

Report by the Head of Planning and Community

Shoreham Renaissance Task Group

1.0 Summary

- 1.1 This report updates Members on the early progress of the Shoreham Renaissance (SR) task group following its initial meeting. The purpose of the task group is to progress the implementation of the SR strategy.
- 1.2 As agreed at the previous P&S Committee meeting, a bid to the West Sussex Coastal AIF's 5 Town Network project for support funding has been drafted and support for the bid is sought from this Committee.

2.0 Recommendation

- 2.1 Policy and Strategy Committee is recommended to:
- (i) Agree the group be called the Shoreham Renaissance Project Advisory Board;
 - (ii) Support the proposed bid to the West Sussex Coastal AIF's 5 Town Network project to assist the first phase implementation of the Shoreham Renaissance strategy (First Domino bid attached as Appendix 1) at no new committed cost to the Council;
 - (iii) Agree to receive further reports at a future Committee meeting regarding:
 - (a) A proposal for a formula or mechanism to 'pool' the capital receipts generated by the development of council-owned sites in order to recycle the money back into community facilities at Pond Road;
 - (b) A proposal for improving the engagement of businesses in the implementation of the Shoreham Renaissance strategy.

3.0 Background

- 3.1 Members will recall at the P&S Committee meeting on 4th April 2006 agreeing that officers establish a Shoreham Renaissance task group to progress implementation of the SR strategy.
- 3.2 It was also agreed to nominate a Member to join this group.
- 3.3 The first meeting of the group took place on 3rd May 2006 chaired by the Chief Executive. It was proposed to name the group the 'Shoreham Renaissance Project Advisory Board'
- 3.4 There is an early opportunity to bid for funds from the West Sussex Coastal AIF's 5 Town Network project to support the implementation of the SR strategy and a

proposed bid has been drafted to meet the deadline imposed. This is attached as Appendix 1. An investment from AIF of £203k is requested in support of the *First Domino* programme of works. The proposal is to match this with £225k of capital investment from Adur DC, £150k of which is already secured in existing budgets for 2006/07 but £75k will be subject to a new capital bid for 2007/08 and so is not yet committed. Securing AIF money is based on providing matching funds in a 50:50 ratio – if Adur reduces its contributions, access to AIF money will reduce proportionately.

- 3.5 The group was asked to investigate a formula or mechanism to ‘pool’ the capital receipts generated by the development and sale of council-owned sites in order to recycle the money back into community facilities at Pond Road. For example, if funds can be contributed to Shoreham Renaissance projects in this way then it will reduce the need to bid for new capital monies in the annual internal funding round. It was clear that this would need some detailed discussions with colleagues and so it is requested that the group reports back at a future meeting of this Committee.
- 3.6 The group was also asked to propose ways of improving the engagement of businesses in the implementation of the SR strategy, a recommendation flagged up during the evaluation stage of the masterplanning process. Officers have discussed this with business members of the Adur Economic Partnership and also with representatives of Worthing First, our neighbouring business association. Further discussions with Shoreham town traders and local members of Sussex Enterprise (the Chamber of Commerce for Sussex) are planned. Again, some thought and planning needs to go into this process and it is requested that the group report back at a future meeting of this Committee.

Local Government Act 1972

Background Papers:

Shoreham Renaissance Masterplan - P&S Committee, 24 January 2006
Shoreham Renaissance (pink papers) – P&S Committee, 2 February 2006
A Strategy for Shoreham Renaissance, March 2006
Economic Regeneration – P&S Committee, 4 April 2006

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Appendix

1.0 Council Objective

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

2.0 Specific Targets

2.1 To progress the strategy for Shoreham Renaissance and implementation actions during 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 Previously reported to Policy and Strategy Committee as part of the now adopted strategy for Shoreham Renaissance, March 2006.

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.

5 Town Network Initiative Proposals

Local Authority:	Adur DC
Scheme:	<i>First Domino</i>
Start Date for AIF Funding:	01 October 2006
Completion Date:	31 March 2008
Level of Priority:	High

Introduction:

The following paper proposes a programme of interrelated projects taking forward what some might describe as the first phase of implementing the Shoreham Renaissance (SR) strategy. Hence, the project programme is titled '*First Domino*' and should be read and considered *in conjunction* with the SR strategy document itself which provides much background information.

The elements of the programme link directly to the development principles adopted in the SR strategy together with actions involving a number of the key opportunity sites identified.

'*First Domino*' is presented as a programme because it is difficult to isolate individual elements as stand alone projects – each is interrelated to the others and it is important to view them in this context as a package, pieces of a larger jigsaw.

Brief Project Description including expected outcomes:

The Shoreham Renaissance Task Group, put in place recently to commence delivering the SR strategy, has highlighted the two key opportunity sites at Pond Road and East St / Tarmount Lane / New Road as areas for early progress.

Both these sites are currently home to a variety of community and voluntary sector organisations accommodated in a collection of ageing council-owned buildings and temporary Portacabins. This arrangement is now unsuitable for the council who wish to acquire vacant possession of these sites in order to advance redevelopment opportunities consistent with the SR strategy. From the voluntary organisations' viewpoint these facilities are also not ideal (for instance, most are not DDA compliant) and demand much of their staff time to simply maintain and manage the individual buildings.

There has long been an aspiration to accommodate this variety of organisations into some form of shared 'HQ' building, where economies of scale would reduce both costs and time spent managing facilities. Common needs such as meeting rooms, reception areas and toilets could be shared in an efficient, flexible way. It is a model seen working successfully elsewhere whereby community organisations under one roof make a 'rental' payment per square foot of space to cover running costs plus an additional amount to cover repairs, maintenance and general wear and tear etc.

The solution of acquiring a shared building is also attractive to the council who would not wish to discontinue its support to these organisations. However, the fact remains that in order to prepare these important town centre sites for redevelopment, the organisations will need to be 'decanted' elsewhere. In addition, it is clear that moving to a commercially owned building is unaffordable for these groups and so the solution must come from public sector property.

Whilst confidential at the moment, a soon-to-be-vacated building owned by a public sector partner has been identified for this purpose and there is general agreement that an arrangement can be put in place to transfer this building to Adur DC.

A little more work needs to be done to conclude this discussion but both partners are aware of the importance of this project which will not only help unlock the high-profile East St / Tarmount Lane / New Road site and provide improved community facilities for the town but also begin the process of preparing the Pond Road site for eventual redevelopment itself. Because it will trigger a sequence of crucial opportunities, the HQ building project is regarded as crucial to delivering this first phase of the SR strategy and therefore of the highest priority.

To progress this idea, consultant engineers were engaged during March 2006 to assess the suitability of adapting this building for use by community and voluntary organisations which essentially means the provision of office-style accommodation with meeting and training room facilities.

The consultants concluded that the building is sound and would lend itself to such alteration. From their detailed study they estimated the costs of the alterations and refurbishment scheme would be in the range £225k - £250k dependent upon final decisions made in consultation with the community and voluntary sector organisations themselves. As described above, this particular element of the programme will comprise a substantial step in implementing the SR strategy.

The '*First Domino*' programme budget allows for costs to work up a detailed development brief for the East St / Tarmount Lane / New Road site including a pedestrianisation scheme for the upper part of East St., a road which forms the eastern boundary of St Mary de Haura church.

A key development principle adopted by the SR strategy is to protect and enhance the setting of St Mary de Haura church. In this regard, a project element is proposed to provide new architectural illumination to the church. This idea comes from an emerging lighting strategy study that is currently nearing completion with the intention that it will eventually sit alongside the SR strategy and associated documents.

This nationally important Grade 1 listed 11th century church has recently undergone £1m of conservation works to preserve its structure. As the most prominent building on the Shoreham skyline and the town's most defining landmark, to illuminate the church structure and church yard pathways with modern architectural lighting would provide a stunning feature to the town centre and a magnificent setting for the new scheme on the East St / Tarmount Lane / New Road site. In addition, it would be appropriate to consider improving general areas in and around the church grounds.

WSCC have recently resurfaced the road to the west of the church with traditional granite sets and it would be the intention to incorporate the same quality of finish in the upper East St. pedestrianisation scheme. Whilst WSCC are not in a position to confirm their investment in such a scheme, they are fully committed to the SR strategy and discussions will proceed as part of the site development planning.

It is estimated that the built value of a completed East St / Tarmount Lane / New Road mixed-use scheme would be approximately £4m. With the incorporation of new church lighting and pedestrianisation, value will be added to the site. It would be hoped to gain substantial interest in the development from good-quality retailers, particularly those interested in the evening economy and the attractive church setting.

The pedestrianisation scheme will need careful planning in order to avoid knock-on traffic disruption. A new traffic movement study in conjunction with WSCC will be commissioned to advise on options (£5k est.). This study will also take into account the adopted SR strategy principle of removing smaller town centre car parks (which encourage traffic to 'churn' around town) and replacing them with strategic car parking on the edge of the centre.

In this case the small car parks at Ship St and Middle St would be redeveloped for housing and a new strategic car park provided at the Adur recreation ground. The plan would be for this car park to also have bus stop linkages into the High St for those not wishing to walk over Norfolk Bridge.

Buses already stop near this area. Adequate provision of disabled parking bays in the town centre will be looked at closely coupled with future plans to bring powers to enforce on-street parking under direct local authority control. Car park directional signage will be improved in conjunction with other streetscene improvements.

In addition, the removal of the temporary Portacabins at Pond Road will provide an opportunity to provide additional car parking spaces on this site together with landscaping improvements.

In overview, the 'First Domino' programme of interrelated projects includes:

- Refurbishment of a public building (£250k est.) for use as a shared HQ for 10 – 12 voluntary sector organisations (approximately 40 staff);
- Relocation of 5 –6 voluntary sector organisations from Tarmount Lane area buildings into new HQ;
- Relocation of 5 –6 voluntary sector organisations from temporary Portacabins on western side of Pond Road site into new HQ;
- Assembly of the East St / Tarmount Lane / New Road site currently in three ownership's (Adur DC, St Mary de Haura church and a private owner). Development Brief worked up for this site to include marketing costs and design of pedestrianisation scheme in upper East St (£20k est.);
- Impact of pedestrianisation scheme mitigated through movement study (£5k) to model new traffic flows coupled with rationalisation of smaller car parks to reduce 'traffic churn' in the town centre;

- In this respect, implement measures to remove two small car parks (37 spaces) at Middle St. and Ship St. and market these sites for new homes;
- Upgrade existing parking area on rough land at Adur recreation ground to a fully surfaced and lit, strategic 90 space car park (£100k est.) serving the western side of the town centre;
- Illuminate St Mary de Haura church with new architectural lighting (£53k est.) creating a stunning vista at the centre of town and adding value to the East St / Tarmount Lane / New Road scheme and pedestrianised zone and church yard;
- Portacabins removed from Pond Road site and area redesigned for additional car parking spaces and new landscaping.

Whilst the 'First Domino' programme will commence work on some early schemes, the long-term aims of the SR strategy will *continue* to be progressed on a broad front. Investigating grant funding opportunities for new community facilities and footbridge will be progressed alongside dialogue with owners of other sites, such as the railway station.

Overall, the 'First Domino' programme will deliver more housing and jobs into the town centre, improve facilities for voluntary organisations and for the wider community, achieve a more pedestrian-friendly town centre environment, protect and celebrate the church as the focus of the town, create a new strategic car park on the western edge, move the Pond Road site on with regards future redevelopment.

An investment from the 5 Towns Network of £203k is requested in support of the First Domino programme of works. This will be matched by £225k of capital investment from Adur DC, £150k of which is already secured in existing budgets for 2006/07 but £75k will be subject to a new capital bid for 2007/08 and so is not yet committed. In addition, the council will be providing 'in kind' contributions from substantial officer time (tbc) and other public realm and streetscene investments in the town centre (tbc).

Anticipated Partners:

Adur DC; WSCC
 St Mary de Haura Church; a local private landowner;
 Adur Council for Voluntary Services (+ several community organisations)
 Shoreham Community Centre

Summary (*the programme will be subject to the PID process*)

<u>Programme Element</u>	<u>£ AIF</u>	<u>£ ADC</u>
- Strategic car park (Adur Rec.)		100k
- Tarmount / East St / New Road		
Development Brief		20k
- Church Architectural lighting	28k	25k
- Traffic Movement Study		5k
- HQ Refurbishment	175k	75k
Totals	£ 203k	£ 225k

Funding:	AIF		Anticipated Leverage (Estimated built value of development scheme)
		(Adur DC)	
2006/07	28k	150k a)	
2007/08	175k	75k b)	
2008/09			circa. £4m
Total	203k	225k	circa. £4m

a) £100k – Adur Rec car park comprising:

- £55k existing 06/07 capital from Car Parks Rolling Programme budget
- £45k existing 05/06 capital carryover from Delivering Shoreham Renaissance budget

£50k – existing 06/07 capital from Delivering Shoreham Renaissance budget

b) £75k subject to Adur DC allocating this capital in next funding round for 07/08