



Shoreham Renaissance Masterplan

Consultation report:
Exhibition responses

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1. Consultation

1.1 Consultation overview

The exhibition

Overview

A major public exhibition of draft principles for inclusion in the Shoreham Renaissance Masterplan was launched at the Shoreham Farmers' Market on Saturday 10 September 2005 and provided local people and interested parties with the opportunity to view and comment upon the initial proposals for Shoreham. The exhibition was then erected in the foyer of the Civic Centre from 12 September to 12 October 2005. In addition, a roving exhibition was held at the following venues throughout the consultation period:

- Shoreham Centre 12 - 15 September
- Church of the Good Shepherd 19 - 22 September
- Southwick Leisure Centre 26 - 28 September
- Shoreham Library 3 - 6 October
- Lancing Parish Council 10 - 11 October

A series of exhibition boards outlined the key opportunity areas and potential projects and questionnaires were provided for people to feedback their comments. The public exhibition, which was also available on the project website, was very successful and 254 questionnaires were completed and analysed. This report provides a brief outline of the exhibition, the questionnaire results and a selection of comments received.

The exhibition

The exhibition took the form of 18 A1 display boards. Initial boards outlined the objectives of the project, the analysis which has been undertaken of the town centre, and provided summary of consultation already undertaken, which includes the Shoreham Action Planning Day and the Adur Junior Citizenship events both of which were held in March 2005. The remaining boards provided a summary of prospective town-wide development principles under five key headings (see below) and then presented concept development options for eight opportunity sites within the town centre. The prospective key town-wide principles for future development in Shoreham were established as follows:

Developing a Sustainable Community

- Retain Pond Road as community heart of Shoreham
- Protect and enhance the setting of St Mary's Church
- Increase the amount of residential accommodation in the town centre
- A sustainable shoreham

Securing Diversity, Vitality and Equality of Employment Opportunity

- Balance land taken by new homes with land required to provide jobs for local people



1.1 Consultation overview

The exhibition

- Protect Shoreham's district-wide retail function i.e. the main town in Adur District

High Quality Public Realm

- Promote public realm (e.g. street, trees and improved public spaces) improvements as a catalyst for development
- Protect and improve access to the river front
- Create a sense of arrival

Promoting Sustainable Transport and Movement

- Improve network of pedestrian routes in the town i.e. lanes, twittens and streets
- Improve the passage from train to bus at Shoreham Station
- Rationalise parking to reduce traffic circulating the town waiting for parking spaces
- Reduce through traffic

The Questionnaire

A questionnaire accompanied the exhibition and could also be completed on-line through the specially designed project website. The questionnaire attracted comment and feedback on both the town-wide development principles and the concepts and principles put forward for each of the key development sites.



1.2 Key principles for future development

Responses

The first section of the questionnaire asks members of the public and stakeholders to comment on the key principles for future development in Shoreham, by rating their level of support on each principle from one to five. A score of 1 indicated that they did not support the proposed project while a score of five indicated that they strongly supported it.

The results are illustrated in figure 1.

The principles that gained the highest level of support from those completing the questionnaire were:

- Protect and enhance the setting of St Mary's Church (86%)
- Protect and enhance access to the river front (84%)
- Retain Pond Road as the community heart of Shoreham (83%)
- Protect Shoreham's district wide retail function, i.e. the main town centre in Adur District (81%)
- Reduce through traffic (77%)

Only one of the proposed principles had a support level lower than 50%; the principle of increasing the amount of residential accommodation in the town centre, which received a support level of 44%. This is related to the suggested principle of balancing the land taken by new homes with the land required to provide jobs for local people, which also received a relatively low level of support; 58%. A further less supported principle was that of rationalising parking to reduce traffic circulating the town waiting for parking spaces, which received a support level of 55%.

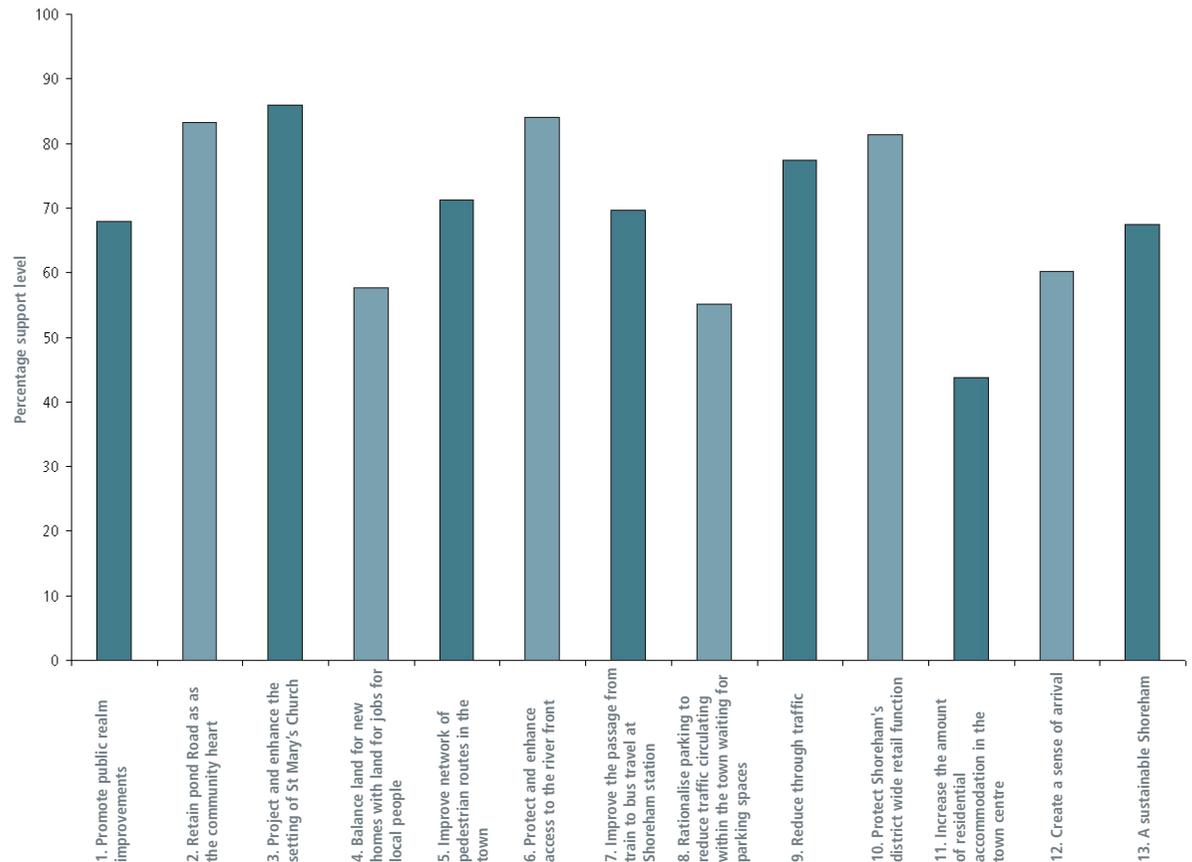


Figure 1 Consultation response chart

1.3 Key opportunity sites

Responses

The second section of the questionnaire asked participants to provide comments on the initial ideas for each of the key opportunity sites identified within the exhibition. The proposed principles for each of these sites are listed below, alongside the key themes identified during consultation.

Pond Road

Principles

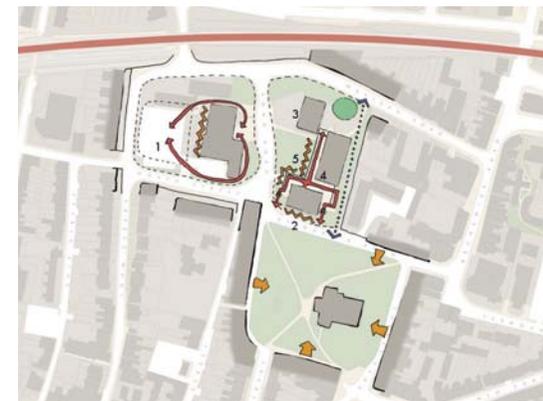
- Retain Pond Road as pedestrian route
- Maintain mature trees on site
- Maintain/improve 'twitten' through site
- Establish a frontage on north and west side
- Public building or square to front churchyard
- Building heights could rise to north
- Create more permeable frontage to the south
- Public buildings given prominent siting
- Other buildings provide continuity with context
- Respect building lines and heights
- Reinforce church as the focal point of the town by linking key public spaces

Main thrust of comments made were as follows:

- Support for retention of community uses
- In favour of retaining current parking provision
- Against reducing parking provision
- In favour of increased parking provision
- Little support for and much opposition to housing development
- Felt that the area was bland and uninspiring
- Felt that improvements were needed
- Concerned about the development of taller buildings
- Support expressed for the creation of new town square and pedestrianisation



Pond Road



Pond Road - analysis

"...it is essential for the present facilities at Pond Road to remain, even if rebuilt and for the Church to remain the focal point of Shoreham..."

1.3 Key opportunity sites

Responses

Civic Centre and The Ham

Principles

- New good quality buildings fronting open space
- Retain The Ham as an open space or relocate onto waterfront east?
- Improve pedestrian access by providing new crossings and/or reorganising traffic flows
- Repair streetscape on Brighton Road and Ham Road where possible

Consultation responses

- Majority view is that the open space of The Ham should be retained and improved
- Some limited support for redevelopment. Many recognise the Civic Centre building is an eye-sore
- Concerned about the under-use of the Ham
- In favour of landscaping and "greening" the area
- Strong support for more public parking in the area, including the public use of the Council car park

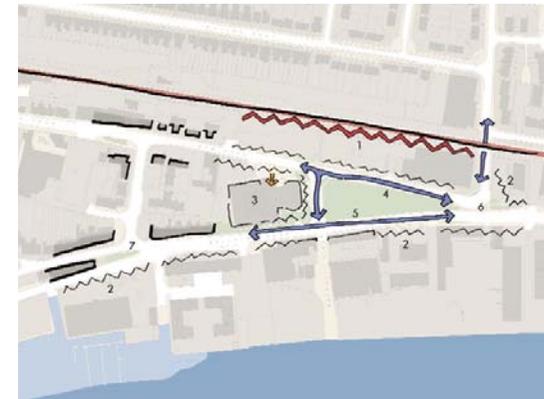
Ham Road and Tarmount Lane car park

Principles

- Preserve pedestrian access through site. Potential to rationalise footpath through future redevelopment of police station, providing direct access to station
- Establish a new frontage to Tarmount Lane with new residential development respecting building line
- Potential for new frontage to Ham Road
- Potential for Somerfield to extend store northward and provide active frontage to Ham Road

Consultation responses

- Clear majority view to retain the Tarmount Lane car park site.
- Very little support for developing the Tarmount Lane site for housing
- In favour of keeping the area as it is
- Concern about the development of taller buildings
- In favour of reduced/minimal parking charges
- In favour of improved lighting and more greenery



Civic Centre and The Ham - analysis



Tarmount Lane car park

"...The Ham: keep it improve it. Civic Centre: what an awful place..."

1.3 Key opportunity sites

Responses**Tarmount Lane Studios**

Principles

- Could be improved with an additional storey in height
- Should continue to provide affordable and flexible office, meeting and training space for the town

Consultation responses

- There was some support for the idea of change in this location
- However, many also were keen to see the area remain as it is
- Strong support for retention of the studios
- In favour of refurbishing and improving the premises
- Concerned with the lack of parking
- In favour of retaining area's character and not overdeveloping
- Against the development of taller buildings

East Street and New Road

Principles

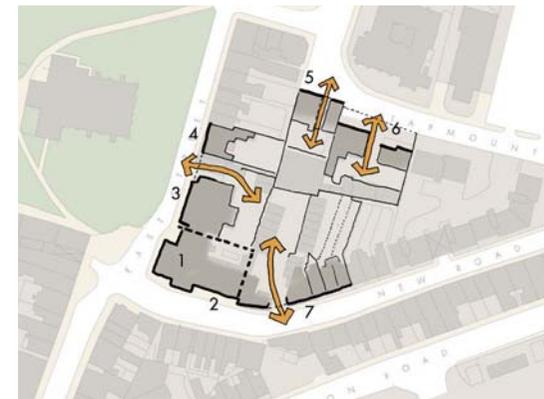
- Where possible buildings should be improved and the height of any new development should not exceed 3/4 storeys
- The highest standards of design should be used
- The retail frontage on East Street should be retained with opportunities for high density residential development to the rear along New Road

Consultation responses

- Much concern over protecting the traditional character of the area
- Some acknowledgement of the poor quality of some of the existing buildings
- Concern about the development of taller buildings
- Generally in favour of pedestrianisation of East Street
- Much concern about the need to protect New Road from new development
- Mixed views were expressed regarding the redevelopment of the Church Hall. Some views were keen to see the building itself retained, others were more concerned with the loss of a community facility



Tarmount Lane Studios



East Street and New Road - analysis

"...St Mary's Church Hall corner looks tired. Scope for replacement hall in Pond Road Development ..."

1.3 Key opportunity sites

Responses

West end of High Street

Principles

- Improve quality of frontage to High Street
- Retain and enhance north - south connections to river
- Establish riverside walk
- Maximise views and river activity
- Take full advantage of southerly aspect
- Suitable for commercial and residential uses

Consultation responses

- Some support for redevelopment of this 1960s development
- Much concern about the development of tall buildings in this location
- Strong support for improving access to the river and the establishment of a riverside walk
- Concerned about not having enough parking provision
- Against the development of modern office blocks
- Concerned about pedestrian access
- Feel the area is visually unattractive and needs redevelopment

Ropetackle North

Principles

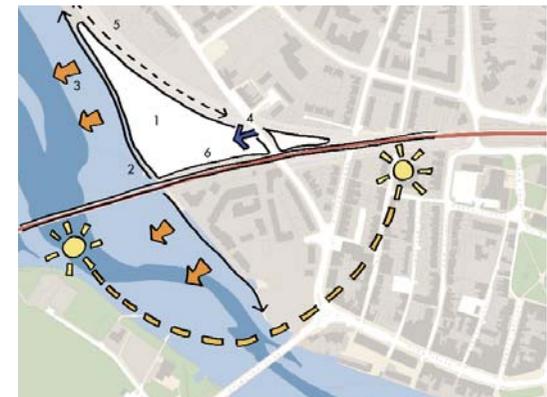
- Opportunity to create riverside walk
- Opportunity to improve the former railway route incorporating provision for cycles

Consultation responses

- In favour of river-side walk and adequate riverbank space for pedestrians
- In general there was more support for new development in this location than in any of the other key identified sites
- Many felt it was appropriate for employment as well as residential development
- Feel the area needs to be better maintained/cleaned up
- Concerns about the traffic impact of new development



West end of High Street



Ropetackle North - analysis

"...any redevelopment should be attractive and low height. River walk is needed..."

1.3 Key opportunity sites

Responses**Shoreham Station**

Principles

- Improve the arrival experience
- Make better use of currently under-used sites
- Create public transport interchange
- Increase the amount of publicly accessible car parking spaces

Consultation responses

- Very strong support for retention of public parking in this location to encourage use of train
- Many favour keeping the area as it is
- Feel the area needs to be better maintained/cleaned up
- Crime and safety concerns - particularly regarding youths at night
- In favour of improving public interchange/transport and supporting local bus services
- Against over-development

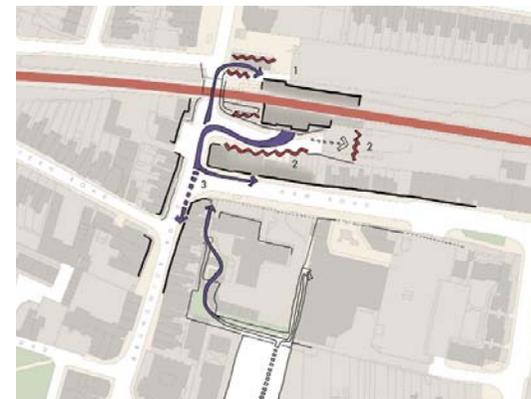
Parcel Force site

Principles

- Significant opportunity for residential and other town centre uses, perhaps including a hotel
- Development should help improve the Brighton Road frontage, should present a positive edge to the river and could play an important role in the establishment of a riverside walk

Consultation responses

- Unanimous support for redevelopment
- Greater support for housing here than on any other key identified sites
- Other users receiving significant support include a hotel and leisure uses
- Improved public access to the river considered very important
- General concerns about parking



Shoreham Station - analysis



Parcel Force site

"...a moderately priced hotel would be an asset, there is very little accommodation in Shoreham.."

1.3 Key opportunity sites

Responses**Small town centre car parks**

Principles

- Repair frontage with terraced housing development
- New development should echo prevailing development scale
- East/west blocks to take advantage of morning and evening sun
- Very limited approach to parking should be taken

Consultation responses

- Extremely strong resistance to loss of parking
- Parking considered important to both residents and businesses
- Concerns about misuse of disabled spaces

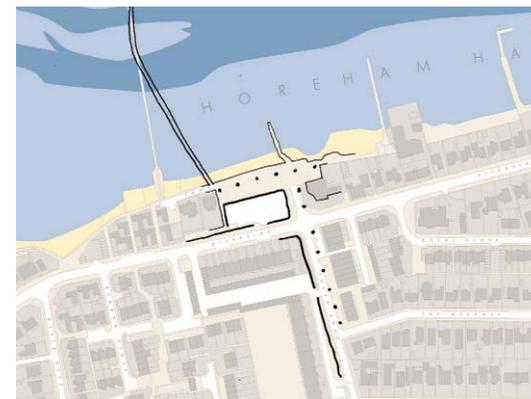
Shoreham Beach

Principles

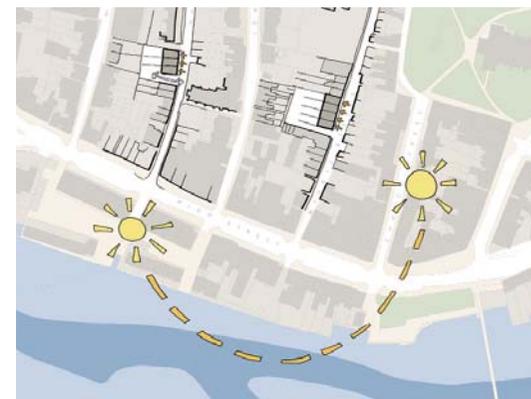
- Public realm improvements reinforce Ferry Road as important pedestrian route
- Increase enclosure around car park and improve visual quality
- Define Lower Beach Road as a public space linked to a pedestrian route which includes a new footbridge
- Promote new footbridge on linking Coronation Green with Shoreham Beach car park
- New lighting strategy to connect Shoreham Beach to new riverside walk

Consultation responses

- A new footbridge is seen as a high priority
- Strong support for the retention of the car park
- Support for general environmental improvements



Shoreham Beach



Small town centre car parks

"...I am totally opposed to the loss of any car parking in Shoreham, the development would also mean the loss of the public toilets in John St and there aren't enough of those in the town either..."

1.4 Conclusions

Key issues emerging from consultation

The consultation on the proposals and principles in the public exhibition provided valuable feedback on the key development opportunities in Shoreham and the priorities for the town's future.

The following comments provide a summary of the most commonly expressed views and opinions on the exhibition:

- Traffic moving through Shoreham should be discouraged where possible.
- Very strong views were expressed regarding the need to retain car parking within the town centre since it is recognised that many shops, businesses and existing residents would suffer without adequate car parking
- There is a concern over the scale of new development and it is suggested that any new buildings should respect the existing scale and character of Shoreham
- Strong support for retaining Pond Road as the community focus for the town
- There is little support and much in-principle resistance to new residential development in the town centre
- There is strong support for the provision of improved pedestrian access to the river-front and the establishment of a new riverside walk
- There is a need to provide more leisure facilities within Shoreham
- In general, there are high levels of scepticism over Shoreham's 'renaissance' and a feeling that the town should be 'left alone'

"...in view of the decision taken to allow Tescos to expand, every effort must be made to encourage support for the local shops - therefore it doesn't make sense to reduce the amount of car parking..."

