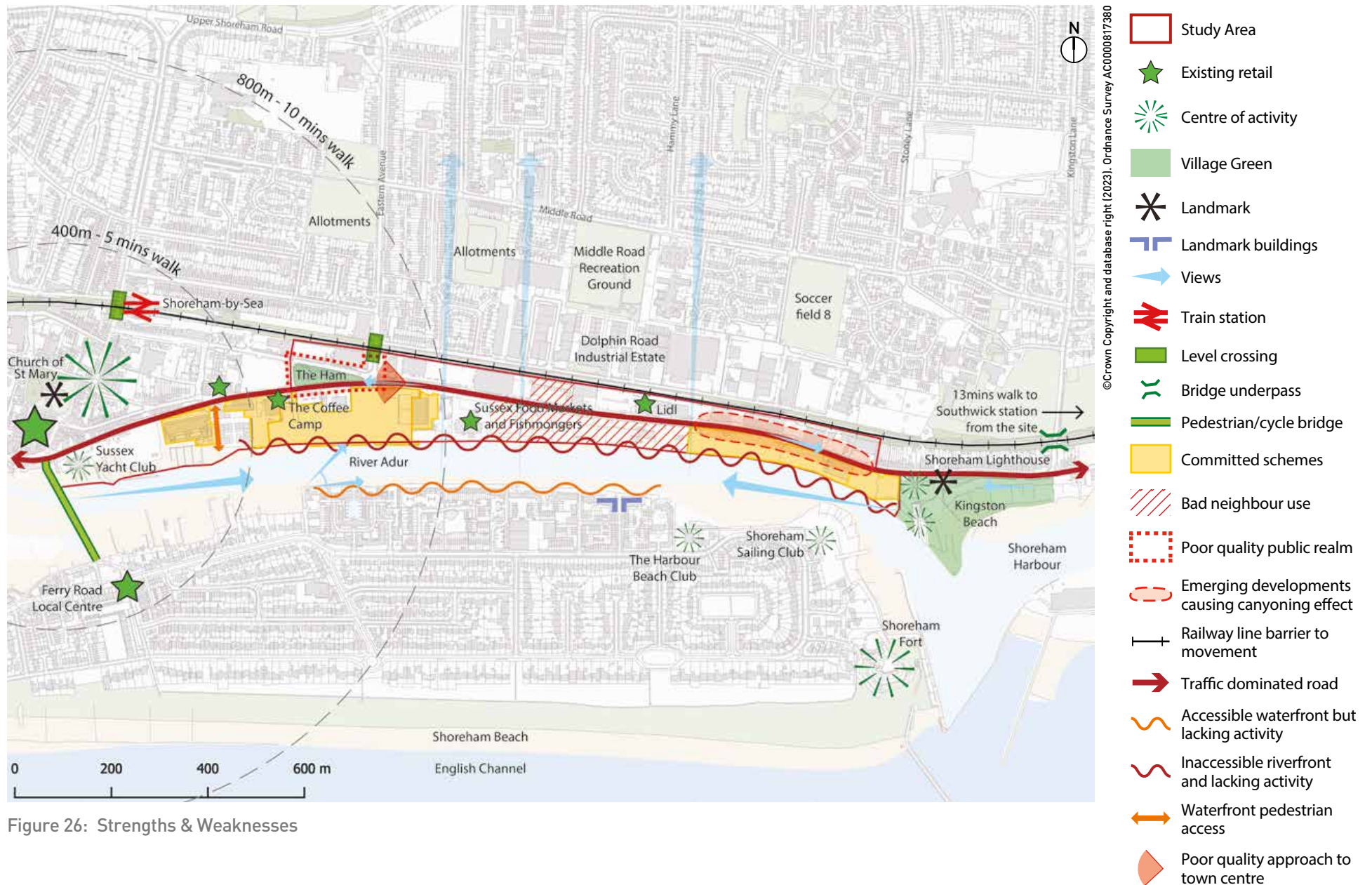
Strengths

- The WHA is in a good location sitting on the River Adur waterfront and has attractive views towards South Downs and local landmarks.
- The western part of the WHA is near Shoreham town centre and other established activity areas and is within walking distance to Shoreham Beach. Eastern part of the WHA is close to Kingston Beach and its leisure facilities.
- The site is well connected by public transport. Two railway stations are accessible on foot within 10-15mins, and the site is located on a Littlehampton-Brighton bus route.
- Regeneration activity is well-underway; consented schemes are bringing forward high numbers of new homes (1,271 units) with up to 53% of affordable housing (670 units). As part of mixed-use schemes commercial space of 12,961m² is being delivered.
- Development schemes that are being brought forward are broadly policy compliant despite considerable viability challenges, and are delivering flood defences, a waterfront route and safeguarding land for a cycleway on the A259.

Weaknesses

- Traffic dominates the A259 and it lacks a dedicated cycle lane and greenery.
- The WHA fronts onto the river but is lacking activity and accessibility to the waterfront. This situation is improving as developments come forward with waterfront access.

- There is a lack of north-south connectivity from Kingston Beach to Shoreham Beach over the river and across the railway line between Eastern Avenue and Kingston Lane.
- Eastern part of the site is not close to any local centres but is close to Lidl.
- Consented schemes are being delivered on site-by-site basis:
 - development viability is challenging due to the need for significant infrastructure to address site constraints
 - development densities are higher than expected, as a result dwelling numbers are higher than previously anticipated.
 - different design approaches have been taken the flood defences, waterfront route and A259 cycleway and there is a lack of consistency across the schemes.
 - low levels of public open space have been delivered on site (the JAAP recognised that this may occur). Open space is generally private.
 - safeguarded space for the cycleway is tight (0.5m) adjacent to the Free Wharf development. The road may need realigning to deliver the route.
 - there is a lack of coordinated delivery so missing a joined-up character across the whole area. The flood defences, waterfront route and A259 cycleway will not be fully functional until all sites have been built out.
- S106 contributions for improving and/or creating new public open space off site and provision of a cycle route along the A259 are being received, but there are no detailed plans completed to deliver these improvements.
- Taller buildings of up to 9 storeys are being delivered at the edges of the WHA; previous assumptions were that tall buildings would be in the middle, away from Shoreham and Kingston Buci Conservation Areas. In general, there is an uncomfortable contrast between the high-density residential schemes being built out to south of the A259 and the low rise retail/industrial to the north.



- There is potential under delivery of high-quality employment space as commercial units are not being delivered with anticipated uses. This is difficult to control through planning due to the breadth of land uses within the new Class E.
- Uses at EMR site and Shoreham Recycling Centre are poorly compatible with residential development.

Opportunities

Opportunity to green the WHA:

- Opportunity to provide more definitive guidance on types/amount of public open space required to be delivered on site.
- Opportunities to provide multi-functional green infrastructure that could include new parks, coastal themed natural play areas / boardwalks with flood management and greater biodiversity (potential locations identified include the area to the south of New Wharf site and the eastern side of EMR site).
- Opportunities for undeveloped parcels to provide a green corridor stretching along A259 incorporating green infrastructure and SuDS alongside the cycle route, in line with existing policy and guidance. To achieve this a more generous set back will be required than previous development schemes. ①
- Opportunity to develop proposals for The Ham and Kingston Beach Village Greens:
 - Opportunity to improve The Ham and quality of its surrounding public realm creating a greater connectivity between The Ham and other sides of road. It could become a focal green space of the western part of WHA area. ②
 - Opportunity to improve quality and setting of Kingston Beach including enhancement of shingle habitat (outside WHA area). ③
- Opportunity to increase biodiversity on site by introducing green roofs and living walls, where appropriate, and floating ecosystems supporting coastal habitats.

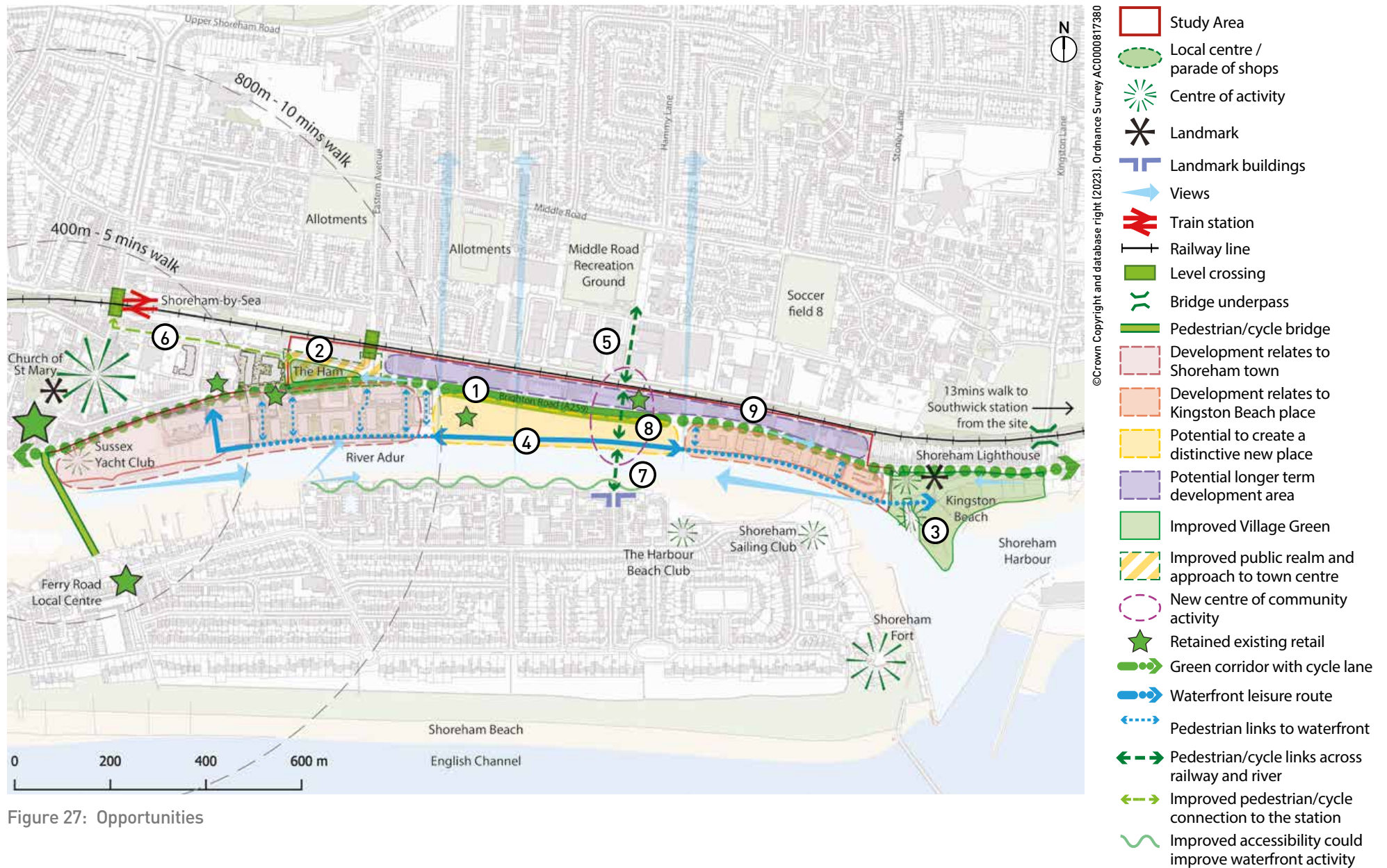
- Opportunity to incorporate new coastal grasses, vegetated shingle areas, coastal riverside and intertidal habitats where possible.
- Opportunities for floating pontoons, subject to navigational restrictions.

Opportunity to prioritise sustainable and active movement throughout the WHA:

- Opportunity to provide clearer guidance on both the A259 cycleway and waterfront route for developers to enable design consistency.
- Opportunity to improve A259 character by introducing pedestrian/cycle friendly environment with segregated cycle lane, wider pavements, and safer crossings (this is being progressed by WSCC) ①
- Opportunities to create an interesting waterfront route with publicly accessible pockets of green spaces between Shoreham town centre to Kingston Beach. ④
- Opportunities for pedestrian north-south links from A259 to river including consented schemes.
- Opportunity for further review of the deliverability of a north-south link across the railway as a longer-term ambition ⑤
- Opportunity to strengthen pedestrian/cycle connections to the station by providing improved link on a quieter road. ⑥
- Opportunity to explore future provision of a river crossing (water taxi, foot ferry) in the long-term. ⑦

Opportunity to provide guidance to assist in delivering the vision and high-quality place:

- Opportunity to continue to use this brownfield site to contribute to meeting Adur's ongoing housing needs.
- Opportunity to create a place with a distinctive character, points of interest along the corridor, and greater variety of housing typologies and building heights to create an interesting townscape.



- Opportunities to reflect maritime heritage in the design of the buildings, street furniture, street art and planting.
- Opportunity for more coherent landscape strategy in terms of vegetation, boundary treatments, signage and street furniture and the integration of boundaries between neighbouring sites.
- Opportunity for a variety of complementary architectural styles, building typologies and rooflines, which together create a harmonious and interesting townscape.
- Opportunity to open up views from A259 towards the river/coastal skyline by breaking down the mass of buildings.
- Opportunity to retain established and locally well-known uses including independent retail and leisure and incorporate them into the redevelopment scheme.
- Potential for new focus for community activity within the WHA whilst not competing with the town centre. ⑧
- Opportunity to consider the potential for change to the north of A259 in the longer term as part of the forthcoming Local Plan. ⑨
- Opportunity to retain view corridors to South Downs, Church of St Mary and Shoreham Lighthouse where possible.
- Opportunity to reflect the industrial heritage of the waterfront in the design of public spaces and public art along a heritage trail.

Threats

- There is a risk that remaining sites will not come forward due to challenging viability and multiple land ownerships leaving poorly compatible industrial uses adjacent to recently developed sites.
- If the remaining sites stay in their current use, there is a risk there will be no connection between different parts of A259 cycle route and waterfront route and new publicly accessible space on site will not be created.
- If the remaining sites continue to be delivered on a site-by-site basis, there

is a risk that the strategic infrastructure will not be delivered in a joined-up manner (i.e. public open space, A259 cycle route).

- There is a risk that new residents will become reliant on car use due to delayed delivery of A259 cycleway and waterfront route.
- Lack of available land on the northern side for a railway crossing adjacent to Lidl threatens the delivery of this active travel connection in the longer term.
- There is a risk of unbalanced housing mix with overprovision of smaller units.
- There is a risk that non-residential ground floor uses (less sensitive to flooding) remain vacant or starts to compete with town centre.
- If remaining sites are delivered in a similar scale and manner to current developments, there is a risk of creating a neighbourhood which is unrelenting in scale and in stark contrast to its surroundings.
- Without a guiding strategy, the area may become a high-density dormitory rather than a new place with places of interest & activity
- There is a risk of failure to prevent a canyoning effect on Brighton Road and of southern sites prejudicing future development to the north.
- There is a risk that proposed improvements to The Ham / Kingston Beach and A259 do not come forward and S106 money remains unspent.
- There is a risk that Kingston Beach and its leisure facilities will not have the capacity to meet the increased recreation demand of the growing population.
- Parking ratios are low in the new developments (0.7 on average across consented schemes). This could cause pressures on parking in the future partially because cycle route and waterfront route have not been delivered in full.
- Navigational requirements potentially limit increased activity and use of the river, such as new pontoons.



Shoreham Rowing Club

6.0 Options testing

The issues and opportunities identified through baseline analysis have informed the development of three different options for the remaining allocated sites within the Western Harbour Arm. Illustrative plans and 3D models were prepared to test these scenarios among key stakeholders.

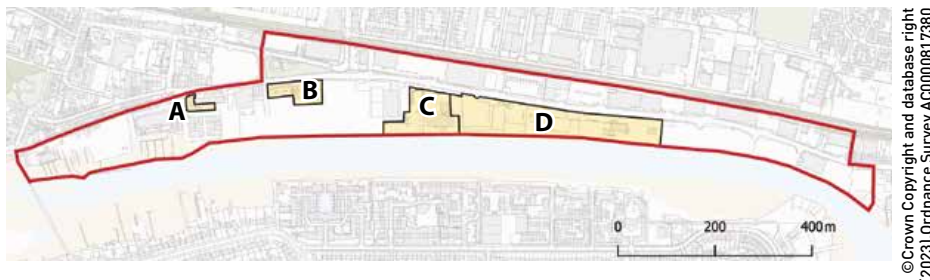


Figure 28: Remaining WHA allocated sites

The remaining allocated sites within the WHA make up approximately **4.2 ha**:

- A. Montgomery Motors and adjacent Perkins and Robins car business
- B. A group of smaller sites:
 - The Ham Business Centre
 - Kwik Fit
 - The Whale car wash (with access rights across the Kwik Fit site)
- C. Monteum, Fisherman's Wharf
- D. European Metal Recycling (EMR)

Scenario 1 looks at a continuation of the higher density development that has been consented so far on WHA sites, characterised by linear and u-shaped blocks, but with increased green open space.

Scenario 2 explores a medium density option with a continuation of u-shaped courtyard blocks, but reducing heights towards the centre of the site.

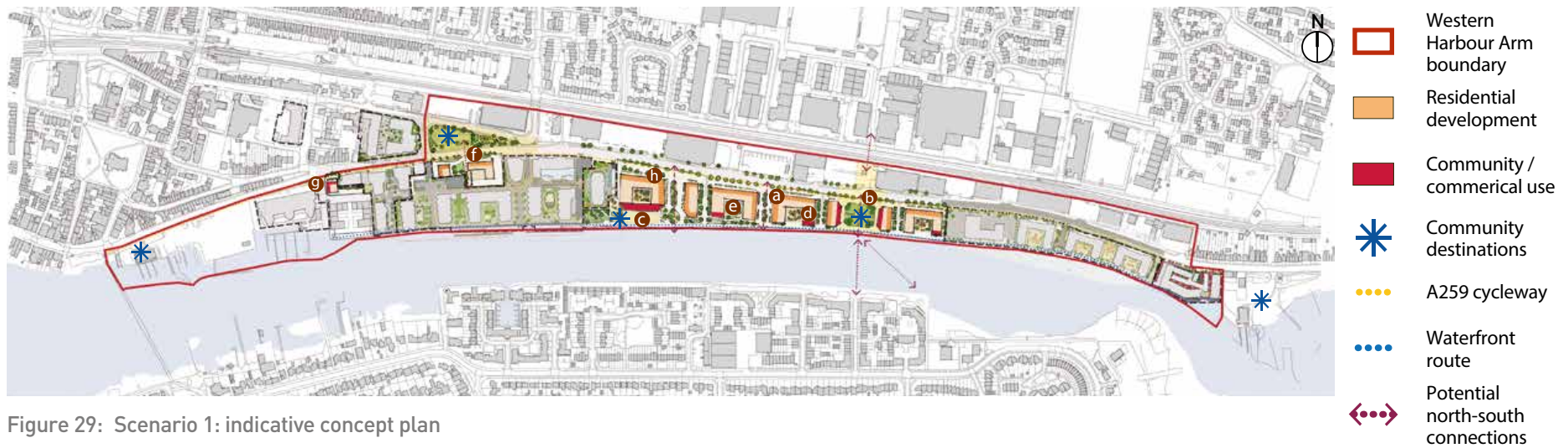
Scenario 3 looks at lower heights and densities, and includes a variety of typologies, with a mix of terraced housing as well as apartment blocks.

Common features among all three scenarios include:

- A greater setback from Brighton Road (10m) than schemes brought forward so far to allow sufficient space for the cycleway, pathway, SuDS and tree planting.
- The green open spaces are concentrated in two main places in all three scenarios - a public green square opposite Lidl and a linear riverfront park running east-west opening up at Fisherman's Wharf. These both provide public spaces for rest, play and activity which are currently lacking along the waterfront route on either side of the EMR site.
- Focus of community/commercial space near Lidl
- Public realm improvement and greater connectivity between the Ham and development south of Brighton Road

The three scenarios were explored and tested through a stakeholder engagement workshop in March 2024.

Scenario 1: Continuation of higher density with increased open space



Scenario 1

Scenario 1 explores an option where higher density development of the type which has been brought forward to date, continues within the remaining sites, but with the introduction of more public green open space.

Features:

- a. A combination of u-shaped courtyard and finger apartment blocks of up to 9 storeys. Heights are highest in the centre of the Western Harbour Arm, reducing to 7 storeys at the western-most block and 5-6 storeys opposite the Ham and Riverside Business Park.
- b. New green public open space opposite Lidl to the west of the site, with north-south views and connections. A cluster of commercial and community uses front onto this space, including a cycle hub
- c. New linear park running east-west along the riverfront opening up into a public square and play space with the potential for steps down to the riverfront at Fisherman's Wharf. Commercial and community uses, including food and drink, front onto these spaces.
- d. Smaller commercial and community units are also incorporated into residential blocks along the riverfront at the river walkway level, providing points of interest and activity along the route.
- e. Courtyard blocks allow for communal garden space with play areas for residents with the opportunity to also incorporate public green space within them.
- f. Public realm improvements around the Ham include a potential new crossing, connecting the village green with new development south of Brighton Road.

- g. Office space on ground floor of residential block nearby the Riverside Business Park.
- h. Parking is provided at semi-basement level throughout the site, with residential floor level at 5.77m AOD.

This scenario could achieve a density of 200-220 dwellings per hectare, delivering around 840-920 homes.



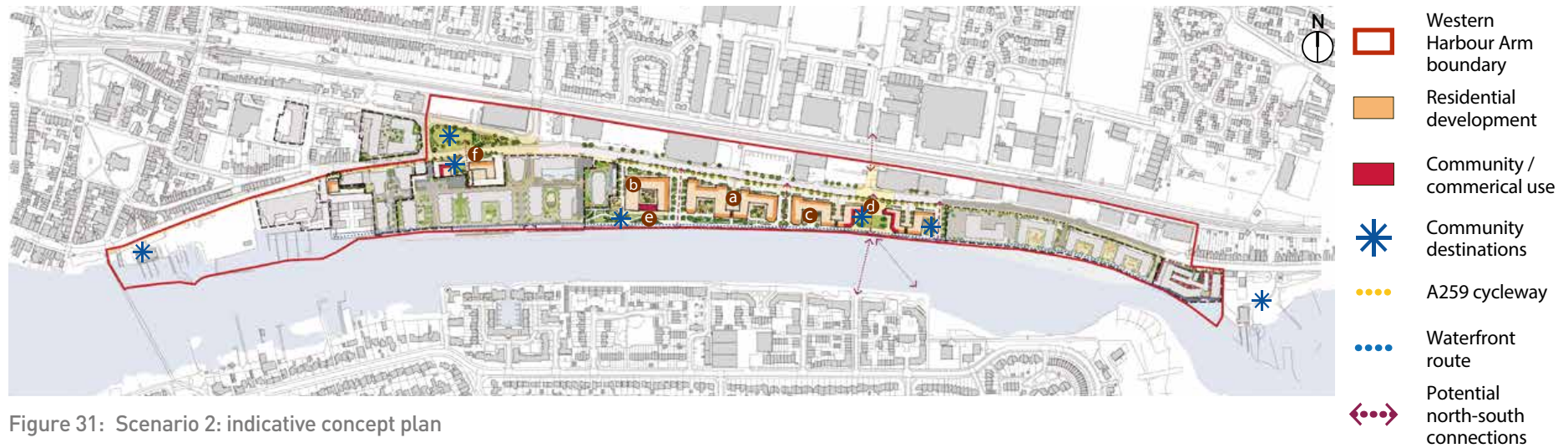
Free Wharf development, Western Harbour Arm



Waterfront seating, Woodberry Down

Billetteo, <https://billetteo.co.uk/e/summer-screenings-at-woodberry-down-tickets-197258>, 14/05/2024

Scenario 2: Reduced heights in the centre



Scenario 2

Scenario 2 explores an alternative option characterised largely by u-shaped courtyard blocks, with a mix of high and mid-density development with heights reducing towards the centre of the site.

Features:

- Interconnected u-shaped blocks with courtyards facing the river to the south. Servicing and semi-basement level parking is accessible through narrower north-facing courtyard spaces from Brighton Road with permeable pedestrian N-S routes between the road and riverfront.
- Heights are generally 5-6 storeys, with up to 8 storeys stepping up to the heights of adjacent developments around Fisherman's Wharf.
- Communal courtyard spaces at podium level for residents with opportunity to incorporate public green space.
- New public green open space is introduced opposite Lidl, framed by residential buildings with commercial/community uses at ground floor which can spill over into this space. The chamfered edges of the buildings provide wide angle views of the riverfront when passing along Brighton Road.
- Similar to Scenario 1, a linear park is introduced along the riverfront widening in the west with play areas, greenery and hardscape overlooked by food/drink uses.
- Again, public realm improvements around the Ham include a potential new crossing, connecting the village green with new development south of Brighton Road. A cycle hub could be located here with outdoor seating and greenery overlooking the Ham.

This scenario could achieve a density of 160-180 dwellings per hectare, delivering around 670-750 homes.



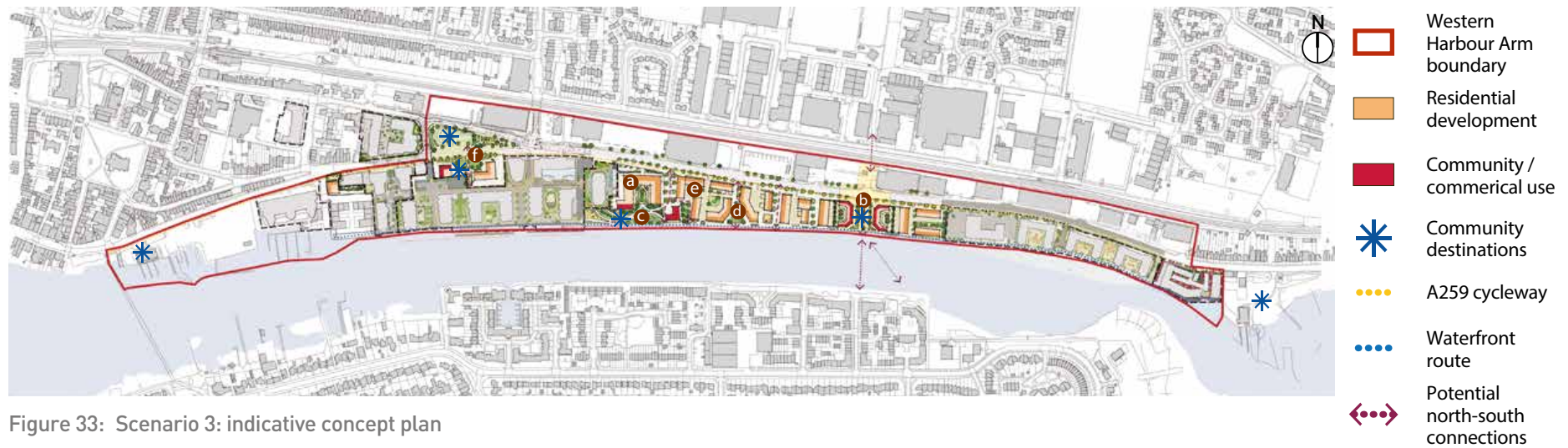
Riverfront courtyard blocks, Gallions Point



Water features and outdoor seating, Vilnius, Lithuania

Spencer James, <https://www.spencer-james.co.uk/properties/property/11201831-fishguard-way-london>, 15/04/2024

Scenario 3: Lower density and greater variety



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Scenario 3

Scenario 3 explores a lower density option with a finer urban grain and greater variety of typologies including a mix of terraced housing and apartment blocks.

Features:

- Heights are generally 3-4 storeys in the centre of the site, reaching up to 7 storeys at where the site meets the adjacent blocks.
- A new green open space opposite Lidl with a cluster of community and commercial activity on ground floor level, in line with potential future north-south connections.
- A new riverfront green space at Fisherman's wharf with play areas is framed by commercial ground floor uses and a community building, potentially associated with the fishing heritage of the site.
- North-south views and pedestrian permeability are maximised in this scenario.
- Parking is provided on the ground floor with the exception of the courtyard block on the Fisherman's wharf site. Terraces and townhouses have garden terraces above ground floor parking, providing private outdoor space for dwellings on the first-floor level.
- Scenario 3 included the possibility of highway reconfiguration where Brighton Road traffic is rerouted to the north of the Ham. This would create an expanded green space and connect the Ham with development on the WHA, which includes a cycle hub at ground floor level. However, WSCC noted this would be challenging technically (and was later discounted). Further information on this, including WSCC feedback, is contained in Appendix B.
- This scenario could achieve a density of 90-110 dwellings per hectare, delivering around 375-460 homes.



Raised terraces above parking, Stevedore Place, Edinburgh



Variety and interest in facades, 95 Peckham Road, London



Cycle hub, St Albans

On the Market, <https://www.onthemarket.com/details/10098425/>
10.04.2024

Dezeen, <https://www.dezeen.com/2020/04/15/peter-harber-architects-95-peckham-road-housing/>, 10.05.2024

Stakeholder workshop

A stakeholder workshop was held on the 15th March 2024, attended by councillors, community representatives, business interests, developers, infrastructure providers, as well as representatives from both Adur and Worthing Council and West Sussex County Council. The purpose of the workshop was to discuss the initial findings of the Placemaking Study, explore emerging design principles and discuss the three development scenarios for the remaining sites. Groups were allocated to ensure they each represented a range of different interests.

In all three scenarios, stakeholders liked the idea of a riverfront park to the south of Free Wharf, as well as a new green square open space opposite Lidl linked to potential north-south connections in the future.

Feedback: Scenario 1

There was negligible support for scenario 1 among stakeholders, who considered the option to be 'more of the same' and over capacity, despite the incorporation of more public green open space.

Feedback: Scenario 2

Scenario 2 was considered by some stakeholders to be quite repetitive and potentially creating spaces that feel unsafe in the north-facing courtyards and disrupting north-south views. Some participants liked the mid-density of option 2, but wanted to see more variation in block type.

Feedback: Scenario 3

Scenario 3 was generally preferred due its lower density and massing, finer grain and reduced height, creating more light open feeling spaces. Stakeholders also liked the greater variety of housing typologies which allow for more flow and permeability throughout the site. Views from Brighton Road towards the river were felt to be particularly important. However, several groups mentioned the desire for more green and open space in this option, as well as making the open



space opposite Lidl bigger. People also wanted to see the integration of water features and natural play areas in these spaces, as well as ensuring their safety through adequate lighting and permeability.

Stakeholders were particularly concerned about views from Shoreham Beach towards the South Downs, surface water drainage, pedestrian and cycle connectivity across the site, parking provision, community facilities such as GPs and childcare, and the desire to celebrate the heritage and natural environment of Shoreham-by-Sea.

After analysing the results of the stakeholder workshop, the Placemaking Study takes forward an approach based on the design principles tested in scenario 3, incorporating suggestions from workshop participants.



n.b. Participants were asked at the start of the workshop to make us aware if they did not consent to having their photograph taken.



View towards Kingston Buci Lighthouse from Brighton Road

7.0 Design principles for 'Shoreham Riverside'

In response to the JAAP vision, the review of issues and opportunities and feedback received through stakeholder engagement, the following placemaking design principles have been developed to guide future development on the remaining sites.

Stakeholders noted that the name 'Western Harbour Arm' is no longer representative of the changing character of the area. In response, a new name for the area '**Shoreham Riverside**' is proposed and will be tested through further stakeholder engagement.



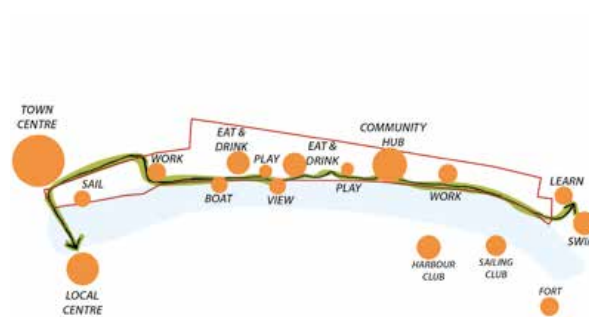
'Shoreham Riverside' - view to the north from Shoreham Beach

Design principles



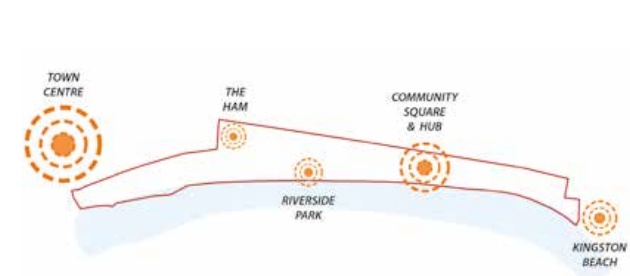
A distinctive place with maritime roots

As Shoreham Riverside develops, the significance of what came before will be evident within the landscape and townscape, creating a distinctive sense of place that is unique to Shoreham and integrates seamlessly into the maritime environment and activity that endures today.



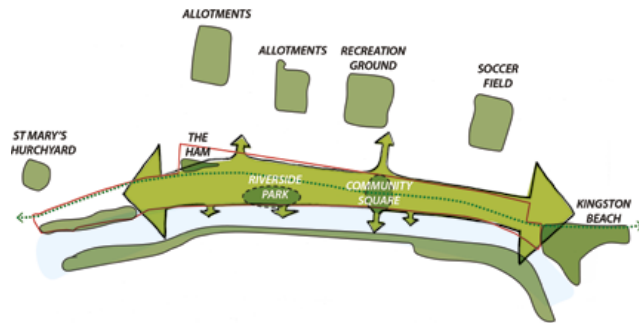
An inviting riverside destination

A continuous waterfront leisure route connecting Shoreham to Kingston Beach will become a local destination with pockets of activity and interest along the way.



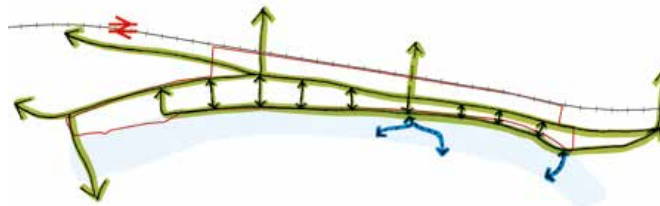
A place with a strong sense of community

Shoreham Riverside will be strongly connected to the existing communities of Shoreham and Southwick, but will have its own sense of community supported by provision of new public space and community facilities to serve the significant new population.



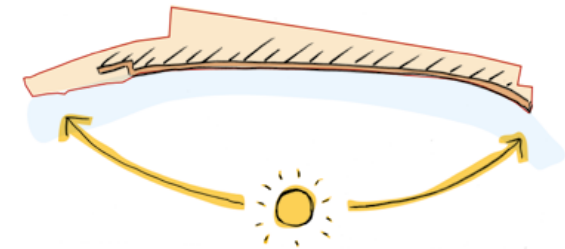
Greening the riverside

The existing village greens of the Ham and Kingston Beach will be incorporated into a wider cohesive network of diverse green spaces across Shoreham Riverside that reflect and enhance the coastal environment, allowing wildlife and biodiversity to flourish and providing amenity for locals and visitors.



A connected riverside

Active travel will be prioritised across Shoreham Riverside, creating a liveable, healthy place, connecting new residents with existing and enhanced community and commercial facilities and providing walking and cycling links to Shoreham and Southwick stations.



A resilient and protected riverside

Shoreham Riverside will be protected against flood risk and other climate-related risks through the delivery of appropriate flood defence infrastructure, SuDS, and built-in adaptability to ensure its long-term sustainability.

Concept plan

Stakeholder engagement revealed a preference for a design-led approach based on Scenario 3. A concept plan based on a refinement of this approach has been prepared to guide development of the remaining sites.

The concept plan illustrates the broad spatial principles for future development within Shoreham Riverside and is not intended as a prescriptive parameter plan. It provides flexibility for scheme designs to be developed in greater detail in response to detailed constraints information, local needs and market conditions as sites come forward in future. The block structure shown, for example, is indicative but gives an idea of the appropriate scale for different areas across the sites.

Key features of the concept plan include:

- Residential-led, mixed use development of the four remaining allocated sites totalling 4.17 ha:
 - A. Montgomery Motors and adjacent Perkins and Robins car business
 - B. A group of smaller sites:
 - The Ham Business Centre
 - Kwik Fit
 - The Whale car wash (with access rights across the Kwik Fit site)
 - C. Monteuem, Fisherman's Wharf
 - D. European Metal Recycling (EMR)
- A community focus around a new public green square at site D in the centre of Shoreham Riverside, with a cluster of community, retail, services and food and drink uses on ground floors, opposite the existing Lidl supermarket.
- Creation of a visitor focused green space / square with food and drink, leisure hub building and terraced steps facing the river at site C.
- Enhancement of The Ham to become a multi-functional village green - the design for which could be developed through a community-led design process. The surrounding public realm will be redesigned to provide greater accessibility to The Ham and create an attractive gateway into Shoreham town centre.
- Continuation and completion of the waterfront leisure route to form a new visitor destination with an attractive public realm linking Shoreham town centre and Kingston Beach. Features of interest along the route could include play features, pocket parks, public art, heritage trail interpretation, food & drink, and watersports facilities. There is an opportunity to widen the route in places through the use of cantilevered walkways and pocket parks fronting the river.
- Completion of a continuous high quality cycle route and green corridor along Brighton Road between Shoreham-on-Sea town centre and station and Kingston Beach as part of the wider route to Brighton being delivered by WSCC. The remaining sections of the cycle route should be delivered in an integrated manner with green SuDS and street tree planting to create an avenue character.
- The majority of development will be for new homes, which will vary in scale and character, and front onto Brighton Road and the waterfront route. Taller apartment buildings will front the key public spaces while townhouses and terrace typologies will provide a reduction in height and greater variety in the central section of the Riverside. The estimated site capacity under this approach is around 375-460 homes, with an average gross density across all remaining sites of between 90- 110 dwellings per hectare.
- Development is to be designed to enable good north-south and internal east-west permeability, while framing views towards the river, South Downs and nearby landmarks. Longer term aspirations to provide links north across the railway line and to Shoreham Beach are indicated as opportunities for future exploration, connection surrounding communities to the proposed community hub and waterfront.

7.0 Design principles for 'Shoreham Riverside'

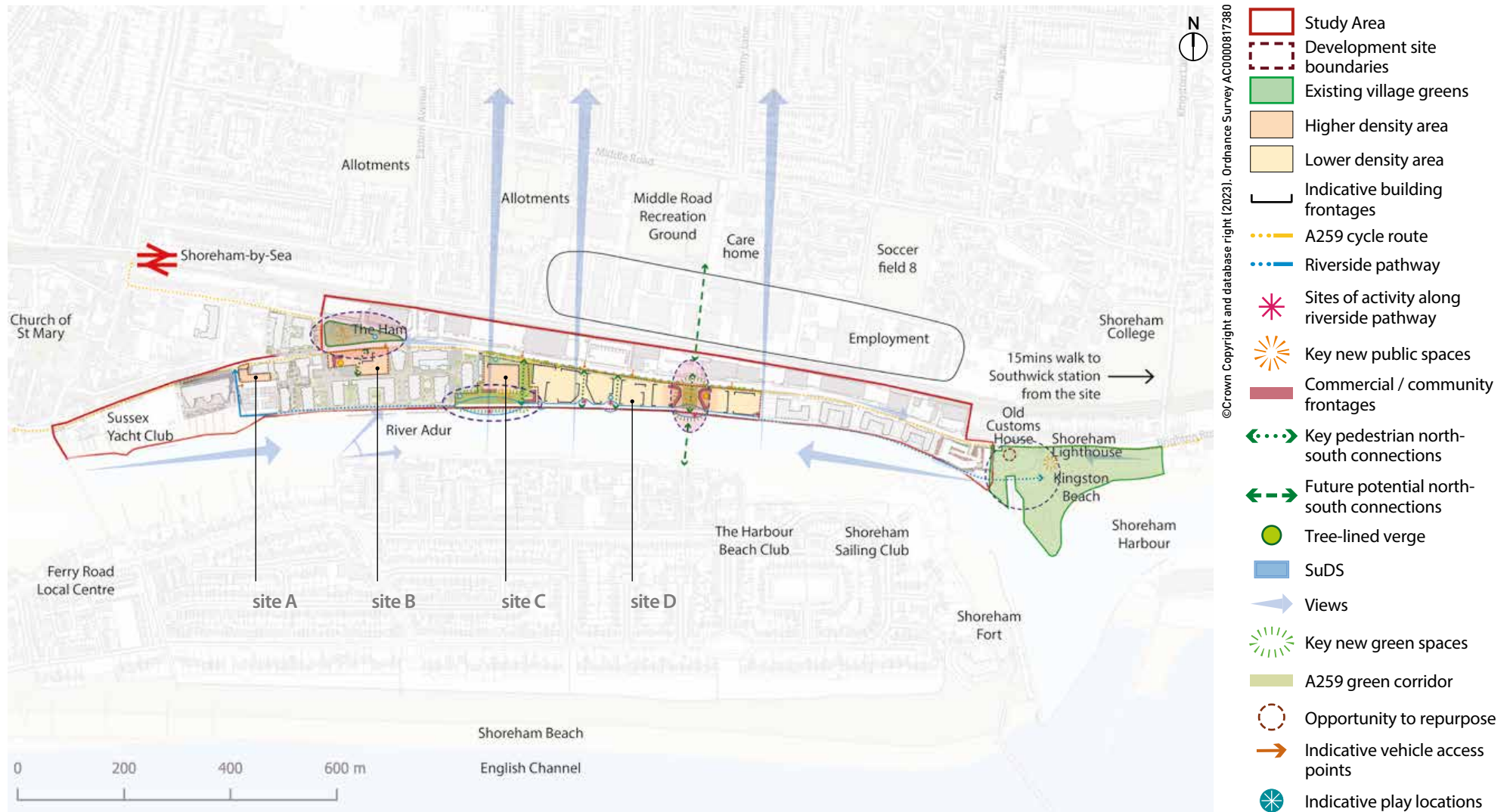


Figure 35: Concept plan

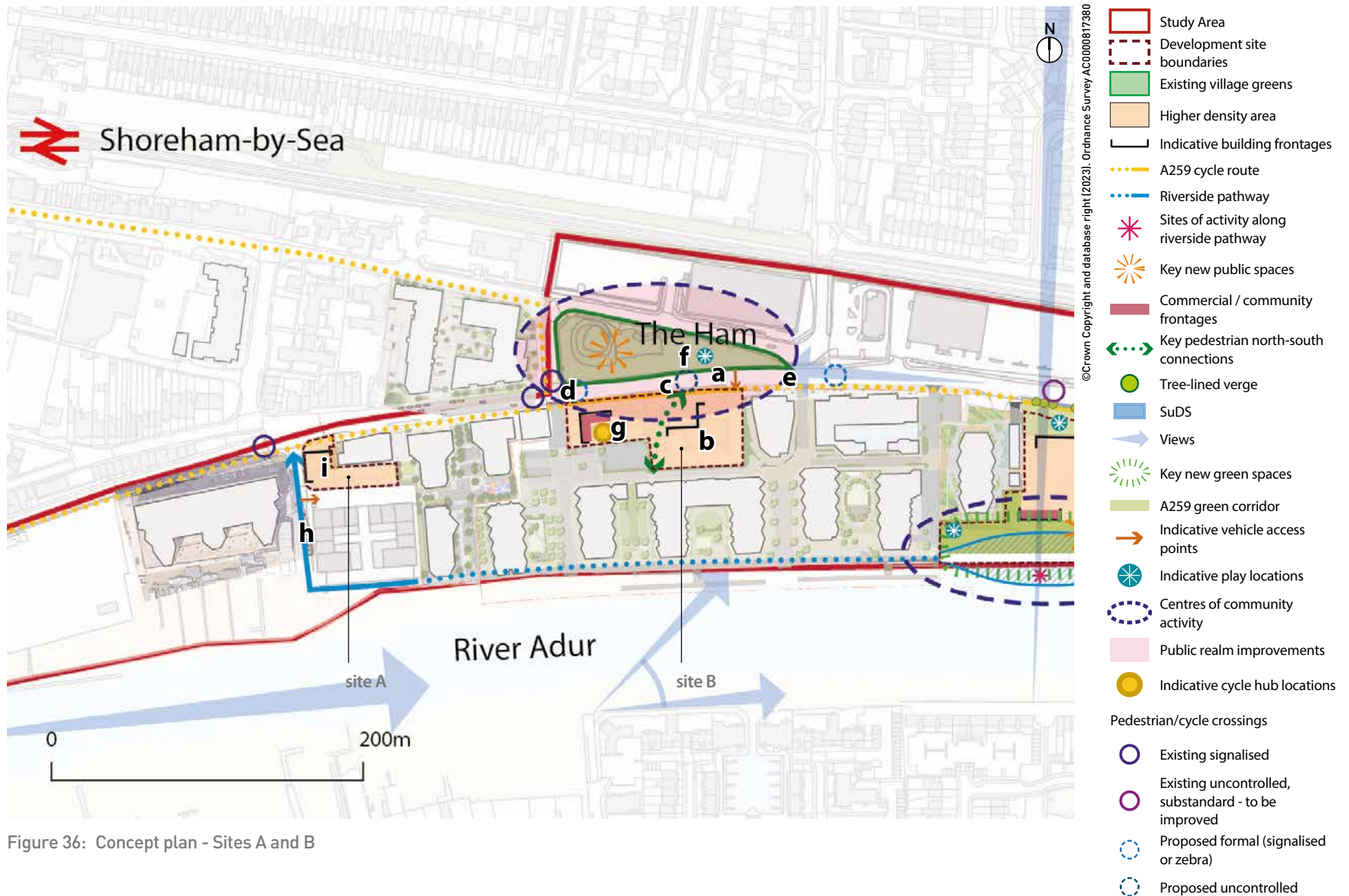


Figure 36: Concept plan - Sites A and B

Sites A and B

Key features of sites A & B include (refer to Figure 36 for labels):

- a. Brighton Road green corridor with street trees, SuDS, and two-way cycle route between Shoreham-by-Sea town centre, station and Kingston Beach
- b. Potential for a residential building of 4-7 storeys, oriented to create a small public open space opposite the Ham park (elements higher than 5 storeys should be set back from Brighton Road)
- c. Proposed new informal pedestrian crossing to the Ham to improve connections between the village green and Shoreham Riverside
- d. Proposed additional pedestrian crossing at the eastern arm of the signalised junction of Brighton Road/Eastern Avenue.
- e. Proposed new informal pedestrian crossing (signalised or zebra) at the eastern corner of The Ham, aligned with N-S lines on Eastern Avenue
- f. New play space, SuDS and tree planting as part of public realm enhancements within The Ham
- g. Potential for a residential building of 4-7 storeys fronting The Ham with a commercial ground use or cycle hub on the ground floor, creating a cluster of leisure and community activity (elements higher than 5 storeys should be set back from Brighton Road)
- h. Development of the new waterfront route and residential development at site A is not to impact the functioning of historic Surry Hard
- i. Potential for a residential building of up to 4-7 storeys, fronting onto Brighton Road and Humphrey's Gap, with vehicle access from existing road into the Riverside Business Park.



Bathnes, <https://www.bathnes.gov.uk/services/sport-leisure-and-parks/play-areas-and-playgrounds/play-areas-latest-news>, 10.05.2024

Victoria Skatepark, Royal Victoria Park, Bath

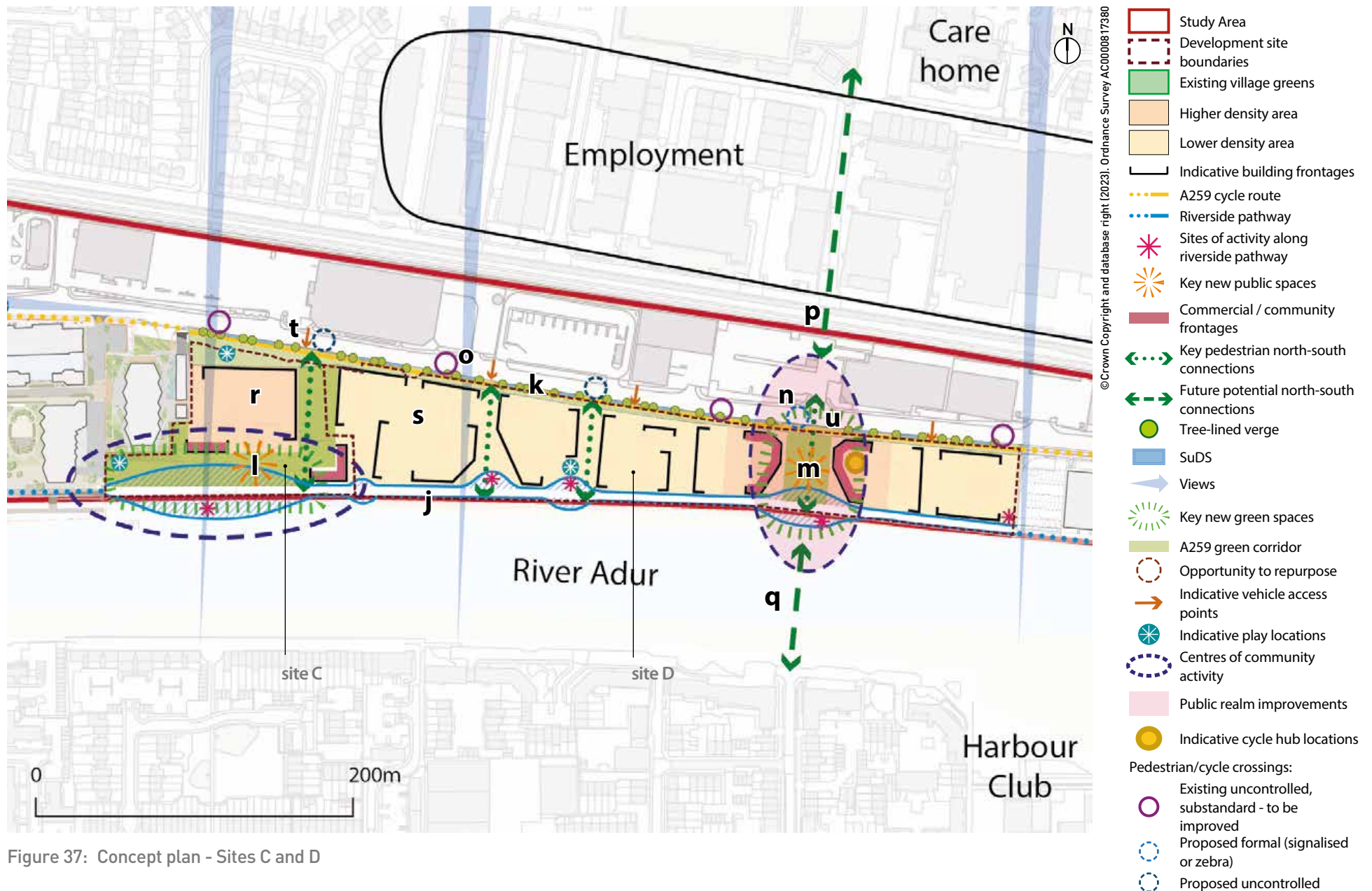


Figure 37: Concept plan - Sites C and D

Sites C and D

Key features of sites C & D include (refer to Figure 37 for labels):

- j. Waterfront leisure route with a shared pedestrian and cycle pathway, attractive public realm with play features, planting and trees, public art, heritage and natural environment trail and watersports facilities, widening out in places with cantilevered walkways and pocket parks.
- k. Brighton Road green corridor with street trees, SuDS, and two-way cycle route between Shoreham-by-Sea town centre, station and Kingston Beach
- l. Key new visitor-focused public green space/square with the potential for a building which incorporates food, drink and/or leisure uses* with terraced steps facing the river at site C. Opportunity could be explored to retain aspects of existing food market use.
- m. Key new community-focused public open green space/square in the centre of Shoreham Riverside, with a cluster of community, retail, services and food and drink uses on the ground floor opposite the existing Lidl supermarket.
- n. Proposed additional pedestrian crossings of Brighton Road, being one new formal crossing (signalised or zebra) at Lidl, and two additional informal crossings.
- o. Widening work to four existing informal pedestrian crossings of Brighton Road.
- p. Longer-term potential for a pedestrian and cycle bridge over the railway, connecting Middleton Recreation Ground, Dolphin Industrial Estate and northern Shoreham-by-Sea suburbs with Shoreham Riverside.
- q. Long-term aspiration for a foot / cycle bridge or ferry over the river to encourage active travel for residents and visitors journeying to the beach and for Shoreham Beach residents to access new services at Shoreham Riverside.
- r. Taller / higher density residential building typologies, e.g. apartments of up to 7 storeys around key public open spaces and adjacent to higher density development
- s. Lower height / lower density residential building typologies generally towards the centre of Shoreham Riverside, e.g. townhouses/terraces of 3-4 storeys and up to 5 storeys where appropriate.
- t. Indicative vehicle access locations, encouraging the sharing of accesses by multiple developments to avoid frequent disruptions to the Brighton Road cycle route.
- u. Public realm improvements and new crossing point connecting the Lidl supermarket with the new public square opposite.

* Allocations for Class E cannot be prescriptive; however consideration could be given to the use of planning conditions to limit uses to those that are desired.



View from Sussex Yacht Club towards the river and Shoreham Beach

8.0 Design Guidance

The placemaking design guidance below describes how each of the design principles should be applied to the remaining sites within Shoreham Riverside. The guidance is to be used in the preparation and determination of future planning applications.

It builds on the adopted Local Plan and JAAP policies and is to inform development of new Adur Local Plan policy relating to the area.

Taken as a whole, the design guidance is intended to support the long-term social, economic and environmental sustainability of Shoreham Riverside.

1. A distinctive place with maritime roots

Shoreham Riverside's transformation from a corridor of industrial uses and derelict land to a new waterfront residential community is well underway. Early schemes have established a new scale and increased density which is in contrast to Shoreham-by-Sea town centre and surrounding suburbs.

In developing the remaining sites, there is an opportunity to embed the area's maritime heritage and riverside setting more strongly in proposals, to create a distinctive character and sense of place. The scale and density is to be softened and varied and new green spaces introduced, creating a place which is comfortable to be in and attractive to residents, businesses and visitors.

a. Revealing maritime heritage

Existing heritage assets within and surrounding the site should be retained and enhanced:

- The Ham has potential to be revitalised as a multi-functional village green with an attractive public realm.

- Surry Hard is one of the remaining historic slipways and hards on the riverside. The JAAP states that 'access to existing public hards must remain'. The development of the new waterfront route and Montgomery Motors site must therefore not interfere with the functioning of Surry Hard.
- Impacts on the setting of heritage assets surrounding the site, in particular, St Mary de Haura church and Kingston Buci Lighthouse, should be avoided through the careful arrangement of buildings and rooflines.

The history and evolution of the riverside could be revealed by a heritage and natural environment trail between Shoreham town centre and Kingston Beach incorporating interpretation material, public art and play. This could start/terminate at the Old Customs House, Kingston Beach should it be retained (given its potential removal for the delivery of the A259 cycleway). If it is to be retained, there is potential to repurpose this building within future design proposals for Kingston Beach, for instance, as a maritime information centre, museum or community facility.

More broadly, the history of Shoreham Riverside as a place of maritime activity should be reflected in the detailed design of buildings, street furniture, play infrastructure, public art and planting through the careful selection of materials and planting inspired by the vernacular. JAAP (Policy SH9) supports schemes that are designed to reflect the maritime environmental character, recognising the importance of choosing appropriate plant species to respond to the climate and growing conditions of the riverside.



Maritime-themed play sculptures, Oslo waterfront



Watersports and food and drink at Sideshore, Exmouth, Devon



Public art / street furniture, wet play area
Worthing, West Sussex



Landscaped leisure riverfront walkway with shaded seating areas,
Georgetown Waterfront Park, Washington DC



Maritime-themed street landscape

b. Riverside views

Visual connectivity to the wider context and heritage assets plays an important role in rooting Shoreham Riverside in its context.

This is reflected in JAAP (Policy SH9) which encourages sensitivity towards views of the waterfront, surrounding landscape and historic features, while CA7 details that views from Shoreham Beach to the South Downs must be retained.

Views should be retained and framed through the arrangement of buildings and spaces on the remaining development sites for example:

- The east-west building line of sites C and D is to be broken up to retain views across the river from Shoreham Beach towards the South Downs, and views from Brighton Road to the riverfront.
- Where appropriate, buildings should be arranged at 45 degrees to the river to enable more open views towards the river from Brighton Road.

c. Maintaining maritime activities

Existing riverside and maritime activities which are compatible with residential development should be retained and supported where possible, for example:

- Providing space for the retention of local food use at Fisherman's Wharf within a new community/commercial building fronting onto a public open space.
- Providing additional facilities for existing waterfront leisure organisations, such as Shoreham Rowing Club, Sussex Yacht Club and Shoreham Beach Harbour Club. The JAAP (Policy SH8) supports the provision of measures to enhance water sports and other traditional coastal activities, as well as the incorporation of features which improve access and use of the waterfront such as additional moorings and floating pontoons*. There is an opportunity at sites C and D consider providing such facilities. Developers should liaise with existing leisure organisations to ensure the proposed facilities meet the needs of, and do not interfere with, the activity of existing users.



Shared cafe and watersports facilities, Leybourne Lakes Country Park

d. Creating a distinctive character and scale

The schemes which have been built or committed so far represent a contrast to the existing character of Shoreham Riverside's surroundings. This is in line with the JAAP policy CA7 which details that new developments should achieve at least 100 dwellings per hectare, consisting of predominantly flatted development and a mix of dwelling sizes.

The Tall Building Capacity Study (2017) suggested that there should be a concentration of taller buildings at the centre of the WHA. However, to date, taller buildings of up to 8 or 9 storeys have been built or committed at sites towards the edges of the WHA.

The remaining sites to come forward are within the centre of the WHA area, however, a continuation of the same scale on the remaining sites risks creating a monotonous and canyon-like corridor on the journey between Kingston Beach and Shoreham town centre.

* The provision of these facilities will be subject to agreement with the Shoreham Port Authority and is not to include new slipways.

For that reason, the Placemaking Study recommends a departure from the recommendations of the Tall Buildings Study in response to the changing context since it was published in 2017, whilst maintaining the JAAP minimum gross density of around 100dph (averaged across sites A-D).

Development of the remaining sites should focus on creating places which feel more human in scale with greater variety of typologies and a general reduction in building heights while also responding to the immediate context of adjacent sites.

This is to be achieved as follows:

- By limiting building heights fronting Brighton Road to five storeys in line with JAAP Policy CA7, or where this is not viable, by setting back any floors above 5 storeys to limit the perceived building height when viewed from the street and avoid a 'canyon effect'.
- By setting back the Brighton Road building line to provide sufficient space for the planting of larger street trees, soft landscape including SuDS and the proposed cycleway, softening the visual impact of built development. The aim is to create a comfortable sense of enclosure with a height-width ratio of between 1:1.5 - 1.2.
- The majority of site D provides an opportunity to introduce a broader range of housing types of generally 3-4 storeys in height, including townhouse and terraced typologies. In line with flood mitigation requirements, it is anticipated that ground floors will be used for parking and storage / ancillary spaces with habitable rooms and terraced gardens at first floor and above.
- There are opportunities for taller apartment buildings of 6-7* storeys with surface or underground parking on the following sites:
 - Sites A and B, reflecting the heights of adjacent developments and the constrained nature of these sites (on site B, there should be sufficient allowance for public realm improvements to enhance connections with

the Ham (refer to 5b)).

- In locations framing new public spaces at site C and to the east of site D
- Taller architectural elements to emphasise corners and key nodes across the site

Development should generally follow a perimeter block arrangement, with buildings fronting onto and overlooking both Brighton Road and the waterfront route, but with windows and doors also addressing internal north-south streets.

JAAP Policy SH9 outlines that developments must demonstrate a high standard of design that enhances the visual quality of the environment through the use of high-quality building materials and architectural detailing, and a suitable scale and massing which is responsive to local context. In response, building facades should be well-articulated, with balconies, porches and bays, providing interest to the elevation. Corners should be chamfered at key locations and towards open spaces to provide variety and frame views.

Nationally Described Space Standards should be adhered to as a minimum. Generally, dual aspect dwellings should be provided, with single aspect north-facing dwellings avoided. Communal and private gardens should be south-facing where possible and positioned to avoid overlooking and retain privacy.

* The implication of the Building Safety Act, 2023 may limit smaller sites to heights of 18m or below 7 storeys to avoid classification as a 'higher risk building' and enable a more slender form and efficient footprint.

Shoreham Harbour Joint Area Action Plan (October 2019)

Policy SH3: Economy and Employment

Policy SH8: Recreation and Leisure

Policy SH9: Place making and Design Quality

Policy CA7: Western Harbour Arm



Mid-rise apartments with dynamic facades and active commercial ground floor uses fronting onto a public square



Onthemarket, <https://www.onthemarket.com/details/11030910/>, 10.05.2024.

Raised terraced gardens above on-plot parking



Terraced homes with ground floor parking, well-articulated facades and upper floor balconies



RIBA Journal, <https://www.onthemarket.com/details/11030910/>, 13.05.2024.

Terraced homes with riverfront balconies, on plot parking and angled roofs with PV panelling.



Landscaping and steps help navigate the changing level from the street to homes

2. An inviting riverside destination

The new waterfront leisure route will connect Shoreham Town centre to Kingston Beach, becoming a local destination with pockets of activity and interest along the way. This is in line with JAAP policy CA7 which requires that new developments should provide active uses along the waterfront, including parks, squares, play areas and active frontages, such as cafes, shops, and workspace.

a. Generous, well-designed space

Buildings should be set back from the waterfront by at least 8m in accordance with JAAP (policy CA7), to allow sufficient space for the provision of a shared pedestrian and cycle leisure route, and to enable flood defence maintenance.

There are opportunities to explore the potential for provide widened spaces by means of a cantilevered walkway out into the river in at certain points, or by creating public spaces and pocket parks to the north of the route in other areas, creating variety, interest and different viewpoints. Policies SH5 and SH8 of the JAAP encourage the provision of pontoons and additional moorings, which could be incorporated into this winding waterfront route and associated with existing waterfront organisations and activities (refer to 1a).

Homes and businesses must face the riverfront overlooking the waterfront route to encourage passive surveillance, ensuring that the riverside pathway feels safe and secure for residents and visitors. Sufficient lighting should be provided along the full length of the pathway.

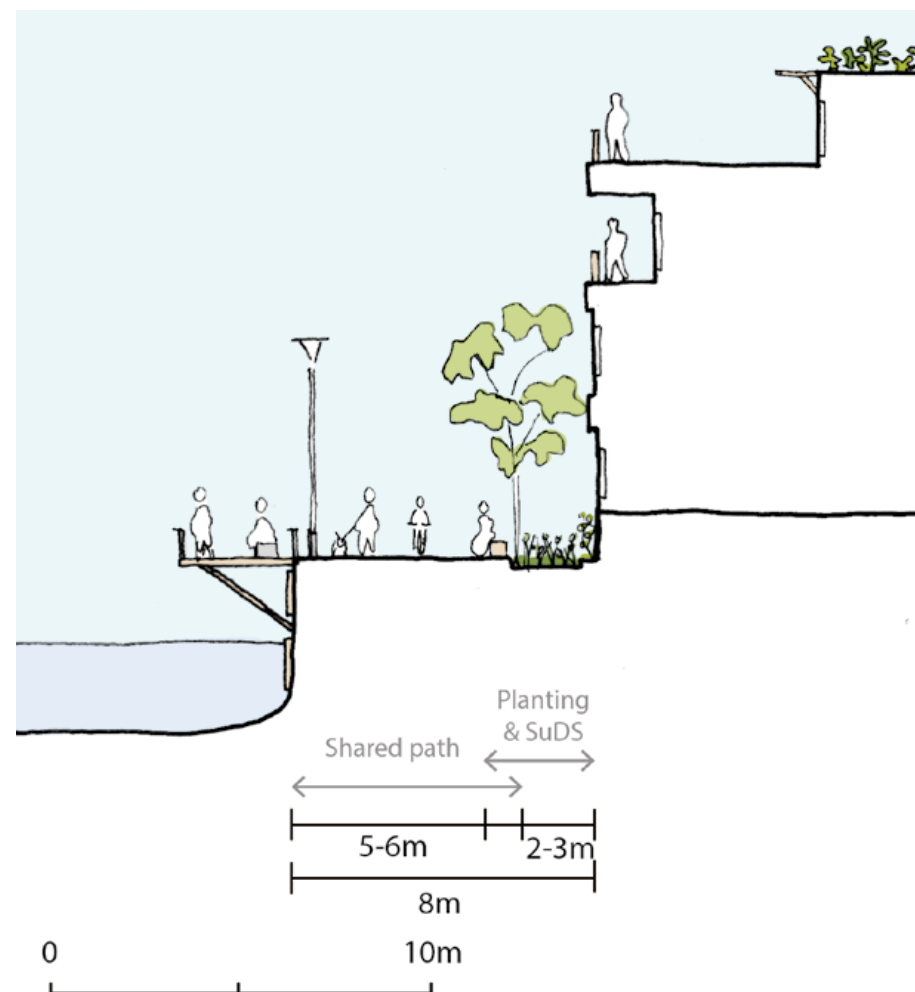


Figure 39: Indicative section through the waterfront route showing a cantilevered walkway, greened edges, tree planting and a wide shared walking and cycling path overlooked by new homes.

b. Create pockets of interest and activity along the route

Two new larger public spaces at site C and east of site D will open up the waterfront route, providing a break in built form and provide places to sit, play, relax and enjoy the riverfront view framed by commercial and community ground floor active frontages, providing places to meet, eat, drink and shop. The public open space at site C could incorporate steps down to the riverfront, creating a place to sit and to navigate the height change necessary for flood defence. The open space to the east should have a different character, functioning as a community focused green square.

The heritage and natural environment trail could include interpretation material exploring the history of Shoreham Riverside, culminating in destinations at Kingston Beach and Shoreham Town Centre to the west.

c. Distinctive marine elements

It is anticipated that the waterfront route character will vary as it passes through individual sites, however, a joined up approach should be taken to street furniture, lighting and landscape materials to provide a coherent sense of identity along the route.

Distinctive marine elements should be incorporated including sculptures, street furniture, lighting, planting, public art, and the details and materials of the buildings themselves (refer to 1a). The existing Shoreham Harbour Streetscape Guide, 2012 could be updated and expanded to provide more detailed design guidance in relation to the waterfront route.

d. Green infrastructure

The JAAP (CA7) supports the implementation of ecological and landscaping improvements, and requires the incorporation of sustainable drainage features. Green infrastructure and SuDS, including permeable surface paving, should be incorporated along the full length of the riverside path to provide a green corridor, bringing visual amenity, air quality improvements, carbon sequestration and biodiversity benefits. Living walls or planting beds should be incorporated on blank building facades on the route where semi-basement parking is located.

e. Activating the route

New public spaces along the waterfront will have the potential to host a programme of regular or seasonal events, adding to Shoreham's existing arts, sustainability and food and drink events calendar.

Shoreham Harbour Joint Area Action Plan (October 2019)

Policy SH5: Sustainable Travel

Policy SH8: Recreation and Leisure

Policy CA7: Western Harbour Arm



Arch Daily, <https://www.archdaily.com/910636/canal-corridor-kings-cross-townshend-landscape-architects> 02/05/2024



Billette, <https://billette.co.uk/e/summer-screenings-at-woodberry-down-tickets-197258>, 02/03/2024



Arch Daily, <https://www.archdaily.com/966657/poyma-embankment-park-basis-architectural-bureau> 02/05/2024



Pontoons that provide access to the water, has potential for community activity and can host community events

3. A place with a strong sense of community and mix of uses

Shoreham Riverside will be connected to the existing communities of Shoreham and Southwick, but will accommodate a large residential population of its own. There is a need for a range of housing types and sizes, and local community facilities, meeting places and public spaces to support the growing community, together with a range of other non-residential uses including office space and small-scale retail.

a. Centres of community activity

Due in part to the need to raise residential finished floor levels for flood mitigation, a considerable amount of ground floor non-residential Class E floorspace has been committed to date across all sites. If this continues across the remaining sites, a corridor of edge of centre uses could develop, lacking a sense of focus.

In response, the concept plan proposes three areas where non-residential uses could be clustered on the remaining sites, providing hubs of activity relating to the larger public open spaces.

Community hub, Brighton Road

A cluster of community, retail and food & drink uses is proposed to the south of Lidl supermarket, between Brighton Road and the waterfront route.

This location takes advantage of existing retail activity at the supermarket, to create a critical mass of activity, fronting onto the proposed new green square. The square itself should provide additional space for community events, play, markets.

Although Class E provides flexibility for a range of uses, the mix of uses should be discussed and agreed with ADC to reflect local needs (and potentially restricted through the use of planning conditions). This could include essential facilities and businesses to meet the needs of Shoreham Riverside residents such as:

- small scale retail and services
- childcare
- community meeting rooms
- shared workspace and office space
- food and drink
- pharmacy or other healthcare provision

Proposed uses should have a clear strategy for long-term future use and management.

WSCC has confirmed that school and library provision is not required on site.

Fisherman's Wharf square

The Free Wharf proposal adjacent to the north of site C proposes ground floor Class E uses assuming land to the south, which is part of site C, could become a public park. The concept plan builds on the idea, providing a riverside park with the opportunity for a riverfront building, for food and drink, leisure or other public use, potentially retaining aspects of the current food market use, or linked to watersports (subject to viability).

The Ham cycle hub

Associated with improvements to The Ham and the existing skate park, and on the route of the Brighton Road cycleway, there is an opportunity for a cycle hub as a ground floor use on site B. The cycle hub could provide cycle repair, cycle hire and associated services, and could have rooms for flexible community use.

In addition to play space and parks, community food growing such as raised beds or within raised podium communal gardens can be provided to encourage community engagement.

The new public spaces, community facilities and commercial services provided within new developments should be open and accessible to all surrounding communities, not just residents of Shoreham Riverside.

b. Employment space

The JAAP (CA7) supports the delivery of new employment floorspace (minimum of 12,000m²), predominantly use class B1a (office), as well as smaller retail outlets, food and drink and marine-related leisure facilities.

The mix now falls entirely within the new Class E, of which committed schemes are delivering in excess of the required floorspace. However, this has been predominantly retail or food and drink focused provision, or self-storage, rather than office space.

The Council would therefore welcome proposals which provide small scale office space and flexible workspaces as part of the mix of non-residential uses, and may consider the use of planning conditions to direct this.

c. Variety of housing sizes, typologies and tenures.

The JAAP (SH4) requires developers to ensure proposals deliver a mixed and balanced community through a mix of dwelling types, sizes and tenures in accordance with local needs. Policy CA7 outlines that homes should primarily consist of flatted development, but a mix of dwelling sizes should be delivered.

Committed schemes to date have provided 98.4% of dwellings within flatted development, including just 4.6% 3-bed dwellings. In order to create a more balanced community, within the remaining sites, there should be a higher percentage of larger properties (3+ bed dwellings) than committed schemes to date.

A variety of flats, townhouses and terraced typologies are to be delivered, to accommodate people at all stages of life and a range of household sizes, subject to viability and housing need. This provides flexibility for residents to remain within Shoreham Riverside as their needs change.

The high proportion of affordable housing already provided on site through built and committed schemes is a significant benefit to Shoreham and Southwick. The affordable housing tenure mix for the remaining sites is to be agreed with Adur District Council. Future housing provision should be tenure-blind, with affordable housing distributed across the remaining sites, rather than clustered within one area or typology, where feasible.

Shoreham Harbour Joint Area Action Plan (October 2019)

Policy SH3: Economy and Employment

Policy SH4: Housing and Community

Policy SH8: Recreation and Leisure

Policy SH9: Placemaking and Design Quality

Policy CA7: Western Harbour Arm



Sea Shore Ice Creamery, Exmouth, Devon



Interactive water features, seating and soft/hard landscape within residential



Flexible use community hub - Sands End Arts & Community Centre

Mae Architects, <https://www.mae.co.uk/projects/sands-end>, 10.05.2024



Residential building with a cycle hub on ground floor creating a cluster for leisure and community activity



Whitstable Harbour Market, Whitstable

Blushrougette, <https://blushrougette.com/travel/things-to-do-in-whitstable/>, Date accessed: 10.05.2024

4. Greening the riverside

The JAAP (CA7) supports the implementation of ecological and landscaping improvements to extend the proposed A259 green corridor associated with the wider Shoreham Harbour Regeneration Area between Kingston Beach and Shoreham town centre, via the waterfront route and Brighton Road. The Shoreham Harbour Ecology and Green Infrastructure Study (SHEGIS) provides further detail recommending that green spaces are connected to provide a series of 'stepping stones' for wildlife moving east-west along the regeneration area, providing a green chain extending over 3.5km.

In meeting policy requirements it is recommended that the entirety of Shoreham Riverside be treated as a green corridor, with a network of new multi-functional, interconnected and biodiverse green spaces integrated into the remaining development sites.

Key features of the Shoreham Riverside green corridor will include:

- Greening of Brighton Road
- Waterfront route green corridor
- New on site public green squares and pocket parks
- Enhancements to existing Village Greens: The Ham and Kingston Beach
- Biodiversity rich developments

a. Greening of Brighton Road (A259)

Brighton Road is currently a harsh, traffic dominated environment with little to no green infrastructure. The JAAP (SH7) requires the A259 green corridor to improve and connect sites along the road, including embankments and grassed amenity space, green walls and roofs and appropriate street planting.

Tree planting on the A259 should be prioritised in future development proposals, not only for its biodiversity benefits but also for its transformative impact to the character of the A259. Introducing an avenue of larger trees to the south of the road (and in future, potentially, also to the north), would create an attractive environment in which to walk and cycle, softening the visual impact of taller buildings with added benefits in terms of shading and cooling, air quality and carbon sequestration.

In order to deliver street tree planting, SuDS and other planting alongside the proposed cycleway being developed by WSCC (see section 5), sufficient space must be provided on the frontage to Brighton Road. A minimum building setback of ~10m from the edge of the carriageway is recommended, however this may need to be widened in response to detailed SuDS design, the location of underground utilities and other constraints.

Two potential arrangements are shown on figure 40 for the arrangement of trees, planting and SuDS within the 10m zone. These are indicative only, and further discussion with WSCC (including maintenance teams) is required to explore the potential feasibility of these arrangements and to agree an effective strategy for long-term maintenance.

- Option 1: A tree-lined verge is located between the two-way cycle route and the road. SuDS are implemented between the pedestrian pathway and the building line.
- Option 2: The cycleway is located adjacent to the road, with a small verge providing separation. Street trees are located between the cycleway and pedestrian footway, with SuDS between the footway and the building line.

If and when development comes forward to the north of Brighton Road in the future, buildings should be set back to improve pavement widths and provide space for trees, SuDS and other planting.

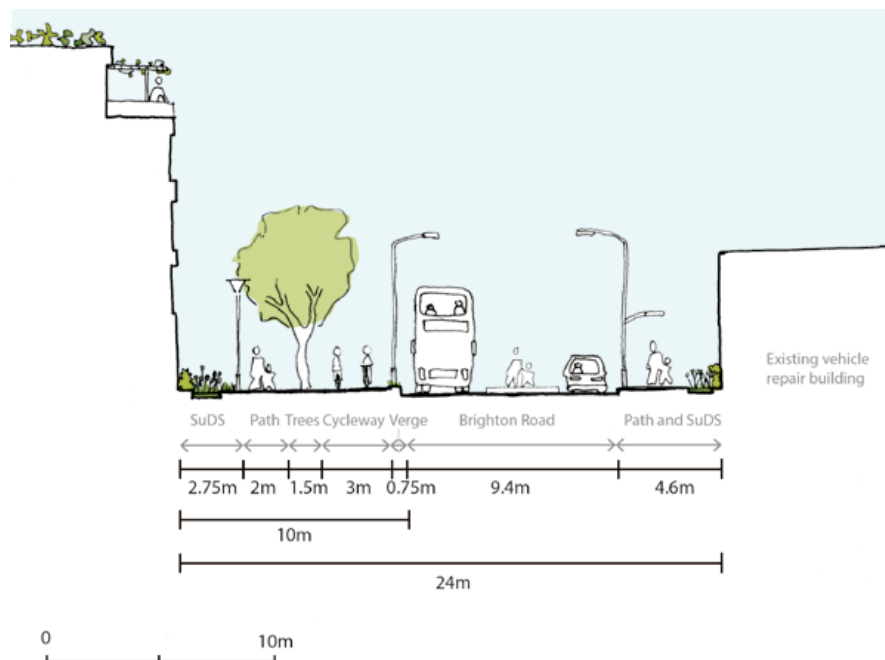
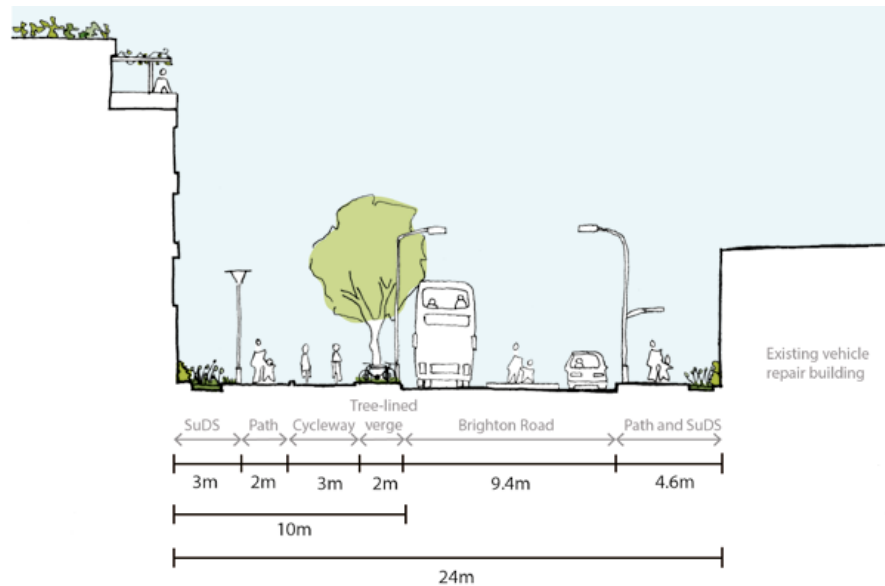


Figure 40: Indicative SuDS, tree planting and cycleway arrangement for Brighton Road: option 1 (top). option 2 (below)



Active travel corridor with street trees, planting and segregated cycleway



Landscaped riverside with a connected network of green spaces, walking and cycling links, stepped seating area and pontoon with wetland habitat

b. Waterfront route green corridor

The waterfront route provides increased access to the river environment, contributing towards Accessible Natural Green Space targets. The landscape design of the waterfront leisure route should incorporate a connected network of green spaces, planting and SuDS including the use of coastal grasses, vegetated shingle and tree species suited to the coastal environment. Tree planting is particularly important to provide shading and cooling on this south facing route.

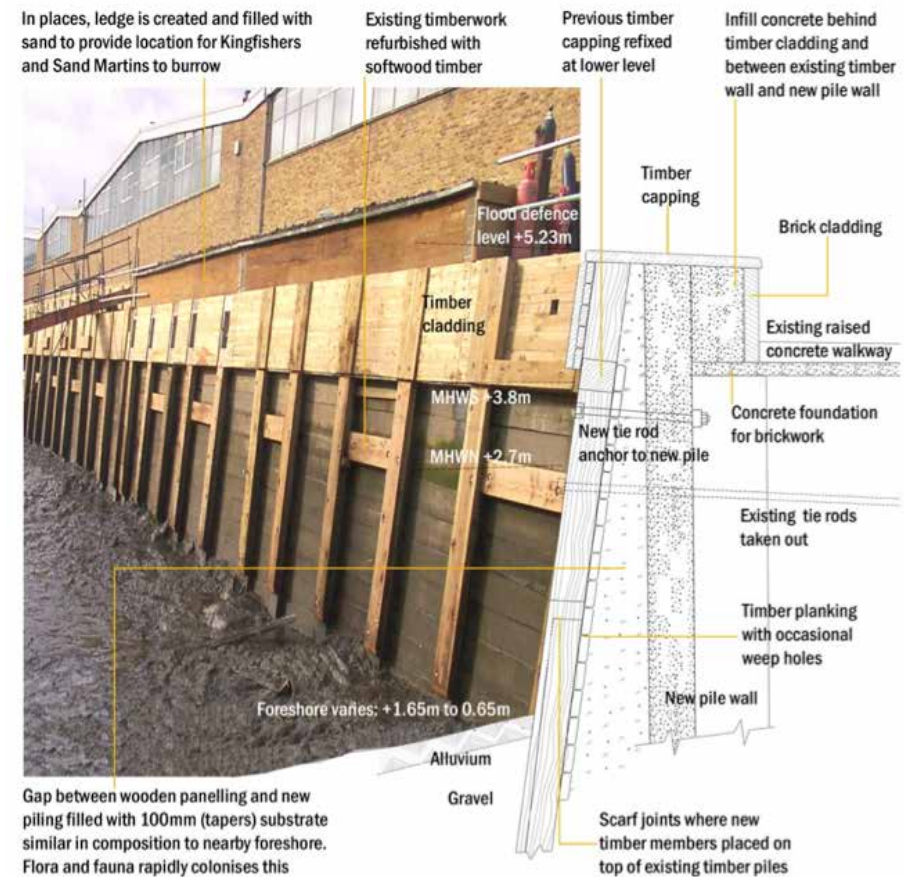
Living sea walls, baulking and vertical beaches must be incorporated into flood defence infrastructure to enable intertidal habitat creation in line with the JAAP (SH7), and compensatory habitat in response to any loss resulting from the flood defence works.

Green walls and boundary planting should be provided to reduce the visual impact of any blank building facades as a result of the raised residential floor level.



Living sea walls, Plymouth

University of Plymouth, <https://www.plymouth.ac.uk/research/marine-eco-engineering-research-unit/living-seawalls-in-plymouth> 13/05/2024



Timber baulking, Deptford Creek

Estuary Edges, <https://www.estuaryedges.co.uk/case-studies/deptford-creek-vertical-wall-renewal/> 14/05/2024

c. New public green squares and pocket parks

JAAP (SH8) requires new development to contribute to the provision of multifunctional public open space / green infrastructure onsite, while JAAP (CA7) outlines that where open space requirements cannot be met on-site, off-site contributions can be made in line with the Council's Open Space Study Calculator.

Committed schemes' open space provision has been agreed on a site-by-site basis through the planning application process, with much of the public open space provision taking the form of contributions towards off site enhancements including at The Ham and Kingston Beach and the A259 green corridor.

The limited amount of on-site public green space provision has resulted in concerns about the lack of local green space for future residents. In response, the Council is looking to increase the amount of on-site public open space provided on the remaining sites.

Figure 41 outlines the requirements for different types of on-site open space provision using the upper limit of estimated site capacity (460 dwellings) for the remaining development sites, based on the concept plan, and the open space cost calculator from Adur and Worthing Open Space Study (2019).

The open space calculator suggests that 2.75 ha of open space should be provided on site. Full on-site provision is unlikely to be feasible due to site constraints, infrastructure requirements and other viability challenges. As a result, the concept plan proposes a balanced and design-led approach to increase the proportion of open space delivered on site in comparison to the schemes delivered to date, while recognising that contributions to off-site open space improvements/provision will still be required. This approach is outlined below:

Open Space Requirement	Open space requirement (m ² / person)	Total est. requirement (ha) for 460 dwellings (1,012 population)
Allotments	2	0.20
Amenity green space	6	0.60
Parks & recreation grounds	8	0.80
Play space (children)	0.6	0.06
Play space (youth)	0.6	1.01
Natural green space	10	2.75
	27.2 m ²	2.75 ha

Figure 41: Open Space Requirements

Parks and recreation grounds

Committed developments within the WHA to date have tended to provide smaller pockets of largely, amenity green space, which are not always publicly accessible. In response, the concept plan proposes larger, publicly accessible parks/squares in two locations towards the eastern part of the EMR site and at Fisherman's Wharf, which together could deliver around 0.35 ha of public space:

- EMR: A new community green square within site D incorporating green space, hard landscape, play features and marine planting, located between Lidl and the riverfront. The green square will provide the setting for the proposed cluster of community and retail uses fronting the square and should accommodate spill-out activity and community events, and is located on the potential future north-south connection over the railway to the north and to Shoreham Beach to the south. Hard landscape materials used in the green should be extended to the public realm of Brighton Road and proposed pedestrian crossing here, to provide a sense of cohesion between the north and south sides of this space.

- **Fisherman's Wharf:** a riverside park to the south of Free Wharf within site C. This is a south facing space addressing the river, which should incorporate both hard landscape (e.g. steps down towards the river to sit on, play and public art) and soft landscape elements (including coastal grasses, vegetated shingle, trees, SuDS and other suitable planting). There are potential opportunities here for market stalls and outdoor performance spaces, attracting visitors as well as local residents.

The design and size of these spaces should be agreed with ADC through the planning process, but should be sufficiently generous in scale to provide a range of benefits to the community and environment, including retaining a sense of openness and having flexibility for community gatherings and visitor events to support community cohesion.

It is not anticipated that the two remaining smaller sites (A & B) will deliver parks and recreation grounds on site. Instead, investment should be directed towards improving the public realm and landscape of The Ham village green which is in close proximity.

Play space (children and youth)

Whilst children and young people are likely to play in almost all publicly accessible "space", indicative locations for more formal equipped play spaces include part of the new Fisherman's Wharf Square, the green space to the east of New Wharf, integrated within residential blocks at the centre of the EMR site, and at the Ham. Play spaces should be no further than a 15-minute walk from homes. The Ham play space could be focused towards younger children (up to age 12), given that the existing skatepark provides play space for youth (13-17). Play areas could integrate water features, particularly at Fisherman's Wharf Square.

Amenity green space

Amenity green spaces, which are open to free and spontaneous use by the public, but not managed for a specific function, should be incorporated into development proposals across all sites. These smaller pocket parks, should be designed to provide visual amenity, support social interaction, and provide informal opportunities for play and food growing. Planting and materials should be carefully selected to contribute to the maritime character of the area.

Natural green space

Whilst the WHA lacks existing natural/semi-natural green space due to its brownfield character, the proposed waterfront route provides increased access to the river environment, contributing towards Accessible Natural Green Space targets. This could facilitate water-based recreation and would provide visual amenity and a sense of closeness to nature for residents and visitors. The longer-term aspiration to create north-south links across the railway line would improve access towards the South Downs National Park with the potential to link in with the public rights of way network in the future.

Allotments

Given that these brownfield sites may contain contaminated land, it is not expected that allotments will be delivered at ground level on-site, but food growing is encouraged through the use of raised planters and garden terraces.

S106 contributions

The amount and type of open space provided on each site will be agreed through the planning application process. Shortfalls in on-site provision will require an appropriate off-site contribution in line with the Council's open space calculator.

Development will also be required to provide s106 contributions to the 15-year maintenance of open spaces.



Set back from the road providing sufficient space for street trees, soft landscaping, footpath and cycleway



Landscape incorporating vegetated shingle & gravel



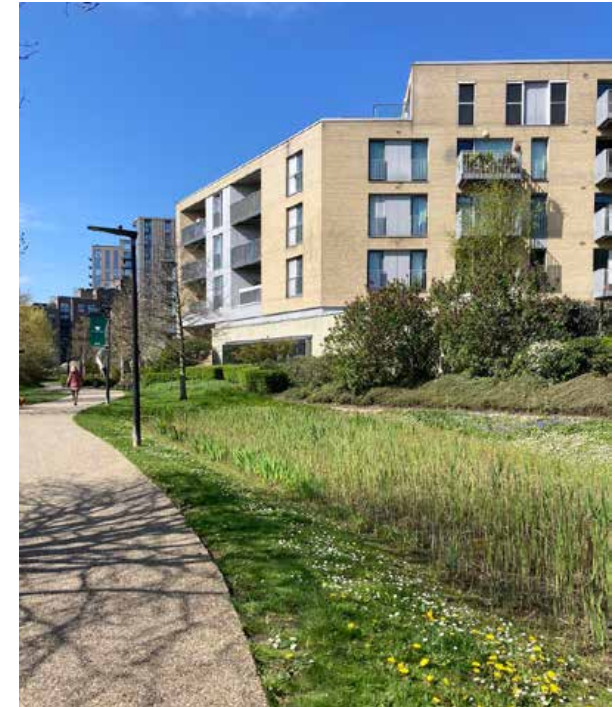
Seasonal herbal garden in public square



Rooftop communal food growing, Edenham Way



Living green wall in public square



Vegetated attenuation basins (SuDS), Woodberry Down



Landscaped residential areas

d. Enhancing village greens

The existing village greens of Kingston Beach and the Ham are identified as sites for open space improvement benefiting from developer contributions, however there are currently no definitive plans in place. Landscape design proposals could be developed by ADC (subject to funding) through a co-design process with the local community, to ensure these village greens are enhanced in a manner which delivers maximum community benefit.

The Ham

The Ham village green (currently a skate park) is an important community asset, visible on historic maps from 1879 and is located at the gateway to Shoreham town centre. The Ham should be preserved and enhanced to improve its functioning as an inclusive community space, with additional landscaping, seating and planting, as well as a new play area to cater for different ages.

Designs for The Ham should incorporate improvements to the surrounding public realm of Brighton Road, and Eastern Avenue, including provision of an improved crossings to Brighton Road to provide connectivity to the waterfront, and provision of cycleways along Brighton Road and towards Shoreham station.

The Shoreham Harbour Ecology and Green Infrastructure Study (SHEGIS) provides the following recommendations for The Ham which should be incorporated:

- Grassland management to create daisy lawns and wildflower areas, including strips adjacent to public footpaths and along the south and west boundaries, as well as the banks around the skate bowl.
- Creation of species-rich hedgerow along the southern boundary, providing value for wildlife and as a buffer from noise and air pollution along Brighton Road
- All forms of SuDS should be considered
- Tree planting.

Kingston Beach

Design proposals for Kingston Beach village green will need to accommodate the activities of the Shoreham Rowing Club and the RNLI Lifeboat Station and find a new long-term use for the Old Customs House, should it be retained (as suggested earlier, this could potentially become a visitor hub on the Shoreham Riverside heritage trail).

Consideration should be given to the removal or rationalisation of the informal parking area to improve the setting of the beach and the listed Kingston Buci lighthouse and provide a greater area of functional public open space.

Brighton Road to the north of the beach is narrow, and there may be a need to widen the street section into the village green area to accommodate the A259 cycleway. Any loss of designated village green is likely to require reprovion.

The SHEGIS recommendations for Kingston Beach include:

- Cores should be drilled into the rocky foreshore flood defence and vertipools (vertical artificial rockpools) incorporated here for intertidal habitat creation
- Upgrades to the groyne, reducing impact of storm surges
- Inclusion of sand on consolidated sections of beach would increase vegetated shingle plant colonisation
- Boardwalks and information boards could be considered to reduce impact of recreation
- Opportunity for vegetated shingle creation adjacent to the Lifeboat Station
- Retrofitting of green roof to the rowing club

e. Wider green infrastructure network

Between the waterfront, A259 and existing and new green open spaces, there is to be a wider network of green infrastructure within each of the development sites, including both private, communal and public areas as noted above.

This includes planting within private terraced gardens; communal podium gardens; street tree and SuDS planting on the internal street network; green roofs and living walls.

Green roofs

Green roofs should be incorporated wherever possible, within the design of residential and commercial buildings. According to the SHEGIS, green roofs should vary in substrate type and size, including shingle, gravel and sand. Logs, boulders and sections of ceramic pipe work should be incorporated into the design, providing microhabitats for invertebrates and cover for nesting birds.

As well as green roofs dedicated to wildlife and habitat creation, there may also be provision of green roofs which are accessible to residents.

Green walls

The SHEGIS recommends that green walls are installed where possible on exterior walls, using climbing plants growing on a support structure. Species of wildlife value should be planted, such as honeysuckle or clematis which provide nesting opportunities and food resources for birds and invertebrates. Green walls should be considered on all blank facades.

f. Landscape materials and planting

The JAAP (SH7) outlines that all vegetation must be salt tolerant and suitable for a coastal environment and trees must be securely staked and hardy to withstand strong winds.

Further guidance on appropriate materials and planting species is provided in Shoreham Harbour Streetscape Guide, ADC, 2012. This guidance must be adhered to across the new network of green infrastructure to ensure its effectiveness and long-term sustainability.

The SHEGIS encourages the creation of vegetated shingle within the general landscape of the regeneration area to create net gains in biodiversity beyond the need to mitigate or compensate for any loss. This should follow the method used by Scottish Power at Shoreham Power station, in particular, the use of purpose-built shingle banks.

Shoreham Harbour Joint Area Action Plan (October 2019)

Policy SH7: Natural Environment, Biodiversity and Green Infrastructure

Policy CA7: Western Harbour Arm

5. A connected riverside

The layout of Shoreham Riverside is to prioritise movement by active and sustainable modes by creating excellent pedestrian, cycle and wheelchair connectivity within the area and with its surrounding context, alongside improvements to public transport.

a. Prioritisation of active travel

JAAP policy SH5 prioritises active travel (walking, cycling, wheeling) and requires the layout and streetscape of development sites to be designed to give pedestrians and cyclists priority over vehicular traffic wherever possible.

The creation and enhancement of active travel routes between key locations of activity - new public open spaces, the waterfront route, commercial and community facilities, Brighton Road, the Ham, Kingston Beach and Shoreham-by-Sea and Southwick train stations, and north-south across the A259 - will reduce the need to travel by car and encourage healthier lifestyles.

Despite developments coming forward on a site-by-site basis, once complete Shoreham Riverside should feel like an integrated and connected whole with seamless permeability between developments. Development proposals will be required to demonstrate how they integrate fully with adjacent sites and safeguard connections with adjacent sites that are to be developed in the future.

To support a shift towards active travel, there is an opportunity for a cycling hub with bicycle parking, repair facilities and pump stations within Shoreham Riverside. Potential suitable locations include within ground floor units on site B opposite the Ham village green, or alternatively at one of the units framing the green square in site D.

There may be long-term potential for the delivery of a pedestrian/cycle bridge over the railway, connecting Middleton Recreation Ground, Dolphin Industrial Estate and northern Shoreham-by-Sea suburbs with Shoreham Riverside. The

delivery of this railway crossing is subject to land ownership and availability constraints on the northern side of the railway as well as funding constraints, however this crossing would improve active travel connections between the site and its surroundings.

A long-term aspiration exists for a river crossing (ferry or bridge) between the new public space opposite Lidl to Shoreham Beach to encourage active travel for residents and visitors journeying to the beach and for Shoreham Beach residents to access new services at Shoreham Riverside.

b. Improvement and delivery of transport infrastructure

In accordance with JAAP policy SH5, the remaining development sites must contribute towards the delivery of a package of transport infrastructure to create strong links to town/district centres, the waterfront and coastline, South Downs, access routes and surrounding neighbourhoods.

As specified in JAAP policy CA7 and the Shoreham Harbour Transport Strategy, these measures include:

1. New waterfront route for pedestrians and cyclists between Shoreham Town Centre and Kingston Beach
2. Improvements to the cycling facilities along the A259
3. Improved pedestrian and cycle crossing points
4. Junction improvements:
 - Brighton Road/Norfolk Bridge (A259) - Old Shoreham Road (A283)
 - Brighton Road (A259) / Surry Street
 - Brighton Road (A259) / South Street (A2025)
 - Brighton Road (A259) - Ham Road
5. Bus stop improvements

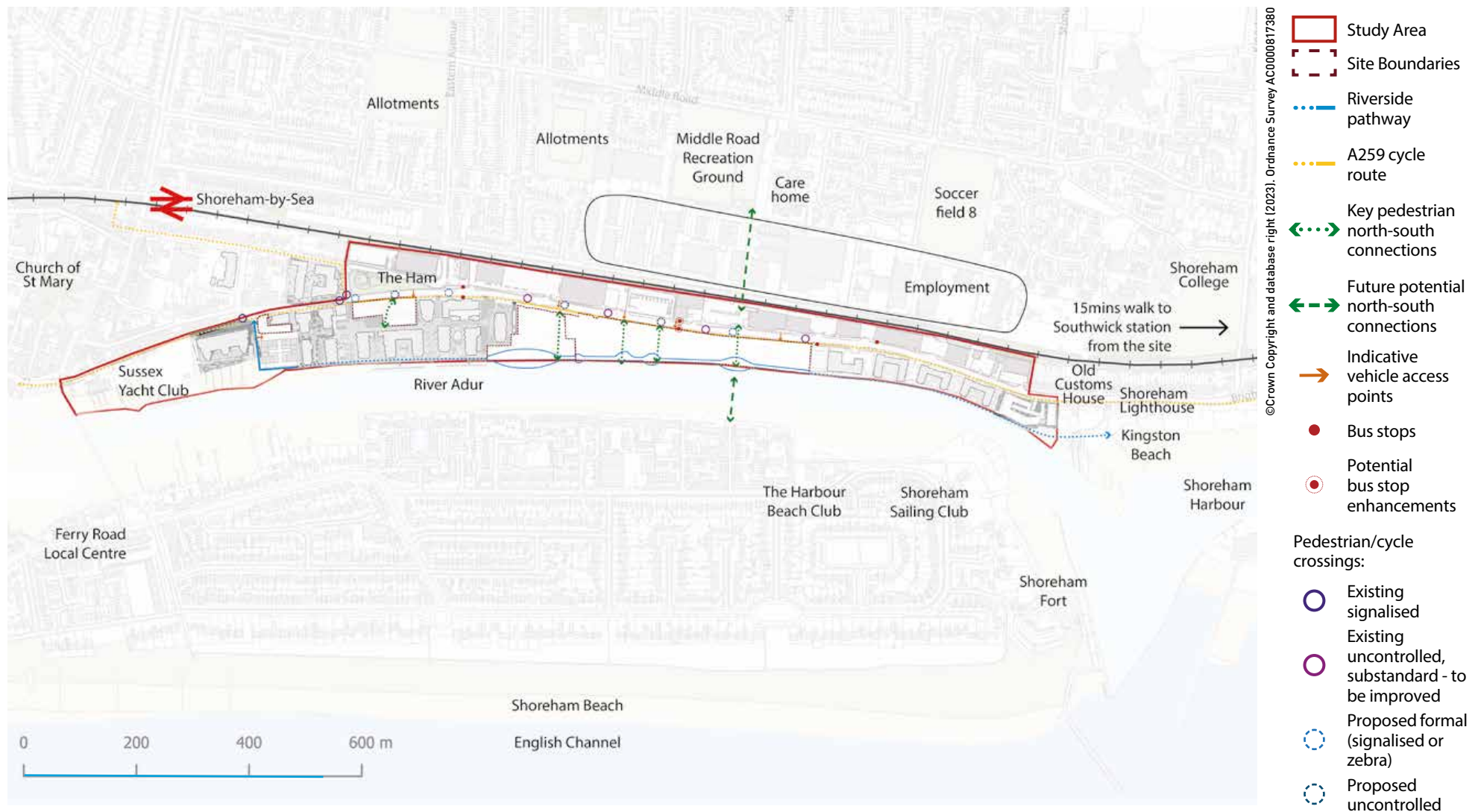


Figure 42: Concept plan: movement

These are explored below in further detail below:

1) Waterfront route

The waterfront route riverside path has been designed as a shared pedestrian and cycle route for those travelling at a more leisurely pace. This will form part of the England Coastal Path route which currently runs from Adur Ferry Bridge along the congested Brighton Road.

Developers should take a coordinated approach in the delivery of the riverside path to ensure it functions cohesively and legibly as one continuous route, for example by limiting level changes, employing a consistent palette of materials and street furniture, and incorporating inclusive and logical wayfinding including signage and location maps tying in with the heritage and natural environment trail.

2) Brighton Road (A259) cycleway

A proposed new cycleway along Brighton Road will re-route part of the National Cycle Network which currently runs along Middle Road to the north, providing a more direct east-west route between Shoreham and Brighton, for a range of trip purposes.

The design of the cycle route is being prepared by WSCC. Whilst in its early stages of design, it is expected that it will be a segregated off-road two-way cycleway along the south side of Brighton Road from St Richard's Road to the Adur Ferry Bridge, likely to occupy 3m in width.

JAAP policy CA7 specifies that developments should be setback sufficiently from the A259 corridor to provide space for this high-quality segregated cycle route, providing separation from road vehicles and pedestrian facilities, implement green infrastructure and prevent a canyoning effect.

In line with these requirements and WSCC emerging proposals, it is recommended that at sites 3 and 4, development is set back by 10m from the edge of the existing carriageway to provide sufficient space for landscaping

including an avenue of street trees and SuDS, the cycleway and a pedestrian footway (refer to figure 40 for further details).

Preliminary designs by WSCC have also shown an extension of a shared use path from the junction of Brighton Road/Eastern Avenue to Eastern Avenue/Ham Road, in order to facilitate cycle journeys to Shoreham-by-Sea railway station. It is recommended that this be incorporated into future proposals for The Ham and surrounding public realm.

3) Improved pedestrian and cycle crossing points

WSCC guidance suggests new and improved crossings of Brighton Road should come forward in relation to new development layouts. The following locations are suggested for new, attractive pedestrian and cycle crossing points (as shown on Figure 42), subject to further investigation and feasibility work in collaboration with WSCC:

- New informal crossing to the Ham
- New formal crossing (signalised or zebra) to McDonalds/Eastern Avenue
- New informal crossing adjacent to B&Q
- New informal crossing adjacent to Shoreham Recycling Centre
- New formal crossing (signalised or zebra) adjacent to Lidl
- Improvement of existing informal crossings adjacent to Sites A-D

Uncontrolled crossings should be traffic islands and tactile paving constructed within the hatched areas in the centre of Brighton Road. These should have sufficient width for cyclists to cross and wait on the islands. There are a number of existing substandard uncontrolled crossings, including three to the north of Site D and one to the north of Site C, and these are to be widened accordingly.

In terms of controlled crossings, these should be Toucan or Parallel crossings, and be designed in accordance with LTN 1-20.

All crossings are to have consideration of tie ins to new development, existing properties, and onward routes.

The existing pedestrian crossing between the WHA and The Ham is narrow and lacks sufficient space for pedestrians waiting to cross. Designs for public realm improvements around The Ham incorporating new and improved pedestrian crossings, to improve its connection with its surroundings should be developed alongside proposals for improvements to the village green itself. One possible option could be to re-route traffic north of The Ham to enable a traffic-free area between The Ham and the WHA (see appendix A). However, there are challenges in terms of queuing space available for vehicles waiting for the level crossing as well as viability concerns, rendering this proposal impractical in the short-term.

c. Parking

Developers must provide adequate, appropriate and secure cycling and storage facilities in accordance with JAAP policy SH5 for individual homes and apartments blocks, together with visitor cycle parking within the public realm.

The JAAP outlines that surface and on-street car parking should be minimised wherever possible, and supports innovative solutions to car and cycle parking provision, such as the creation of new car clubs or the extension of existing ones. On-street car parking should be prioritised for car club spaces, making these vehicles the most accessible to encourage car club use over individual car ownership.

Shoreham Harbour Joint Area Action Plan (October 2019)

Policy SH5: Sustainable Travel

Policy SH8: Recreation and Leisure

Policy CA7: Western Harbour Arm

Shoreham Harbour Transport Strategy (2016)



Google Street View, 13/05/2024

Toucan crossing



Department for Transport (2020) Cycle Infrastructure Design. Local Transport Note 1/20

Wheel ramps for bicycles

6. A resilient and protected riverside

Shoreham Riverside will be protected against flood risk, and will mitigate and adapt to climate change through the delivery of appropriate flood defence infrastructure and built-in energy efficiency and adaptability to ensure its long-term sustainability.

a. Flood risk resilience

Currently, in accordance with the JAAP (SH6), residential finished floor levels are be raised to a minimum of 5.77m AOD to protect homes against future flood risk. ADC is updating the Strategic Flood Risk Assessment (SFRA) and there may be changes to the requirements for flood defences including an increase in the finished floor level height as a result of the SFRA.

In higher density areas, appropriate non-residential ground floor uses should be focused on frontages to Brighton Road and the waterfront route to avoid significant stretches of blank wall frontages. Appropriate uses include live/work spaces, commercial uses and community services. Where blank frontages are necessary to accommodate semi-basement parking, living walls, planting, street furniture and public art should be incorporated within developments to mitigate visual impact and active ground floors, with windows and balconies provided on upper floors.

In lower density areas comprising townhouse and terrace typologies, it is anticipated that the ground floors will be occupied by parking, storage and ancillary non-habitable rooms. The requirement for a dry escape route should be agreed with the Environment Agency (EA), but could be provided via raised gardens with egress onto Brighton Road. Where blank walls onto the public realm are unavoidable, the same design interventions can also be used as in higher density areas, to help reduce the impact of blank wall frontages at ground floor, with windows at upper floors.

Developments are to be designed to operate as their own flood cells, however scheme proposals must be coordinated so as to enable internal connectivity and permeability between sites, for example by avoiding significant level changes at boundaries.

b. Sustainable drainage systems (SuDS)

Local plan policy SP2 requires developments to incorporate green infrastructure such as street trees and other vegetation into the public realm to support rainwater management through sustainable drainage alongside reducing exposure to air pollution, moderation of surface and air temperature and to increase biodiversity. SuDS must be incorporated into the landscaped design of all sites in line with CIRIA SuDS Manual, 2015, to mitigate potential surface water flooding within the site.

Surface water must not be allowed to drain to the main sewer, understood to be below Brighton Road, to avoid overwhelming the sewer system in high rainfall events. The location of this sewer is to be confirmed to inform the design of SuDS, tree planting and cycleway on Brighton Road.

In line with Natural England's Urban Greening Factor for England User Guide (2023), rain gardens and vegetated attenuation basins are preferred SuDS features as they provide both bio-retention drainage features* as well as biodiversity benefit. Green, blue and brown roods should be incorporated wherever possible.

Hard surface paving should be semi-permeable, allowing water to drain through defined joints and voids in the surface, rather than sealed paving. This should be implemented on minor roads and shared surfaces as well as pedestrian pathways and pavements within the developments. In certain locations on smaller pathways, for example within the new linear park on site C, open aggregate and granular paving could be used which allows water to infiltrate across the entire surface.

There is a potential to trial and explore innovative 'over the wall' rainwater drainage solutions for waterfront developments, whereby rainwater is directed over the sea wall rather than to traditional underground gravity drainage networks. This has been the subject of a recent study by the West Sussex Lead Local Flood Authority-led Partnership.

*Bioretention basins consist of vegetation that retain, filter and treat stormwater runoff.

c. Rainwater collection and recycling

JAAP (SH7) requires developers to consider the impact on sewerage and water supply network, ensuring capacity is adequate. Policy DM21 of the Local plan, specifies that all new residential development must achieve as a minimum the optional requirement set through Building Regulations for water efficiency that requires an estimated water use of no more than 110 litres per person per day. Water butts and other rainwater harvesting systems should be integrated within building designs for use in communal gardens and public landscapes or for non-potable uses such as toilet systems. This will help reduce the risk of flooding from surface water runoff, but also provides an additional water resource for residents and landscape management.

d. Adaptability of buildings and spaces

Nationally Described Space Standards should be adhered to as a minimum and dwellings should have the flexibility to provide space for home working and study. Developers could consider the inclusion of winter gardens into housing design which provides flexible indoor/outdoor spaces which can change in use according to the season. Higher floor-ceiling heights on ground floors of residential properties fronting onto Brighton Road could be provided to facilitate their potential conversion to other uses in the future should needs change.

JAAP policy SH6 outlines that non-residential developments must be designed for the proposed lifetime of the development (at least 60 years).

In general, buildings and spaces should be designed to be flexible and adaptable to accommodate changes over the course of their lifetime without significant physical alteration, reducing the environmental damage and economic costs associated with demolition and rebuilding.

e. Energy efficiency

The JAAP (SH1) requires all new developments to incorporate low and zero carbon decentralised energy generation, including heating and cooling networks and associated infrastructure, however, we understand that a decentralised energy system is no longer being developed. The Adur Sustainable Energy SPD is currently being updated, therefore development must have regard to this.

Sites are therefore required to demonstrate on a site-by-site basis how they will achieve low and zero carbon development, with a fabric-first approach taken to energy efficiency through construction, materials, building orientation and passive design, ensuring good levels of natural lighting reaches habitable rooms. South facing single aspect dwellings that lead to overheating and north-facing single aspect flats should be avoided. Roofs should be designed to maximise opportunities for solar PV generation with south-facing roof space.

Opportunities to reduce embodied carbon through the reuse of onsite materials, use of locally sourced or recycled materials or use of off-site prefabrication to reduce construction waste should be explored.

All dwellings should have access to an onsite electric vehicle charging point.

Shoreham Harbour Joint Area Action Plan (October 2019)

Policy SH1: Climate Change, Energy and Sustainable Building

Policy SH6: Flood Risk and Sustainable Drainage

Policy CA7: Western Harbour Arm

Adur & Worthing Level 1 and Level 2 Strategic Flood Risk Assessment (2020)

Adur Local plan (2017)

Policy SP2



The Modern House, <https://www.themodernhouse.com/journal/what-were-hearing-whats-going-on-on-the-brownfield-sites-along-the-thames-in-east-london/>, Date accessed: 13/05/2024

South-facing roofs with solar panels



Planted roadside SuDS



Higher floor-ceiling heights on ground floor could facilitate use change in the future



Divisare, <https://divisare.com/projects/25436-atelier-kempe-thill-ulrich-schwarz-berlin-winter-garden-housing-antwerp-nieuw-zuid>, Date accessed: 02/05/2024

Flexible indoor/outdoor balconies for adaptability to changing seasons



Vegetated attenuation basin



Savills, https://assets.savills.com/properties/GBCBRCKS190143/CKS190143_CKS20001588.PDF date accessed: 13/05/2024

Non-habitable ground floor used for parking, storage, utilities and 'hobby room', Bridge Point, Rye



View of Adur Ferry Bridge from Sussex Yacht Club

9.0 Conclusions and next steps

The regeneration of the Western Harbour Arm has progressed rapidly, transforming the area from an industrial and derelict brownfield corridor to a residential waterfront neighbourhood. Around 58% of the development area allocated in the 2019 JAAP within the WHA now has planning consent.

This Placemaking Report summarises an analysis of the placemaking impact of these permitted schemes and the issues and opportunities to be addressed as the remaining sites are brought forward. To date, sites have come forward on an individual basis, delivering housing (including affordable) and sections of the required infrastructure: land for a A259 cycleway, a waterfront route, and flood defences. The schemes are generally in line with the JAAP, but are at greater densities and heights than anticipated, with concerns raised by local stakeholders around the scale of development, insufficient on-site public green space and community facilities.

Through a process of options testing with stakeholder involvement, a preference has emerged for the remaining development sites to have a greater mix of housing types, greater public open space and community facilities, and generally lower building heights than schemes brought forward to date. This is reflected in the concept plan and high-level design guidance within this report.

A new name for the area 'Shoreham Riverside' is proposed to better reflect the evolving character of the place.

For the guidance in this document to have appropriate weight in planning decision-making, the Council is considering how the outputs of this study may feed into the emerging Adur Local Plan update, and potentially an additional associated Supplementary Planning Document or a dedicated Design Guide for the area, informed by further viability work. The use of planning conditions may be considered to further define uses within Class E to achieve this document's vision for the area.

Co-ordinated delivery

The remaining allocated land has been grouped into four sites. It is expected that development will continue to be brought forward on a site-by-site basis, and as such will need to be carefully co-ordinated with adjacent sites to enable internal connectivity and a harmonious overall design. Site B fronting The Ham is within multiple ownerships. Due to the small size of this site, the Council's preference is that this should be brought forward as a single planning application in order to deliver a cohesive scheme that uses the land efficiently.

Next steps

The following next steps are recommended, subject to funding, to assist in co-ordinating the area's transformation:

- Preparation of an update to the Shoreham Harbour Streetscape Guide or new guidance document to provide further detail on:
 - the SuDS and tree planting strategy for Brighton Road to be integrated with WSCC's cycleway design
 - a palette of planting and hard landscape materials appropriate to the local climate and riverside character, for use within public open spaces, waterfront route and Brighton Road
 - the required ecological enhancements at the riverbank
 - a wayfinding strategy incorporating the heritage trail proposals
- Preparation of community-led landscape design proposals, in collaboration with ADC Parks team, for the enhancement of The Ham and adjacent public realm, and Kingston Beach. This is required to utilise and direct S106 money.
- Ongoing community engagement with community stakeholders and site owners/developers, building on the momentum gained through this study.



View towards Kingston Buci Lighthouse and South Downs from Shoreham Beach

Appendix A: Summary of external stakeholder engagement

Community Representatives Meeting, 19 February 2024

Attendees:

- Three representatives from Adur Residents' Environmental Action (AREA)
- A representative from Kingston Beach Residents' Association
- A local councillor and representative from Kingston Beach Residents' Association
- Two representatives from Shoreham Society
- A representative from Shoreham-by-Cycle
- Two representatives from Shoreham Port
- Councillor and cabinet member for Regeneration and Strategic Planning at Adur District Council
- Tim Chapman: Shoreham Harbour Development Manager at Adur and Worthing Councils
- Clare Coats, Skye Langmuir and Gina Simonavice: Alan Baxter

After a short presentation by Clare Coats from Alan Baxter about the placemaking study's objectives and findings so far, the community representatives raised a number of concerns about development of the Western Harbour Arm so far and their priorities for the remaining sites.

Concerns

1. The JAAP Vision

- There was a feeling among community representatives that there has been a gap between the JAAP's vision and reality.
- Concerns were raised about the high density of developments, which go against the design brief, as well as the lack of social and physical infrastructure to accompany these high densities.
- There were concerns raised about the piecemeal fashion of the developments so far which appear to be separate buildings and lack an overall cohesion or ability to foster a sense of community.
- Further concerns were raised regarding the shape of the WHA as a narrow strip between a busy road and river, which does not lend itself to the vision due to difficulties around accessibility, particularly by walking and cycling.
- The vision's objective of creating a 'vibrant destination' was discussed and community representatives noted that to create a destination, there must be facilities, space and reason to visit. To create this, attendees spoke of the potential to actively promote the heritage and natural environment, improve transport links, convenience, and provide/enhance facilities at Kingston Beach.

2. Density

- Concerns were raised over the potential high density of the remaining WHA sites, particularly due to increased developer costs associated with decontamination and excavation, as well as the sites being located further from the town centre and harbour mouth making them less attractive.
- It was felt that these extra costs may cause developers to reduce the building footprints, but raise the heights of buildings, potentially to 20 storeys.

3. Perceived lack of infrastructure

- Concerns were raised about the secondary school provision, with discussion of pupils having to leave the area, an inadequate sewage system and difficulties with dental and GP provision.
- Community representatives were concerned about the traffic on Brighton Road (A259), which would likely worsen as new residents move in increasing the number of cars on the road.
- Concerns about the length of time it will take for the footpath and cycleways to materialise, as well as a questioning the sufficiency of their design.

4. Lack of greenery, open space and play space

- Concerns were raised regarding lack of grass, parkland and playgrounds provided within developments so far.
- Further concerns were raised that if off-site provisions are made for green and open space, new residents will have to cross the busy polluted road and walk for more than 15 minutes to access these spaces.

5. Second Homes/Holiday Lettings

- Community members raised the issue of the potential use of new dwellings as second homes, weekend homes or holiday lettings, rather than for those in Shoreham, particularly those on low incomes, although this issue is not restricted to Shoreham.

6. Vacant ground floor commercial space

- The problems associated with vacant commercial ground floor spaces were raised several times, with the ground floor of Mariner Point cited as an example of commercial space left empty creating a poor-quality run-down environment that takes away from the area rather than bringing prosperity.
- There was also a feeling that 'commercial space' appears to be a catch all term for anything, and the businesses that move into these spaces may have no relevance to the people who live there or nearby, and won't necessarily address their needs or desires. Although this issue is not restricted to Shoreham.
- Accessibility to commercial spaces was raised as an important factor in whether they are successful or not.

7. Potential canyon effect on Brighton Road

- Concerns were raised over the potential for a canyon effect on Brighton Road if there were to be tall buildings on the land to the north of Brighton Road in the future.

Priorities

1. Connectivity and permeability between development sites

- Community representatives expressed desires for the new developments to be permeable, for example, not having one way in and one way out, so people can pass easily from one development to the next as well as to and from the riverside.
- It was felt that if people can move around freely and easily, this will reduce car-dependent habits and congestion and pollution on Brighton Road.

2. Create convenience

- Participants expressed a desire for the new developments to create convenience for the people living in them, in terms of access to key destinations, such as the railway station, cafes, supermarkets, the GP and workplaces.

3. Community space / centre

- Community members spoke about the need for dedicated community space within the WHA for people to gather socially and engage in sports groups, children's groups, meetings, among other activities.
- It was felt if these were provided on site, this would reduce car-dependency as well as fostering community cohesion, enabling people moving to Shoreham to contribute and participate in the wider life of the town.

4. Green, open and play spaces

- Community members expressed a desire for green spaces with proper trees and grass, play spaces, and wide-open places for people to sit around in, rather than small pieces of land here and there.
- There was a desire for the remaining sites to be more open to the riverside, with gaps going into developments that are more park-like with play areas.

5. Promotion of the heritage and natural environment of Shoreham

- The possibility of a heritage trail was discussed to reveal the industrial heritage of the WHA, with information boards at points across the WHA explaining what was there in the past (rather than a standalone public art installation)
- There was desire expressed for the creation of a destination at Kingston Beach, providing an endpoint for the walkway and cycleway, encouraging people to use these. There were suggestions for an information centre on maritime activities, sea kale and the hydrogen project among other ideas, as well as the potential use of the Old Customs House building.

6. Lower density development

There was a general sense that the remaining sites should divert from the pattern of high-density development that has been built or consented so far.

Site Developer & Landowner Meetings, February 2024

The key landowners and site promoters for the remaining undeveloped sites were invited to participate in one to one discussions with the project team during February 2024.

Landowners and representatives of The Whale car wash, EMR and Kwik Fit sites responded positively and participated in engagement sessions with Alan Baxter and Tim Chapman of ADC on the 14th and 15th February 2024.

In summary, the main points discussed (omitting commercially sensitive matters) were:

- All landowners/developers of the remaining sites are working independently and are at different stages in considering their future plans for their sites.
- The Whale car wash site has an existing access across the Kwik Fit land; this is a major constraint for the development of the Kwik Fit site.
- EMR site is an operational materials recovery business. They are looking for a site to relocate to within the catchment of their business with ADC's assistance. They recognise that their current operation is not compatible with adjacent residential uses in the longer term.
- There was concern raised that consented scheme designs did not always support connectivity and access between adjacent sites.
- All noted the challenges of delivery, relating to viability, existing operations and leases, required infrastructure, site remediation and flooding constraints.

All landowners/developers will be invited to the subsequent workshop in March.

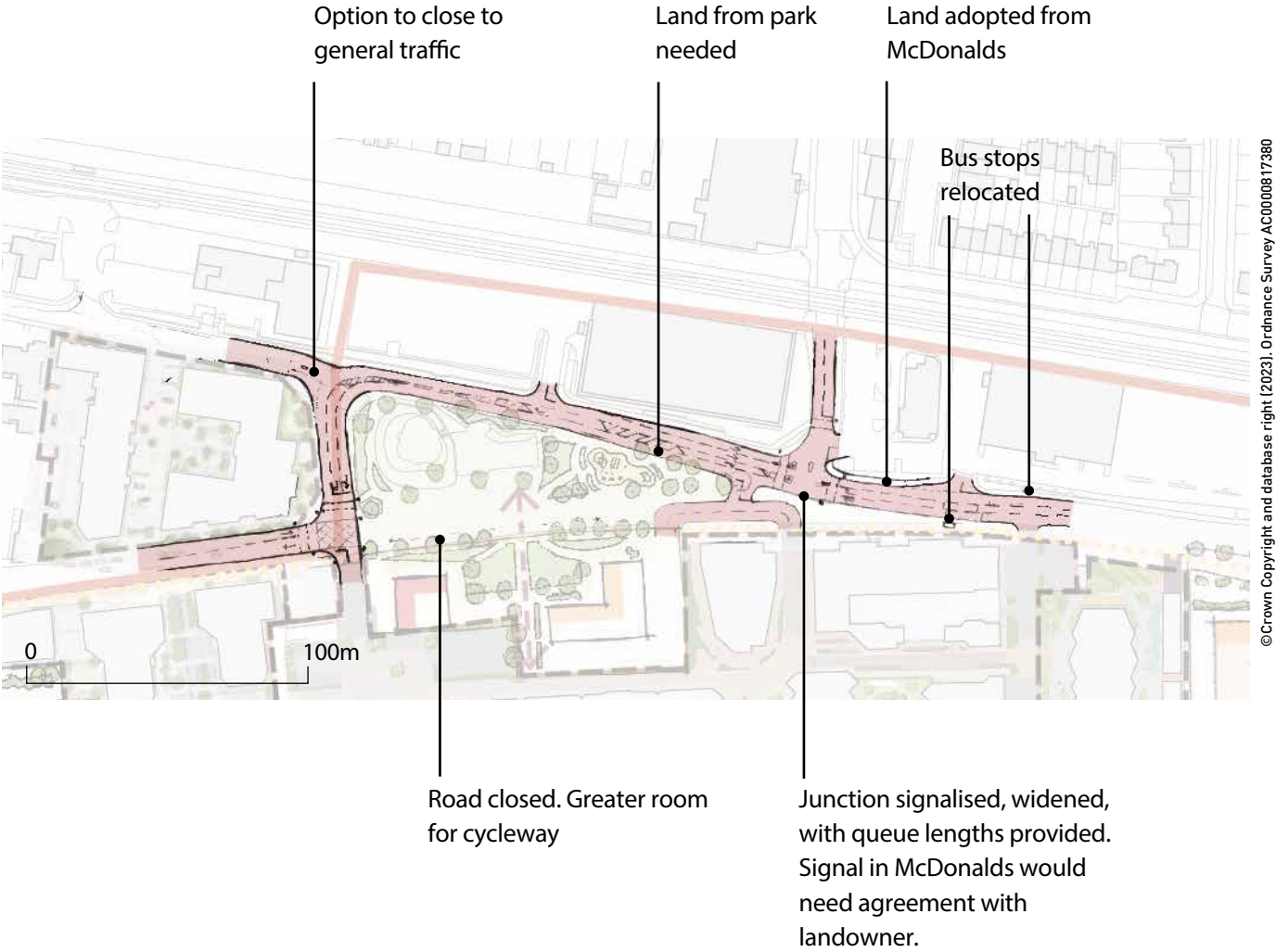
Appendix B: A259 / Brighton Road rerouting

During the options testing for the Western Harbour Arm, a highways proposal was considered whereby the A259/Brighton Road would be rerouted to the north of The Ham. The purpose of this would be to enable a traffic-free area to be delivered between parts of the Western Harbour Arm and Ham Road Park. A highways feasibility sketch was produced (see below), which featured the following key elements:

- Junction of Brighton Road/Eastern Avenue to be realigned and signalised. Note that in the existing arrangement Eastern Avenue runs parallel to Brighton Road, in order to provide queuing space for the level crossing of the railway. The proposed signalised junction would therefore need to provide ample queuing space for this purpose.
- Widening of the rerouted A259 assumed, including using land from the park if need be.
- Adoption of private land from the McDonalds property, to facilitate the highway realignment
- Relocation of local bus stops
- Reprovision of local vehicular accesses to properties along the Western Harbour Arm
- Provision of a generous cycleway south of Ham Road Park
- Option to close the junction of Ham Road/Eastern Avenue to general traffic

This proposal was discussed at the stakeholder workshop as part of the scenario 3 option, with attendees questioning the cost vs value of the proposal. The proposal was also discussed with West Sussex County Council (WSCC) as the Local Highway Authority, in order to get general feedback on feasibility. WSCC were concerned with the queuing space available for vehicles waiting for the level crossing of the railway, and stated that they scheme would need to be modelled in order to demonstrate sufficient capacity. They also emphasised that it would need cooperation from landowners on the proposals.

Therefore, the highways proposal has not been taken forwards as part of the preferred option for the Western Harbour Arm. However, it is included in this appendix as an alternative for reference purposes.



SHOREHAM WESTERN HARBOUR ARM PLACEMAKING STUDY	
A259 INDICATIVE HIGHWAY PROPOSAL	
1875/140 1:2500	
APRIL 2024	Alan Baxter

Appendix C: SWOT Analysis cross-referenced with Design Guidance

SWOT Analysis	Design principles	Design guidance
Strengths		
The WHA is in a good location sitting on the River Adur waterfront & has attractive views towards South Downs and local landmarks.	1. A distinctive place with maritime roots	1 (b) Riverside Views
The western part of the WHA is near Shoreham town centre & other established activity areas & is within walking distance to Shoreham Beach. Eastern part of the WHA is close to Kingston Beach & its leisure facilities.	1. A distinctive place with maritime roots 4. Greening the riverside 5. A connected riverside	1 (c) Maintaining maritime activities 4 (b) Waterfront route green corridor 4 (d) Enhancing village greens 5 (a) Prioritisation of active travel 5 (b) Improvement & delivery of transport infrastructure
The site is well connected by public transport. Two railway stations are accessible on foot within 10-15mins, and the site is located on a Littlehampton-Brighton bus route.	5. A connected riverside	5 (a) Prioritisation of active travel 5 (b) Improvement & delivery of transport infrastructure
Regeneration activity is well-underway; consented schemes are bringing forward high numbers of new homes (1,271 units) with approx. 53% of affordable housing (670 units). As part of mixed-use schemes commercial space of 12,961 m ² is being delivered.	1. A distinctive place with maritime roots 3. A place with a strong sense of community & mix of uses	1 (d) Creating a distinctive character and scale 3 (a) Centres of community activity 3 (b) Employment space 3 (c) Variety of housing sizes, typologies & tenures
Development schemes that are being brought forward are broadly policy compliant despite considerable viability challenges, & are delivering flood defences, a waterfront route & safeguarding land for a cycleway on the A259.	5. A connected riverside 6. A resilient riverside	5 (b) Improvement & delivery of transport infrastructure 6 (a) Flood risk resilience
Weaknesses		
Traffic dominates the A259 and it lacks a dedicated cycle lane & greenery	4. Greening the Riverside 5. A Connected Place	4 (a) Greening of Brighton Road 4 (c) New public green squares and pocket parks 5 (a) Prioritisation of active travel 5 (b) Improvement and delivery of transport infrastructure

SWOT Analysis	Design principles	Design guidance
The WHA fronts onto the river but is lacking activity & accessibility to the waterfront. This situation is improving as developments come forward with waterfront access.	1. A distinctive place with maritime roots 2. An inviting riverfront destination 5. A connected riverside	1 (c) Maintaining maritime activities 2 (a) Generous, well-designed space 2 (b) Create pockets of interest & activity along the route 2 (d) Distinctive maritime elements 2 (e) Activating the route 5 (b) Improvement & delivery of transport infrastructure
There is a lack of north-south connectivity from Kingston Beach to Shoreham Beach over the river and across the railway line between Eastern Avenue and Kingston Lane.	5. A connected riverside	5 (a) Prioritisation of active travel
Eastern part of the site is not close to any local centres but is close to Lidl.	3. A place with a strong sense of community and mix of uses	3 (a) Centres of community activity: Community hub, Brighton Road
Consented schemes are being delivered on site-by-site basis: - development viability is challenging due to the need for significant infrastructure to address site constraints - development densities are higher than expected, as a result dwelling numbers are higher than previously anticipated. - different design approaches have been taken the flood defences, waterfront route and A259 cycleway & there is a lack of consistency across the schemes. - low levels of public open space have been delivered on site (the JAAP recognised that this may occur). Open space is generally private. - safeguarded space for the cycleway is tight (0.5m) adjacent to the Free Wharf development. The road may need realigning to deliver the route. - there is a lack of coordinated delivery so missing a joined up character across the whole area. The flood defences, waterfront route and A259 cycleway will not be fully functional until all sites have been built out.	1. A distinctive place with maritime roots 2. An inviting riverfront destination 3. A place with a strong sense of community and mix of uses 4. Greening the riverside 5. A connected riverside 6. A resilient and protected riverside	1 (d) Creating a distinctive character and scale 2 (a) Generous, well-designed space 3 (a) Centres of community activity 4 (c) New public green squares and pocket parks 5 (b) Improvement and delivery of transport infrastructure 6 (a) Flood risk resilience
S106 contributions for improving &/or creating new public open space off site & provision of a cycle route along the A259 are being received, but there are no detailed plans completed to deliver these improvements.	4. Greening the riverside	4 (c) New public green squares and pocket parks 4 (d) Enhancing village greens

SWOT Analysis	Design principles	Design guidance
Taller buildings of up to 9 storeys are being delivered at the edges of the WHA; previous assumptions were that tall buildings would be in the middle, away from Shoreham & Kingston Buci Conservation Areas. In general, there is an uncomfortable contrast between the high density residential schemes being built out to south of the A259 & the low rise retail/industrial to the north.	1. A distinctive place with maritime roots	1 (d) Creating a distinctive character and scale
There is potential under delivery of high quality employment space as commercial units are not being delivered with anticipated uses. This is difficult to control through planning due to the breadth of land uses within the new Class E.	3. A place with a strong sense of community and mix of uses	3 (a) Centres of community activity 3 (b) Employment space
Uses at EMR site & Shoreham Recycling Centre are poorly compatible with residential development.	3. A place with a strong sense of community and mix of uses	3 (a) Centres of community activity 3 (b) Employment space 3 (c) Variety of housing sizes, typologies & tenures
Opportunities		
Opportunity to provide more definitive guidance on types/amount of public open space required to be delivered on site.	4. Greening the riverside	4 (c) New public green squares and pocket parks
Opportunities to provide multi-functional green infrastructure that could include new parks, coastal themed natural play areas / boardwalks with flood management & greater biodiversity (potential locations identified include the area to the south of New Wharf site & the eastern side of EMR site).	2. An inviting riverfront destination 4. Greening the riverside	2 (a) Generous, well designed space 2 (b) Create pockets of interest & activity along the route 2 (c) Distinctive maritime elements 2 (d) Green infrastructure 2 (e) Activating the route 4 (a) Greening of Brighton Road (A259) 4 (b) Waterfront green corridor 4 (c) New public green squares & pocket parks 4 (d) Enhancing village greens 4 (e) Wider green infrastructure network

SWOT Analysis	Design principles	Design guidance
Opportunities for undeveloped parcels to provide a green corridor stretching along A259 incorporating green infrastructure & SuDS alongside the cycle route, in line with existing policy and guidance. To achieve this a more generous set back will be required than previous development schemes.	4. Greening the riverside 6. A resilient and protected riverside	4 (a) Greening of Brighton Road 4 (f) Landscape materials and planting 6 (b) Sustainable drainage systems
Opportunity to develop proposals for The Ham & Kingston Beach Village Greens: - Opportunity to improve The Ham & quality of its surrounding public realm creating a greater connectivity between The Ham & other sides of road. It could become a focal green space of the western part of WHA area. - Opportunity to improve quality & setting of Kingston Beach including enhancement of shingle habitat (outside WHA area).	4. Greening the riverside	4 (d) Enhancing village greens
Opportunity to increase biodiversity on site by introducing green roofs, living walls & floating ecosystems, supporting coastal habitats.	4. Greening the riverside	4 (e) Wider green infrastructure network
Opportunity to incorporate new coastal grasses, vegetated shingle areas, coastal riverside & intertidal habitats where possible.	1. A distinctive place with maritime roots 4. Greening the riverside	1 (a) Revealing maritime heritage 4 (f) Landscape materials and planting
Opportunities for floating pontoons, subject to navigational restrictions.	1. A distinctive place with maritime roots 2. An inviting riverfront destination	1 (c) Maintaining maritime activities 2 (a) Generous, well-designed space
Opportunity to provide clearer guidance on both the A259 cycleway & waterfront route for developers to enable design consistency.	5. A connected riverside	5 (b) Improvement and delivery of transport infrastructure
Opportunity to improve A259 character by introducing pedestrian/cycle friendly environment with segregated cycle lane, wider pavements, & safer crossings (this is being progressed by WSCC)	5. A connected riverside	5 (a) Prioritisation of active travel 5 (b) Improvement and delivery of transport infrastructure
Opportunities to create an interesting waterfront route with publicly accessible pockets of green spaces between Shoreham town centre to Kingston Beach.	2. An inviting riverfront destination 4. Greening the riverside	2 (b) Create pockets of interest & activity along the route 2 (d) Green infrastructure 2 (e) Activating the route 4 (b) Waterfront route green corridor
Opportunities for pedestrian north-south links from A259 to river including consented schemes.	5. A connected riverside	5 (a) Prioritisation of active travel 5 (b) Improvement and delivery of transport infrastructure

SWOT Analysis	Design principles	Design guidance
Opportunity for further review of the deliverability of a north-south link across the railway as a longer term ambition	5. A connected riverside	5 (a) Prioritisation of active travel
Opportunity to strengthen pedestrian/cycle connections to the station by providing improved link on a quieter road.	5. A connected riverside	5 (a) Prioritisation of active travel 5 (b) Improvement and delivery of transport infrastructure
Opportunity to explore future provision of a river crossing (water taxi, foot ferry) in the long-term	5. A connected riverside	5 (a) Prioritisation of active travel
Opportunity to continue to use this brownfield site to contribute to meeting Adur's ongoing housing needs	3. A place with a strong sense of community & mix of uses	3 (c) Variety of housing sizes, typologies & tenures
Opportunity to create a place with a distinctive character, points of interest along the corridor, & greater variety of housing typologies & building heights to create an interesting townscape.	1. A distinctive place with maritime roots	1 (a) Revealing maritime heritage 1 (b) Riverside views 1 (c) Maintaining maritime activities 1 (d) Creating a distinctive character & scale
Opportunities to reflect maritime heritage in the design of the buildings, street furniture, street art & planting.	1. A distinctive place with maritime roots	1 (a) Revealing maritime heritage 2 (c) Distinctive marine elements
Opportunity for more coherent landscape strategy in terms of vegetation, boundary treatments, signage & street furniture & the integration of boundaries between neighbouring sites.	1. A distinctive place with maritime roots 4. Greening the riverside	1 (d) Creating a distinctive character & scale 4 (e) Wider green infrastructure network
Opportunity for a variety of complementary architectural styles, building typologies and rooflines, which together create a harmonious & interesting townscape	1. A distinctive place with maritime roots	1 (d) Creating a distinctive character & scale
Opportunity to open up views from A259 towards the river/coastal skyline by breaking down the mass of buildings.	1. A distinctive place with maritime roots	1 (b) Riverside views
Opportunity to retain established & locally well-known uses including independent retail & leisure & incorporate them into the redevelopment scheme.	2. An inviting riverfront destination 3. A place with a strong sense of community & mix of uses	2 (b) Create pockets of interest and activity along the route 3 (a) Centres of community activity 3 (b) Employment space
Potential for new focus for community activity within the WHA whilst not competing with the town centre.	3. A place with a strong sense of community & mix of uses	3 (a) Centres of community activity 3 (b) Employment space

SWOT Analysis	Design principles	Design guidance
Opportunity to consider longer term area of change to the north of A259.	To be considered within the new Local Plan update. Concept plan is designed to work alongside redevelopment to the north of Brighton Road if this were to come forward in the future.	
Opportunity to retain view corridors to South Downs, Church of St Mary & Shoreham Lighthouse where possible.	1. A distinctive place with maritime roots	1 (a) Revealing maritime heritage
Opportunity to reflect the industrial heritage of the waterfront in the design of public spaces & public art along a heritage trail.	1. A distinctive place with maritime roots 2. An inviting riverfront destination	1 (a) Revealing maritime heritage 1 (b) Riverside views 1 (c) Maintaining maritime activities 2 (a) Generous well-designed space 2 (b) Create pockets of interest & activity along the route 2 (c) Distinctive marine elements 2 (e) Activating the route
Threats		
There is a risk that remaining sites will not come forward due to challenging viability & multiple land ownerships leaving poorly compatible industrial uses adjacent to recently developed sites.	See Section 9.0 Coordinated Delivery	
If the remaining sites stay in their current use, there is a risk there will be no connection between different parts of A259 cycle route & waterfront route & new publicly accessible space on site will not be created.	3. A place with a strong sense of community and mix of uses 5. A connected riverside	3 (a) Centres of community activity 3 (b) Employment space 5 (b) Improvement & delivery of transport infrastructure
If the remaining sites continue to be delivered on a site-by-site basis, there is a risk that the strategic infrastructure will not be delivered in a joined-up manner (i.e. public open space, A259 cycle route).	5. A connected riverside	5 (b) Improvement & delivery of transport infrastructure See Section 9.0 Coordinated Delivery
There is a risk that new residents will become reliant on car use due to delayed delivery of A259 cycleway & waterfront route.	2. An inviting riverside destination 5. A connected riverside	2 (a) Generous, well-designed space 5 (b) Improvement & delivery of transport infrastructure
Lack of available land on the northern side for a railway crossing adjacent to Lidl threatens the delivery of this active travel connection.	5. A connected riverside	5 (a) Prioritisation of active travel
There is a risk of unbalanced housing mix with overprovision of smaller units	1. A distinctive place with maritime roots 3. A place with a strong sense of community & mix of uses	1 (d) Creating a distinctive character & scale 3 (c) Variety of housing sizes, typologies & tenures

SWOT Analysis	Design principles	Design guidance
There is a risk that non-residential ground floor uses (less sensitive to flooding) remain vacant or starts to compete with town centre.	3. A place with a strong sense of community & mix of uses	3 (a) Centres of community activity
If remaining sites are delivered in a similar scale and manner to current developments, there is a risk of creating a neighbourhood which is unrelenting in scale & in stark contrast to its surroundings.	1. A distinctive place with maritime roots 3. A place with a strong sense of community & mix of uses	1 (d) Creating a distinctive character & scale 3 (c) Variety of housing sizes, typologies & tenures
Without a guiding strategy, the area may become a high density dormitory rather than a new place with places of interest & activity	1. A distinctive place with maritime roots 3. A place with a strong sense of community & mix of uses	1 (d) Creating a distinctive character & scale 3 (c) Variety of housing sizes, typologies & tenures
There is a risk of failure to prevent a canyoning effect on Brighton Road & of southern sites prejudicing future development to the north.	1. A distinctive place with maritime roots 4. Greening the riverside	1 (d) Creating a distinctive character & scale 4 (a) Greening of Brighton Road
There is a risk that proposed improvements to The Ham / Kingston Beach & A259 do not come forward and S106 money remains unspent.	4. Greening the riverside	4 (d) Enhancing village greens
There is a risk that Kingston Beach & its leisure facilities will not have the capacity to meet the increased recreation demand of the growing population.	1. Revealing maritime heritage 3. A place with a strong sense of community & mix of uses 4. Greening the riverside	1 (a) Revealing maritime heritage 3 (a) Centres of community activity 4 (d) Enhancing village greens
Parking ratios are low in the new developments (0.7 on average across consented schemes). This could cause pressures on parking in the future partially because cycle route & waterfront route have not been delivered in full.	5. A connected place	5 (c) Parking
Navigational requirements potentially limit increased activity & use of the river.	1. Revealing maritime heritage	1 (c) Maintaining maritime activities

Alan Baxter

Prepared by SL, CC, GSi, MBr

Reviewed by CC

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