

**Report of Director of Strategy**

**Shoreham Renaissance Masterplan and Implementation**

**1.0 Summary**

1.1 This report presents the main findings of recent public consultation into the Shoreham Renaissance Masterplan and recommends, in the light of consultation and some amendments, that the Masterplan is adopted. The purpose of the Masterplan is to provide a long-term planning framework to guide the regeneration of Shoreham town centre. The Masterplan sets high ambitions for Shoreham and it will be important to monitor progress and review the underlying principles on a regular basis to respond to changing circumstances.

**2.0 Recommendation**

2.1 Planning and Regulatory Committee is recommended to advise Policy and Strategy Committee on:

- (i) The appropriateness of the movement and public realm strategies within the Shoreham Renaissance Masterplan as set out in paragraphs 4.5 to 4.9;
- (ii) The appropriateness of the key development principles, as amended in response to public consultation, (paragraphs 4.10 to 4.19).
- (iii) The appropriateness of detailed development principles and concept for the 11 key opportunity sites within the Shoreham Renaissance Masterplan, as amended in response to public consultation and strategic considerations (paragraphs 4.20 to 4.31);
- (iv) Whether the Shoreham Renaissance Masterplan, subject to any Committee amendments, should be adopted as the long-term planning framework for the town centre, subject to regular review to reflect changing circumstances.

2.2 Subject to the advice from Planning and Regulatory Committee in response to 2.1 above, Policy and Strategy Committee is recommended to:

- (i) Agree the movement and public realm strategies, subject to any amendments;
- (ii) Agree the key development principles for the Shoreham Renaissance Masterplan, subject to any amendments;
- (iii) Agree the detailed development principle and concepts for the 11 key opportunity sites within the Shoreham Renaissance Masterplan, subject to any amendments;
- (iv) Agree to adopt the Shoreham Renaissance Masterplan, as amended, as the long-term planning framework for the town centre, subject to regular review to reflect changing circumstances;
- (v) Agree to delegate responsibility to the Director of Strategy, in consultation with the Council's nominated Members on the Shoreham Renaissance Working

- Group, to make any necessary amendments to the Shoreham Renaissance Masterplan in accordance with the decisions of this Committee;
- (vi) Agree to refer the movement and public realm strategies of the Masterplan to West Sussex County Council for their consideration and adoption as part of future review of the Adur Transport Plan;
  - (vii) Agree to receive a further report on detailed matters relating to Masterplan monitoring and implementation to a future meeting of this committee.

### **3.0 Context**

#### **Shoreham Renaissance Working Group**

- 3.1 The Shoreham Renaissance Working Group has been meeting regularly since 2004 to bring forward a masterplan for Shoreham town centre. The Working Group is a sub-group of the Policy & Strategy Committee and has co-opted members from SEEDA, West Sussex County Council and the Primary Care Trust. The Working Group has been overseeing the contract with Urban Practitioners, the masterplanning consultants, since January 2005 and will hold its final meeting in February 2006 to agree the final masterplan. At this final meeting the Working Group will consider what mechanisms should be put in place to oversee and monitor the successful delivery of the masterplan.

#### **The Basis for Public Consultation**

- 3.2 In August 2005 a report was considered by the Planning & Regulatory and Policy & Strategy Committees which set out a series of regeneration principles and development concepts for key sites across Shoreham town centre. It was agreed that the principles and concepts as set out in that report would form the basis of a public consultation programme to take place in September/October 2005.

#### **Shoreham Renaissance and Adur Development Plan Consultation Results**

- 3.3 The public consultation attracted a lot of attention and 254 completed questionnaires were analysed. This figure does not include the many letters, emails and other comments which were also considered when finalising the consultation results. A report of the consultation findings was prepared by Urban Practitioners and a copy is attached at Annex 2. The key issues emerging from the Renaissance consultation are outlined page 12 of the Annex.
- 3.4 These findings in large part mirror the findings from the Adur Development Plan (ADP) Issues and Options consultation which took place throughout November 2005 and for which 147 completed questionnaires were submitted. Both consultations show a general reluctance to see more housing development within Shoreham town centre. In the ADP consultation almost 70% of respondents were against seeing more housing development within the centre. In terms of building heights the ADP consultation shows that about 84% of respondents felt that each proposal should be considered individually in relation to its site and surroundings. 57% of respondents felt that all the main community facilities should remain in the Pond Road area which reflects the sentiment shown in the Renaissance consultation. In terms of car parking the ADP consultation shows that a majority of respondents felt that the existing level of car parking should be retained within the town but that it should be re-organised to

make better use of the larger and more accessible car parks. 52% of respondents supported this option. Both consultations show a good deal of support for public realm improvements including a new footbridge over the river Adur.

- 3.5 The full analysis of results from the ADP Issues and Options consultation will be presented to Committee in Spring 2006.

#### **4.0 Masterplan Issues**

- 4.1 The Shoreham Renaissance Masterplan is significant in a number of respects. It is an ambitious document which sets the planning and development context for change over the medium to long term (10-15 years). It is not intended to be a rigid 'blueprint' but a flexible framework to guide and influence change over that period. The process of guidance and influence is established through a set of **strategic development principles** for Shoreham town centre. Where there are known areas of development opportunity the masterplan also sets out **specific development principles and concepts**, (but **not** proposals) as guidance for the redevelopment or improvement of such sites. In considering these principles and concepts, Members are asked to refer to the draft Masterplan document attached as Annex 1 to this report.
- 4.2 Preparing and adopting masterplans for areas of change is regarded as best practice and is being firmly encouraged and supported by the South East of England Development Agency (SEEDA) as an essential pre-requisite for regional regeneration investment. SEEDA's commitment to this process is demonstrated through its investment support of the entire Shoreham Renaissance masterplanning process, via the Coastal West Sussex Area Investment Framework (AIF), and as a key partner on the Working Group.
- 4.3 The development sector regards masterplans as a positive statement of commitment by local planning authorities. The fact that local planning authorities are able to set out key development principles and establish design standards and expectations, supported by an extensive process of public consultation and involvement, helps to reduce financial risk and is a positive contributor to partnership working.
- 4.4 Once adopted the Shoreham Renaissance Masterplan will be reflected in the Adur Development Plan, with the development principles and key proposals incorporated in the Core Strategy and individual sites proposals in the Site Allocation document. The Core Strategy is currently at the preferred option stage and therefore the final document may contain some changes, after further public consultation.

#### **Movement and Public Realm Strategies**

- 4.5 Within the context of the Adur Community Strategy, the draft Masterplan sets out ambitious strategies for movement and public realm. The movement strategy recommends a review of town centre parking standards to align them with neighbouring town centres. A rationalised approach to parking provision is suggested, including the closure of two small car parks in Ship Street and Middle Street in favour of strategically located car parks to reduce the level of parking related traffic movement within the town centre, (see paragraph 4.28 below). A number of measures are proposed to improve pedestrian priority throughout the centre as well as better accessibility to the railway station, including improved bus/rail interchange

facilities. The strategy proposes that reliance on the car should be reduced through the following measures:

- Improvements to the streetscape where priority is given to pedestrians and cyclists;
- Low car use developments (i.e. no or minimal parking provision);
- Rationalisation of both on and off street car parking;
- Resident only parking areas;
- Traffic flow reduction measures with some pedestrian areas.

4.6 Overall, it is recommended that the movement strategy should be adopted as part of the Shoreham Renaissance Masterplan, subject to amendments concerning the retention of current levels of public parking capacity to support the economic health of this potentially fragile town centre and subject also to the application of parking standards for new development consistent with the Council's adopted policies. It is recommended that the movement strategy of the Masterplan be referred to West Sussex County Council, the responsible authority for highways and transport matters, to allow it to be considered within the context of future reviews of the Adur Transport Plan.

4.7 The overall aims of the public realm strategy are to:

- Rationalise parking and traffic flows to improve the environment for pedestrians and their accessibility;
- Improve visual and physical access to the river;
- Protect and enhance the setting of St. Mary's Church;
- Increase pavement widths and introduce semi-pedestrian areas;
- Introduce a lighting strategy to enhance Shoreham's waterfront and key public spaces;
- Ensure highest quality design which is sympathetic to the character of Shoreham.

4.8 The public realm strategy includes the following specific measures for the key opportunity sites;

- **Pond Road:** Create a new public square to serve the community heart of Shoreham;
- **East Street:** Pedestrianise of East Street and St. Mary's Road (allowing for residential and servicing access);
- **Footbridge:** Replace the footbridge (wider and realigned) to accommodate both pedestrians and cyclists;
- **Ferry Road:** Improve Riverside car park and improve pedestrian/cycle link between the town centre and the beach.
- **Riverside Walk:** Create a continuous riverside walk with new riverside development making provision for public access to the riverside.
- **Lighting:** An imaginative lighting scheme to connect the beach, riverside and town centre.
- **The Ham:** Realign the southern part of Eastern Avenue to enable The Ham to be linked with the Civic Centre site to improve access to the open space and open up new possibilities for enhancing and making better use of this important 'Gateway' open space.

- **Shoreham Station:** Public realm enhancements to improve visitors' first impressions of the town.
- **Tarmount Lane Studios:** Provide a high quality landmark building at the southern end of Brunswick Road.

4.9 Overall, the strategy proposes a package of ambitious public realm measures, which could be delivered independently or through new development, which would greatly enhance the visual impact and environmental quality of the town centre. It is recommended that Members adopt this strategy as part of the Shoreham Renaissance Masterplan. Aspects of the public realm strategy fall within the responsibility of West Sussex County Council and it is recommended that the strategy be referred to that authority for consideration and adoption.

### **Key Development Principles**

4.10 At its meeting on 8 August 2005 Policy and Strategy Committee, having received the advice of Planning and Regulatory Committee (1 August 2005), agreed some key principles to guide future development, as a basis for public consultation:

- To develop a sustainable community by:
  - Retaining Pond Road as the community heart of Shoreham;
  - Protecting and enhancing the setting of St. Mary's Church;
  - Increasing the amount of residential accommodation in the town centre.
- To secure diversity, vitality and equality of employment opportunity by:
  - Balancing land taken for new homes with land required to provide jobs for local people;
  - Protecting Shoreham's district-wide retail function as the main town in Adur District.
- To achieve high quality public realm by:
  - Using public realm improvements as a catalyst for development;
  - Protecting and improving access to the river front;
  - Creating a sense of arrival.
- To promote sustainable transport and movement by:
  - Improving the network of pedestrian routes;
  - Improving the movement from train to bus at Shoreham Station;
  - Rationalising parking to reduce traffic circulating the town to find parking spaces;
  - Reducing through traffic.

4.11 These key development principles received strong public support with only one receiving below 50% support levels in both the recent Shoreham Renaissance and Adur Local Development Plan consultations. This relates to the principle of increasing the amount of residential accommodation in the town centre. In the Shoreham Renaissance consultation, this principle received the lowest level of support (44%) whilst the ADP consultation showed that almost 70% of respondents were against seeing more housing development within the town centre.

4.12 If the Council were to accept this response it would have serious planning, social and regeneration implications. As the Local Planning Authority, Adur Council has a statutory responsibility to identify where planned housing allocations will be built within the District. These allocations come from two sources:

- The West Sussex Structure Plan, 2006-2016 (1745 dwellings);
- The draft South East Plan, 2006-2026 (2100 dwellings, including outstanding structure plan allocations, plus an additional 500 dwellings associated with the strategic regeneration of Shoreham Maritime).

4.13 To date, Adur Council has been very successful in meeting all its housing growth targets through the release of previously developed (brownfield) land. This principle of making the best use of land within the built up area of the district has significant advantages including:

- Bringing about the regeneration of redundant/derelict brownfield land;
- Promoting the sustainable regeneration of local neighbourhoods and communities;
- Bringing about investment to improve urban social, economic and environmental infrastructure;
- Safeguarding the district's open countryside for its current purposes but also as a long term resource for future housing growth.

4.14 The current media focus on housing growth within the south-east region has raised considerable public anxiety and this has no doubt been reflected in the consultation responses to the principle of residential accommodation within Shoreham town centre.

The main concerns are that:

- New residential development would bring about town cramming, raising the development density of the town centre and changing its traditional character;
- There is little public confidence that design quality of new residential development will enhance the town's character, many express a concern that it will damage the special character of Shoreham town centre;
- New development will create more traffic congestion;
- New people will be attracted into the area at the expense of locals;
- Added to all the above is the perception that the scale of development outlined in the masterplan might be delivered all at once rather than gradually over the next 10-15 years.

4.15 A different perspective to this issue emerged from the most recent meeting of Adur In Partnership (7 December 2005). Considerable concerns were expressed about the scale of housing need within Adur and the ability of social housing providers to bridge the enormous needs gap in the face of local public opposition to housing growth. We must also face the fact that housing development, (in its own right or as a component of mixed-use development) is a powerful catalyst for regeneration. Without it the Council would fail in its statutory duty to plan for housing growth and meet affordable housing needs. Without it, the whole viability of the Shoreham Renaissance premiss (i.e. making the best use of public land and property assets to invest in the

regeneration Pond Road as Shoreham's community heart) would also fail. A policy of 'no residential development' would be a **high risk** option for this Council to adopt.

- 4.16 Whilst the public response to residential development in the town centre is very disappointing, Members are urged not to dismiss this vital and powerful driver for regeneration. In recommending this development principle, along with the others that have been publicly endorsed, Members are asked to consider whether certain qualifications should be applied to determine the circumstances in which residential development would be acceptable. The following qualifications are suggested to address the underlying causes of public anxiety:
- Major residential development within Shoreham town centre should be a component part of mixed-use development and must be essential to its overall viability;
  - Development of major sites should be subject to a design competition to ensure the highest standards of design are achieved;
  - It must contribute to meeting the need for affordable housing as outlined in the Council's Housing Strategy and Local Plan (and later the Adur Development Plan when it replaces the Local Plan);
  - All development must conform to the council's design principles including sustainable development (to be adopted at a later date).
- 4.17 The only other principle which received a comparatively low level of public support (55%) during Shoreham Renaissance consultations concerned the issue of rationalising parking to reduce traffic circulating the town centre to find spaces (traffic churn). The Adur Development Plan consultation showed that a majority of respondents (52%) felt that the existing level of car parking should be retained within the town centre but that it should be re-organised to make better use of the larger and more accessible car parks.
- 4.18 Officers recommend that Members adopt the principle of rationalising parking in Shoreham, focused around the larger and more accessible car parks, but conditional on the existing level of public parking being retained, (rather than reduced as had been previously proposed by Consultants). The implications of this recommendation for the two smallest car parks at Ship Street and Middle Street are discussed in paragraph 4.28 later in this report.
- 4.19 To conclude on the Shoreham Renaissance development principles, Members are recommended to adopt those set out in paragraph 4.10 above on the basis of high levels of public support or, in the case of housing development, on the basis of planning and social need and the business case justifying the need for regeneration schemes to be viable. However, the Council will wish to have regard to public anxieties concerning the impact of housing development on the town centre through the introduction of specific qualifications within the Masterplan as set out in paragraph 4.16 above.

## Key Opportunity Sites

- 4.20 The Masterplan consulted on eleven key opportunity sites. The public responses to the range of development concepts tested during consultation were wide ranging and, inevitably, conflicting. The following paragraphs aim to assess the spirit of those responses and, where possible, give Members options to consider for incorporation in the final Masterplan. In considering the following key opportunity sites Members are asked to refer to Annex 1 and the accompanying consultation report, Annex 2.
- 4.21 **Pond Road:** This is the most important opportunity site and the issues around its future have been the driving force of the Masterplan. The Masterplan consulted on two illustrative development concepts, similar in content except for variations in layout design. In response to consultation, there was strong public support (83%) to retain and reinforce Pond Road as the town's community heart and that the area should be enhanced to reflect its status and setting alongside the Grade I listed St. Mary de Haura Church. The creation of a new town square and some pedestrianisation was also supported. The main concerns were reduced public parking, the introduction of housing development and scale of new development.
- 4.22 It is clear that the scale of public/community content at Pond Road will require an appropriate level of public car parking to support it and that the economic viability of any development will also require residential development to support it. It is therefore recommended that the broad principles set out in the draft Masterplan are adopted, subject to a detailed Planning Brief being prepared for Members' approval. The aim of the Brief would be to achieve public car parking comparable to current levels across the Pond Road sites and to ensure that any residential content is restricted to a level necessary to support the scheme's viability. A Planning Brief would be more able to take into account unfolding initiatives on the redevelopment of Pond Road and provide detailed planning guidance for a phased programme of change.
- 4.23 **Civic Centre and The Ham:** The Draft Masterplan consulted on two broadly similar illustrative development concepts with variations in layout, covering the Civic Centre site and staff car park, the adjacent retail warehouse site and The Ham open space. The majority view emerging from consultation supported the retention and improvement of The Ham to make it a much more useable open space and enhance its status as part of the Eastern Gateway into Shoreham town centre. There was also strong support for public use of the staff car park. However, there was more limited support for built development.
- 4.24 It is clear that the present bleak appearance of this significant gateway location has a negative impact on the image of Shoreham and, at the very least, urgent public realm investment is essential to rectify this deficit. The draft Masterplan concepts for this area would provide a flexible long-term framework for change and make a major contribution to the regeneration of the town centre. Certain aspects of detail, such as the future of the Civic Centre, are unlikely to be resolved within the short term but, nevertheless, the development principles are sufficiently flexible to respond to evolving circumstances. The two short-term opportunities to establish the 'Eastern Gateway' concept are improvements to The Ham and the establishment of a new 'streetscape' along the north side of Ham Road by redeveloping the staff car park and adjacent retail warehouse site to provide a mixed use scheme (residential, employment uses and some public car parking). It is recommended, therefore, that

the draft Masterplan principles for this area are adopted. Any progress on the regeneration of this area will, in due course, need to be supported by a detailed Planning Brief which would establish more specific planning and development requirements.

- 4.25 **Ham Road and Tarmount Lane Car Park:** The draft Masterplan consulted on two illustrative development concepts. The key feature of both concerns housing development on all or part of the Tarmount Lane public car park. It is clear from public response that there is little support for this and that public parking should be retained. Tarmount Lane is an important strategic parking location serving the eastern part of the town centre and should only be considered for residential development if a suitable alternative strategic location nearby could be identified. In this case, the adjacent Somerfield car park could fulfil this role, subject to parking capacity being increased by decking, to compensate for loss at Tarmount Lane. This would have the environmental advantage of removing a significant amount of traffic circulation from Brunswick Road and Tarmount Lane, as well as providing the opportunity to redevelop the car park for much needed residential accommodation within the heart of the town centre in line with Concept 2 in the Masterplan. This alternative development concept is entirely dependent on negotiation with Somerfield. Members are therefore asked to consider whether Concept 2 should be amended to incorporate the Somerfield car park as described above in order to ensure that a strategic car parking location is retained to serve the eastern part of the centre. Otherwise, it is recommended that Concept 2 is deleted from the Masterplan.
- 4.26 **East Street, Tarmount Lane and New Road:** Public response to Masterplan consultation showed support for pedestrianising East Street and the need to protect the traditional scale and character of this area, but with an acknowledgement that some of the buildings are of poor quality. The Masterplan development concepts establish a good set of design and development principles to guide change which allow for a flexible approach, including refurbishment and improvement of buildings as well as some new development. It is recommended that the draft Masterplan principles for this area are adopted.
- 4.27 **Shoreham Station Area:** Public response to Masterplan consultation showed strong support for retention of public parking at Shoreham Station to encourage greater use of trains along with management measures to encourage long-stay commuter parking off nearby residential streets. There was also support for creating a better bus/rail interchange and an enhancement to the station environment. It is important that sufficient public parking is retained to meet rail commuter needs, including those currently satisfied through long-stay on-street parking but which are likely to be displaced by future on-street parking regulations. The Masterplan sets a framework whereby this could be achieved through better use of currently underused land, allowing scope for residential and/or employment uses, along with public realm and public transport interchange improvements. It is recommended that the draft Masterplan principles for this area are adopted.
- 4.28 **Ship Street and Middle Street Car Parks:** The draft Masterplan proposes that these two small car parks should revert back to their historic residential use. This would have two positive outcomes. Firstly, infill housing of a sensitive scale and design would contribute positively to the character of this part of Shoreham and contribute to housing needs. Secondly, it would eliminate traffic movements caused by drivers

searching for parking spaces from one small car park to another. It is recommended that the concept set out in the draft Masterplan is endorsed as the case for development of these sites remains strong for the reasons outlined above. However, given the strength of feeling expressed in the public consultation, the Masterplan should incorporate a qualifying statement which would ensure that the future of these sites should only be reviewed in the context of the development of strategic car parks and to ensure there would be no overall loss of capacity.

- 4.29 **Ropetackle North and West End of High Street:** In general, there was more public support for new development at Ropetackle North than any of the other key sites, with some support for redeveloping the 1960's block at the west end of the High Street. In both locations the public supported improved access to the riverside with a riverside walk. It is recommended that the draft Masterplan principles for these two locations are adopted.
- 4.30 **Shoreham Beach:** The public see the provision of an iconic new footbridge as a high priority. Examples elsewhere demonstrate how they capture the spirit of an area's renaissance, creating confidence and optimism, which in turn attracts investment in regeneration. The draft Masterplan proposes a set of ambitious principles focused around a new footbridge together with imaginative public realm improvements, including a unique lighting strategy, to link Shoreham town centre to the Beach. It is recommended that the draft Masterplan principles for this area are adopted.
- 4.31 **Waterside East:** With the exception of the Parcelforce site, the draft Masterplan regards this riverside area as having development potential in the longer term, in association with the strategic regeneration of Shoreham Maritime. Public response unanimously supports the redevelopment of the Parcelforce site. The Masterplan principles for this area aim to improve the Brighton Road frontage and open up public access to the riverside. The redevelopment of Parcelforce site would, together with the nearby Ham/Civic Centre area, play a key role in establishing the Eastern Gateway to Shoreham town centre. It is recommended that the draft Masterplan principles for this area are adopted but that they should be subject to review bearing in mind the area's relationship with Shoreham Maritime, which is currently under review. However, it is recommended that the two illustrative development concepts be deleted pending the outcome of this review.

## 5.0 Implementation

- 5.1 The Masterplan gives guidance on how the public sector partners could work together to bring forward the key opportunity sites. The implementation issues concern:
- The financial viability of development proposals on each of the identified sites, either in isolation or as a package;
  - The willingness of key public sector partners to work together to deliver the desired regeneration objectives.
  - The willingness of community and voluntary sector occupiers, as well as other key occupiers, to work with the public sector partners in a positive way (e.g. through temporary or permanent relocation) to achieve the desired regeneration objectives;
  - The potential to 'ringfence' capital receipts from land disposals to help support the overall viability of a package of sites.

- The potential to secure S106 payments to contribute to delivery of Masterplan objectives.

5.2 The Masterplan outlines 4 potential delivery options for the key public sector partners to consider, as follows:

- **Individual site sales** : Each land owner could dispose of its own assets on a site by site basis. This would be done in conjunction with a Development and Marketing Brief. The capital receipts from each disposal could then be ringfenced to bring forward Masterplan objectives;
- **Appointment of a strategic development partner** : A strategic development partner would be appointed through a competitive marketing process to work with key public sector partners in bringing forward the Masterplan objectives;
- **Public Private Partnership** : Under a PPP the public sector would offer the development of its identified sites to a development partner in exchange for that partner delivering an agreed set of Masterplan objectives;
- **Direct procurement** : Under this option, public sector partners would use capital receipts generated from the sale of sites to offset borrowing required to fund Masterplan objectives under the Prudential Code.

5.3 The consultants make no specific recommendations other than proposing that further detailed work would be required before recommending a preferred procurement route. This is a matter that officers will report back to Policy and Strategy Committee in due course.

## 6.0 Conclusions

6.1 The Masterplan has been prepared with the benefit of extensive consultation with local people and stakeholders, including the business community, the Shoreham Society, landowners, retailers and young people. Most of the strategic development principles have been endorsed through public consultation, with the exception of residential development and issues concerning loss of public car parking.

6.2 On the issue of public car parking, there is some risk that reducing current capacity levels could have social and economic disadvantages for a potentially fragile town centre like Shoreham. It is therefore recommended that the Masterplan should reflect the principle that existing levels of town centre car parking should be retained, but that it should be reorganised to make better use of larger and more accessible car parks so as to reduce undesirable parking related traffic movements within the town centre.

6.3 On the issue of residential development, clearly the strength of public response against such development must be taken into account. Nevertheless, this raises some serious social and economic implications for the Council's ability to properly plan for regeneration, housing growth and strive to meet local housing needs. Members are, therefore, urged to take a strategic view and support the principle of residential development, subject to qualifications set out in paragraph 4.16 above which aim to reassure the public against bad development.

- 6.4 The movement and public realm strategies are ambitious and provide a comprehensive framework upon which the Council, in partnership with others, would introduce long term improvements to the quality of life of people living, working and visiting Shoreham. Members are recommended to endorse these strategies and refer them to West Sussex County Council for detailed consideration.
- 6.5 The Masterplan aims to set a flexible long-term planning framework for change (10-15 years). As a consequence the development principles and concepts for the eleven key opportunity sites offer a range of long-term and short-term practical solutions. In most cases Members are recommended to adopt these principles as a basis for guiding change, although in some cases officers have recommended amendments in response to public concerns or for strategic considerations. It will be important to monitor progress and review the underlying principles of the Masterplan on a regular basis to respond to changing circumstances.
- 6.6 In recommending the adoption of the Shoreham Renaissance Masterplan, further detailed work is required to progress its timely delivery. Discussions with key partners are currently underway to begin to unlock development potential at Pond Road, with exciting prospects of change taking place within the short term. This, together with more detailed advice on which delivery mechanism (paragraph 5.2) the Council should adopt will be the subject of a future detailed report to Policy and Strategy Committee in due course.

## **Local Government Act 1972**

### **Background Papers:**

Draft Shoreham Renaissance Masterplan, November 2005

Shoreham Renaissance Masterplan consultation report, November 2005

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WZB-D20-22

## Appendix

### 1.0 Council Objective

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

### 2.0 Specific Targets

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

### 3.0 Sustainability Issues

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

### 4.0 Equality Issues

4.1 Matter considered and no issues identified.

### 5.0 Community Safety issues (Section 17)

5.1 Matter considered and no issues identified.

### 6.0 Human Rights Issues

6.1 Matter considered and no issues identified.

### 7.0 Financial Implications

7.1 Shoreham Renaissance is identified as a priority in the Council's Medium Term Financial Strategy (2005-2008).

### 8.0 Legal Implications

8.1 Matter considered and no issues identified at this stage.

### 9.0 Consultations

9.1 Consultations in connection with the masterplan are reported in Annex ....., attached to the report.

### 10.0 Risk assessment

10.1 Matter considered and no issues identified.

### 11.0 Health & Safety Issues

11.1 Matter considered and no issues identified.

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