



North Tyneside Council

**Retail Centres
Regeneration Study**

North Shields
Town Centre
Regeneration Strategy

**FINAL REPORT
APRIL 2010**

North Shields

ARUP

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GENECON
ECONOMIC AND SPATIAL REGENERATION

DTZ

North Tyneside Council

**Retail Centres
Regeneration Study**

North Shields
Town Centre
Regeneration Strategy

April 2010

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This report takes into account the particular instructions and requirements of our client.

It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party

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1 Foreword

Arup in association with Matrix, DTZ, and GENECON were commissioned by North Tyneside Council to undertake the North Tyneside Retail Centres Regeneration Study in March 2009. The commission involved the delivery of the North Shields and Whitley Bay Town Centre Regeneration strategies.

1.1 Relationship with Wider Plans and Strategies

The Regeneration Strategies for both North Shields and Whitley Bay will add to the evidence base and help inform the Council's emerging Local Development Framework, specifically the Core Strategy, Coastal Area Action Plan, and North Shields Area Action Plan.

As part of the Local Development Framework, Area Action Plans (AAP) will be developed for the town centres of Wallsend, North Shields and Whitley Bay (Coastal AAP). There has been consultation on Issues and Options for each of the AAP's.

In summary, the fit with the other main centres within the borough-

- **North Shields:** this study is intended to form the evidence base for the emerging Local Development Framework – in particular the Core Strategy and the North Shields Area Action Plan.
- **Whitley Bay:** this study is intended to form the evidence base for the emerging Local Development Framework – in particular the Core Strategy and the Coastal Area Action Plan.
- **Wallsend:** the town centre is identified as a key development site within the River Tyne North Bank Study. This is a strategy in place to guide regeneration activity in the area over the next 15-20 years. This plan, in line with the emerging Wallsend AAP, advocates the delivery of a revitalised centre through the development of new and improved retail provision - potential redevelopment of the Forum Shopping Centre and Co-op which would create a retail development of significant scale and impact within the town centre and borough.

1.2 Overview of Centres

A high level analysis of each of the main centres within the Borough reveals the following issues and roles which have been considered in the of the regeneration strategy for North Shields Town Centre.

- **North Shields** – A centre serving a local population, with lower end shops and areas of low environmental quality/ public realm within the town centre;
- **Whitley Bay** – A centre serving the local community and tourists and depends on business from hen and stag economy. The hen and stag night culture undermining family image. Poor way finding to Metro Station and seafront needs to be addressed;
- **Wallsend** – This centre is being reviewed as part of the River Tyne North Bank Strategic Framework Plan, we understand this is currently seeking funding from One North East.
- **Killingworth:** as set out in the Core Strategy, Killingworth town centre is a relatively recent, modern shopping centre where no substantial improvement or investment is required.
- **Whitley Lodge** – A centre serving local walk-in catchment. It has a poor quality public realm, with traffic and parking dominating the centre. Its link with Whitley Bay requires a greater understanding; and

- **Forest Hall** – A centre serving local walk-in catchment. Traffic and parking dominates the centre, which also has poor streetscape

2 Introduction

The reports for each town centre are set within the context of the retail issues facing the Borough as a whole. The overall commission involves the delivery of two key elements:

- North Shields: Regeneration Strategy; and
- Whitley Bay: Regeneration Strategy.

The reports for each town centre are set within the context of the retail issues facing the Borough as a whole. This report looks specifically at North Shields Town Centre.

2.1 Purpose of this Report

This document sets out the Regeneration Strategy for North Shields town centre encompassing the preferred option and implementation plan.

This document has been prepared to:

- Set out the context and rationale for the Regeneration Strategy;
- Describe the 'preferred option' for North Shields town centre. This has been worked up in consultation with the local community and stakeholders to reflect the specific needs of North Shields; and
- Set out an Implementation Plan for the town centre.

2.2 Relationship with North Tyneside's Local Development Framework

North Tyneside Council are currently preparing a Local Development Framework (LDF) to replace the Unitary Development Plan and its associated documents. As part of the Local Development Framework, Area Action Plans (AAP) will be developed for Wallsend, North Shields and Whitley Bay (part of the Coastal AAP).

This Regeneration Strategy and its findings will help to inform the production of the North Shields Area Action Plan.

2.3 Suite of Reports

This Regeneration Strategy represents the final report within a suite of documents for North Shields town centre. The following documents have been produced and signed off by the council as part of the overall commission, and should be read in conjunction with this report:

- Baseline Report (July 2009)
- Borough wide Retail Centres Overview (March 2010)
- Options Report – North Shields (November 2009)
- North Shields Regeneration Strategy (this document) (March 2010)
- Consultation Statement – North Shields (March 2010)
- In addition, at the start of the commission we were asked to produce a Position Statement for the neighbourhood centres of Whitley Lodge and Forest Hall.

2.4 Report Structure

This Regeneration Strategy is structured as follows:

- **Section 2: The Evidence Base**
This section will highlight the key findings from the Baseline Stage of the commission for North Shields;
- **Section 3: Options Development**
This chapter will outline and appraise the key principles and the design rationale for the options.
- **Section 4: The Options**
This chapter provides an overview of the options which the subject of stakeholder and public consultation.
- **Section 5: Consultation**
This section will outline the consultation undertaken to produce the Regeneration Strategy. It will also outline a summary of the main findings from the public consultation on the options presented for the regeneration of North Shields town centre.
- **Section 6: The Preferred Strategy**
This section will outline the preferred strategy for the regeneration of North Shields town centre.
- **Section 7: Implementation**
This final chapter will outline the key steps to take this study forward.
- **Appendix A: Project Sheets and Implementation Plans**
This appendix identifies the main development projects and public realm works for North Shields town centre. It contains a series of Implementation Plans which outline how to take forward the projects and the key issues associated with them.
- **Appendix B: Accommodation Schedule**
This appendix contains the Accommodation Schedule which accompanies the Regeneration Strategy Plan and Implementation Plans.
- **Appendix C: Sustainability Appraisal**
This appendix contains the Sustainability Appraisal of the options tested through this study.

3 The Evidence Base

The first stage of this commission was to review the existing evidence base for North Shields. This involved:

- A review of planning policies and studies;
- An assessment of the socio economic performance of North Shields;
- An urban design audit of the town centre;
- Assessment of movement and access to and through the town centre;
- Stakeholder Engagement with North Tyneside Council, Nexus and the North Shields Chamber of Trade; and
- A review of the retail issues in the Borough and the town.

This section will set out the key messages from the different strands of the baseline review for North Shields. For more detail on the Evidence Base for this study please see the Baseline Report (July 2009).

3.1 Planning Policies and Studies

A number of key documents were reviewed in the baseline stage of this commission to establish an evidence base that assesses the needs, identifies the issues and defines the opportunity for change in North Shields town centre. This has revealed the following issues and challenges for the regeneration of North Shields town centre.

Local Planning Policy – North Tyneside Unitary Development Plan (2002):

- Classified as a 'main centre';
- Focus for non-retail services;
- Further growth of the non-retail sector supported; and
- Regeneration of North Shields Town Centre.

Tourism:

Issues:

- Local based rather than overnight tourism.

Opportunity:

- Potential to host events in North Tyneside.

Growth Point Status:

Provides the opportunity to:

- Increase the size and diversity of the population of North Tyneside;
- Provide an additional 450 dwellings in North Shields/Fish Quay;
- An additional 1,200 dwellings permitted at the Smiths Dock site;
- Increase the range of housing to meet North Tyneside's population's needs;
- Attract a range of new businesses;
- Increase the number of jobs in the Borough; and
- Revitalise North Shields Town Centre.

North Shields Area Action Plan – Issues and Options Report (2008):

The vision of the plan is the following:

- Revitalise North Shields;
- Increase local population;
- Encourage more office development; and
- Increase range of activities in the town centre.

North Tyneside Council Retail Assessment (2007):

The assessment identified the following:

- Requirement of additional floorspace to 2011 (1,269 sq m) and 2016 (7,133 sq m); and
- Large number vacant units (63 units), of which 34 units were below 1,000 sq m.

North Tyneside Council Plan 2009-2013 (2009):

The Council Plan supports:

- Regeneration opportunities in the Borough.

Key objectives:

- Implement Fish Quay Townscape Heritage Initiative.

North Tyneside Town Centre Research (2009):

The research identified the following:

- Requirement to improve the quality and attractiveness of the town centre for visitors;
- 'Dirtiness' cited as a key issue;
- Requirement to improve the range of goods provision in the town centre; and
- Large number of daily visits.

Masterplan for Fish Quay (2008):

The masterplan identified the following:

- Poor connectivity between the Fish Quay and North Shields town centre; and
- Topography acts a physical barrier.

North Shields Town Centre Regeneration Strategy (2007):

The Strategy proposed the following:

- A 'social quarter' to hold festival, markets and leisure activities;
- Redevelopment of existing retail;
- Improvement of public realm; and
- Increased provision of office accommodation.

3.2 Socio Economic Performance

The socio economic profile of North Shields was reviewed using census information (2001) and North Tyneside Council statistics. The following presents a socio economic snapshot of North Shields town centre, based on the lower super output areas which best match the study area boundary (North Tyneside 022A; 22B and 27B):

- **Population:** 4,397
- **Unemployment:** 6.52%;
- **Main industrial sectors:** 'Health and Social Work', Wholesale and Retail Trade; Repair of Motor Vehicles' and 'Manufacturing'; and
- **Deprivation:** within the 20% most deprived areas.

The socio economic profile above illustrates high unemployment and deprivation for those living within the town centre. The workforce of the town is predominantly in the retail, service and manufacturing sectors, which are concentrated in low paid, low skilled professions.

3.3 Physical Area Appraisal

An urban design audit was undertaken to assess the physical environment of North Shields town centre. This analysis has involved: looking at spatial patterns and relationships between distinct sub-areas; character areas appraisal; townscape appraisal in terms of key landmarks, gateways, views, topography and nodes; public realm quality.

The key issues from the appraisal of the area include:

- Overall quality of **buildings and maintenance** is poor to average;
- Limited areas of high quality **public realm**;
- A number of buildings have a negative impact on **townscape**;
- Possible **consolidation or relocation** of uses to provide greater vibrancy;
- Enhance **gateway** points into town centre through improvements to public realm;
- Lack of **bars and restaurant** uses; and
- **Metro Station connections** to the primary shopping area **could be improved**.

3.4 Movement and Access

Movement and access in North Shields town centre was assessed in terms of site visit appraisal and review of the Halcrow report (March 2007). The main findings of this analysis were:

- The objectives of the North Shields town centre Strategy are still valid in terms of improving access, movement to/from and within the town centre;
- Pedestrian and cycle networks require upgrading;
- The Metro and its approaches require upgrading;
- The town centre highway approaches require upgrading; and
- Local information and signage is poor within the town centre.

3.5 Stakeholder Engagement

As part of the review of key issues for North Shields, meetings were held with key individuals from North Tyneside Council, Nexus and the Chamber of Trade. The main points that were raised through these discussions are set out below:

The main points discussed through these meetings and consultations with key stakeholders and individuals are set out below:

- **Metro Reinvigoration Project** – need for station upgrade, key opportunity for the town;
- **Bingo Hall Site** – key development site;
- **Beacon Centre reinvigoration** - future planning applications and impacts of these need to be understood;
- **The library building/ Northumberland Square** – key attractor site to draw people through the Beacon Centre;
- **Marketing and promotion of the town** - links to Fish Quay;
- **Expand on recent successes / initiatives** - Victorian Christmas Markets, “In Bloom”; and
- **Potential for an Iconic attraction** – i.e. funicular railway/ connections link to Fish Quay.

3.6 Retail Market Assessment

An assessment of the retail facilities and vitality of the retail centres within the eastern sector of North Tyneside was reported within the Baseline Report and has informed subsequent stages of study towards this Regeneration Strategy.

The centres within North Tyneside vary in terms of their function, physical appearance and quality of offer. Their catchments overlap offering choice to the residents within the shared catchment and Silverlink draws from beyond North Tyneside. All are influenced by the quality of retail offer in Newcastle city centre and the Metro Centre, both of which are of regional significance.

Silverlink’s influence within the regional retail hierarchy is restricted to the car reliant shopper who places a higher value on convenience. Its strategic location on the A19 / A1058 junction with a large volume of free parking makes the retail park attractive primarily for the car borne shopper.

The retail centre of North Shields is focused around the pedestrianised Bedford Street and the Beacon Shopping Centre. The shopping centre is dated being of the traditional “Arndale” covered design with a single mall including its own decked shopper car park and covered service yard. Bedford Street slopes from the north to south with the gradient becoming steeper on the approach to the non-pedestrianised Saville Street.

The prime retail pitch is located on Bedford Street at the entrance to the Beacon Centre. It gradually diminishes when travelling north and south along Bedford Street becoming secondary after approximately 75 metres. Nile Street is a busy link to the Metro Station situated behind the existing Co-op Store. It is part pedestrianised and is the location for a number of small independent retailers.

The national retail multiples represented who sell comparison goods are situated either in the covered mall of the Beacon Centre or within the prime retail location on Bedford Street. They include New Look, JD Sports, Boots, Peacocks and Wilkinson’s. Beyond this prime pitch, retail occupiers become secondary and serviced orientated in nature and include Barclays, Nat West, British Heart Foundation and other charity shops and discount orientated retailers who do not necessarily help provide a vibrant tenant mix.

The main car parking provision for the town centre is located within the multi-storey pay and display car park which forms part of the Beacon Centre. There is on-street parking nearby with the urban fabric of the town bringing residential streets close to the main retail streets creating congestion for both parking and vehicular movements. Bus stops and Metro

facilities are conveniently located either within or immediately adjacent to the main retail area and contribute to the vitality of the town centre. The Metro station has a high level of usage and provides periodic peaks of foot flow to the retail centre. This contrasts with the over provision of parking in the Beacon Centre's decked car park providing a more consistent flow of shoppers.

The Primary function of North Shields is to provide comparison and convenience shopping to the immediate catchment population in the south east of the Borough as well as other important town centre functions, including financial, professional, religious and civic services.

The market perception of North Shields is poor both within the catchment population, retailers, investors and agents. There are a high level of units in the market that are either vacant or where occupiers continue to trade but are considering their future representation in the town.

There is market activity in the retail sector and whilst some national multiples have recently left North Shields due to falling into administration, e.g. Woolworths, there are signs of activity. A small number of published requirements exist including some relocation from within the North Shields town centre.

Convenience retail is fulfilling a larger role within North Shields town centre and as a consequence the centre is at risk due to the supermarket operators located outside the centre broadening their retail offer to include non-food items. The convenience offer within North Shields is restricted to a downsized Co-op (non-food removed), discount retailers such as Home Bargains and Netto and smaller retailers selling food. There is an absence of a higher quality convenience on offer and presence of the main supermarket operators other than smaller convenience stores.

In conclusion North Shields is the largest centre in the Borough. It is showing signs of deterioration both in terms of comparison and convenience retailing. Its function has changed to one of providing convenience retail and service related facilities to the immediate population catchment. This is being challenged by the existing out of centre food store provision, due to their broadening retail offer, and the strength of the comparison shopping offer in Newcastle city centre.

4 Options Development

4.1 Overview

The preparation of the Regeneration Strategy included an 'Options Development' stage. In preparing the options the following key issues were reported back to the client group and are briefly summarised below:

- Current role of the town centre;
- Potential future role of the town centre; and
- Design rationale for interventions.

An Options Workshop was held in July 2009 with the project team and the key regeneration, transport, and planning officers from North Tyneside Council. Key messages from this are outlined at the end of this chapter.

4.2 The Current Role of North Shields Town Centre

The Issues and Options Report for the North Shields AAP notes that North Shields is “*one of the main retail and service centres within the Borough. It offers a diverse range of services including retail, business, service sector, residential and leisure use and it provides a pivotal role in relation to the provision of services*”.

The primary function of North Shields is to provide comparison and convenience shopping to the immediate catchment population in the south east of the Borough as well as performing other important town centre functions, including financial, professional, religious, and civic services.

The town centre is well served by service sector related facilities including legal and financial services, a library, and a small number of cafes and restaurants. There is also a managed covered shopping centre (Beacon Centre) which accommodates a number of national retailers.

North Shields is defined as a main town centre in the North Tyneside Borough in both the Unitary Development Plan (UDP) and borough-wide Retail Assessment. The Retail Assessment recommended that the LDF should define a more restricted town centre boundary for North Shields. The town centre research that formed part of the evidence base for the North Shields Area Action Plan Issues and Options Report found that whilst people in North Shields were satisfied with the variety of shops, there were concerns over the quality of shops and appearance and the cleanliness of the town centre.

North Shields town centre currently has a number of strengths, including: high use of the ferry, local bus services and the Metro Station; good car parking provision; a number of national multiples represented; pedestrianised prime retail pitch; compact centre; and loyal shopper catchment. The town also lends to reasonably high levels of footfall from people arriving by bus at numerous points within the town. Pressure exists currently along Rudyard Street, where there is a need for remodelling/ new signalling to alleviate current access and egress problems at the junction with Saville Street.

However, a number of weaknesses also exist, including: poor gateways; outdated shopping centre; reliance on convenience retail; weak tenant demand; challenging topography of the town centre; and non retail display frontages.

The quality of the wider town centre offer, improved linkages and synergies to Fish Quay and the reinvigoration of the Beacon Centre in North Shields are critical to the future of the town centre.

4.3 Future Role of North Shields Town Centre

North Shields town centre carries out its local function reasonably well, primarily providing a walk in catchment with affordable convenience goods and some high street comparison retailers.

During the last decade the town centre has experienced significant expenditure leakage, losing out to the increasingly popular car friendly Silverlink and Royal Quays retail offerings and other out of town supermarkets. Anecdotal evidence points to a growing number of residents that no longer shop within the town centre, becoming increasingly frustrated with a declining environment and lack of quality shops.

The current economic climate and the establishment of Silverlink and Royal Quays as sub regionally important retail parks indicates that perhaps a radical approach to intervention for the town centre is not a suitable or viable option. Rather, the key challenge for the town centre is to make the place perform better and be more attractive to both its residents and future visitors.

The town centre, in place shaping terms, functions quite well, it has a natural compact centre, is easily reached by the surrounding residential areas and is fortunate to have a significant heritage open space in Northumberland Square.

The retail offer has the potential to be improved by the emerging reinvigoration proposals for the Beacon Centre. This is an opportunity to consolidate and improve the core retail centre of North Shields. The town centre will reap the benefit of improved frontages and increased permeability from Northumberland Square, through the Beacon Centre and on to other important nodes with the centre. New investment and the potential of attracting new traders can give the area a much needed boost and provide a broader retail offer.

North Shields falls short in terms of its declining quality of public realm, poor signage, lack of consistent treatment and weak gateway and arrival points. The town centre also fails to create a positive synergy with the Fish Quay.

In terms of attracting visitors, it is imperative to improve the links between the town centre and Fish Quay. However, the town centre requires a 'pull factor'. This could take the shape of events, festivals, food and drink establishments, or an anchor attraction to draw and retain people to the area.

In terms of improving the quality of the town centre, a robust, consistent public realm and signage strategy could initially be focussed on a small number of key sites and key spaces such as Northumberland Square.

The gateway to the town centre at the Metro Station is an important arrival/departure point into the town. It is essential that visitors gain a positive first impression to entice visitors to spend time and money in shops, bars and restaurants.

The impact of improvements to key spaces across the town centre, reinforcing more positive gateways and enhancing the retail environment and offer within the town centre would help North Shields perform better as a successful town centre.

4.4 Design Rationale

The following section presents the strategic design rationale supporting the development of site specific North Shields town centre options.

The rationale reflects discussion derived from the Options Workshop held in July 2009. This workshop identified overarching strategic goals for the town as well as discussion around site specific opportunities; public realm enhancement priorities; vehicular movement/bus access; and potential pedestrianisation.

As a result of this dual approach, the following section will:

- Present a town-wide design rationale for North Shields; and
- Specific 'on-the-ground' site based design options that focus on opportunity areas.

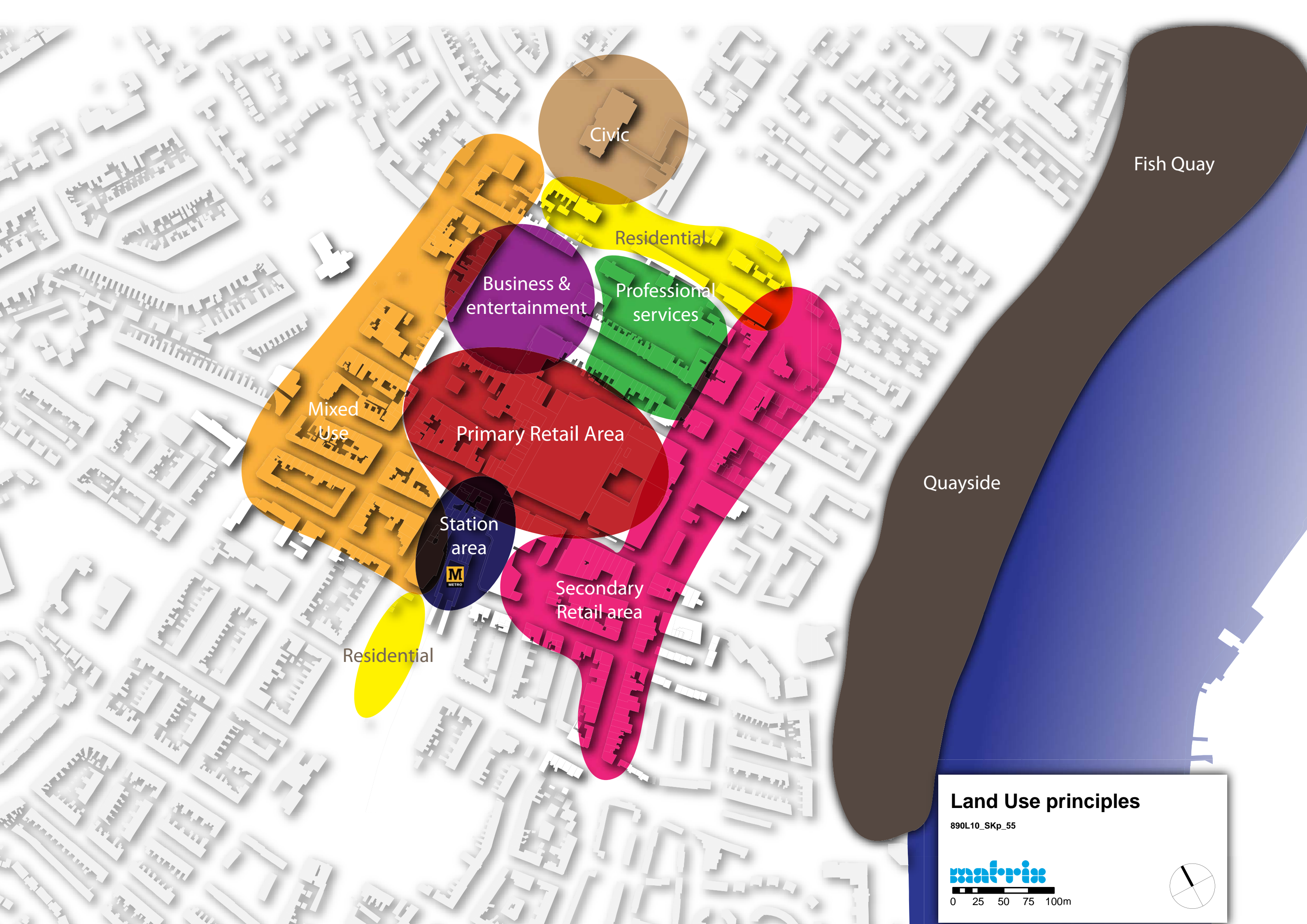
4.4.1 Land use principles

The drawing overleaf describes the proposed organisation and distribution of land uses across the town centre area. The approach is based upon:

- Defining clear predominant use categories to parts of the town centre;
- Consolidating the core retail area within the town centre;
- Supporting existing land use distribution patterns;
- Avoiding conflicts in land use and potential 'bad neighbour' issues;
- Introducing new land use alternatives to extend the activity period of the centre and enhance the overall town centre 'offer'; and
- Retaining a degree of flexibility to land uses.

Applying these principles to North Shields town centre results in seven core predominant land use categories as follows:

- **Primary retail area:-** Mostly A1 use class (shops) and includes the Beacon Centre and units along Bedford Street / West Percy Street;
- **Secondary retail area:-** Mostly A1, A3, A4 and A5 use classes. Does not contain the larger national multiple retailers, greater proportion of independents and smaller units;
- **Station area:-** Contains both transport services (Metro / bus / taxi) as well as some station-related retail (convenience stores);
- **Mixed use area:-** A mixture of independent retailers as in the secondary retail area but also containing a higher proportion of small businesses (B1);
- **Business and entertainment area:-** Bringing a greater concentration of evening economy and café type functions as well as some business (B1) activity;
- **Professional services area:-** Mostly A2 use class activity with mixed uses; and
- **Civic area:-** Magistrates Courts and police station that sit beyond the town centre boundary.



Civic

Fish Quay

Residential

Business & entertainment

Professional services

Mixed Use

Primary Retail Area

Station area

Secondary Retail area

Residential

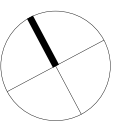
Quayside

Land Use principles

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4.4.2 Organisational principles

The underlying organisation of the town centre is based on a hierarchy of routes and spaces. The drawing overleaf sets out this approach for North Shields.

The organisational principles seek to achieve:

- A focus on the **key routes** that connect the town centre's principal activity areas – these routes will receive a focus of investment, a focus of design quality and predominant level of intervention/enhancement. These occur within the gateways of the town centre;
- A focus on two **key public spaces** that act as destinations, foci of activity and points of orientation within the centre;
- Clearly **identified secondary routes** that are of a lower order than the principal routes and which support and connect to the higher order routes. These occur outside the gateways;
- A series of five **principal gateways** that define the core town centre area; and
- Lower order routes/links that serve to **connect the town centre** into its adjacent context (e.g. links to the quayside).

The principal town centre routes are:

- Saville Street (between Bedford Street and Howard Street);
- Bedford Street (between Saville Street and West Percy Street);
- West Percy Street (between Bedford Street and Northumberland Square); and,
- Howard Street (between Northumberland Square and Saville Street).

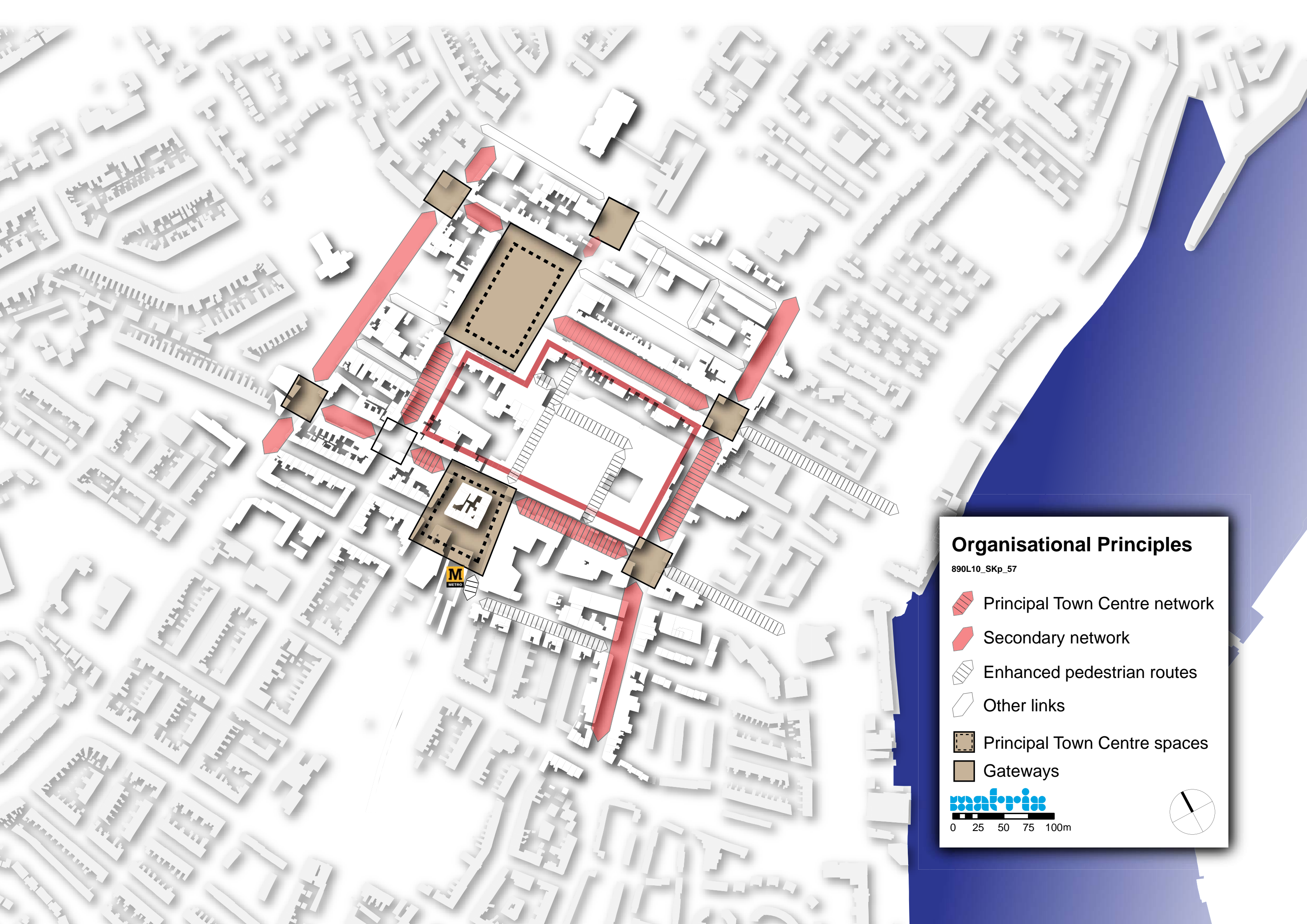
The two key town centre spaces include:

- Metro Station Square extended to Bedford Street; and
- Northumberland Square.

Each of these two key spaces fulfils different functions – Station Square is the key arrival point and location from which visitors orientate and disperse around the town centre. Space is also envisaged for theatre / street performance. Northumberland Square provides a destination for café/eatery activity and space for calmer contemplative respite.







The five key town centre gateways are:


- Bedford Street / Albion Road;
- Upper Norfolk Street / Albion Road;
- Bedford Street / Saville Street;
- Howard Street / Saville Street; and
- Suez Street / Stephenson Street.

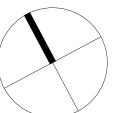


Organisational Principles

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-  Principal Town Centre network
-  Secondary network
-  Enhanced pedestrian routes
-  Other links
-  Principal Town Centre spaces
-  Gateways


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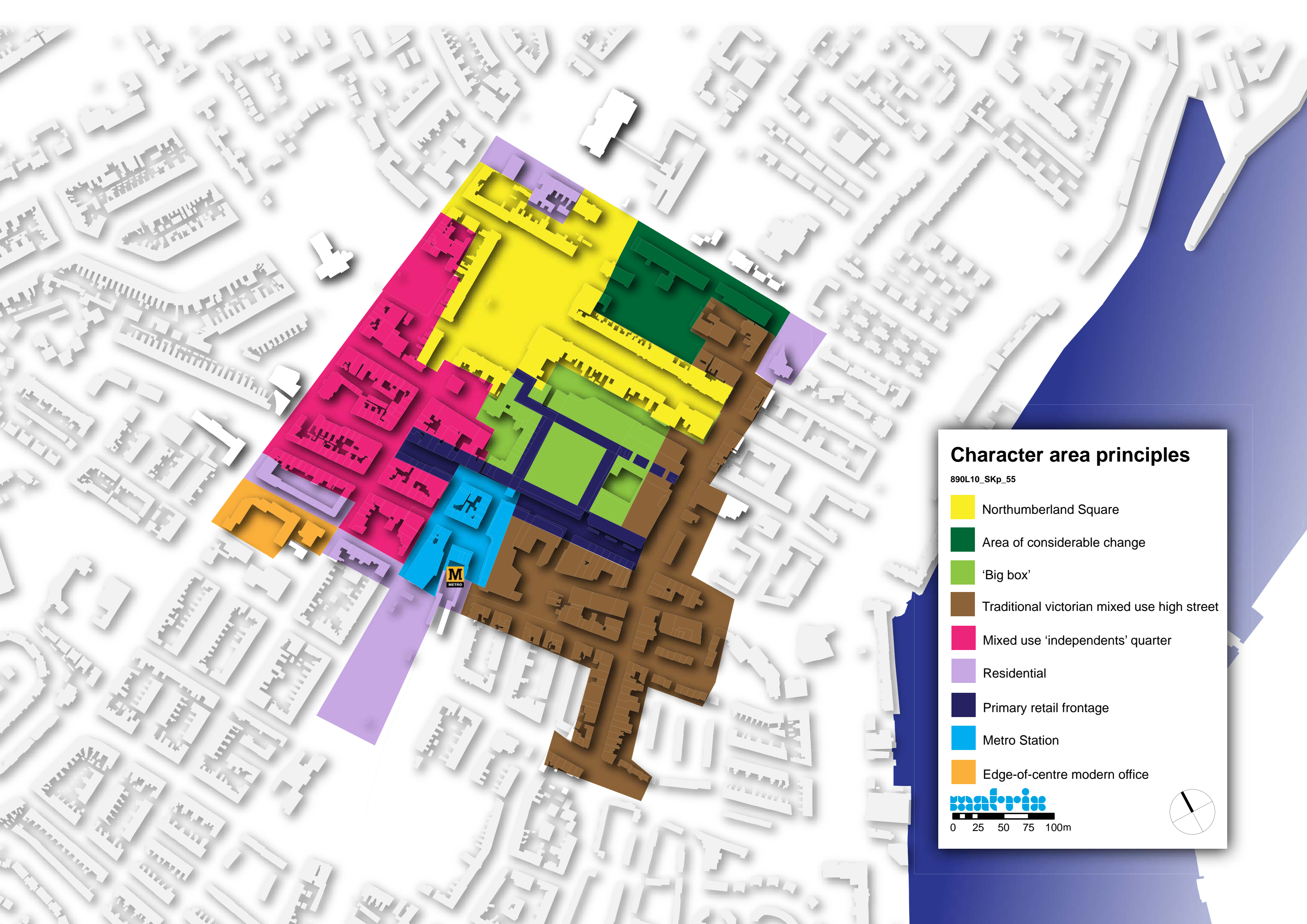
4.4.3 Character area principles

The town centre is proposed to comprise a series of character areas. These are informed by: the initial character area analysis (see Baseline Report); an intention towards simplifying and consolidating character; and enhancing/developing areas of weak/void character across the town centre. The main character area principles are presented in the drawing overleaf.

The baseline analysis indicates that the town centre includes some twelve character areas. These are, in some cases, randomly distributed and often undermine adjacent areas of character. Clear opportunities exist to rationalise these and provide a stronger and more coherent experience for residents and visitors.

The proposed character area principles include:

- An **expanded and enhanced Northumberland Square**, extending along Howard Street, Suez Street and Upper Norfolk Street;
- An **area of 'considerable change'** that could encompass a mix of business/professional services and residential uses to connect east into existing residential areas;
- A greatly **enhanced 'big box retail' area** where the edges/facades and linkages through the retail box are reconfigured to address the adjacent streets of Bedford Street and Saville Street;
- An **expanded 'Traditional High Street'** character area along Saville Street that includes areas immediately connected to Saville Street. Principal interventions focus on enhancing the high street environment through shop front treatment and streetscape enhancement;
- A **mixed use quarter** that remains substantially the same with streetscape enhancement and a focus on retaining the vibrant mix of business, retail and residential;
- **Small pockets of residential use** to the periphery of the town centre area;
- A **primary retail area that seeks to reinforce traditional street patterns** and incorporates routes/links through the Beacon Centre. Primary retail character is extended northwest up Bedford Street to West Percy Street;
- The **expanded Metro Station Quarter** – a transport focused hub integrating rail, bus and taxi movements with quality pedestrian and cycle links. Station related retail is provided; and
- A **small pocket of mono-use business accommodation** to the north western edge of the town centre.



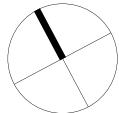
Character area principles

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-  Northumberland Square
-  Area of considerable change
-  'Big box'
-  Traditional victorian mixed use high street
-  Mixed use 'independents' quarter
-  Residential
-  Primary retail frontage
-  Metro Station
-  Edge-of-centre modern office



0 25 50 75 100m



4.5 Key interventions

The design rationale is to be achieved through a range of interventions across the town centre. These comprise both public realm (street and space) projects as well as site specific development and refurbishment opportunities.

The interventions were reassessed and developed with the client team following public and stakeholder consultation. The drawing overleaf sets out the broad range of interventions and their respective locations.









Included in these interventions are:

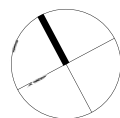
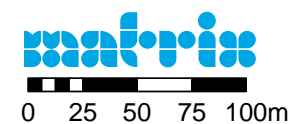
- Key space enhancements;
- Gateway enhancements;
- Focused opportunity sites;
- Building frontage enhancements;
- Priority routes upgrades;
- Secondary routes upgrades; and
- Other link enhancements (e.g. to the Fish Quay but outside the town centre area).

This structure of possible interventions is explored in more detail within the design options in the following sections.

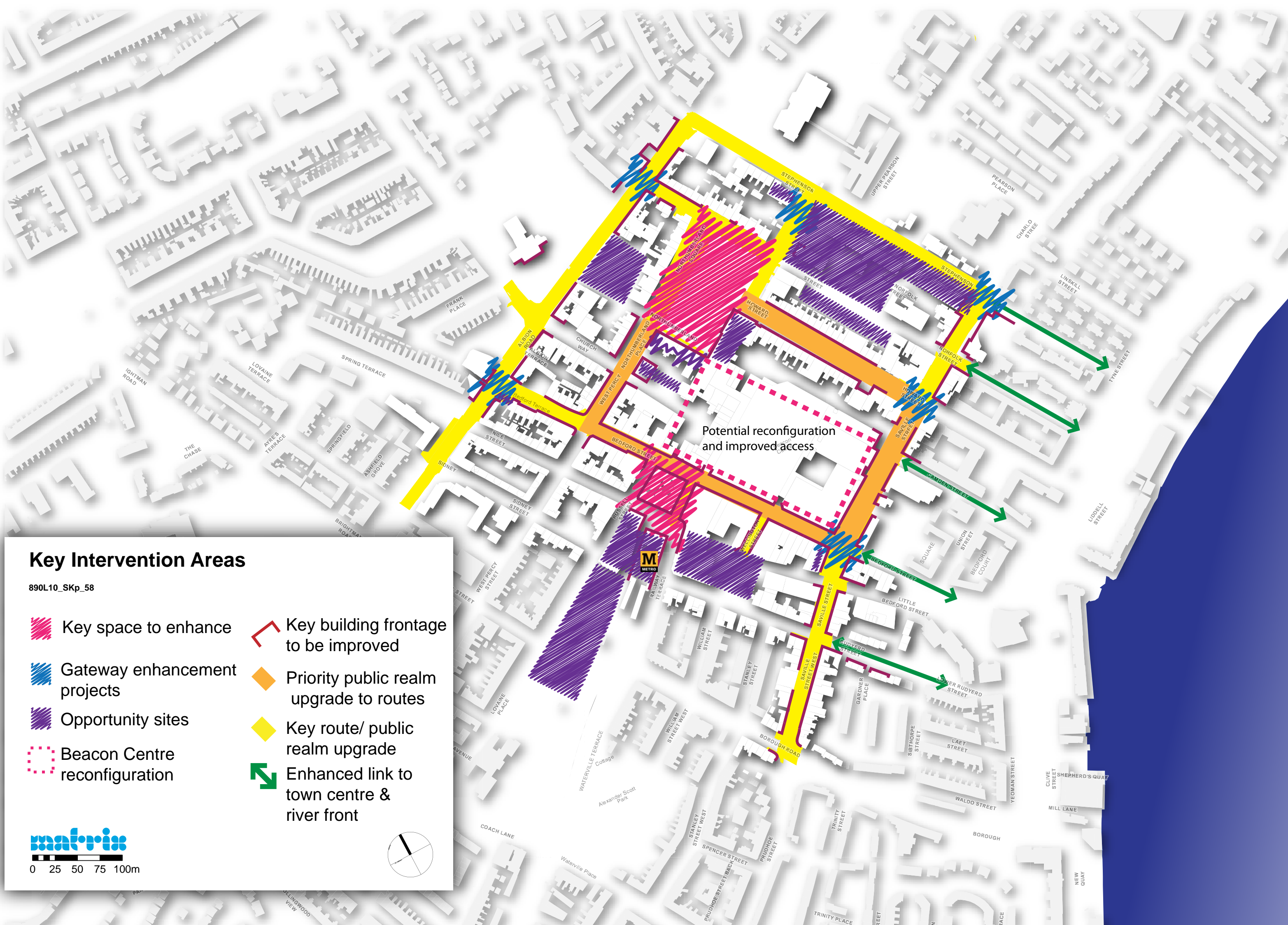
Key Intervention Areas

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-  Key space to enhance
-  Gateway enhancement projects
-  Opportunity sites
-  Beacon Centre reconfiguration
-  Key building frontage to be improved
-  Priority public realm upgrade to routes
-  Key route/ public realm upgrade
-  Enhanced link to town centre & river front



Potential reconfiguration and improved access



4.6 Options Workshop

The Options Workshop provided the forum for discussion around:

- What type of town centre should North Shields provide?
- What should the retail offer of the town aspire to?
- What is the future growth potential of the centre?

Through the discussion with Council Officer's on these main points, the study was able to establish the parameters for:

- Identifying the key areas for intervention within the town centre that the options will be proposing for new development.
- Improving the retail within the heart of the town centre; and
- Improving transport and movement around the town centre and to the Fish Quay.

As a result the workshop identified the following key areas for intervention were identified in North Shields:

Beacon Centre

- If plans for the Beacon centre were to include additional retail floorspace the implications for the rest of the town centre would need to be carefully considered;
- The Beacon Centre could accommodate new community related services and an improved library offer, providing facilities for the local catchment and more attractive frontage to the southern part of Saville Street; and
- Creation of improved internal layout to improve permeability from the centre to the Northumberland Square and central areas.

Potential Development Sites

- A goods site adjacent to Metro Station; bingo hall; vacant Co-op building; Library; multi-storey car park; Northumbria House; and the Telephone Exchange;
- Housing: Northumberland Square; Stephenson Street; above shops; Rudyerd Street; and Nile Street;
- Smiths Dock – up to 1, 200 dwellings to be constructed.

Growth Point Funding

- Could be used for town centre regeneration.

New green space and car parking

- New green space and car parking required for new development.

Living over the shop

- Potential demand for 'living over the shop' developments.

Stakeholders

The main points raised by stakeholders were:

- Importance of marketing the towns assets and links to Fish Quay;
- Expand events such as the Victorian Market and provide unique offer;
- Improve leisure and evening offer;
- Important role of the Beacon Centre in regeneration plans;
- Historical importance of Northumberland Square and the potential to build on its quality and use as a key space;
- Opportunity to improve signage and transport facilities;
- Key development sites: a goods site adjacent to Metro Station; bingo hall; vacant Co-op building; Library; multi-storey car park; Northumbria House; and the Telephone Exchange;
- Requirement to improve public realm, gateways, green space and building quality;
- Potential to pedestrianise lower Bedford Street; and
- Potential to change the use for existing upper floors of retail units to residential and office use.

5 The Options

5.1 Introduction

On the basis of the Baseline Report and the Report the following three interventions were presented for public during consultation in December 2009.

- **Option A – Minimum Intervention**
Projects that will be able to come forward in the short term (0 - 5 years).
- **Option B – Medium Intervention**
Projects that will be able to come forward in the medium term (5 - 10 years).
- **Option C – Maximum Intervention**
Projects that will be able to come forward in the long term (10 – 15 years).

“Do Nothing” is not an option that would be supported by the community, local stakeholders or indeed the Council – North Shields may not have widespread problems, but it is not as good or as popular as it could be, nor does it contribute as well as it should to the Borough. The Options highlight the opportunities to make a change for the better and is primarily based on this, rather than acute or widespread need.

5.2 Option A – Minimum Intervention

The following interventions were presented to the public during consultation in December 2009. The design option shown in the drawing overleaf indicates the range of interventions that would comprise a ‘minimum’ level of intervention. As such these are projects that would be able to come forward in the shorter term (0-5 years) and that would act as catalysts for the regeneration of North Shields.

The key interventions for option A include:

- Development at Albion Road/Bedford Street corner and Albion Road/Upper Camden Street car park site;
- Northumberland Square enhancements including re-use of vacant buildings;
- Development along Norfolk Street (western edge);
- Development at gateway of Bedford Street and Little Bedford Street;
- Metro Station Square enhancements;
- Gateway enhancement at Bedford/Saville Street and Howard/Saville Street intersections;
- Priority route upgrade (Bedford Street-Saville Street-West Percy Street-Howard Street);
- Improvement of signage and way finding between the town centre and Fish Quay; and
- Improved Fish Quay bus links.

5.2.1 Outline Options Appraisal (Pros & Cons)

PROS	CONS
Reinforces the core town centre retail area through investing in priority routes.	Doesn't extend the public realm enhancement to all key gateways – limits regeneration impression/impact.
Brings forward vacant/underused sites at Norfolk Street and Albion Street.	Does not maximise key opportunities as Metro Square, Stephenson Street.
Enhances the two key town centre spaces at Metro Station Square and Northumberland Square.	Does not fully extend pedestrianisation along the primary retail area of Bedford Street.
Rejuvenates the south-western edge of Northumberland Square.	Does not address The Beacon Centre.
Addresses frontages in relation to priority routes and the two key spaces.	Does not address physical connection issues between town centre and the Fish Quay
Measures introduced to improve signage and way finding between Fish Quay and Town Centre	Loss of parking at Norfolk Street and Albion Road
Cost of scheme compared to medium and maximum intervention.	

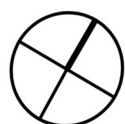


North Shields Option A - Minimum Intervention

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Key

- | | |
|--|---|
| ■ Retail | ■ Residential over office |
| ■ Employment | ■ Public Realm upgrade |
| ■ Entertainment/Office | ■ Key public space project/gateway |
| | ■ New/improved open space |



0m  100m



River

5.3 Option B - Medium Intervention

- Redevelopment of HSBC building site;
- Development along Norfolk Street (east and west edges);
- Stephenson Street/Suez Street development;
- Beacon Centre enhancement along Saville Street and Bedford Street frontage;
- Gateway enhancements at Bedford/Saville Street and Howard Street/Saville Street and Suez Street/Stephenson Street intersections;
- Bedford Street enhancements in association with potential Beacon Centre upgrade;
- Priority route upgrade (Bedford Street-Saville Street-West Percy Street-Howard Street- Norfolk Street-Albion Road-Stephenson Street); and
- Landscape treatment improvements along Albion Road and Howard Street.

5.3.1 Outline Options Appraisal (Pros & Cons)










PROS	CONS
Reinforces the core town centre retail area through investing in priority routes and addresses critical Beacon Centre relationship to Bedford and Saville Streets.	Doesn't extend the public realm enhancement to Albion Road gateways – limits regeneration impression/impact from the northwest.
Brings forward vacant/underused sites at Norfolk Street and Albion Street and dramatically enhances Stephenson Street.	Does not maximise key opportunities as Metro Square and Stephenson Street.
Enhances the two key town centre spaces at Metro Station Square and Northumberland Square.	Does not fully extend pedestrianisation along the primary retail area of Bedford Street.
Rejuvenates the south-western edge of Northumberland Square and more comprehensively the lower end of Church Way.	Does not address all edges to The Beacon Centre or linkages across the centre.
Addresses frontages in relation to priority routes and the two key spaces.	Does not address physical connection issues between town centre and the Fish Quay
Enhanced Albion Road and Howard Street with tree planting.	Relocation of HSBC or potential loss of business
Measures introduced to improve signage and way finding between Fish Quay and Town Centre. New trails, lighting and public art to be incorporated along key routes.	

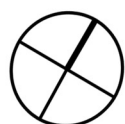


North Shields Option B - Medium Intervention

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Key

- | | |
|--|--|
|  Residential |  Residential over office |
|  Retail |  Public Realm upgrade |
|  Employment |  Key public space project/gateway |
|  Entertainment/Office |  New/improved open space |
| |  Improved landscape treatment |
| |  Beacon Centre enhancement |



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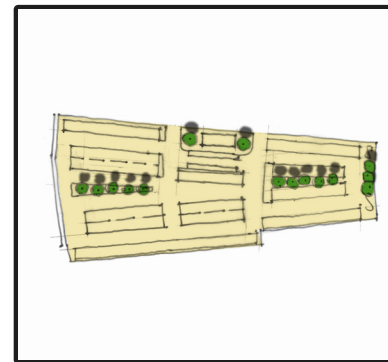
River

5.4 Option C – Maximum Intervention

- All five gateway enhancement projects and development undertaken;
- Metro Station Square enhancement including new transport interchange and relocated bus station;
- Development to rear of Metro station as residential and/or park and ride;
- Beacon Centre reinvigoration;
- Bedford Street enhancements in association with Beacon Centre façade upgrade;
- Priority route upgrade (Bedford Street-Saville Street-West Percy Street-Howard Street) and new landscape treatments; and
- Rudyerd Street development opportunities.

5.4.1 Outline Options Appraisal (Pros & Cons)

PROS	CONS
Reinforces the core town centre retail area through investing in priority routes and addresses the critical Beacon Centre relationship to all street-facing edges.	Scale of change and funding is required to deliver.
Brings forward all vacant/underused sites.	Scale of change may compete with other town centres in North Tyneside.
Significantly enhances the two key town centre spaces. Metro Square becomes a new enlarged key space and transport hub with bus interchange. Northumberland Square has broadened social function – longer activity period.	
Rejuvenates the south western edge of Northumberland Square and the lower end of Church Way.	
Addresses frontages in relation to priority routes and the two key spaces.	
Enhanced key routes with street tree planting.	
All key gateways brought forward.	
Addresses the topography issue which restricts physical connections between Fish Quay and North Shields Town Centre	Further detailed investigation and market testing required ensuring that the mechanised solution can be constructed and operated at a cost that is financially viable and deliverable.

















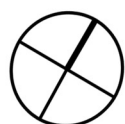
Park and ride alternative

North Shields Option C - Maximum Intervention

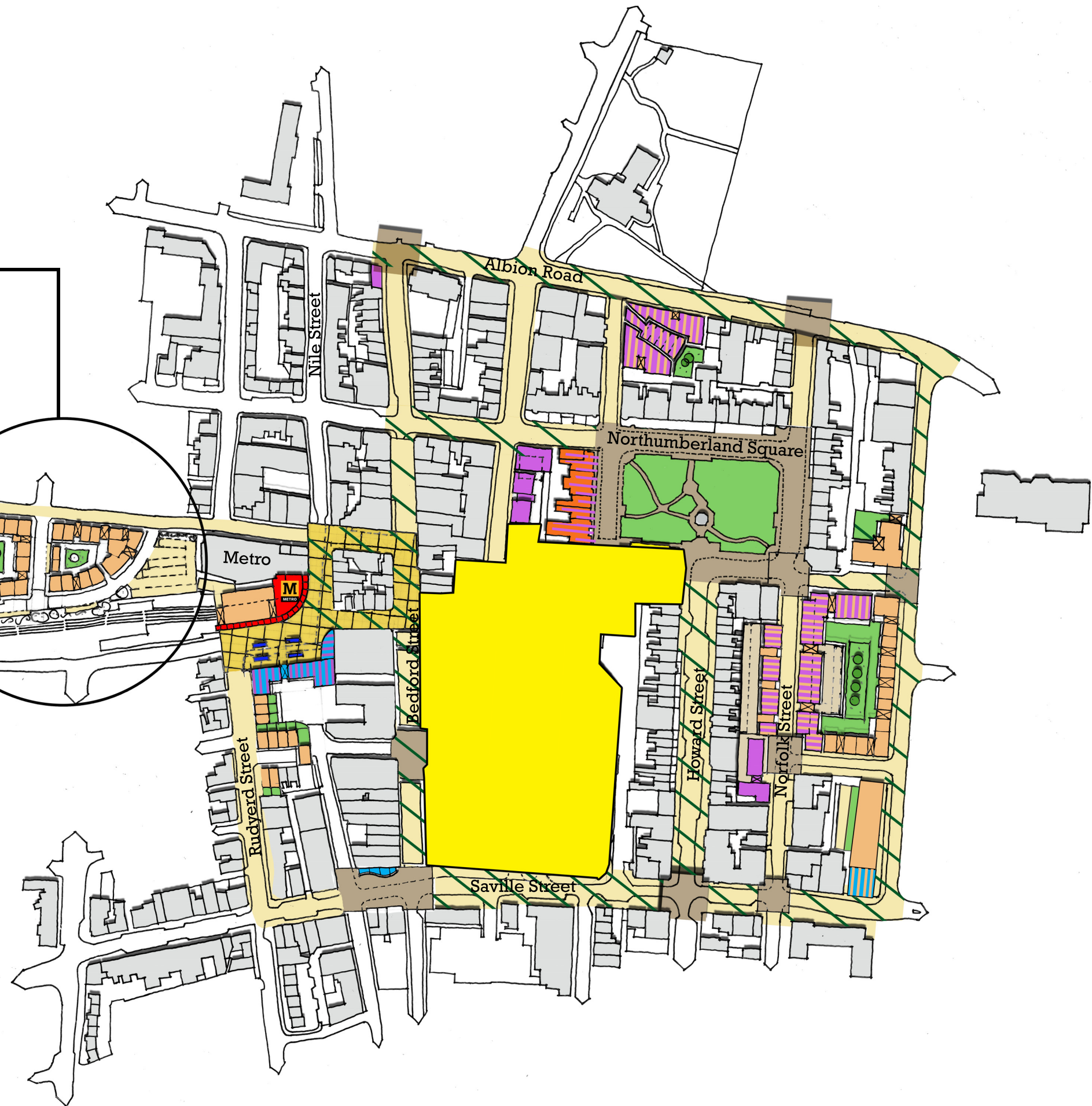
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Key

	Residential		Residential over office
	Retail		Residential over retail
	Employment		Office over residential
	Entertainment/Office		Public Realm upgrade
	Transport Interchange		Key public space project/gateway
	Bus Stop		New/improved open space
			Improved landscape treatment
			Beacon Centre enhancement



0m 100m



River

5.5 Sustainability Appraisal of Emerging Options

As part of the continuing option development work for North Shields town centre, there is a requirement to ensure that appropriate sustainability objectives were engrained in the process from the very start. This section describes how the emerging options have been appraised against core sustainability objectives to enable the preferred regeneration strategy for North Shields town centre to be progressed.

In applying the principles of sustainable development to the UK, the Government identifies four core aims that should be met concurrently:

- social progress which recognises the needs of everyone;
- effective protection of the environment;
- prudent use of natural resources; and
- maintenance of high and stable levels of economic growth and employment.

5.5.1 What is the Purpose of a Sustainability Appraisal?

This initial Sustainability Appraisal lays the foundations in terms of incorporating best practice sustainability principles into future regeneration in North Shields town centre. The council, consider that there is a need for integration of the sustainability process within the emerging LDF preparation for the North Shields AAP. This initial sustainability appraisal is an informal process that can inform a future evidence base for both centres. This sustainability appraisal will enable the Council to integrate the principles of sustainable development throughout the conceptualisation, development, design and implementation of the Retail Centres Regeneration Study.

5.5.2 The Sustainability Process

The process for conducting this initial sustainability appraisal was as follows:

- Identification and presentation of sustainability issues and themes as informed by the baseline;
- Identification and presentation of sustainability objectives as informed by appropriate LDF/AAP information;
- Sustainability Appraisal of emerging options against SA objectives; and
- Summary of Results.

The full sustainability appraisal, including key Baseline issues and themes, appropriate sustainability objectives and the actual appraisal of emerging objectives against SA objectives are included in Appendix C.

5.5.3 Key Conclusions

In summary Option A scored '+3' overall across economic, social and environmental related SA objectives. In consideration that this intervention does not propose significant intervention, the option scored well on the environmental related objectives '+2' where it was considered that environmental baseline would not be adversely affected by this option. The economic and social impacts and effects were negligible given that this option presents low levels of intervention and is therefore considered to have a minor impact on the sustainability objectives for North Shields.

Option B scored '+9' overall across economic, social and environmental related SA objectives, scoring well on social related objectives. This option begins to look at the redevelopment of the Beacon Centre, an important resource for the town in terms of key services and facilities and potential benefits to the local community begin to emerge from this option. The option performs better than Option A in terms of economic related objectives. The option begins to explore the regeneration of the eastern area of the town

centre trying to create more sustainable town centre living alongside new employment and commercial opportunities. In summary this option is considered to have a good positive impact on the sustainability objectives for North Shields Town Centre.

Finally, Option C scored the highest '+17' across all three of the sustainability themes. This option scored very highly on economic sustainability objectives and in particular social related objectives where the intervention was considered to have a strong positive effect on the provision of new housing within the town centre and the related improvement to core facilities and services. This option also offers the greatest opportunity to increase the diversity and quality of new jobs for the area encouraging a greater mix of commercial opportunities around the primary retail core area.

In terms of environmental related objectives this option presents the greatest opportunity to preserve and enhance the quality of local environment, notably with the proposals to improve the heritage and cultural asset and promote more active use of Northumberland Square for existing residents and visitors.

5.5.4 Informing the Preferred Regeneration Strategy

The key outcomes of the appraisal have been used to inform the preferred Regeneration Strategy for North Shields Town Centre. Based on the analysis provided above it has been agreed that the maximum intervention (Option C) presents the greatest opportunity to positively impact on the core sustainability objectives for the town centre.

6 Consultation

This section of the report sets out consultation activities undertaken as part of this Retail Centre Regeneration Strategy. A full review of consultation activities is included in the Consultation Statement – North Shields (February 2010).

6.1 Activities

The consultation process has involved the following engagement techniques and events:

Baseline

- Several meetings were held with stakeholders including the Town Centre Manager, North Shields Chamber of Trade and Nexus throughout the preparation of the Strategy;
- The consultants attended a business networking event held in May 2009 at the Quadrant, North Tyneside Council to identify key issues from businesses, local traders across North Tyneside;
- A Baseline Workshop was held in June 2009 with Council Officers to identify and review the baseline findings; and
- Meeting with North Tyneside Council Highways Department held in June 2009;

Options Generation

- An options workshop was held in July 2009 with project members and officers to review initial option development;
- Council Members were briefed on the Options in November 2009; and
- A public drop in exhibition of the options was displayed in an empty unit on Bedford Street – North Shields on Thursday 10th and Friday 11th December 2009 10.30am – 3pm, where Council staff and the consultants were available to explain the options and the consultation process.

6.2 Importance of Engagement

The 2004 Planning and Compulsory Purchase Act brought in a new planning system (which was intended to be more effective, more responsive and which would put sustainable development at the heart of the system).

The 2004 version of PPS12 sets out the stages of preparation of a Development Plan Document (DPD), including an evidence stage, issues and options, preferred options, submission, and so on. This has been removed and according to clarification from CLG, “there is no longer a staged process for plan preparation”. However, in practice, plans will still be prepared in stages, but Local Planning Authorities now have the freedom to create their own stages and allowing greater flexibility.

There is now a single statutorily prescribed consultation stage, known as “Regulation 25”, which places greater emphasis on the process of “front loading” a term introduced in the previous version of PPS12. As a result, the preparation of the plan may not necessarily be an isolated stage of consultation that takes place in a set time but rather a variety of activities which happen more than once at different stages.

Front loading essentially offers people and organisations the opportunity to influence plan content by sharing their knowledge. With regards to this study, engagement with stakeholders (continuous) and the community (within the options stage) has been recorded to feed into the North Shields Area Action Plan process and conforms with North Tyneside’s Statement of Community Involvement (SCI). This has been achieved through regular dialogue and discussion with the Local Development Framework team at North Tyneside Council.

It is therefore intended that the consultation undertaken as a part of this Strategy will feed into the North Shields AAP preparation process and demonstrate how the Council has undertaken a process of continuous engagement. Future engagement with the public around the preferred strategy for North Shields town centre will be continued as North Tyneside progress with the preparation of the Area Action Plan.

6.3 General Themes from Consultation

Set out below is a summary of several recurring themes that have emerged from the consultation undertaken to date.

- Beacon Centre enhancement – there has been much interest around the proposals and progress with regards to the need to update the town's shopping centre and retail offer. Viewed as a major opportunity to improve the image perception of the town and to attract better quality shops to the area.
- Current retail offer is becoming saturated with bargain and charity related shops which are creating a negative image of the town.
- The Metro station arrival point is an extremely unwelcoming and unsafe environment which does nothing to celebrate the town or encourage people to enter the town centre.
- People felt that the proposal to create a new quality public square in front of the Metro Station incorporating a new bus interchange should be given higher priority in terms of the key interventions for the town.
- General feeling that the Council did not sufficiently engage with town centre users and local residents prior to installing the new Plasticine seating. The majority of people wanted to express negative views towards the new street furniture but were satisfied that they were commissioned separately to this ongoing study.
- North Shields requires an improved marketing campaign and tourism campaign to encourage greater linkages with the Fish Quay which seems to turn its back on the town centre.
- The town centre lacks appropriate public conveniences and facilities.
- Northumberland Square is a major asset for the town and potential visitors and is presently punching way below its weight in terms of future uses and events that could be introduced to create a vibrant and usable square.
- "Greening" of the town and the introduction of improved signage, better shop fronts, pavements and landscaping are essential to making the town centre a more attractive destination. A need to get closer to locally based artists who recognise the town and how best to improve streetscape and public realm.
- Encourage and explore opportunities for the young through the introduction of community uses that can enable them to get more involved and take ownership of their town.
- Development sites to the east edge of the town can help to create more mixed communities.

7 The Preferred Strategy

7.1 Overview

This section outlines how the options have been taken forward into a preferred strategy and gives an overview of the Strategy describing:

- Development projects where opportunity sites have been identified; and
- Public realm improvements for key town centre links and public spaces have been identified for improvement.

7.2 Process

The Regeneration Strategy for North Shields has emerged through the following process:

- Baseline identification of opportunities and issues (desk top and site review);
- Establishing broad development objectives and principles to respond to the identified issues;
- Consultation with North Tyneside Council to test acceptability of principles;
- Development of three options to demonstrate how the principles are applied to the town centre sites and public realm;
- Technical testing of options (viability, transport, policy alignment);
- Testing of options through a two day consultation event with local businesses, residents and visitors; and
- Development of an overarching preferred plan with individual development projects and public realm packages identified.

The proposed Strategy is robust. It is grounded in a sound 'evidence base' that correctly targets the key issues facing the regeneration of the town. The comprehensive approach to the design of this preferred plan ensures that each of the individual projects (see Appendix 1 – Project Sheets and Implementation Plans) makes a positive contribution to the whole.

7.3 Overview of Regeneration Strategy

The Regeneration Strategy Plan overleaf should be read in conjunction with this section. The Strategy for North Shields seeks to reinvigorate the town centre. To this end the objectives behind the plan have been:

- To address the range of physical environmental problems that currently undermine the attractiveness of the centre as a visitor destination;
- To stimulate growth and positive change especially to vacant/problematic sites by clearly establishing the Council's intentions; and
- To capitalise on the key assets of the town including Northumberland Square and the Beacon Centre; and
- To bolster its local retail offer.

To respond to these objectives, the Strategy addresses physical site-based development opportunities alongside a structured package of public realm enhancement projects.

The key elements of the Plan are as follows:

- The Beacon Centre presents a major opportunity to dramatically re-image the town centre. Enhancements could address the poor quality of the façade and the relationship of ground floor units to the street;

North Shields - Regeneration Strategy

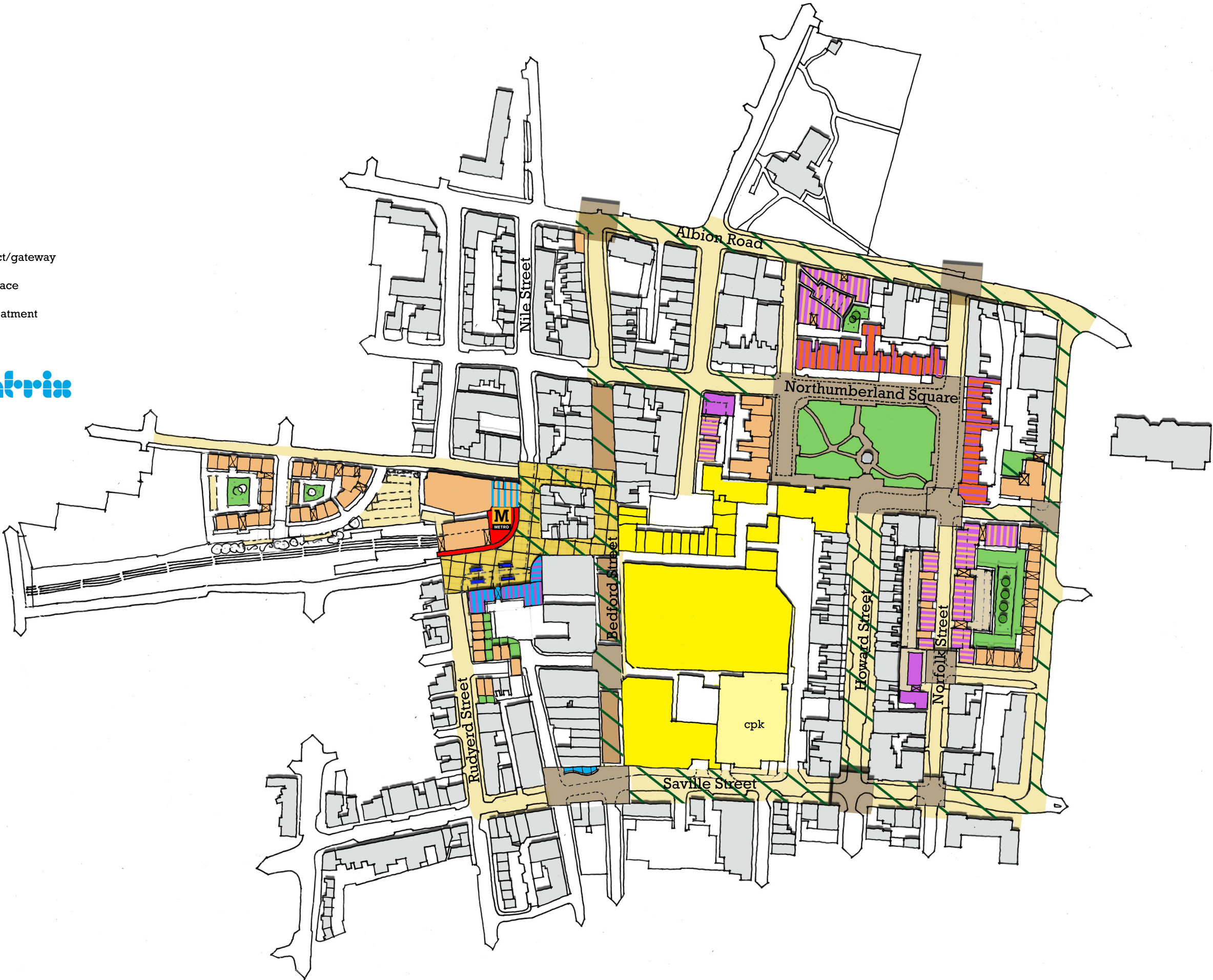
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Key

- | | |
|---------------------------|----------------------------------|
| Residential | Residential over office |
| Retail | Residential over retail |
| Employment | Office over retail |
| Mixed commercial | Public realm upgrade |
| Beacon Centre enhancement | Key public space project/gateway |
| Transport interchange | New/improved open space |
| Bus stop | Improved landscape treatment |
| | Pedestrianised street |



0m 100m



River Tyne

- Northumberland Square is the principal green space in the town and serves a variety of functions. The plan retains and enhances the Square through landscape treatment and addresses the uses fronting onto the Square. The street environment is proposed to be downgraded to a shared surface, improving the quality of the pedestrian experience;
- The Metro Station is already identified by Nexus as a key project in the reinvigoration programme. The plan supports the focus on redevelopment and suggests a higher density mixed use scheme that incorporates station facilities at ground level;
- Bus movements along Bedford Street are proposed to be relocated to a new bus interchange (with rail/taxi/cycle) opposite the station part redeveloping the Co-op site. This will create a seamless transport experience and greatly improve the quality of Bedford Street;
- The vacant site to the west of the Metro Station is proposed to be developed as either a residential scheme of a mixture of flats and duplex units or a park and ride location. The Bingo Hall site will be included as part of any comprehensive redevelopment proposal;
- Significant opportunity has been identified to the east of the town centre along Stephenson Street. This area is of particularly poor quality and forms an important town centre edge with adjacent residential communities. Several sites are proposed for redevelopment in this area;
- Other sites of importance include that on the corner of Albion Road / Upper Camden Street. This is a site that could contain a significant commercial/ / residential scheme benefitting from good access along Albion Road and the open green space opposite of Christ Church Parish Centre. The HSBC building and adjacent site has also been identified for redevelopment to create a higher quality, more efficient development on this central site; and
- Public realm improvements to streets and spaces throughout the town centre have been structured into a 3-level hierarchy of design quality – Platinum, Gold and Silver. This will enable a focus of investment in the right places and will ensure consistency and coherence to the public realm as a whole.

7.4 Development Projects (DP)

Appendix A (Project Sheets and Implementation Plans) includes the detail for each Development Project (DP). Outlined below are brief summaries of the thirteen development projects that have been identified.

▪ NS DP 1 Bus Interchange

To enable the pedestrianisation of Bedford Street, buses are proposed to be relocated to a new bus interchange facility within a mixed use development to the east of Rudyard Street. Redevelopment will also address the existing blank facades of the Co-op building which front the Metro station. Bus movements are proposed to be diverted from Wellington Street to run south down an enhanced Rudyard Street to Saville Street. New residential development is proposed to consolidate the existing pair of dwellings south of the Co-op service area. Development will enclose the service area from the public realm.

▪ NS DP 2 Metro Station

The Metro Station presents a poor arrival/departure experience for all users. The station will be redeveloped in a mixed use building to create a stimulating and exciting gateway. Close collaboration with Nexus will be required to ensure the station and its forecourt provide a positive 'face' to the street and sets the tone for the town centre experience. The location of stands for local bus and taxi network

will ensure a smooth transition for the varying modes of transportation. New residential development is proposed to the east and adjacent to the redeveloped station building. This will help address the poor relationship between station and street at this location as well as provide new sustainable housing through proximity to station and town centre amenities. The Bingo Hall site will be included as part of any comprehensive redevelopment proposal.

- **NS DP 3a, b The Goods Yard**

To bring forward efficient and appropriate use of a key brownfield site within the town centre and in close proximity to the Metro station. To improve the quality of the street environment and user experience along Russell Street through new development that overlooks and positively addresses the street. New residential development to incorporate quality landscape treatment to improve the relationship with the railway and accommodate parking provision on site.

- **NS DP 4 Albion Road / Bedford Terrace**

This small infill site on the corner of Albion Road and Bedford Terrace presents an opportunity to improve an otherwise weak corner. New residential development is envisaged of three storeys with the potential for commercial uses at the ground floor. The site provides access to the rear of adjacent properties and therefore any future development may need to include a covered link. In conjunction with any building development the junction of Albion Road with Bedford Terrace should be improved, both to address pedestrian crossing issues as well as to provide a better gateway into the town centre from Albion Road.

- **NS DP 5 Albion Road / Northumberland Place**

This is a prominent corner site capable of delivering significant enhancements both locally at the junction of Albion Road / Northumberland Place and strategically in terms of the approach to the town centre and Northumberland Square. The site is also in close proximity to listed buildings in Northumberland Square and St Columbus United Reformed Church. The proximity of the site to Albion Road and its context of local businesses suggest a commercial use, whilst the adjacent open green space amenity to the north would support residential uses above ground. The location of the site adjacent to open green space and the scale of existing development to the south would suggest the site is capable of supporting a five storey development.

- **NS DP 6 HSBC**

The HSBC building sits in a prominent location on Northumberland Place and opposite the grand YMCA building. Unfortunately the building is of a very poor quality both in terms of design, build quality and maintenance and is set back from the historic building line of the street. The proposal includes a comprehensive redevelopment of the HSBC building and adjacent vacant site to better enclose the backs of properties that line the western side of Northumberland Square and respond to the scale of the YMCA. A new mixed office and residential scheme is proposed that consolidates maximises the town centre location of the site.

- **NS DP 7 Northumberland Square**

Northumberland Square is the key green space within the town centre, and is located within the Northumberland Square Conservation Area. Any proposals will need to ensure that the rich heritage of the area is preserved and enhanced. It forms part of the proposed 'platinum' level public realm and links into the Howard Street, West Percy Street, Bedford Street, Saville Street circuit. The Square contains quality mature tree planting and is set within an historic building frontage to the west, north and east. The Square would benefit from improved design integration with the bounding streets, enhancing pedestrian connections and a

general uplift in public realm quality. New active ground floor uses to the west and south would add to the attractiveness and purpose of the square.

▪ **NS DP 8 Stephenson Street**

This site contains an existing commercial five storey building of average architectural quality and with a very poor relationship to adjacent residential Victorian terraces and to the street. The site is in a corner location with an important function as a gateway / local landmark into Northumberland Square from the north east. The project would include either refurbishment/re-use of the building (in order to retain flexibility) as a residential development to reduce costs or demolition and rebuild as a new, 3-4 storey residential block. It would be important for any re-development/refurbishment to address the interface between the building and Stephenson Street and Suez Street and address the severe change in massing/form to adjacent terraced housing.

▪ **NS DP 9a, b Stephenson Street / Norfolk Street**

This project contains two sites (9A and 9B) that have been combined to ensure a coordinated design approach to the setting of Norfolk Street. Site A includes two existing poor quality buildings and fronts both Stephenson Street and Norfolk Street. Site B is the car park site west of Norfolk Street; The project includes the redevelopment of both sites for mixed commercial office and residential development. The location of the various uses has been considered in relation to compatibility with existing street uses and reinforcing an appropriate future character for both Norfolk and Stephenson Streets. New access and site sub-division has been proposed as shown on the drawings.

▪ **NS DP 10 Saville Street**

This site is characterised by the blank ends of existing buildings that negatively affect the quality of the street experience at this import junction of Bedford and Saville Street. The site is in a prominent location with the potential for dramatically enhancing the activity of the street scene and the relationship of buildings-to-street. The project would include removal of existing planter boxes, guardrails and development of a new transparent retail/café kiosk with mezzanine level. It would be important for this development to address the brick end buttress structures of the existing building

▪ **NS DP 11 The Beacon Centre**

The Centre performs poorly in terms of its aesthetic and functional contributions to the town centre as a whole. Street level activity is weak and facades are monotonous and uninspiring. Any refurbishment project would need to address these concerns and focus on:

- Enhancing permeability of the routes through the centre;
- Broadening the range (size) and quality of retail units;
- Enhancing the buildings appearance (facades); and
- Enhancing entrances into the centre.

▪ **NS DP 12 Fish Quay Links**

The synergies between Fish Quay and the town centre need to be maximised. There are a variety of means of improving this ranging from signage, improved bus shuttle service and marketing.

▪ **NS DP 13 North of West Percy Street**

The Strategy recognises that the town currently has large areas of the town that are classed as secondary retail areas. This project is a policy based initiative seeking to encourage change of use from retail to other appropriate town centres uses (including residential) in the area to the north of West Percy Street.

7.5 Public Realm (PR) Projects

Appendix A – Project Sheets and Implementation Plans provides a detailed overview of the Public Realm (PR) projects for North Shields town centre.

Outlined below are public realm projects that have been identified in the plan, these have organised into a three level hierarchy of design quality – Platinum, Gold and Silver. This is to enable a focus of investment in the right places and to ensure consistency and coherence to the public realm as a whole.

Platinum

Six key streets and spaces projects will comprise the highest level of public realm quality (Platinum) across the town centre. The following streets and open space projects are included:

- Bedford Street (part)
- Howard Street
- Saville Street (part)
- West Percy Street (part)
- Metro Station Square
- Northumberland Square

The projects have been defined to provide a connected and consistent primary circuit to the town centre experience. This will greatly enhance both visitors' and residents' choice and increase perceptions of safety and usability. Northumberland Square and Metro Station Square will be enhanced as the two principal spaces in the town centre, each fulfilling a different function and role. The interconnecting streets of Bedford, Howard, West Percy, and Saville will also be enhanced to reflect their status as the highest quality streets. Part of this would include the pedestrianisation of Bedford Street between Metro Station Square and Saville Street. Quality surface treatment, public art, street tree planting (where possible) and a new palette of high quality furniture including lighting will all be considered.

Gold

Four streets (including junctions) projects will comprise the middle (Gold) level of public realm quality across the town centre. The following streets and open space projects are included:

- Saville Street (part)
- Upper Norfolk Street (part)
- Albion Road (part)
- Bedford Street (part)

The four projects connect directly with the six Platinum level projects and include two important gateway junctions from the northwest. The projects comprise the key routes into the town centre (Albion Road and Saville Street) and their short connector streets from the north (Upper Norfolk Street and Bedford Street (upper part)).

Albion Road will maintain its through-route vehicular capacity but will provide better pedestrian connectivity through improved junctions / crossings and pavements. Street tree planting will be introduced where ground and utilities conditions permit. Saville Street will also maintain vehicular through movement but will fulfil a greater function as a vibrant, pedestrian friendly high street. Pavement widening, street surface treatment and planting should all be considered.

Silver

General upgrading of lower order streets will be carried out across the town centre. Nine streets projects will comprise the Silver level of public realm quality. The following streets and open space projects are included:

- Russell Street (part)
- Nile Street
- Rudyard Street
- Norfolk Street
- Stephenson Street
- Suez Street
- Upper Camden Street
- Church Way
- Stephenson Street / Norfolk Street new link road

The nine streets projects will set the default standard of quality to be applied outside of those Platinum or Gold standard projects. In some cases (e.g. Russell Street) any improvements will need to be considered in relation to development of key sites (e.g. site DP3). Key issues for Silver level projects to address will be:

- Removal of street clutter and general tidiness;
- Re-organisation of street car parking to reduce the dominance of cars on streets in the town centre;
- Improved / widened pavements; and
- New street furniture.

8 Implementation

8.1 Overview

The previous section has set out a range of projects addressing the issues identified for North Shields. The Regeneration Strategy includes a full schedule of development projects and public realm projects that could form the programme of regeneration activity in North Shields over the next 10-15 years.

This section provides recommendations on what should be the priority actions for North Tyneside Council and its partners in the short term, in order to progress the Regeneration Strategy, taking into account available resources and the current market context.

The principal objectives for the regeneration of North Shields can be summarised as:

- **Reinforce the core town centre retail area** – adopt a strategy to work collaboratively with the owners of the Beacon Centre and to reinforce and enhance the quality of the core by maximising the wider benefits of the proposed changes to the Centre.
- **To promote and support the enhancement of key town centre assets** - the Metro Station Square transport interchange and Northumberland Square. These unique assets in the town centre require a focus of effort and resource to encourage private sector involvement and funding across the core town centre area.
- **To improve and enhance the synergy and connections between the Town Centre and Fish Quay.** There are a variety of incremental measures that could be implemented to improve the relationship between these two areas. Firstly by focusing on softer measures such as signage, way finding, trails, lighting enhancement and public realm improvements.

8.2 Priorities

Reflecting on the above, the following represent the key actions for the next 1-2 years in North Shields town centre:

8.2.1 Retail centre policy approach

- **Working collaboratively with the owners of the Beacon Centre** – the overall approach is to maximise the benefits for the wider retail core resulting from the re-modelling of the Beacon Centre. The owners of the Centre should be encouraged to input into the process of developing plans to enhance the immediate retail environment where the Beacon Centre interacts with the existing retail core of North Shields, in particular the frontages to Northumberland Square, Bedford Street and Saville Street. Key to progressing the regeneration of North Shields town centre will be an active and collaborative approach with owners in order to achieve positive outcomes for the town centre.
- **Support improvements to the Metro Station and immediate environment** – with a view to creating a focus for the town centre and an attractive gateway. The current proposals show an ambitious and expensive re-modelling which will require significant public sector intervention and funding to create a civic square. Further investigation is required probably resulting in a “mid-way” solution, that would have greater success of securing funding and being deliverable (particularly in relation to number of landowners involved). Public sector investment will be required to achieve this goal and targeting the vacant Co-op building and bus lay down area may provide a more viable solution.
- **Agree the way forward for the Northumberland Square enhancements including the existing library** – As a unique asset to North Shields the Council should encourage an improved interface between the Square and the Beacon

Centre entrance with the aim of introducing more activity into the buildings surrounding the Square, potentially by way of a more relaxed policy approach on permissible uses. Professional services, offices, residential and restaurants uses should be encouraged that bring greater activity across a broader daily time frame in this location.

8.2.2 Retail Centre Investment

The achievement of the policy objectives set out above relies upon public sector support in the short term to improve the quality of retail/town centre environment and sense of place/civic pride. Large scale physical intervention is presented by the proposal to create a new square in front of the metro station/transport interchange and in Northumberland Square.

In addition the re-location of the public library to another part of the Beacon Centre also represents a cost to the Council. The owners of the shopping centre have the ability to re-model the Beacon Shopping Centre, subject to financial viability and existing leases, to attract new retailers to the town centre. There are also a number of vacant units in Bedford Street that present opportunities to additional retailers to relocate or re-considering North Shields as a trading destination.

Our recommendations on public sector investment in the retail centre over the next 1-2 years includes the following:

- **Support Beacon Centre owners in their plans for reinvigoration of the centre -**
This will provide the Council with an enhanced position from which to influence the owners final solution to the benefit of the retail core. In return for securing commitment to re-modelling the centre in the manner that best benefits the core town centre, such as seeking concessions on frontage treatments and encourage the existing centre to have a stronger outward facing retail presence in the town centre, the public sector should focus on moving bus stops from Lower Bedford Street as a priority task.
- **Investigation of the viability and alternatives for the creation of a Square in front of the Metro Interchange -** The Metro station transport interchange is an important part of regenerating North Shields town centre. Further analysis by the Council and its partners on how the proposed Square can be delivered is required as in its current form; the proposal is not regarded as being financially deliverable by the public or private sector.
- **Develop a grant programme for the exterior improvement and conversion to alternative uses of the properties fronting Northumberland Square -**
Intervention should also include the enhancement and continued maintenance of Northumberland Square to maintain the attractive high quality environment.
- **Agree a strategy to improve linkages between the Fish Quay and the Town Centre –** setting out a variety of measures and enhancements to the routes, signage and marketing.

8.2.3 Design Code

We would recommend the council undertake and implement a detailed design code which will become an important tool to help the North Shields Town Centre AAP deliver a range of outcomes when developing the key priority interventions and public realm improvements within the town centre. This guidance should be strongly based upon a specific design vision set out for the area and provide a clear indication to community, developers and other stakeholders of the proposed character of the area.

8.3 Detailed Implementation

In Appendix 1 – Project Sheets and Implementation Plans, each of the development projects identified for North Shields has an associated implementation plan alongside it. This sets out: key challenges and constraints; cost items; funding required; the benefits of the project; the risks associated with the project; and the next steps for the project in the first 0 – 6 months.

For more detailed information regarding implementation and delivery of projects please refer to:

- Appendix A – Project Sheets and Implementation Plans.
- Appendix B – Accommodation Schedule for North Shields.

Appendix A

**Project Sheets and
Implementation Plans**

North Shields| Project Reference Plan

The following plan identifies the range of interventions across the town centre that comprise the Regeneration Strategy.

Interventions have been categorised as either site (re)development projects or public realm packages. The latter have been further classified according to a hierarchy of quality that includes: platinum (highest); gold (good); silver (standard). The key public realm interventions and improvement projects are then located within these three levels of quality.

Development Projects (DP)

- NS DP 1 Bus Interchange
- NS DP 2 Metro Station
- NS DP 3a,b GoodsYard
- NS DP 4 Albion Road / Bedford Terrace
- NS DP 5 Albion Road / Northumberland Place
- NS DP 6 HSBC
- NS DP 7 Northumberland Square
- NS DP 8 Stephenson Street
- NS DP 9a,b Stephenson Street / Norfolk Street
- NS DP 10 Saville Street
- NS DP 11 The Beacon Centre
- NS DP 12 Fish Quay Links
- NS DP 13 North of West Percy Street

Public Realm (PR)

- NS PR1

Platinum

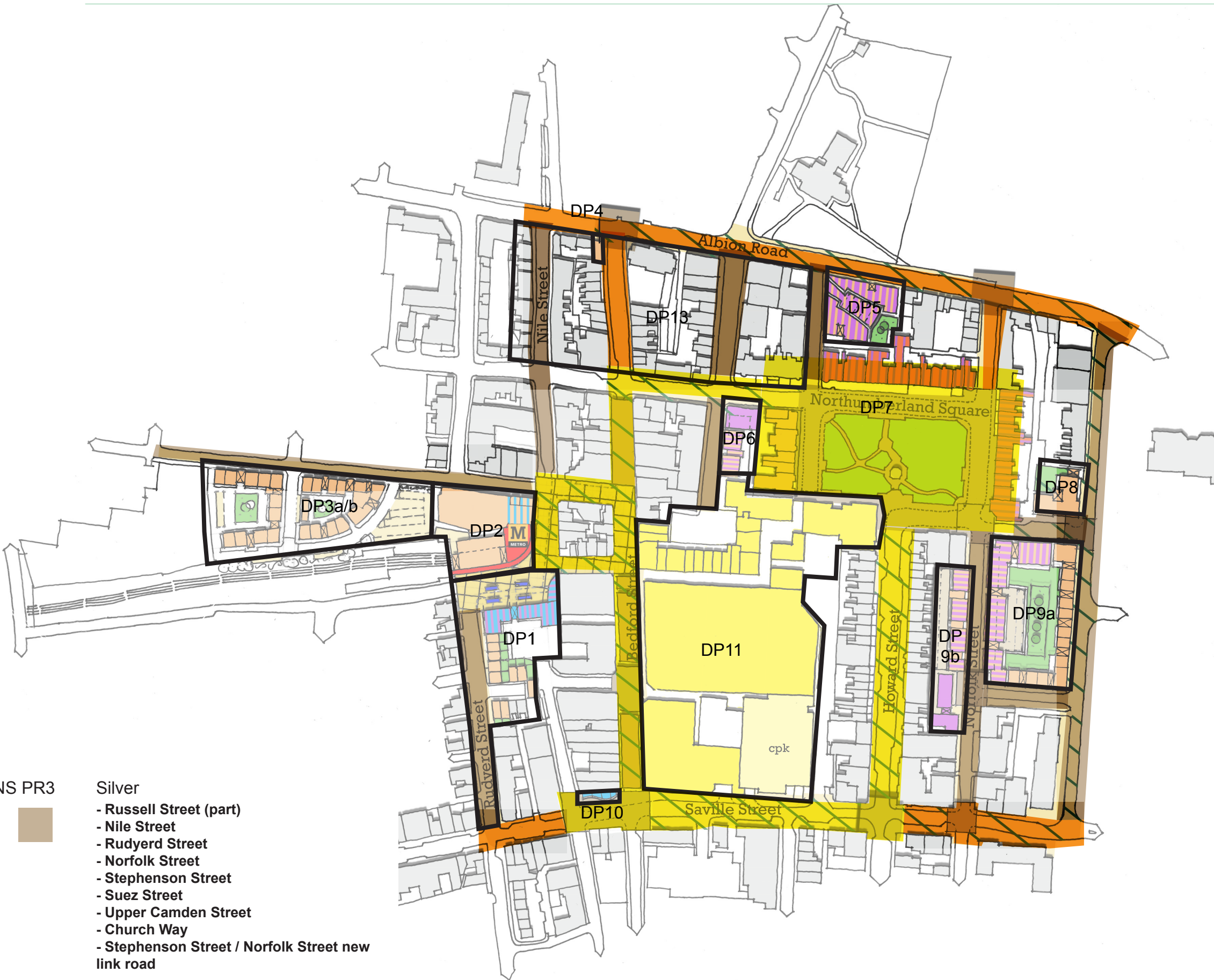
- Bedford Street (part)
 - Howard Street
 - Saville Street (part)
 - West Percy Street (part)
 - Metro Station Square
 - Northumberland Square
- NS PR2

Gold

- Saville Street (part)
 - Upper Norfolk Street (part)
 - Albion Road (part)
 - Bedford Street (part)
- NS PR3

Silver

- Russell Street (part)
 - Nile Street
 - Rudyard Street
 - Norfolk Street
 - Stephenson Street
 - Suez Street
 - Upper Camden Street
 - Church Way
 - Stephenson Street / Norfolk Street new link road



Project NS DP1| Bus Interchange & Rudyard Street



Location plan

Project Description

To enable pedestrianisation of Bedford Street, buses are proposed to be relocated to a new bus interchange facility within a mixed use development to the east of Rudyard Street. Redevelopment will also address the existing blank facades of the Co-op building which front the Metro station.

Bus movements are proposed to be diverted from Wellington Street to run south down an enhanced Rudyard Street to Saville Street.

New residential development is proposed to consolidate the existing pair of dwellings south of the Co-op service area. Development will enclose the service area from the public realm.

Proposed development content (gross):

- Residential: 10 houses & 4 flats
- Transport interchange: 65 sq.m
- Commercial office: 1,510 sq.m
- Retail: 880 sq.m
- Demolition footprint: 1,570sq.m of Co-op rear area and vacant retail accommodation.

Key urban design and development principles



1. Consolidate the transport function and character of the Metro station environment through a new bus/taxi interchange facility;
2. Introduce new high quality streetscape setting to support an attractive, safe public transport hub;
3. Enclose the rear service/access areas to the Co-op through new development fronting Rudyard Street. Maintain rear service access;
4. Consolidate and support the existing housing through new compatible residential development;
5. Introduce new mixed use development onto the Metro station southern edge to support a longer activity period, encouraging greater perceptions of safety, especially at night;
6. Maintain the building line and strong north-south axis of Rudyard Street to encourage connections between Saville Street and the Metro / bus station area;
7. Maintain the existing building line, scale a massing along Rudyard Street, allowing greater height towards the bus interchange / Metro station northern end;
8. Encourage and support the upgrading, enhancement and maintenance of existing shop fronts along Rudyard Street and Saville Street; and,
9. Development of town wide landmark building to improve local legibility within the area.
10. Support high quality architecture in new proposals throughout.

Relevant Precedents



Quality bus transport interchange: achieving seamless interchange across different modes - bus-rail-taxi-cycle-pedestrian

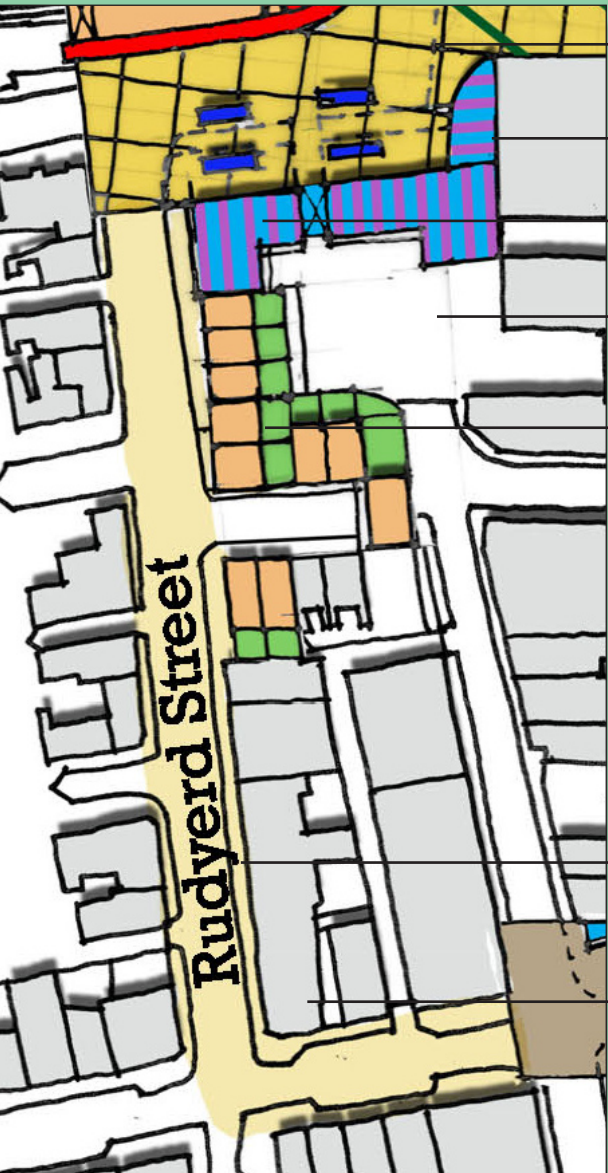


Well integrated mixed use development providing an active ground level with additional natural surveillance from residential properties above.



Town centre living - high quality urban housing in terraced or apartment (flats) arrangement

Outline design proposals



- New high quality bus interchange facility incorporating bus stand, shelter, information etc.
- New mixed use commercial office / retail development
- New mixed transport / retail / commercial office development
- Access / service area
- New town houses
- Streetscape improvements to Rudyard Street
- Shop front enhancement

Project: NS DP 1: Bus Interchange & Rudyerd Street	
KEY CHALLENGES/CONSTRAINTS	
Stakeholder Input/ engagement	<ul style="list-style-type: none"> - Commence negotiations with the Coop - Establish access & services arrangements for local businesses - Begin negotiations with Nexus on potential reconfiguration of bus routes - Engage with current owners & tenants along Rudyerd Street on future shop front improvement grants (25-50%) - Ascertain if proposals are acceptable to NTC Highways & Planning officers - Early community consultation required to gauge initial acceptability of change to bus routes
Making the case	<ul style="list-style-type: none"> - Demonstrating need and priority in the current economic climate - Needs to link in with wider Nexus Metro Invigoration project
Implementation	<ul style="list-style-type: none"> - Risk around private sector to provide match funding and leverage - Most likely to be funded by council - Complex project, needs dedicated Local Authority resources to ensure viability and delivery
COSTS	
Overview of Cost Items	<ul style="list-style-type: none"> - Public Realm - Coop acquisition - Demolition & construction - Shop front improvements - Detailed design and consultancy fees - Project Management with internal council officer & external agents - Bus interchange/ infrastructure linked with wider station enhancement
Potential viability issues	<ul style="list-style-type: none"> - Success of scheme dependent on many factors, including quality of scheme agreed and the extent to which private sector can be encouraged to invest in shop fronts to compliment the public realm investment
FUNDING	
Private sector investment	<ul style="list-style-type: none"> - Invest in shop front improvement and refurbished space - Developer interest and investment backing needed for future residential development
Public sector investment	<ul style="list-style-type: none"> - Local authority to acquire Coop and deliver public realm. - Match funding for shop front improvements - Nexus bus interchange -

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Increase attractiveness of retail environment - Improve footfall & turnover of local business, creating local jobs - Gateway improvement - Transport benefit – interchange - Reusing vacant buildings - Creating employment space through building refurbishment - Contribution to a wider residential offer, (affordable/ sustainable town centre living)
Wider benefits	<ul style="list-style-type: none"> - Overall enhancement to North Shields as a destination - Improving transport links/ metro environment - Improving townscape - Encourage wider investment/ positive impact - Carbon reduction/ choice - Improved visitor experience i.e. linked trips to fish quay, coastal area etc
RISKS	
<ul style="list-style-type: none"> - Coop site acquisition without enforcement of CPO powers/ potential compensation costs - Nexus change their priorities as part of the Metro Reinvigoration Programme - Market viability – dependant on private sector demand for development opportunities - Reluctance of existing owners to refurbish shop fronts - Council staff resources required to implement scheme (legal, asset, design etc) - Public opinion and planning process – i.e. residents and shoppers reaction to bus rerouting - Highway department requirement in terms of buses and associated route and junction improvements - Beacon centre redevelopment proposals are not implemented – affect on town vibrancy 	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	A dedicated Project Steering Group needs to be set up to include Nexus and council Highways Officers
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> 1. Negotiate with Coop 2. Agree appropriate bus routes and scheme with Nexus (Arup) 3. Consultation with local businesses over the nature of shop front improvement scheme (NTC) 4. Finalise nature of scheme and commence project management, design & feasibility process (NTC)

Project NS DP2| Metro Station



Location plan

Project Description

The Metro Station presents a poor arrival/departure experience for all users. The station will be redeveloped in a mixed use building to create a stimulating and exciting gateway. Close collaboration with Nexus will be required to ensure the station and its forecourt provide a positive 'face' to the street and sets the tone for the town centre experience. The location of stands for local bus and taxi network will ensure a smooth transition for the varying modes of transportation.

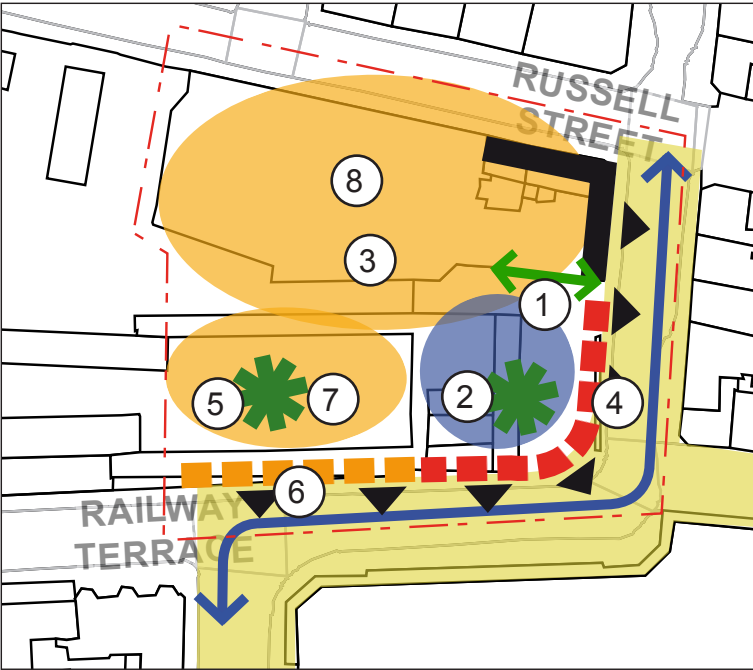
New residential development is proposed to the east and adjacent to the redeveloped station building. This will help address the poor relationship between station and street at this location as well as provide new sustainable housing through proximity to station and town centre amenities.

Proposed development content:

Residential:	104 flats
Metro station:	270 sq.m
Retail:	570 sq.m

Demolition footprint: 200sq.m of station and retail accommodation and 400sq.m of platform canopy structure.

Key urban design and development principles



1. Improve North Shields's rail accessibility through redevelopment of the Metro station facility and better integration with the new bus/taxi interchange facility (DP1);
2. Redevelop the station as a high quality, landmark designed mixed use building incorporating commercial office space above and station-related retail provision at ground level. Building height and massing to relate to that of the adjacent Bingo Hall;
3. Address the blank side facade of the Bingo Hall through redevelopment of the station facility and allow for access to the south-facing front of Nobles Amusement;
4. Ensure active ground floors through commercial uses;
5. Introduce new residential-led development to the east of the station through air-rights development. New building to relate to the north-south view corridor along Rudyerd Street and provide a local view termination / landmark;
6. Allow for bus movement through the Metro forecourt and ensure the new station development relates to the proposed new bus interchange facility to the south;
7. Allow for taller station/commercial and residential buildings to emphasise the station location and its importance in terms of local legibility;
8. Encourage redevelopment of the Bingo Hall to have residential above and active uses at the ground floor;
9. Support high quality architecture in new proposals throughout.

Relevant Precedents



Quality station station integrated with commercial development and direct pedestrian access (Stratford town centre DLR).

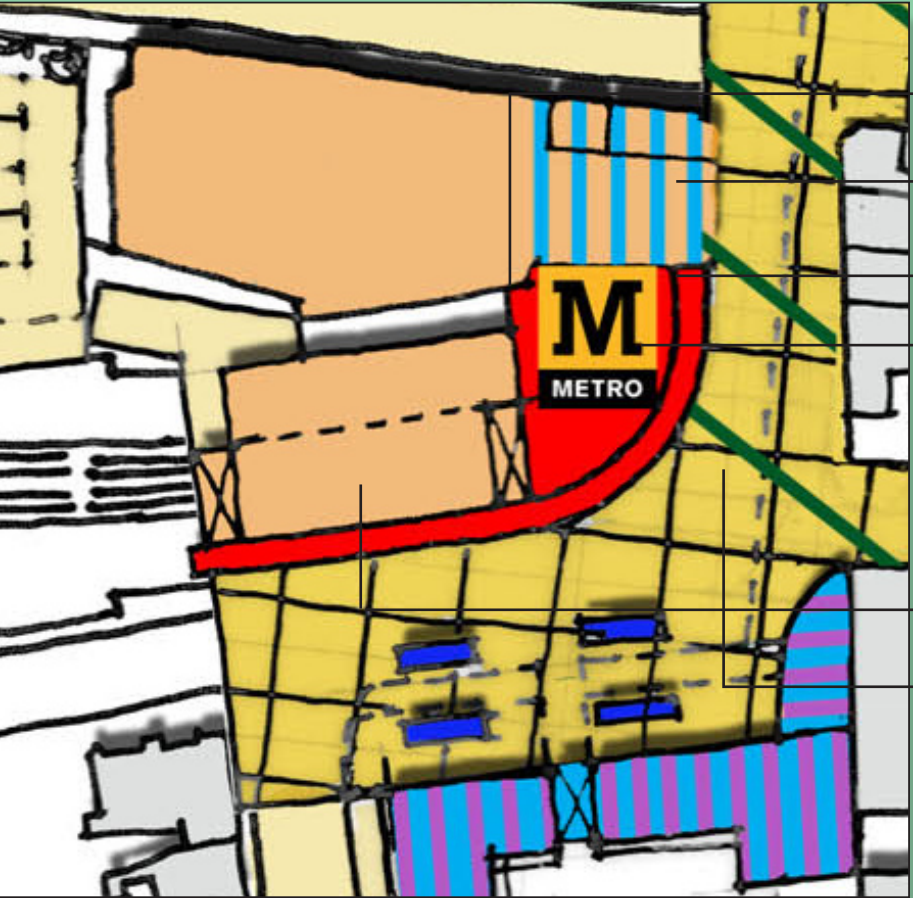


Integrating station and station environs, ensuring quality pedestrian and cycle access whilst accommodating vehicular movements (CZWG image).



Fostering a lively street scene depends upon the grain of adjacent development, the use mix and the quality of the public realm.

Outline design proposals



- Mixed use development: residential above retail
- Retain/enhance retail frontage
- Support active ground floor retail uses
- New Metro station facility within in a new mixed use development. Commercial office above and station-related retail at ground.
- Taxi rank to be incorporated into new transport interchange.
- New residential apartments.
- High quality station forecourt designed to respond to the bus interchange.

Project: NS DP 2: Metro Station	
KEY CHALLENGES/CONSTRAINTS	
Engagement with Nexus	<ul style="list-style-type: none"> - Agreeing arrangements and establish formal working relationship with Nexus to develop station proposals - Influence Nexus to deliver high end option for station redevelopment - Work with Nexus to ensure that this remains high priority - Coordinate with delivery of DP Bus Interchange
COSTS	
Overview of Cost Items	<ul style="list-style-type: none"> - Internal resources required within council to work with Nexus as part of continual engagement
FUNDING	
Public sector investment	<ul style="list-style-type: none"> - Nexus Reinvigoration funding required - Potential opportunity to enhance the project with commercial space which may require gap funding from private sector
BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Creating new modern floorspace (retail & commercial) - Improved transport benefits – increased use of public transport/ reduced dependency on private car and carbon reduction benefits
Wider benefits	<ul style="list-style-type: none"> - Improved arrival and gateway into town centre - Wider facilities and services improved within station - Visitor and tourism opportunities with the wider sub region - Potential to increase Beacon Centre numbers/ traders improve business? - Catalyst for wider town centre regeneration
RISKS	
<ul style="list-style-type: none"> - No direct control or ownership of the project - Project priority is with Nexus not Council and Council not sufficiently proactive to influence Nexus - Project delays could have knock on effects to other funding streams - Potential impact on deliverability of DP 1 – timing and deliverability - Bingo Hall may have redevelopment constraints 	

PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	<i>Council to Confirm. Need to establish working project group with Nexus</i>
NEXT STEPS	
0 – 6 Months (actions)	<ol style="list-style-type: none"> 1. Establish formal working relationship with Nexus to understand and influence station redevelopment (NTC) 2. Identify lead council officer to lead and take forward project (NTC) 3. Begin discussions in relation to incorporating Bingo Hall as part of redevelopment

Project NS DP3a&b | Goods Yard



Location plan

Project Description

To bring forward efficient and appropriate use of brownfield land within the town centre and in close proximity to the Metro station.

To improve the quality of the street environment and user experience along Russell Street through new development that overlooks and positively addresses the street.

New residential development to incorporate quality landscape treatment to improve the relationship with the railway and accommodate parking provision on site.

Proposed development content:

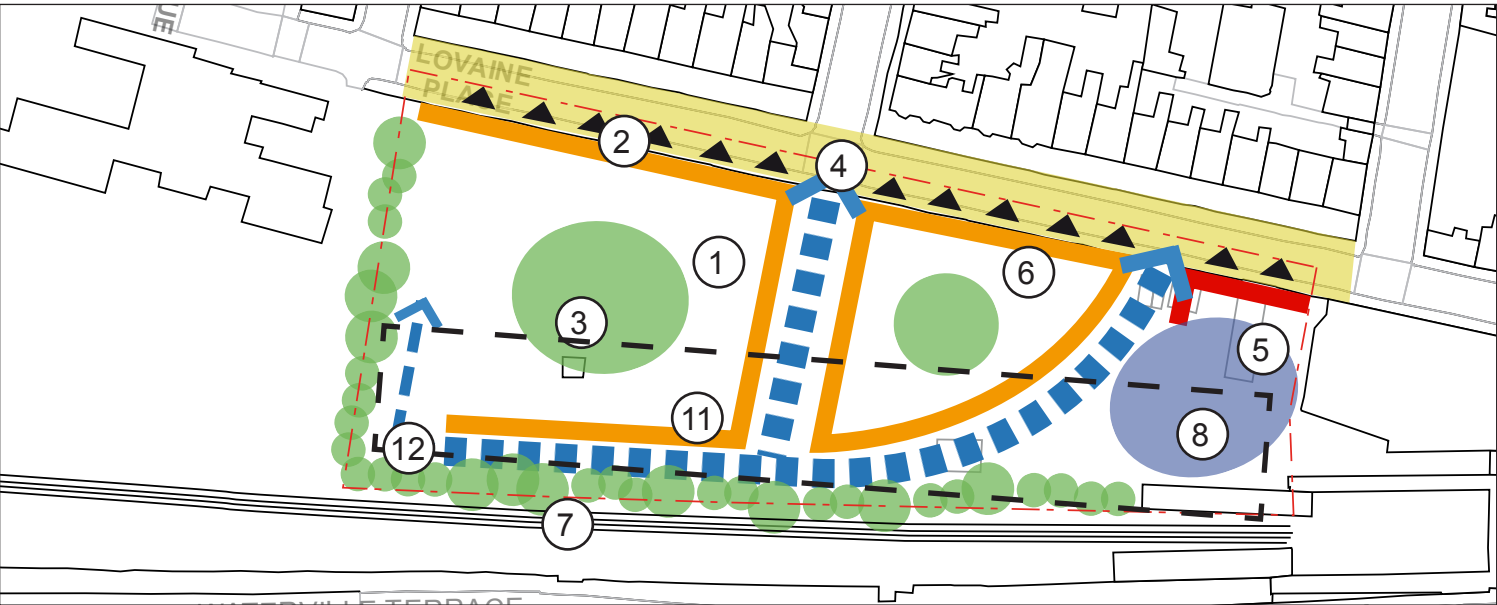
Residential Option

Residential: 82 flats

Park and Ride Option

Parking: 280 spaces

Key urban design and development principles



- 1. Predominantly residential (1 & 2 bed flats with some 3 bed duplex types) development in a quality high density apartment arrangement;
- 2. Ensure residential development fronts onto the adjacent Russell Street and any new internal access streets;
- 3. Provide clearly defined public/private spaces with the provision of communal courtyard space for new residents;
- 4. Provide new access into the site with new junctions onto Russell Street. Access to follow topography.
- 5. Potential for a small quantum of mixed use retail/residential development adjacent to the Bingo Hall to encourage street activity and enhance perceptions of safety, especially at night;
- 6. Maintain a common building line that reinforces Russell Street as a quality pedestrian connection to the Metro Station;
- 7. Provide new landscape treatment within the site to support a quality residential environment and act as a buffer to address PPS 24 noise issues;

- 8. Provide parking for residents in a variety of locations: on-street, in shared surface areas, in-curtilage and in-courtyard. Undercroft and basement parking can be considered but will be influenced by development cost;
- 9. Support high quality residential architecture in new proposals throughout; and,
- 10. Ensure development height and massing is informed by existing contextual factors such as the scale of adjacent housing, the Bingo Hall and the future redevelopment of the Metro station.
- 11. New residential at lower level to street frontage.
- 12. The site slopes to the railway affording opportunities to utilise the level change in the provision of an undercroft parking structure. Residential development would be designed to provide an at grade street frontage onto Russell St and to sit above undercroft towards the south. Alternatively if structured parking is not viable then terraced housing forms following the topography should be considered.

Relevant Precedents



Quality higher density modern housing that utilises topographical levels to accommodate car parking in undercroft and deck arrangements.

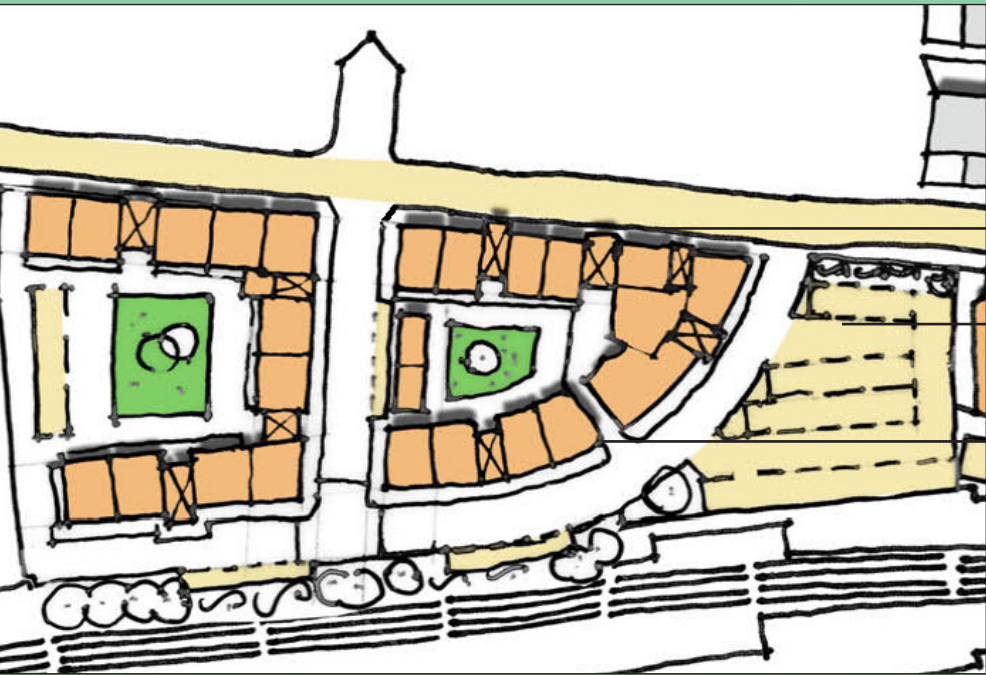


A focus on the quality of streets suggest the use of natural materials, well design and implemented.

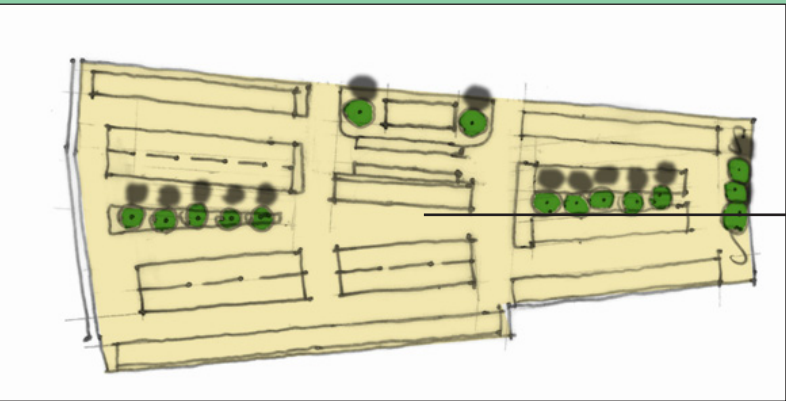


Higher density housing calls for provision of quality communal amenity space. Courtyards, play space, cycle parking and other types of space for recreation should all be addressed.

Outline design proposals



- New residential apartment development.
- New landscaped surface parking areas.
- New street network.



Alternative layout indicating use of the site for a Park and Ride facility.

Project: NS DP 3a & 3b : Goods Yard	
KEY CHALLENGES/CONSTRAINTS	
Stakeholder Input/ engagement	<ul style="list-style-type: none"> - Discussions with owners of Bingo Hall, to scope out aspirations / conflicts - Discussions with Nexus re. landownership and future intentions – ability to release land - Access & services arrangements, issues with Metro Station operations - Bus routes & movements will require negotiations with Nexus, NTC Highways & Planning departments - Consultation to gauge community/ acceptability
Implementation	<ul style="list-style-type: none"> - Deliverability of options, i.e. park and ride + residential or just one element? - Consideration of abnormal site preparation costs - Risk around private sector (match/leverage) - Needs to link with wider Nexus Metro Invigoration project to increase case for change - High level, skilled focused resource required - Joint project, NTC and Nexus collaborative partnership working group
COSTS	
Overview of Cost Items	<ul style="list-style-type: none"> - Site preparation costs - Acquisition of access routes into site - Public realm - Outline design to take to the market including consultancy and design fees - Project Management Team required to comprise internal Council officers & external agents - Bus interchange/ infrastructure linked with wider station enhancement (Nexus)
Potential viability issues	<ul style="list-style-type: none"> - Land assembly costs - Subject to further testing - Land preparation costs
FUNDING	
Private sector investment	<ul style="list-style-type: none"> - Private sector to deliver residential development
Public sector investment	<ul style="list-style-type: none"> - Land assembly - Site preparation costs

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Improve footfall & turnover of local business, creating local jobs - Gateway and arrival point improvements - Transport benefit – interchange, park & ride synergies - Reusing vacant land - Increasing town centre population - Contribution to a wider residential offer, (affordable/ sustainable town centre living)
Wider benefits	<ul style="list-style-type: none"> - Overall enhancement to North Shields as a destination - Improving transport links/ Metro environment - Encourage wider investment/ positive impact - Carbon reduction/ choice
RISKS	
<ul style="list-style-type: none"> - Land assembly issues - Nexus change their priorities as part of Reinvigoration Programme - Market viability – private sector demand for development opportunity - Site preparation costs - Staff resources on council side to implement proposals (legal, asset, design etc) - Public opinion and planning process matters - Highways issues re. access and movement 	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	<p>The site can be highlighted as an option/ future opportunity in the emerging North Shields Town Centre AAP</p> <p>Prepare a development brief to help bring forward interest on the site. A development brief would aim to:</p> <ul style="list-style-type: none"> - Identify the land uses to be provided in future development on this central site - Indicate how development will relate to the surrounding environment - Set out criteria for the future design and layout of development, including sustainability and energy efficiency
NEXT STEPS	
0 – 6 months	<ol style="list-style-type: none"> 1. Complete assessment of land ownership and site assembly (NTC) 2. Agree scheme with Nexus (NTC) 3. Finalise nature of scheme and commence design & feasibility process (NTC)

Project NS DP4 | Albion Road / Bedford Terrace



Location plan

Project Description

This small infill site on the corner of Albion Road and Bedford Terrace presents an opportunity to improve an otherwise weak corner.

New residential development is envisaged of 3 storeys with the potential for commercial uses at the ground floor.

The site provides access to the rear of adjacent properties and therefore any future development may need to include a covered link. Early consultation with adjacent owners / occupiers is needed.

In conjunction with any building development the junction of Albion Road with Bedford Terrace should be improved, both to address pedestrian crossing issues as well as to provide a better gateway into the town centre from Albion Road.

Proposed development content:

Residential: 4 flats

Key urban design and development principles



The existing site

1. Redevelop the site with a mixed use development, ensuring active ground floor uses and residential flats above;
2. Ensure the development fronts onto the adjacent streets and is designed to provide natural surveillance of the same;
3. Respond to the adjacent existing buildings in terms of scale, massing and character. Potential for a 3 storey development to emphasise the corner;
4. Allow for vehicular access to the rear of adjacent properties. Consider the use of a covered link to allow access but maintain building line and site efficiency and density;
5. Improve the existing street junction through quality surface materials and pedestrian crossing enhancements; and,
5. Support high quality architecture in new proposals throughout.

Relevant Precedents



The project calls for sensitive and appropriate housing infill on a key corner site. Given the prominence of the corner a development of up to 1 storey taller than the adjacent buildings could be considered.

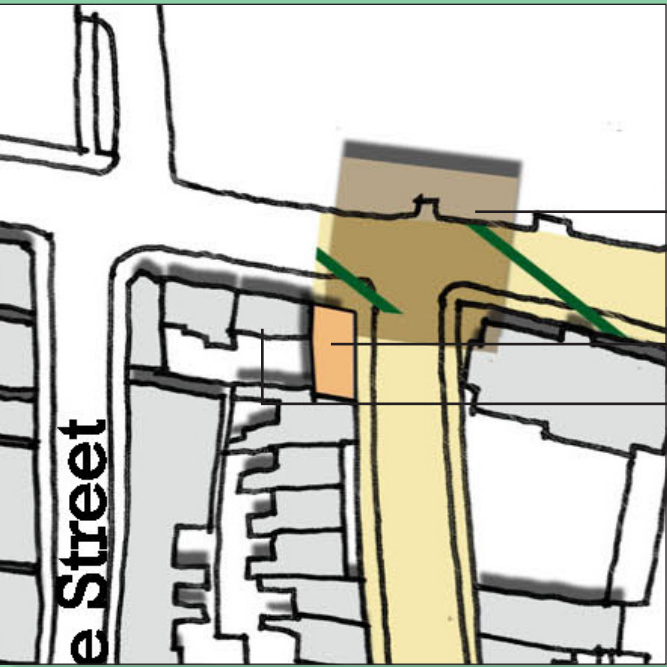


Attention to streetscape will be important to create a quality setting in an urban environment.



Accommodating the car within rear courtyards often compromises the quality of the courtyard as a space for pedestrians unless it has been designed well.

Outline design proposals



Junction enhancements to improve pedestrian crossing facilities and

New residential infill development.

Maintain access to rear of adjacent properties.

Project: NS DP 4 Albion Road / Bedford Terrace

KEY CHALLENGES/CONSTRAINTS

Stakeholder Input/ engagement (* priorities)	<ul style="list-style-type: none">- Negotiations with landowner- Access & services arrangements- Highways & Planning dept/ NTC- Community consultation/ acceptability
Implementation	<ul style="list-style-type: none">- Encouraging landowner to bring forward this small site- Demonstrating developer appetite and interest in a small site- Potential need for public sector funding to create a viable site- Demonstrating need and priority in current economic climate- Medium level skilled resource required- Careful focus required to unlock site

COSTS

Overview of Cost Items	<ul style="list-style-type: none">- Outline design to take to the market (consultancy fees)- Project Management
Potential viability issues	<ul style="list-style-type: none">- Subject to further market testing

FUNDING

Private sector	<ul style="list-style-type: none">- To develop the residential development
Public sector	<ul style="list-style-type: none">- Private sector led scheme - public sector in influencing/facilitating role.

BENEFITS

Direct outputs	<ul style="list-style-type: none">- Gateway improvement- Reusing vacant land- Increasing town centre population- Contribution to a wider residential offer, (affordable/ sustainable town centre living)
Wider benefits	<ul style="list-style-type: none">- Overall enhancement to North Shields as a destination- Encourage wider investment/ positive impact

RISKS

- Ability to bring forward site without CPO
- Reluctance of landowner to engage
- Market – private sector demand for development opportunities
- Staff resource on council side to implement (legal, asset, design etc)
- Public opinion and planning process
- Highway dept show, access and parking issues

PLANNING DELIVERY MECHANISM

Development Brief	<p>Assuming site is to be redeveloped for residential. Prepare a development brief to help bring forward interest on the site.</p> <p>A development brief would aim to:</p> <ul style="list-style-type: none">- Identify the land uses to be provided in future development on this central site- Indicate how development will relate to the surrounding environment- Set out more detailed criteria for the future design and layout of development, including sustainability and energy efficiency- Take into account the views of the local community and integration with Nexus transport hub
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NEXT STEPS

0 – 6 months (actions)	<ol style="list-style-type: none">1. Discussions with landowner2. Finalise nature of scheme and prepare development brief3. Market testing
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Project NS DP5| Albion Road



Location plan

Project Description

This is a prominent corner site capable of delivering significant enhancements both locally at the junction of Albion Road / Northumberland Place and strategically in terms of the approach to the town centre and Northumberland Square.

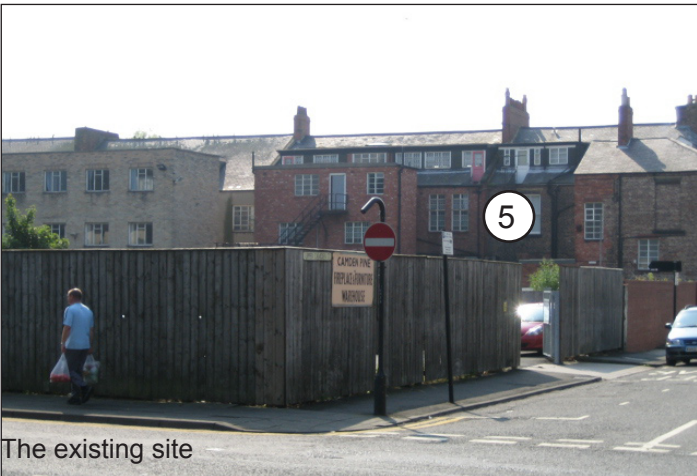
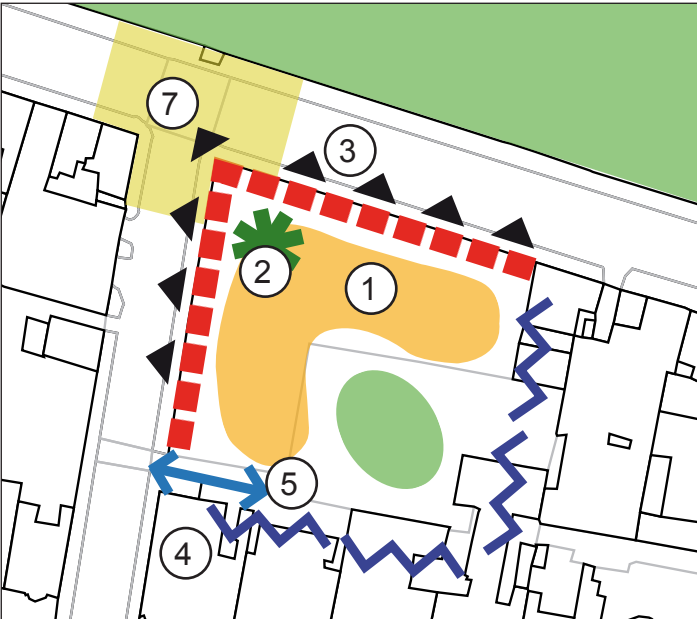
The proximity of the site to the busy Albion Road and its context of local businesses suggests a commercial use, whilst the adjacent open green space amenity to the north would support residential uses above ground.

The location of the site adjacent to open green space and the scale of existing development to the south would suggest the site is capable of supporting a 3/4 storey development.

Proposed development content:

- Residential: 26 flats (3rd and 4th floors)
- Commercial office: 2,940 sq.m (ground and first floors)

Key urban design and development principles



The existing site

1. Redevelop the site with a mixed use development, ensuring active ground floor (and potential 1st floor) commercial uses and residential flats above;
2. Ensure the development responds to the important corner location in terms of form, massing and landmark quality.
3. Ensure the development fronts onto the adjacent streets and is designed to provide natural surveillance of the same;
4. Respond to the adjacent existing buildings in terms of scale, massing and character. Potential for a 3/4 storey development to emphasise the corner and to make best use of the open green space opposite;
5. Contain the backs of existing development to the east and south;
6. Allow for vehicular/service access to the rear of the site;
7. Improve the existing street junction through quality surface materials and pedestrian crossing enhancements facilitating access between the green space to the north and the town centre; and,
8. Support high quality architecture in new proposals throughout.
9. Be sensitive to local church and surrounding conservation area status

Relevant Precedents



Modern office space in atrium arrangement. This form allows for adequate daylighting on deeper sites.



Commercial office space should include a range of accommodation types to support businesses at different stages of their lifecycle (start-up-multiple lets etc.).

Outline design proposals



Junction improvements to pedestrian crossing facilities.

Enhancements to streetscape quality, wayfinding and signage.

New mixed use development. Commercial uses to ground and first floors with potential for atrium layout (given depth of site). Residential flats to upper levels

Provision of communal courtyard space

Access to rear of development

Project: NS DP 5 Albion Road / Northumberland Place	
KEY CHALLENGES/CONSTRAINTS	
Stakeholder input/ engagement	<ul style="list-style-type: none"> - Site is in ownership of the council - Engage with local community and conservation groups as site is on prominent location south of Church - Discussion with NTC Highways & Planning department to consider optimum uses and scale of development
Implementation	<ul style="list-style-type: none"> - Risk around private sector to generate interest in site development - Development would unlock some land receipts for wider regeneration proposals
COSTS	
Overview of cost items	<ul style="list-style-type: none"> - Land acquisition not required as NTC own land - Subsidy to help bring forward a viable scheme may be required
Potential viability issues	<ul style="list-style-type: none"> - Improved development of a prime edge of town centre site - Subject to further testing and interest from private sector/ developers - Conversion to office to provide mix of uses
FUNDING	
Private sector investment	<ul style="list-style-type: none"> - Developer backing for residential development - Redevelopment of the site
Public sector investment	<ul style="list-style-type: none"> - Local authority to sell land to make use of land receipt to help with wider regeneration proposals for the town centre

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Residential units and mixed use commercial uses bringing vibrancy to a vacant site - Bringing a brownfield site back into use
Wider benefits	<ul style="list-style-type: none"> - Overall enhancement to North Shields town centre offer - Improved residential offer - An important gateway to North Shields town centre helping to improve the image and perception of the town
RISKS	
<ul style="list-style-type: none"> - Market viability – identification of a deliverable scheme - Locality site constraints – frontage with Albion Road and Church area - People think the site represents loss of parking on edge of town - Conservation and residential groups to the north may propose redevelopment to residential uses 	
PLANNING DELIVERY MECHANISM	
Development Brief/ AAP	<p>The site should be highlighted as key site and opportunity in the emerging North Shields Town Centre AAP.</p> <p>Prepare a development brief to help bring forward interest on the site. A development brief would aim to:</p> <ul style="list-style-type: none"> - Identify the land uses to be provided in future development on this central site - Indicate how development will relate to the surrounding environment - Set out criteria for the future design and layout of development, including sustainability and energy efficiency - Take into account the views of the local community
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> 1. Progress site as a key opportunity in AAP process (NTC) 2. Commence initial development brief production (NTC) 3. Engage with developers to ascertain market interest (NTC) 4. Liaise closely with local interest groups to understand concerns and issues (NTC)

Project NS DP6| HSBC



Location plan

Project Description

The HSBC building sits in a prominent location on Northumberland Place and opposite the grand YMCA building. Unfortunately the building is of a very poor quality both in terms of design, build quality and maintenance and is set back from the historic building line of the street.

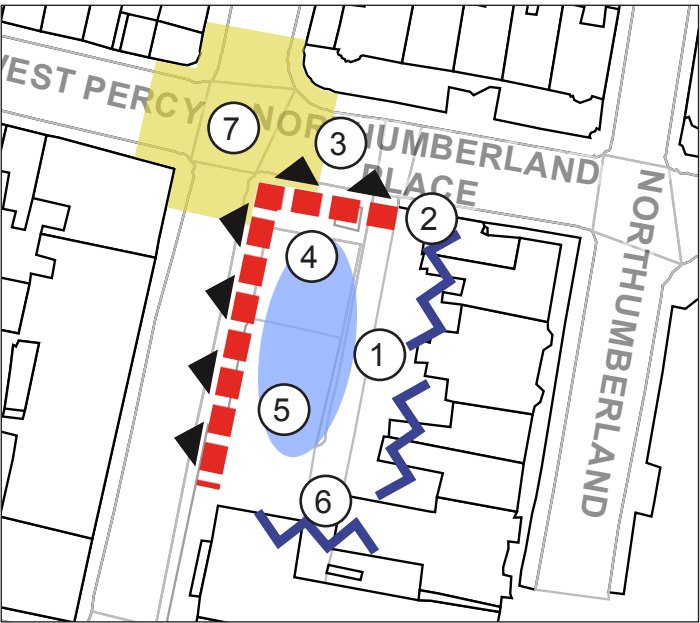
The proposal includes a comprehensive redevelopment of the HSBC building and adjacent vacant site to better enclose the backs of properties that line the western side of Northumberland Square and respond to the scale of the YMCA.

A new mixed office and residential scheme is proposed that consolidates maximises the town centre location of the site.

Proposed development content:
Residential: 9 flats
Commercial office: 1,480 sq.m

Demolition footprint: 200sq.m of existing HSBC building.

Key urban design and development principles



The existing site

1. Redevelop the site to provide predominantly commercial office accommodation with flats to upper levels on part of the site;
2. Re-establish the building line along Northumberland Place set by the existing buildings to the northeast and southwest of the existing HSBC building.
3. Ensure the development fronts onto the adjacent streets and is designed to provide natural surveillance of the same;
4. Respond to the adjacent existing buildings in terms of scale and massing with potential for a 4 storey commercial development on the corner of Church Way / Northumberland Place.
5. Allow for development of a mixed use commercial/residential development on the vacant car park site;
6. Contain the backs of existing adjacent development;
7. Improve the existing street junction through quality surface materials and pedestrian crossing enhancements facilitating access between the green space to the north and the town centre;
8. Limited parking provision given the town centre nature of the site and proximity to public transport. Basement parking could be considered if viability allows; and
8. Support high quality architecture in new proposals throughout.

Relevant Precedents



Modern office development on a corner site. This development indicates the importance of dual aspect, quality design and build and height to emphasise the corner.

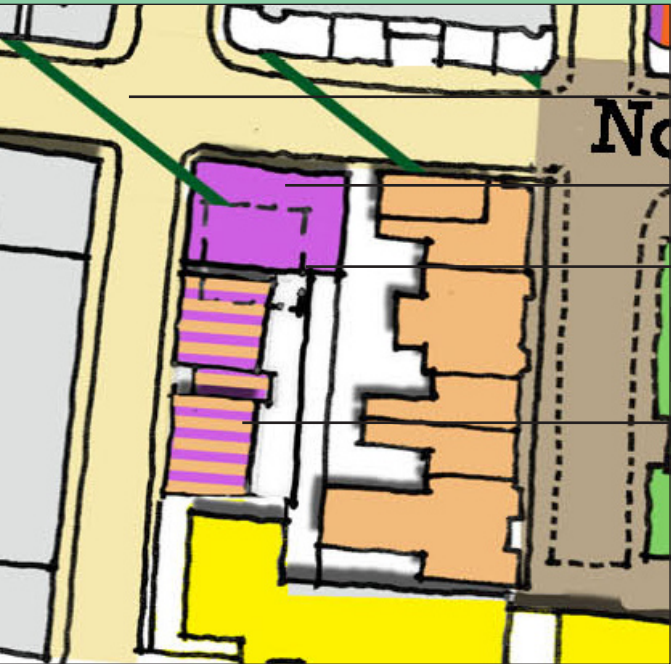


Potential to incorporate roof gardens /terraces to residential apartments. In urban settings there are limited opportunities for private amenity space and alternatives need to be considered.



Restricted sites are more suitable for commercial uses. Daylighting, open space and access requirements are less stringent than for residential uses.

Outline design proposals



- Junction enhancements to improve pedestrian crossing facilities and streetscape quality.
- New commercial development.
- Line of existing building to be demolished.
- New mixed commercial / residential development. Commercial uses to ground with residential flats to upper levels.

Project: NS DP 6 HSBC	
KEY CHALLENGES/CONSTRAINTS	
Delivery Approach	<ul style="list-style-type: none"> - Clarity of approach required: <ul style="list-style-type: none"> o Private sector owner or in partnership progresses project following agreement with Council to surrender lease or o Council acquires building from owner and progresses scheme
Stakeholder Input/ engagement (* priorities)	<ul style="list-style-type: none"> - Engagement with current site owner and occupier - Access & services arrangements - Highways & Planning dept/ NTC - Community consultation/ acceptability for general public required
Making the case	<ul style="list-style-type: none"> - Demonstrating need and priority in current economic climate - Risk around private sector (match/leverage)
Land use/ ownership	<ul style="list-style-type: none"> - Length of remaining lease - Agreement with landowner on potential delivery options
Establishing viable uses	<ul style="list-style-type: none"> - Establishing demand viability of use/ scheme with soft market testing - Existing site condition - Ensuring site is complementary to other key developments
Priority & Phasing	<ul style="list-style-type: none"> - Edge of town centre location – slightly peripheral - Priority and focus should begin around the Metro station development - Council will seek private sector to lead and drive future proposals in this area – ensuring it is of appropriate quality
Implementation	<ul style="list-style-type: none"> - High level, skilled focused resource required
COSTS	
Overview of Cost Items	<ul style="list-style-type: none"> - Outline design (Consultancy fees – Matrix – cost of design and tender docs) - Project Management costs based on internal council officer & external agents (to be discussed) - Costs of relocating HSBC - Demolition and construction costs
FUNDING	
Public sector investment	<ul style="list-style-type: none"> - Funding dependent on how the scheme comes forward, based on discussion with landowner
Private Sector	<ul style="list-style-type: none"> - To be discussed

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Improve footfall & turnover of local business, creating local jobs - Gateway improvement - Reusing brownfield site - Creating employment space
Wider benefits	<ul style="list-style-type: none"> - Overall enhancement to North Shields as a destination - Improving townscape - Encourage wider investment/ positive impact - Carbon reduction/ choice
RISKS	
<ul style="list-style-type: none"> - Lack of engagement by landowner - Staff resource on council side to implement (legal, asset, design etc) - Public opinion and planning process - Highway dept– requirement for junction improvements, car parking issues - Lease termination issues for HSBC - Market facing risk – viability 	
PLANNING DELIVERY MECHANISM	
Development Brief / AAP	<p>The site should be highlighted as a key site and opportunity in the emerging North Shields Town Centre AAP.</p> <p>Prepare a development brief to help bring forward interest on the site. A development brief would aim to:</p> <ul style="list-style-type: none"> - Identify the land uses to be provided in future development on this central site; - Indicate how development will relate to the surrounding environment; - Set out criteria for the future design and layout of development, including sustainability and energy efficiency; - Take into account the views of the local community.
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> 1. Negotiate with current landowner and tenant (NTC) 2. Finalise nature of scheme and commence design & feasibility process (NTC) 3. Establish preferred delivery route for site assembly (NTC) 4. Optimum route for enabling development to take place (NTC) 5. Commence soft market testing (NTC/consultants)

Project NS DP7| Northumberland Square



Location plan

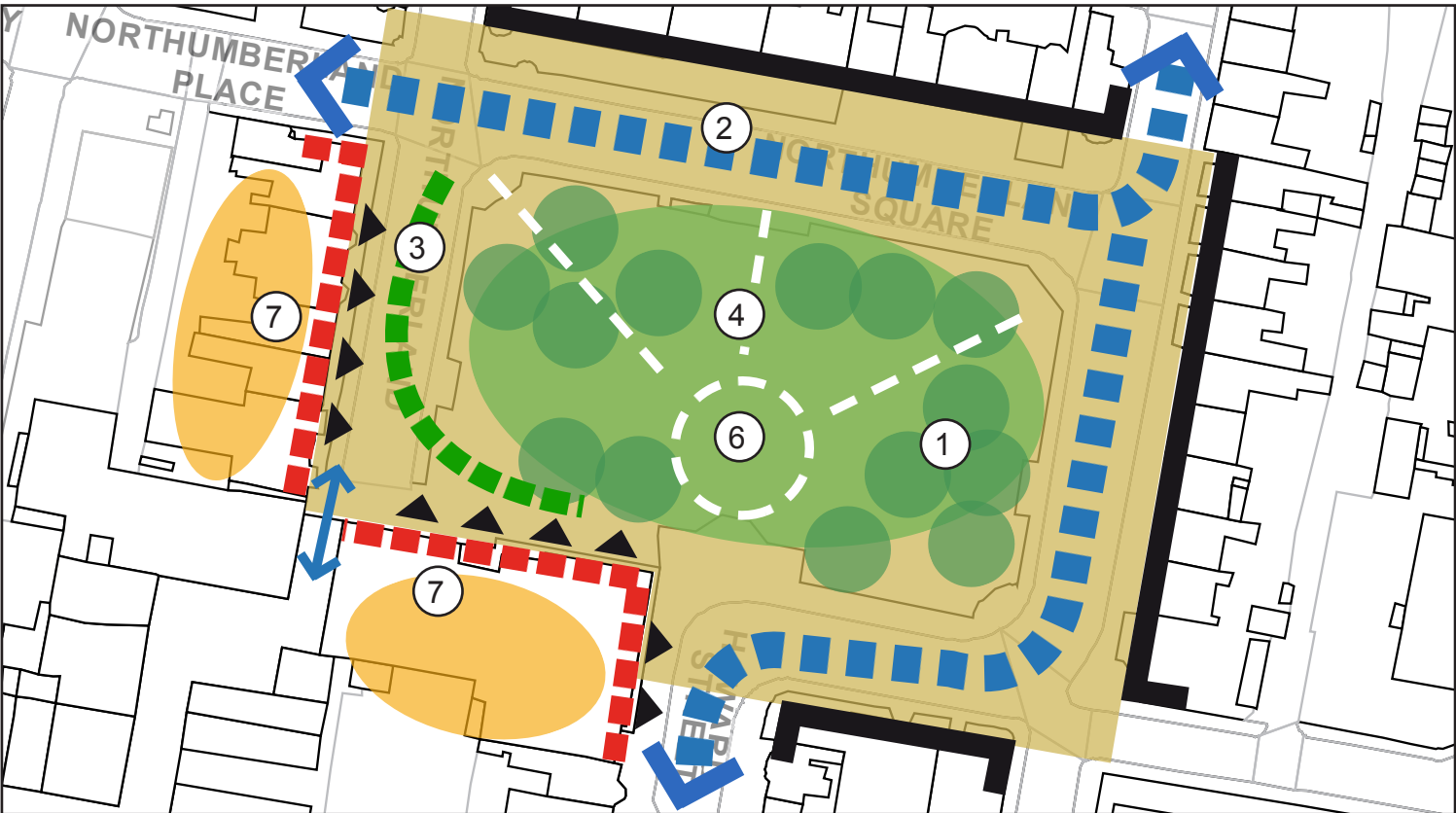
Project Description

Northumberland Square is the key green space within the town centre. It forms part of the proposed ‘platinum’ level public realm and links into the Howard Street, West Percy Street, Bedford Street, Saville Street circuit. The Square contains quality mature tree planting and is set within an historic building frontage to the west, north and east.

The Square would benefit from improved design integration with the bounding streets, enhancing pedestrian connections and a general uplift in public realm quality.

New active ground floor uses to the west and south would add to the attractiveness and purpose of the square.

Key urban design and development principles



1. Protect and enhance the mature tree planting to the Square.

2. Improve the quality of the public realm generally with a focus on expanding the Square through introduction of shared surface streets along the northern, eastern and southern sides.

3. Potential removal of the street along the western edge or conversion to a limited access / shared surface route.

4. Enhancement of pedestrian/cycle routes across the Square ensuring safety of users at night.
5. Improved street furniture throughout.

6. Use of public art to reinforce local historic character and identity and to provide focal interest in the space.

7. Refurbishment of the western and southern building edges to provide more active uses onto the square.

8. Ensure a management and maintenance program is in place to retain high standards.

9. Sensitive to local conservation area status and character.

Relevant Precedents

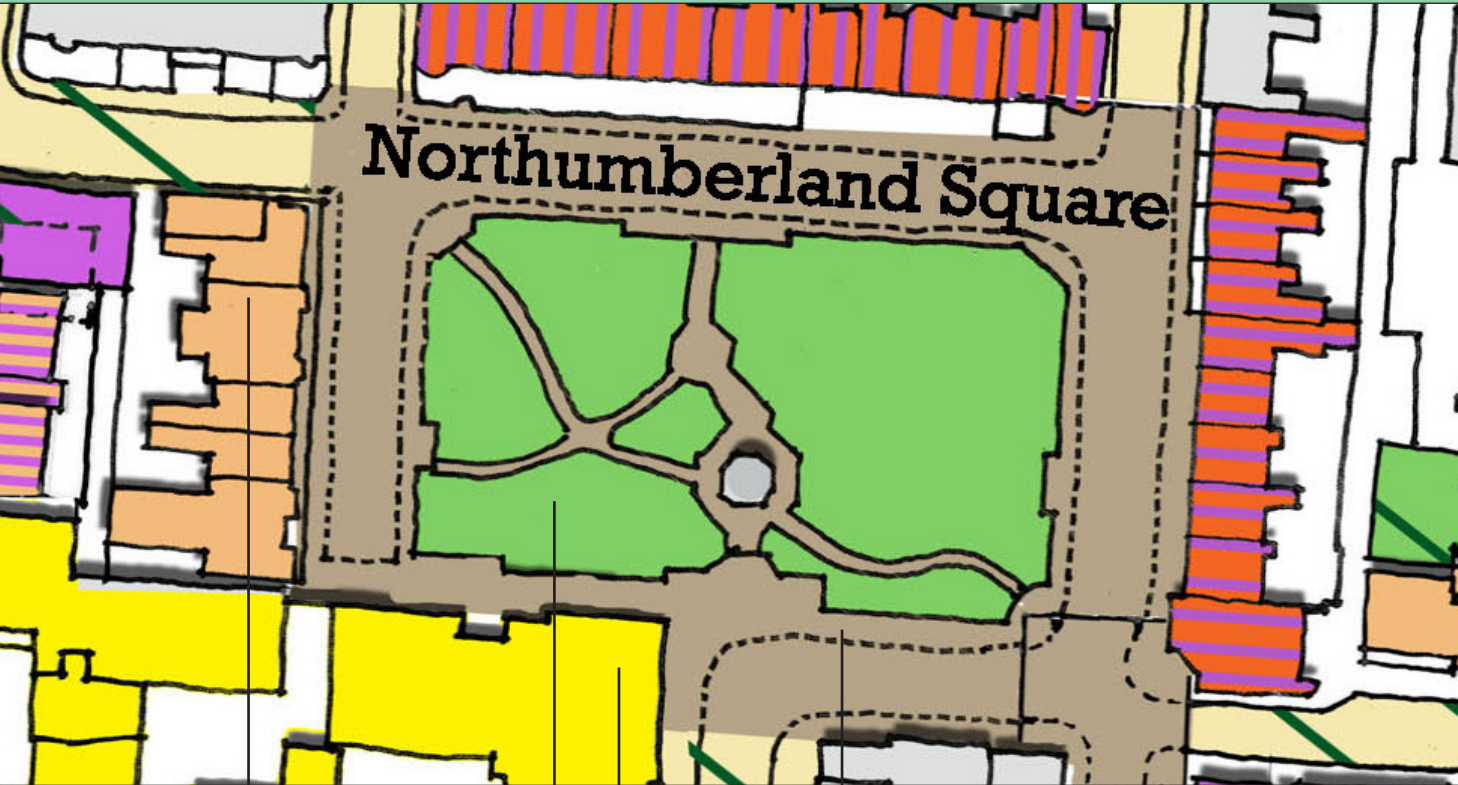


Sensitive restoration of an historic square (Leeds) provides a good example for enhancements to Northumberland Square.



Potential refurbishment to the Library frontage into leisure/cafe uses to enliven the edge of Northumberland Square

Outline design proposals



- Refurbish existing buildings to provide a more active edge to the Square.

Retain and enhance existing mature landscape.

New active ground floor uses to enliven the edged of the square.
- Shared surface treatment to the streets bounding the Square.

Project: NS DP 7: Northumberland Square	
KEY CHALLENGES/CONSTRAINTS	
Conservation Status	<ul style="list-style-type: none"> - Working in a historic and protected environment - Agreeing preferred scheme for enhancement of square and usage i.e. events, etc - Agree strategy for engagement with EH and Conservation groups - Community consultation/ acceptability
Establishing viable uses	<ul style="list-style-type: none"> - Discussions between council and Beacon Centre owners (Baronsgate) to agree way forward on library building as key frontage - Agree mix of uses/ land use plans for the edges of the square - Discussions with owners, occupiers, tenants to identify market demand and opportunities - Establishing if older buildings can be adapted for modern uses i.e. DDA, parking, access, ICT etc
Key Actions & Implementation	<ul style="list-style-type: none"> - Discussions between council and Beacon Centre owners (Baronsgate) to agree way forward on library building as key frontage. - Working with private landowners on north and east edges of square - Soft market testing of available properties
Engagement with English Heritage	<ul style="list-style-type: none"> - Involve EH from an early stage and agree scale of actions requiring level of interventions.
COSTS	
Overview of Cost Items	<ul style="list-style-type: none"> - Resources from council and EH needs to be allocated - Grants to encourage buildings back into use and improved frontages - Ongoing maintenance of square - Running of square for events – budget for programme of activity - Relocation of library - Shared surface treatments
FUNDING	
Public sector investment	<ul style="list-style-type: none"> - Restoration and improvement of the Park - Grants for improved frontages - Maintenance and events management - Relocation of the Library
Private Sector	<ul style="list-style-type: none"> - Baronsgate and their plans for the existing Library building - Frontage improvements - Bring older buildings back into use

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Heritage area brought back into use - Commercial floorspace created around the edge (or residential) - Businesses supported - Improved public space - Events – increased income and visitor numbers to the town. - This is the towns jewel and USP for future positive chance in achieving an improved image and perception
Wider benefits	<ul style="list-style-type: none"> - Improved square – stimulate investment in heritage area - Amenity space for local residents and workers - Impact on local land values - Improved perception of the town
RISKS	
<ul style="list-style-type: none"> - No direct control frontages not in council ownership - English Heritage – need to agree consensus and strategy - Relocation over library dependent on other council office departments and third party - Ability of the third party to deliver reconfigured shopping centre - Funding to deliver improved public realm - Needs to compliment not compete with the Fish Quay - Opportunities for residents may be better suited to other sites where conversion is not an issue 	
PLANNING DELIVERY MECHANISM	
Regeneration Project	Identify as a Regeneration Project in conjunction with English Heritage, Conservation officers, local community groups and key officers to determine a detailed masterplan and programme of events to take forward
NEXT STEPS	
0 - 6 months (Actions)	<ol style="list-style-type: none"> 1. Agreeing parameters with English Heritage and Council Conservation officers (NTC) 2. Maintain contact and coordinate with the Beacon Centre redevelopment (NTC) 3. Meet and develop relationships with adjoining owners (NTC) 4. Identify lead council officer (NTC) 5. Consider budget availability in relationship to project priority and links with other funding streams (EH, HLF, etc) (NTC)

Project NS DP8| Stephenson Street



Location plan

Project Description

This site contains an existing commercial 5 storey building of average architectural quality and with a very poor relationship to adjacent residential Victorian terraces and to the street. The site is in a corner location with an important function as a gateway / local landmark into Northumberland Square from the north east.

The project would include either refurbishment/re-use of the building as a residential development or demolition and re-build as a new, 3-4 storey residential block.

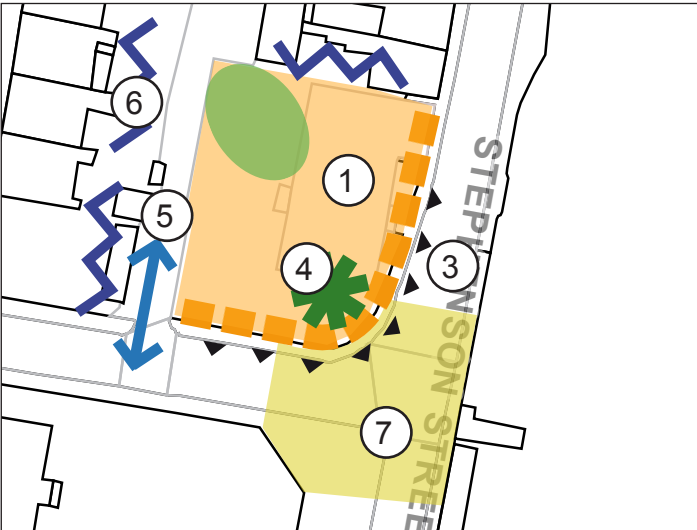
It would be important for any re-development/refurbishment to address the interface between the building and Stephenson Street and Suez Street and address the severe change in massing/form to adjacent terraced housing.

Proposed development content:

Residential: 22 flats (new development option)

Demolition footprint: 400sq.m of existing building.

Key urban design and development principles



The existing site

1. Redevelop the site to provide a residential development through either refurbishment or new development;
2. Ensure the building responds to its immediate/adjacent residential context to the north in both massing, form and appropriate character;
3. Ensure the development fronts onto the adjacent streets and is designed to provide natural surveillance of the same;
4. Promote the design of the building as a local landmark to reinforce the link into Northumberland Square;
5. Allow for vehicular access into the back of the development should 'on-plot' parking provision be required;
6. Visually and physically contain the backs of existing adjacent development;
7. Improve the existing street junction through quality surface materials and pedestrian crossing enhancements facilitating access between Stephenson Street and Northumberland Square;
8. Support high quality architecture in new proposals throughout.

Relevant Precedents



Camden Gardens (Jestico and Whiles) that defines the corner and provides a quality courtyard access for pedestrians and vehicles.



Modern housing designed to accommodate the parking.



Modern terraced housing forms can incorporate rear mews development to provide a range of housing types (e.g. flats above garages).

Outline design proposals

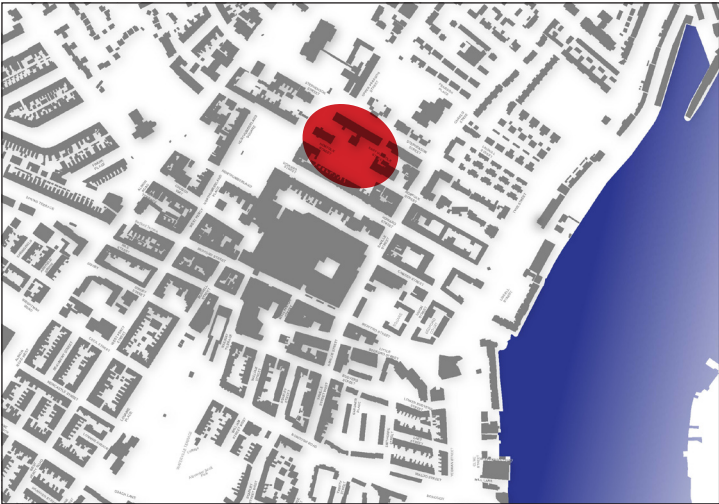


- Communal rear courtyard.
- New 3 storey residential (flats) development. Building line to reflect adjacent terraced housing. Building design to emphasis corner through height accent.
- Potential vehicular access to rear courtyard off Suez Street.
- Junction improvements and streetscape enhancement including planting.

Project: NS DP 8: Stephenson Street	
KEY CHALLENGES/CONSTRAINTS	
Delivery Approach	Clarity of ownership of Stephenson House required <ul style="list-style-type: none"> Private sector owner or in partnership progresses project following agreement with council to surrender lease or Council acquires building from owner and progresses scheme
Land use/ ownership	<ul style="list-style-type: none"> 3rd party landlord? Length of remaining lease Exit costs link to dilapidations
Establishing viable uses	<ul style="list-style-type: none"> Establishing demand viability of use/ scheme Existing building condition and adaptability Ensuring site is complementary to other key developments i.e. Northumberland Square Land preparation costs
Priority & Phasing	<ul style="list-style-type: none"> Edge of town centre location – slightly peripheral Priority and focus should begin around the metro station development Council will seek private sector to lead and drive future proposals in this area Council role to ensure appropriate quality
COSTS	
Overview of Cost Items	<ul style="list-style-type: none"> Extinguishing the lease early on Stephenson House site Cost of occupation until lease expiry – unless landlord initiates early extinguishment. Site preparation costs Public Realm Outline design to take to the market (Consultancy fees) Project Management
FUNDING	
Public sector investment	<ul style="list-style-type: none"> Investment required for council to buy themselves out of lease or acquire freehold of Stephenson House Potential receipt from sale of building / land
Private Sector	<ul style="list-style-type: none"> Private sector delivery of development Developer contributions and s106 potential Viable scheme

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> New residential dwellings Improve footfall & turnover of local business, creating local jobs Retain option as refurbishment or demolition to allow flexibility
Wider benefits	<ul style="list-style-type: none"> Improving attractiveness of town centre Enhancing quality of town centre Further diversification of town centre uses Overall enhancement to North Shields as a destination Encourage wider investment/ positive impact Carbon reduction/ choice diversifying mix of residential property
RISKS	
<ul style="list-style-type: none"> Lease arrangements Market facing risk – viability Reaction to loss of office space 	
PLANNING DELIVERY MECHANISM	
Development Brief	<p>The site should be highlighted as a key site and opportunity in the emerging North Shields Town Centre AAP.</p> <p>Prepare a development brief to help bring forward interest on the site. A development brief would aim to:</p> <ul style="list-style-type: none"> Identify the land uses to be provided in future development on this central site Indicate how development will relate to the surrounding environment Set out criteria for the future design and layout of development, including sustainability and energy efficiency Take into account the views of the local community
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> Establish preferred delivery route for site assembly (NTC) Optimum route for enabling development to take place (NTC) Complete assessment of land ownership (NTC) Finalise nature of scheme and commence design & feasibility process (NTC)

Project NS DP9a&b | Stephenson Street / Norfolk Street



Location plan

Project Description

This project contains two sites (9A and 9B) that have been combined to ensure a coordinated design approach to the setting of Norfolk Street. Site B is the car park site west of Norfolk Street, Site A includes two existing poor quality buildings and fronts both Stephenson Street and Norfolk Street (Unicorn House and Northumbria House).

The project includes complete redevelopment of both sites for mixed commercial office and residential development. The location of the various uses has been considered in relation to compatibility with existing street uses and reinforcing an appropriate future character for both Norfolk and Stephenson Streets. New access and site sub-division has been proposed as shown on the drawings.

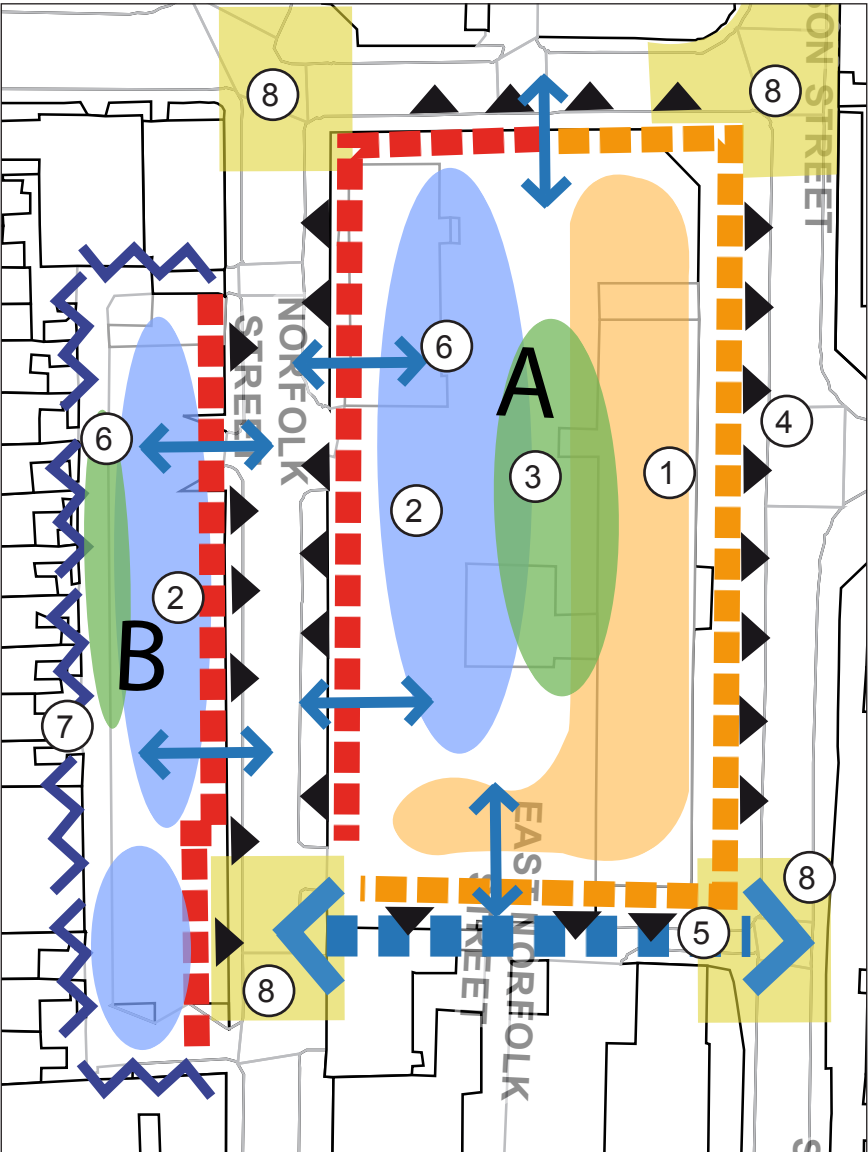
Site A Proposed development content:

Residential: 68 flats
Commercial office 1,660 sq.m

Site B Proposed development content:

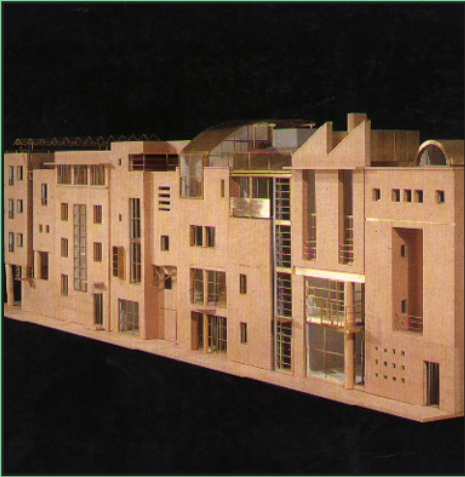
Residential: 17 flats
Commercial office 1,800 sq.m
Site A demolition footprint: 3,200sq.m of existing buildings.

Key urban design and development principles



1. Redevelop the Stephenson Street frontage to provide a new 3 storey residential development;
2. Redevelop the north eastern and south western edges of Norfolk Street to provide an mixed commercial/residential development;
3. Ensure development provides for internal courtyard space for both commercial and residential developments;
4. Ensure the development fronts onto the adjacent streets and is designed to provide natural surveillance of the same;
5. Introduce a new access connecting Stephenson and Norfolk Streets;
6. Allow for vehicular access into the back of the development should 'on-plot' parking provision be required;
7. Visually and physically contain the backs of existing adjacent development;
8. Improve existing (and provide new) street junctions through quality surface materials and pedestrian crossing enhancements;
9. Support high quality architecture in new proposals throughout.

Relevant Precedents



Potential for an interesting and varied modern street edge.



Integrate car access to rear courtyards via covered links to ensure security, privacy and building frontage is maintained.



The development of rear mews-style housing types will add diversity to the overall housing provision whilst integrating car parking within the building.

Outline design proposals



New 3 storey residential (flats/duplex and terraced units) development with communal rear courtyard.

Access to rear courtyards for both commercial and residential elements.

New 3 storey mixed use development with commercial uses at ground level and residential above. Courtyard to rear.

New 3 storey commercial office development.

Project: NS DP 9: Stephenson Street / Norfolk Street	
KEY CHALLENGES/CONSTRAINTS	
Delivery Approach	<ul style="list-style-type: none"> - Clarity of approach required: <ul style="list-style-type: none"> o <i>Private sector owner or in partnership progresses project following agreement with council to surrender lease or</i> o <i>Council acquires building from owner and progresses scheme</i>
Land use/ ownership	<ul style="list-style-type: none"> - 3rd party landlord – Unicorn House? Asset team - Length of remaining lease - Exit costs link to dilapidations - Agreement with council loss of car parking – capacity and revenue issue - East Norfolk Street – Highways issue
Establishing viable uses	<ul style="list-style-type: none"> - Establishing demand viability of use/ scheme - Existing building condition and adaptability - Ensuring site is complementary to other key developments i.e. Northumberland Square
Priority & Phasing	<ul style="list-style-type: none"> - Edge of town centre location – slightly peripheral - Priority and focus should begin around the Metro Station development - Council will seek private sector to lead and drive future proposals in this area – ensuring it is of appropriate quality - Avoid piecemeal approaches to development
COSTS	
Overview of cost items	<ul style="list-style-type: none"> - Extinguishing the lease early on Unicorn House site (£x,000 pa) - Loss of revenue from removal of car park (£x,000 pa) - Cost of occupation until lease expiry – unless landlord initiates early extinguishment. (£x,000 pa) - Public realm and streetscape improvements (£x,000 pa Matrix)
FUNDING	
Public sector investment	<ul style="list-style-type: none"> - Investment required for council to buy themselves out of lease or acquire freehold of Unicorn House - Potential receipt from sale of car park
Private Sector	<ul style="list-style-type: none"> - Developer contributions and s106 potential - Private sector investment dependent on nature of scheme moving forward

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Dependant on scheme but could include employment and residential uses as part of improved town centre offer
Wider benefits	<ul style="list-style-type: none"> Improving attractiveness of town centre Enhancing quality of town centre Further diversification of town centre uses
RISKS	
<ul style="list-style-type: none"> - Lease arrangements - Market facing risk – viability - Reaction to loss of parking – local buy in 	
PLANNING DELIVERY MECHANISM	
Development Brief	<p>The site should be highlighted as a key site and opportunity in the emerging North Shields Town Centre AAP.</p> <p>Prepare a development brief to help bring forward interest on the site. A development brief would aim to:</p> <ul style="list-style-type: none"> - Identify the land uses to be provided in future development on this central site; - Indicate how development will relate to the surrounding environment; - Set out criteria for the future design and layout of development, including sustainability and energy efficiency; - Take into account the views of the local community
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> 1. Establish preferred delivery route for site assembly. Optimum route for enabling development to take place (NTC)

Project NS DP10| Saville Street



Location plan

Project Description

This site is characterised by the blank ends of existing buildings that negatively affect the quality of the street experience at this import junction of Bedford and Saville Streets.

The site is in a prominent location with the potential for dramatically enhancing the activity of the street scene and the relationship of buildings-to-street.

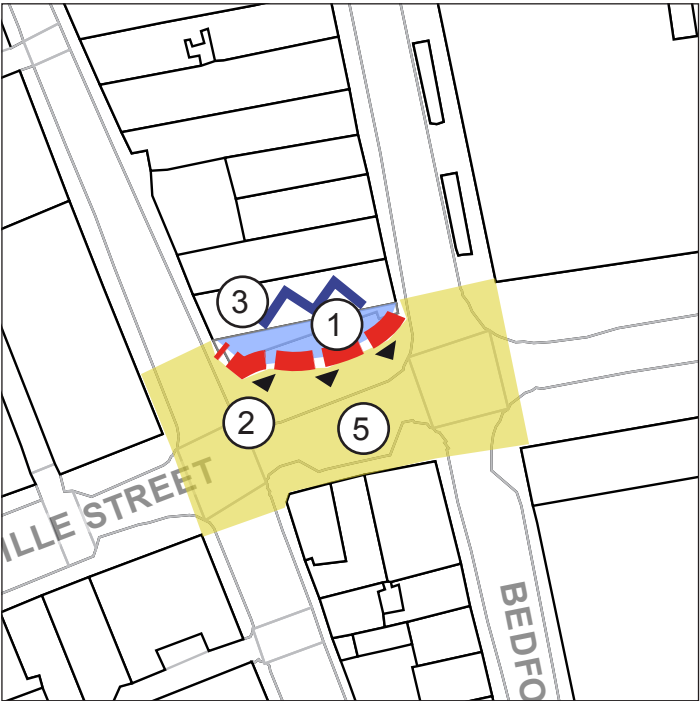
The project would include removal of existing planter boxes, guardrails and development of a new transparent retail/cafe kiosk with mezzanine level.

It would be important for this development to address the brick end buttress structures of the existing building.

Proposed development content:

Retail: 165 sq.m

Key urban design and development principles



1. Develop the site to provide new 1.5 storey retail kiosk that opens onto Saville Street;
2. Enhanced public realm treatment to the streetscape / pavement to provide a high quality outdoor area for seating. Consider the incorporation of a flexible canopy structure and heating;
3. Ensure the building addresses the blank rear/end walls of adjacent development;
4. Promote the design of the building as a high quality, transparent glass structure to maintain sense of open streetscape and encourage indoor-outdoor relationship;
5. Improve the existing street junctions of Saville - Bedford - Little Bedford Streets to provide a coordinated consistent shared surface street space;



The existing site

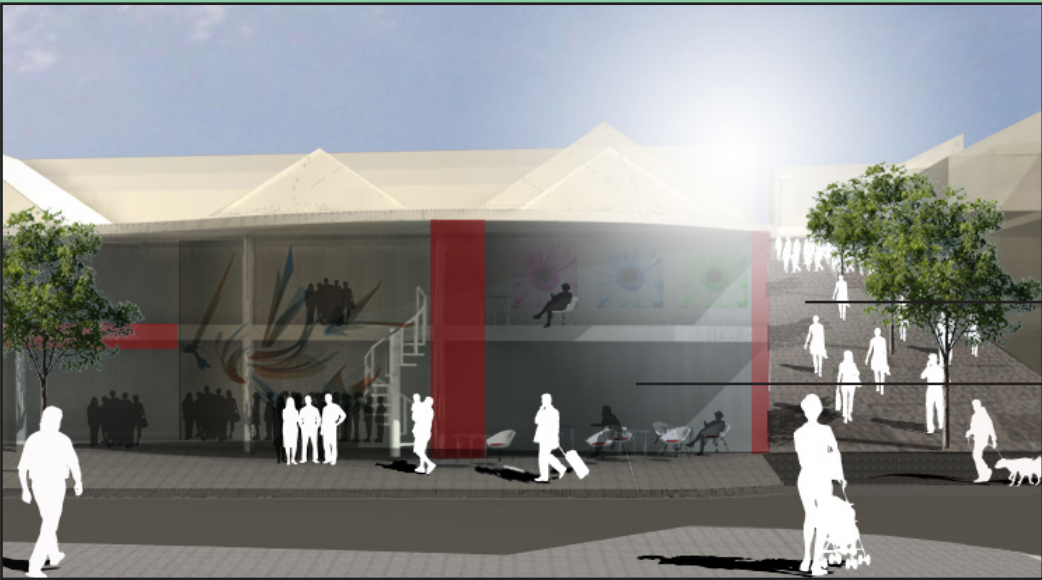
Relevant Precedents



Kings Road, London - glass pavilion style kiosk generates activity whilst maintaining visual connections beyond.



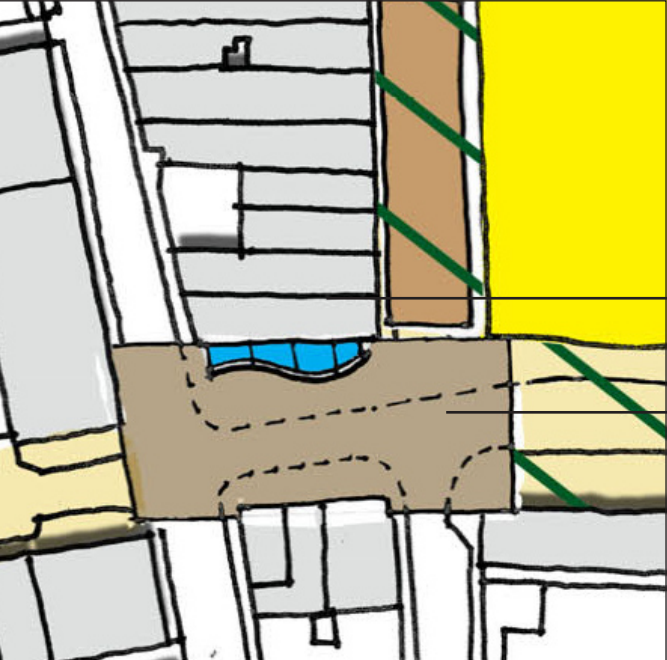
The streetscene is dramatically enhanced by incorporation of a lightweight pavilion style kiosk (St Pauls, London).



Pedestrianised Bedford Street

New pavilion :The proposed glass pavilion would dramatically enhance the streetscape along Saville Street.

Outline design proposals



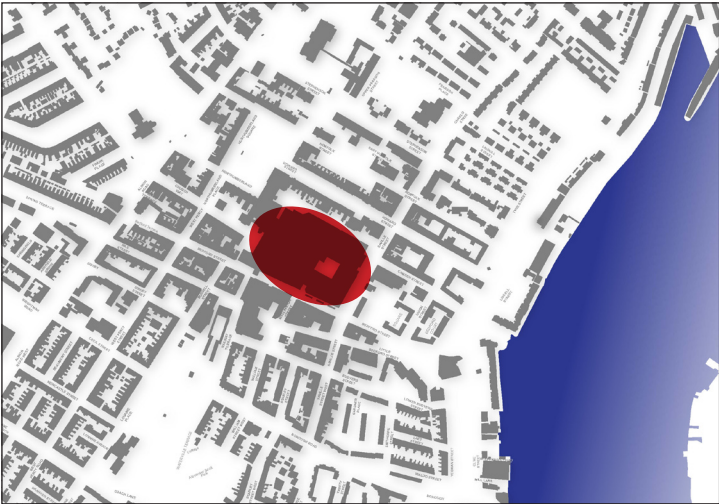
New 1.5 storey glass retail / cafe kiosk with canopy and provision for outdoor seating.

Enhanced landscape treatment to Saville Street/Bedford Street/Little Bedford Street junctions.

Project: NS DP10 Saville Street	
KEY CHALLENGES/CONSTRAINTS	
Stakeholder Input/ engagement (* priorities)	<ul style="list-style-type: none"> - DTZ to clarify current landowner. Assumed to be Council. - Access & services arrangements - Community consultation/ acceptability
Implementation	<ul style="list-style-type: none"> - Encouraging Members to bring forward this small site - Demonstrating developer appetite and interest in a small site - Potential need for public sector funding to create a viable scheme - Demonstrating need and priority in current economic climate - Medium level skilled resource required - Careful focus required to unlock site
COSTS	
Overview of cost items	<ul style="list-style-type: none"> - Outline design to take to the market (Consultancy fees) - Project Management
Potential viability issues	<ul style="list-style-type: none"> - Subject to further market testing
FUNDING	
Private sector investment	<ul style="list-style-type: none"> - Developer led retail / leisure development scheme
Public sector investment	<ul style="list-style-type: none"> - Public sector investment required to support viability
BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Improve footfall & turnover of local business, creating local jobs - Gateway improvement - Reusing vacant land
Wider benefits	<ul style="list-style-type: none"> - Overall enhancement to North Shields as a destination - Encourage wider investment/ positive impact

RISKS	
<ul style="list-style-type: none"> - Market – private sector demand for development opportunities - Staff resource on council side to implement (legal, asset, design etc) - Public opinion and planning process - Highway dept show, access and servicing issues 	
PLANNING DELIVERY MECHANISM	
Development Brief / Design Competition	<p>Prepare a development brief or mini design competition to help bring forward interest on the site. A development brief would aim to:</p> <ul style="list-style-type: none"> - Identify the land uses to be provided in future development on this central site - Indicate how development will relate to the surrounding environment - Set out criteria for the future design and layout of development, including sustainability and energy efficiency - Take into account the views of the local community
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> 1. Discussions with Council asset management (NTC) 2. Finalise nature of scheme and prepare development brief (NTC) 3. Market testing (NTC)

Project NS DP11| The Beacon Centre



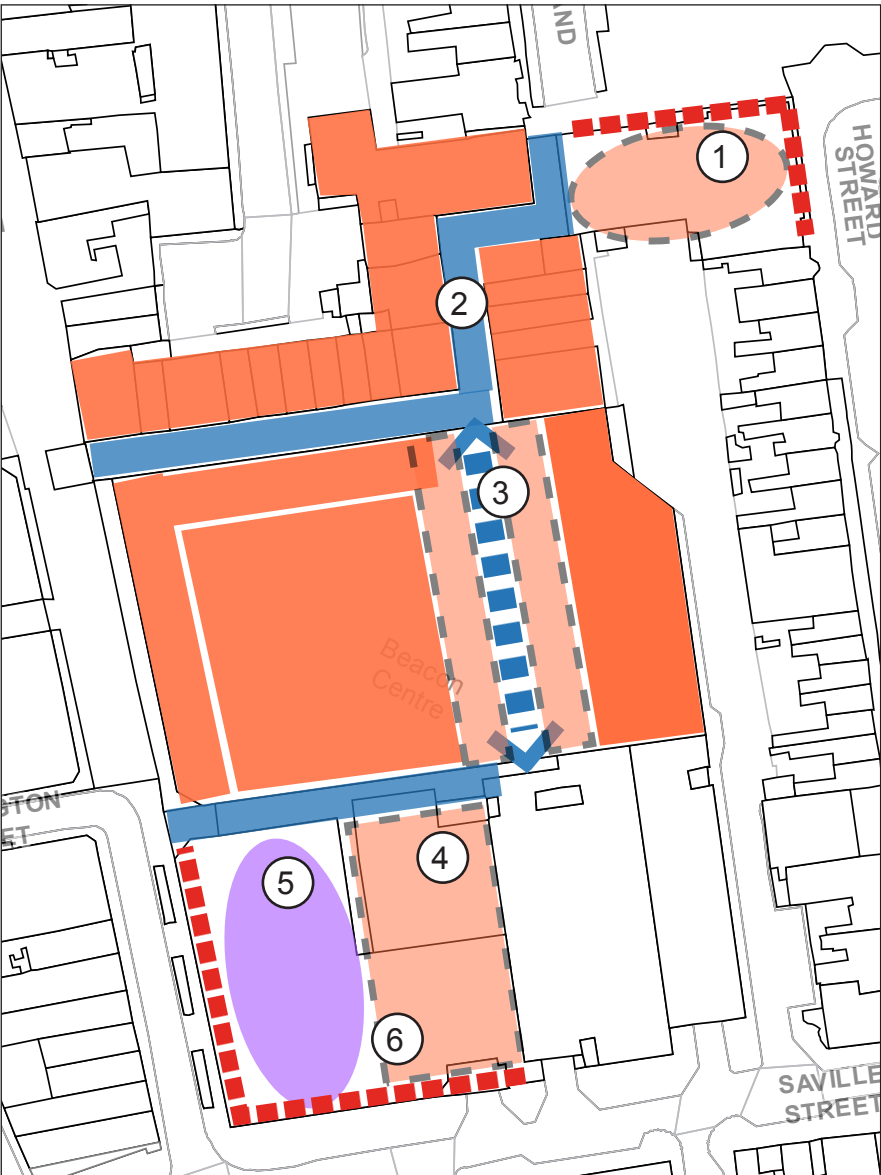
Location plan

Project Description

This project includes the Beacon Centre between Saville Street, Bedford Street and Northumberland Square. The centre performs poorly in terms of its aesthetic and functional contributions to the town centre as a whole. Street level activity is weak and facades are monotonous and uninspiring.

- Any refurbishment project would need to address these concerns and focus on:
- Enhancing permeability of the routes through the centre;
 - Broadening the range (size) and quality of retail units;
 - Enhancing the buildings appearance (facades); and
 - Enhancing entrances into the centre.

Key urban design and development principles



1. Enhance existing links through the centre;
2. Proposed new internal links to increase retail frontage and increase permeability;
3. Potential new retail unit;
4. Potential location for community uses
5. Potential facade improvements;
6. Recognise the importance of high quality landmark architecture to reinforce the contribution the Beacon Centre can make to the town as a whole.

Relevant Precedents

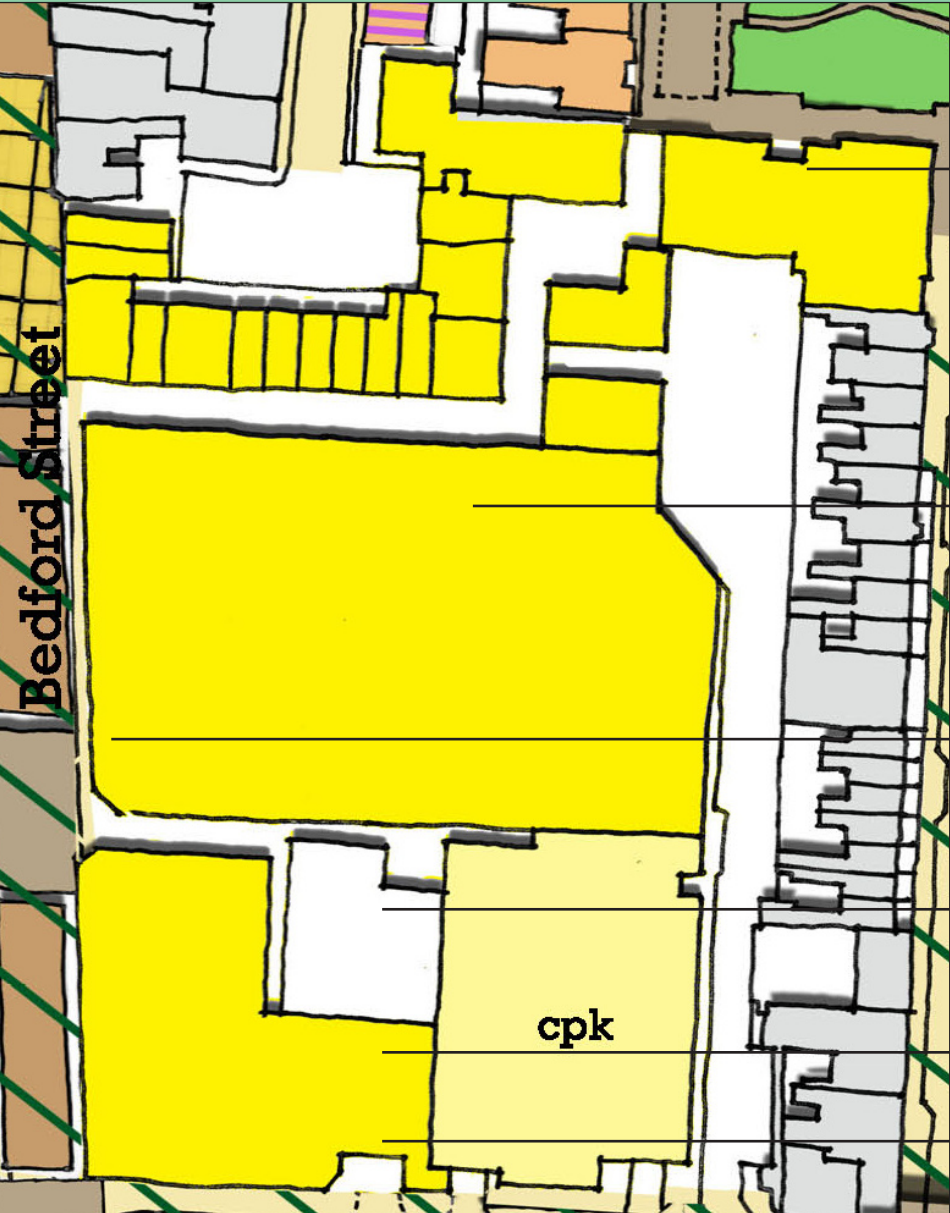


The existing exterior should present a positive aspect to the street.



Preston, Victoria, Australia: High quality interior that provides strong links to other key spaces within the town is desirable.

Outline design proposals



Potential refurbishment and change of use

Potential reconfiguration to large retail units to allow for new access and smaller units

Facade improvements

Reconfiguration of units including car park to allow for new retail unit

Potential reconfiguration of first floor level to include new community uses.

Ground level improvements to shop fronts to create a more active edge

Project: NS DP 11 Beacon Centre	
KEY CHALLENGES/CONSTRAINTS	
Delivery Approach	<ul style="list-style-type: none"> - Clarity of approach required: <ul style="list-style-type: none"> o Private sector owner or in partnership progresses project following agreement with council to surrender lease of library o Alternative?
Stakeholder Input/ engagement	<ul style="list-style-type: none"> - Engagement with current site owner and occupier - Highways & Planning dept/ NTC - Community consultation/ acceptability
Implementation	<ul style="list-style-type: none"> - Demonstrating need and priority in current economic climate - Risk around private sector (match/leverage) - High level, skilled focused resource required
Land use/ ownership	<ul style="list-style-type: none"> - Length of remaining leases of units to be affected - Agreement with landowner on potential delivery options
Establishing viable uses	<ul style="list-style-type: none"> - Establishing demand viability of uses / scheme - Ensuring retail elements are complementary to other key developments
Priority & Phasing	<ul style="list-style-type: none"> - Key town centre project, seen as major priority - Council will seek private sector landowner to lead and drive forward proposals – ensuring it is of appropriate quality
COSTS	
Overview of cost items	<ul style="list-style-type: none"> - Outline design (Consultancy fees) - Project Management - Costs of relocating library - Demolition and construction cost
FUNDING	
Public sector investment	<ul style="list-style-type: none"> - Investment in relocation of library
Private Sector	<ul style="list-style-type: none"> - Private sector delivery of the scheme

BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Creating additional retail floorspace and modern retail units - Improve footfall & turnover of local business, creating local jobs - Gateway improvement - Reusing brownfield site
Wider benefits	<ul style="list-style-type: none"> - Overall enhancement to North Shields as a destination - Improving townscape - Encourage wider investment/ positive impact - Carbon reduction/ choice
RISKS	
<ul style="list-style-type: none"> - Lack of engagement by landowner - Slow progress by landowner - Staff resource on council side to implement (legal, asset, design etc) - Public opinion and planning process - Market facing risk – viability 	
PLANNING DELIVERY MECHANISM	
NTC	To be discussed in consideration of confidentiality issues. NTC to progress due to confidentiality with developers
NEXT STEPS	
0 – 6 months	<ol style="list-style-type: none"> 1. Negotiate with current landowner and tenants (NTC) 2. Finalise nature of scheme and commence design & feasibility process (NTC) 3. Establish preferred delivery route (NTC) 4. Optimum route for enabling development to take place (NTC) 5. Market testing? (NTC)

Project: NS DP 12: Fish Quay Links	
KEY CHALLENGES/CONSTRAINTS	
Stakeholder Input/ engagement	<ul style="list-style-type: none"> - Nexus to agree routing, timing, operation and promotion of shuttle service - Discussion with Council officers responsible for Fish Quay - Other interest groups, such as Chamber of Trade and Fish Quay Heritage Partnership
Establishing viable initiatives	<p>Further development of a clear range of initiatives, likely to be based around:</p> <ul style="list-style-type: none"> - Improved shuttle bus service - Way finding and signage strategy - Implementation and upgrade of pedestrian routes - Marketing and promotion - Link to bus interchange proposals - Public art
Key Actions & Implementation	<ul style="list-style-type: none"> - Council initiative in partnership with other key bodies including Nexus, Chamber of Trade and Fish Quay Heritage Partnership - Skilled focused resource required to work in partnership with other groups
FUNDING	
Public sector investment	<ul style="list-style-type: none"> - Way finding and signage strategy - Implementation and upgrade of pedestrian route - Marketing and promotion
Private Sector	<ul style="list-style-type: none"> - Commitment by Nexus to implement proposed changes to shuttle service
BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Increasing visitor potential and therefore employment benefits - Increased spend in town centre and Fish Quay
Wider benefits	<ul style="list-style-type: none"> - Better quality and more effective shuttle bus service - Wayfinding and signage strategy - Environmental improvements to key pedestrian routes - Overall enhancement to North Shields as a destination - Encourage wider investment/ positive impact

RISKS	
<ul style="list-style-type: none"> - Nexus unable to commit resources to upgrade and improve shuttle bus service - Council unable to commit resources - Lack of agreement between partners - Operational viability of solution 	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	<i>Needs to be incorporated into a detailed movement and access study in support of the Preferred Options for the AAP. Working closely with Nexus and ferry operators is required also.</i>
NEXT STEPS	
0 – 6 Months (actions)	<ol style="list-style-type: none"> 1. Identify lead council officer. 2. Consider budget availability in relationship to project priority and links with other funding streams 3. Develop clear list of projects and priorities with partners 4. Market testing

Project: NS DP 13: North of West Percy Street	
KEY CHALLENGES/CONSTRAINTS	
Delivery Approach	<ul style="list-style-type: none"> - Council initiative through active engagement and promotion - Clear policy guidance in Area Action Plan
Stakeholder Input/ engagement	<ul style="list-style-type: none"> - Engagement with landowners and tenants - Community consultation/ acceptability through AAP process
Establishing viable uses	<ul style="list-style-type: none"> - Requirement for the Council to proactively encourage change of use away from retail uses in order to consolidate and strengthen the retail core - Opportunity to increase housing offer in the town centre - Council should develop a range of options to encourage landowners to explore the potential of alternative uses - Discussions with owners, occupiers, tenants to identify market demand and opportunities
Key Actions & Implementation	<ul style="list-style-type: none"> - Working proactively with landowners and tenants - Soft market testing of available properties - Implemented through Town Centre Manager and Chamber of Trade
COSTS	
Overview of cost items	<ul style="list-style-type: none"> - Grants to encourage change of use for buildings - Project management - Advertising and promotion to actively promote policy
FUNDING	
Public sector investment	<ul style="list-style-type: none"> - Grants towards change of use
Private Sector	<ul style="list-style-type: none"> - Costs associated with conversion of properties
BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - Increasing town centre population - Contribution to a wider residential offer, (affordable/ sustainable town centre living)
Wider benefits	<ul style="list-style-type: none"> - Overall enhancement to North Shields as a destination - Encourage wider investment/ positive impact - Enhancing business performance in core town centre

RISKS	
<ul style="list-style-type: none"> - Lack of appetite, private sector interest - Council unable to provide resources for grant programme and promotion - Negative perception of reduction in retail floorspace 	
PLANNING DELIVERY MECHANISM	
To be discussed	To be progressed as a key intervention area through the AAP process
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> 1. Identify lead council officer (NTC) 2. Consider budget availability in relationship to project priority and links with other funding streams (NTC) 3. Market testing (NTC)

Project NS PR1 | Platinum

The Platinum Project Areas

The following street and open space projects are included:

- Bedford Street (part)
- Howard Street
- Saville Street (part)
- West Percy Street (part)
- Metro Station Square
- Northumberland Square

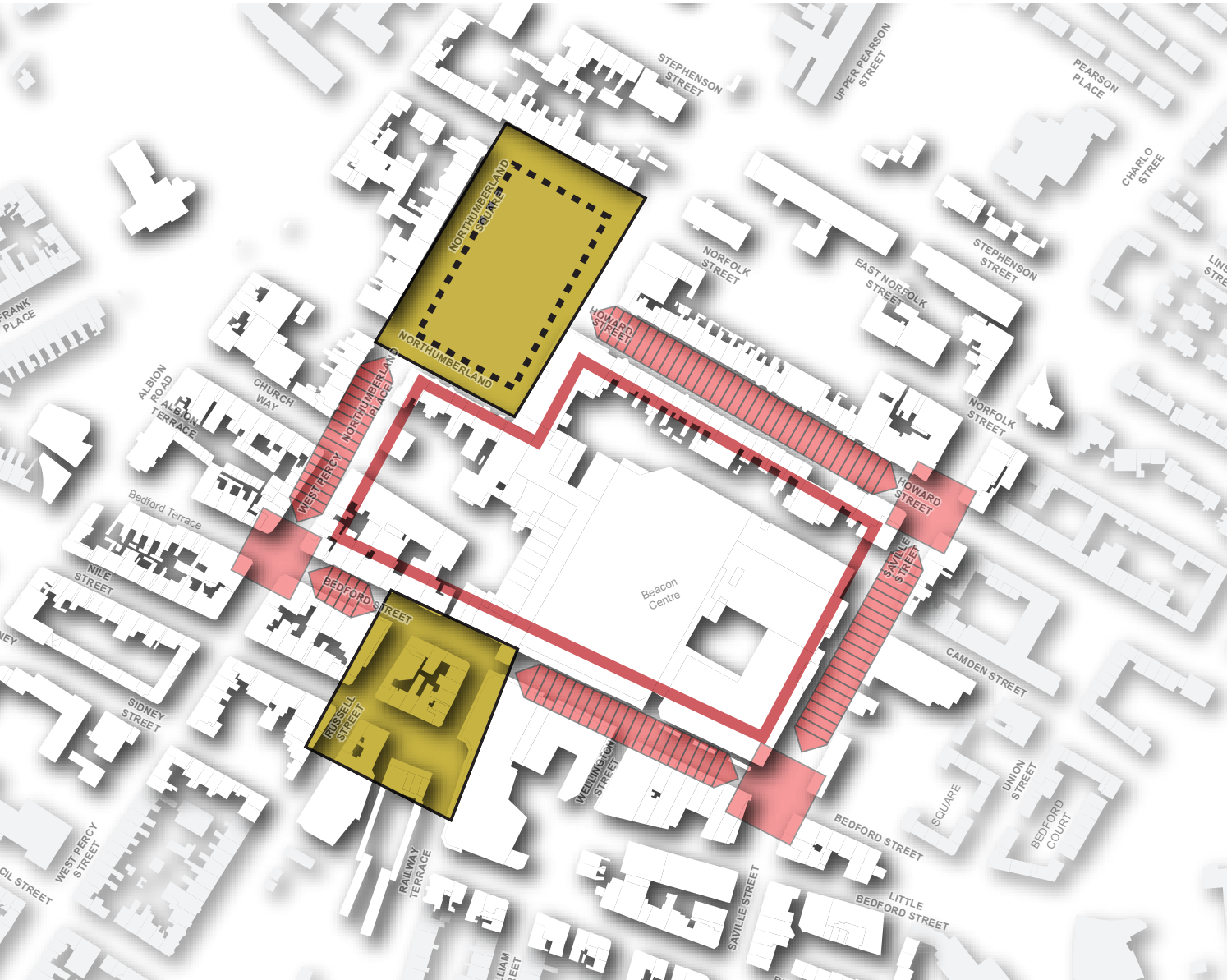
Project Description

Six key streets and spaces projects will comprise the highest level of public realm quality (Platinum) across the town centre. These are identified to the left and in the diagram below.

The projects have been defined to provide a connected and consistent primary circuit to the town centre experience. This will greatly enhance both visitors' and residents' choice and increase perceptions of safety and usability.

Northumberland Square and Metro Station Square will be enhanced as the two principal spaces in the town centre, each fulfilling a different function and role. The interconnecting streets of Bedford, Howard, West Percy, and Saville will also be enhanced to reflect their status as the highest quality streets. Part of this would include the pedestrianisation of Bedford Street between Metro Station Square and Saville Street. Quality surface treatment, public art, street tree planting (where possible) and a new palette of high quality furniture including lighting will all be considered.

Key projects



Relevant Precedents



The creation of a high quality station gateway into an area creates positive first impressions.



Use of high quality streetscape furniture and a range of lighting techniques adds to the usability of places in the evening.



Attention to detail, use of natural materials and planting contributes to the creation of a quality pedestrianised space.

Outline design proposals



Project: NS PR1 Platinum	
KEY CHALLENGES/CONSTRAINTS	
Making the case	<ul style="list-style-type: none"> - Demonstrating the need and priority to provide high quality public realm as part of the towns primary circuit which comprises 6 key routes (Bedford, Howard, Saville, West Percy Streets) and the two centre public spaces (Northumberland Square and Metro Station square) - Proposals include part pedestrianisation of Bedford street to achieve a better town centre experience - Potential to link with wider Nexus Metro Reinvigoration project to increase case for change, dependent on the priority for works/improvements at station
COSTS	
Overview of Cost Items	<ul style="list-style-type: none"> - Detailed design - Construction and materials - High quality furniture/ planting and landscaping - Shop front design guide
FUNDING	
Private sector investment	<ul style="list-style-type: none"> - Possible minor s106 contributions?
Public sector investment	<ul style="list-style-type: none"> - Will require substantial funding from the local authority to deliver a quality public realm scheme Potential links with Metro Reinvigoration plans to fund improvements to the area outside the station
BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and support uses along Bedford Street, Saville Street and the two principle public spaces: Northumberland Square and the Metro station - Encourage new active uses at ground floor level - Re use of floorspace in the town centre
Wider benefits	<ul style="list-style-type: none"> - Public realm plays an important role in enhancing civic pride and the image or perceptions of town centres - Public realm can have a positive impact on environmental and quality of life measures - Improved arrival point to North Shields centre - Increasing the attractiveness of North Shields station and core retail area and its environs - Improved connection between the Station and the town centre

RISKS	
<ul style="list-style-type: none"> - The scale of public sector funding required bringing forward a quality public realm scheme to delivery. 	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	N/A Progress as part of Detailed Design Code for AAP
NEXT STEPS	
0 – 6 months (actions)	<ol style="list-style-type: none"> 1. Finalise nature of scheme and commence design & feasibility process (NTC) 2. Understand plans for metro station and Northumberland square (NTC)

Project NS PR2| Gold

The Gold Project Areas

The following street and open space projects are included:

- Saville Street (part)
- Upper Norfolk Street (part)
- Albion Road (part)
- Bedford Street (part)

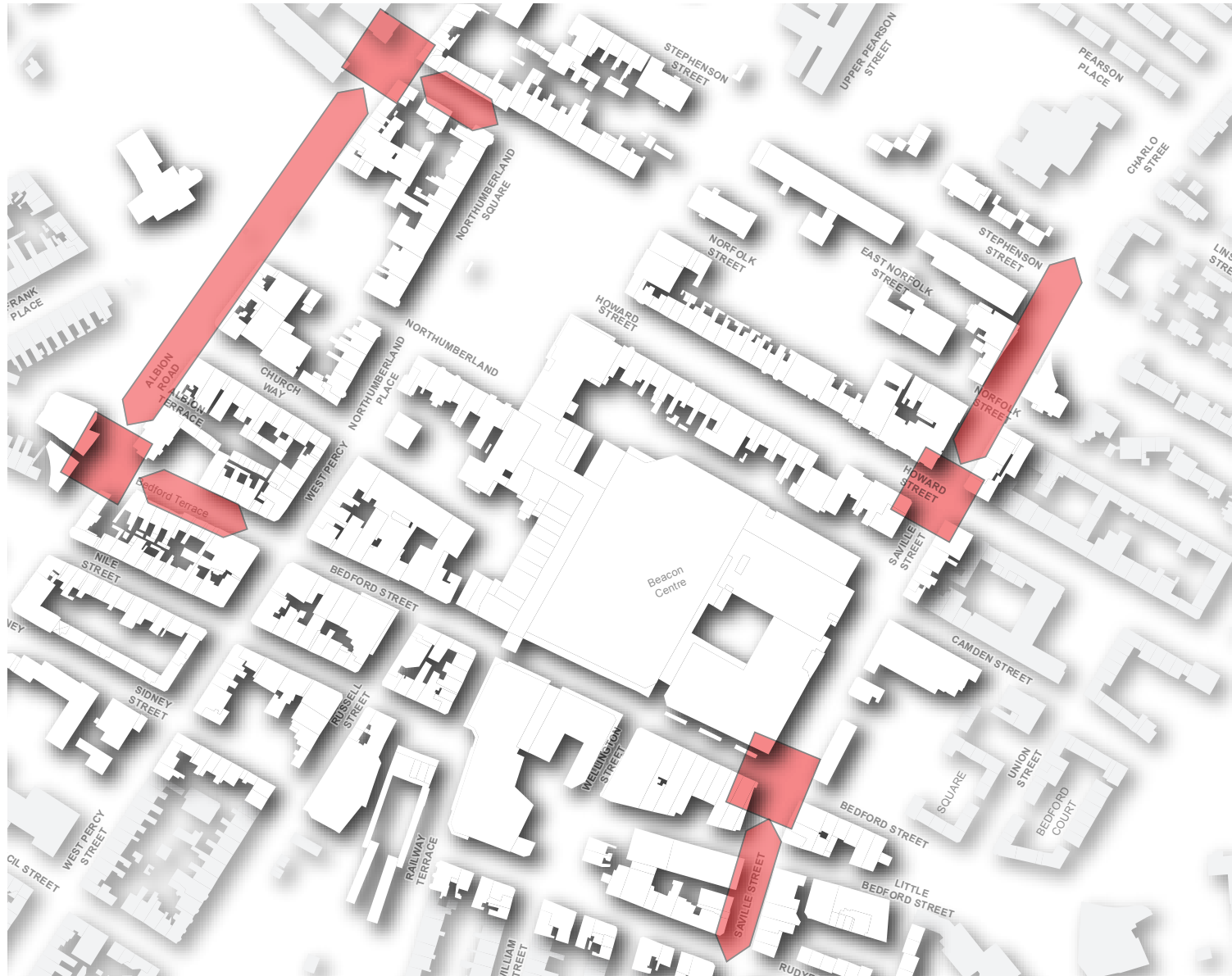
Project Description

Four streets (including junctions) projects will comprise the middle (Gold) level of public realm quality across the town centre. These are identified to the left and in the diagram below.

The four projects connect directly with the 6 Platinum level projects and include two important gateway junctions from the northwest. The projects comprise the key routes into the town centre (Albion Road and Saville Street) and their short connector streets from the north (Upper Norfolk Street and Bedford Street (upper part)).

Albion Road will maintain its through-route vehicular capacity but will provide better pedestrian connectivity through improved junctions / crossings and pavements. Street tree planting will be introduced where ground and utilities conditions permit. Saville Street will also maintain vehicular through movement but will fulfil a greater function as a vibrant, pedestrian friendly high street. Pavement widening, street surface treatment and planting will all be considered.

Key projects



Relevant Precedents



The use of tactile surfaces creates a balance between car and pedestrian/cycle users. Raised tables assist at pedestrian crossing points.



Selective use of street furniture in an unobtrusive manner, using integrating components (e.g seating/lighting).



Re-establishing the high street as a vibrant setting for all users. Cornmarket Street in Oxford succeeds in supporting a mix of uses and users through introduction of a limited access street.

Outline design proposals



Project: NS PR2 Gold	
KEY CHALLENGES/CONSTRAINTS	
Making the case	<ul style="list-style-type: none"> - Four streets towards the edge of the town centre including junctions to receive middle level of public realm upgrade - The four projects will be connected directly to platinum level of public realm treatments - Albion Road and Saville Street to maintain vehicular through movement but will fulfil improved pedestrian friendly environments
COSTS	
Overview of cost items	<ul style="list-style-type: none"> - Construction and materials - Quality furniture/ planting and landscaping
FUNDING	
Private sector investment	<ul style="list-style-type: none"> - Possible minor s106 contributions?
Public sector investment	<ul style="list-style-type: none"> - Will require funding from the local authority to deliver a quality public realm scheme
BENEFITS	
Direct outputs	<ul style="list-style-type: none"> - The public realm is an essential element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions - Improvements to the pavement, lighting, landscaping and street furniture will promote and support uses
Wider benefits	<ul style="list-style-type: none"> - Public realm plays an important role in enhancing civic pride and the image or perceptions of town centres - Public realm can have a positive impact on environmental and quality of life measures - Improved arrival points and connectors to North Shields centre - Increasing the attractiveness of North Shields station and core retail area and its environs
RISKS	
<ul style="list-style-type: none"> - The scale of public sector funding required bringing forward a quality public realm scheme to delivery 	

PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	N/A Progress as part of Detailed Design Code for AAP
NEXT STEPS	
0 – 6 months (actions)	1. Finalise nature of scheme and commence design & feasibility process (NTC)

Project NS PR3 | Silver

The Silver Project Areas

The following street and open space projects are included:

- Russell Street (part)
- Nile Street
- Rudyard Street
- Norfolk Street
- Stephenson Street
- Suez Street
- Upper Camden Street
- Church Way
- Stephenson Street / Norfolk Street new link road

Key projects



Project Description

General upgrading of lower order streets will be carried out across the town centre. Nine streets projects will comprise the Silver level of public realm quality and these are identified to the left and in the diagram below.

The nine streets projects will set the default standard of quality to be applied outside of those Platinum or Gold standard projects. In some cases (e.g. Russell Street) any improvements will need to be considered in relation to development of key sites (e.g. site DP3). Key issues for Silver level projects to address will be:

- Removal of street clutter and general tidiness;
- re-organisation of street car parking to reduce the dominance of cars on streets in the town centre;
- Improved / widened pavements;
- New street furniture;

Relevant Precedents



Compatibility between street design and land use must be considered. Calmed residential streets encourage residents to engage in outdoor activity.

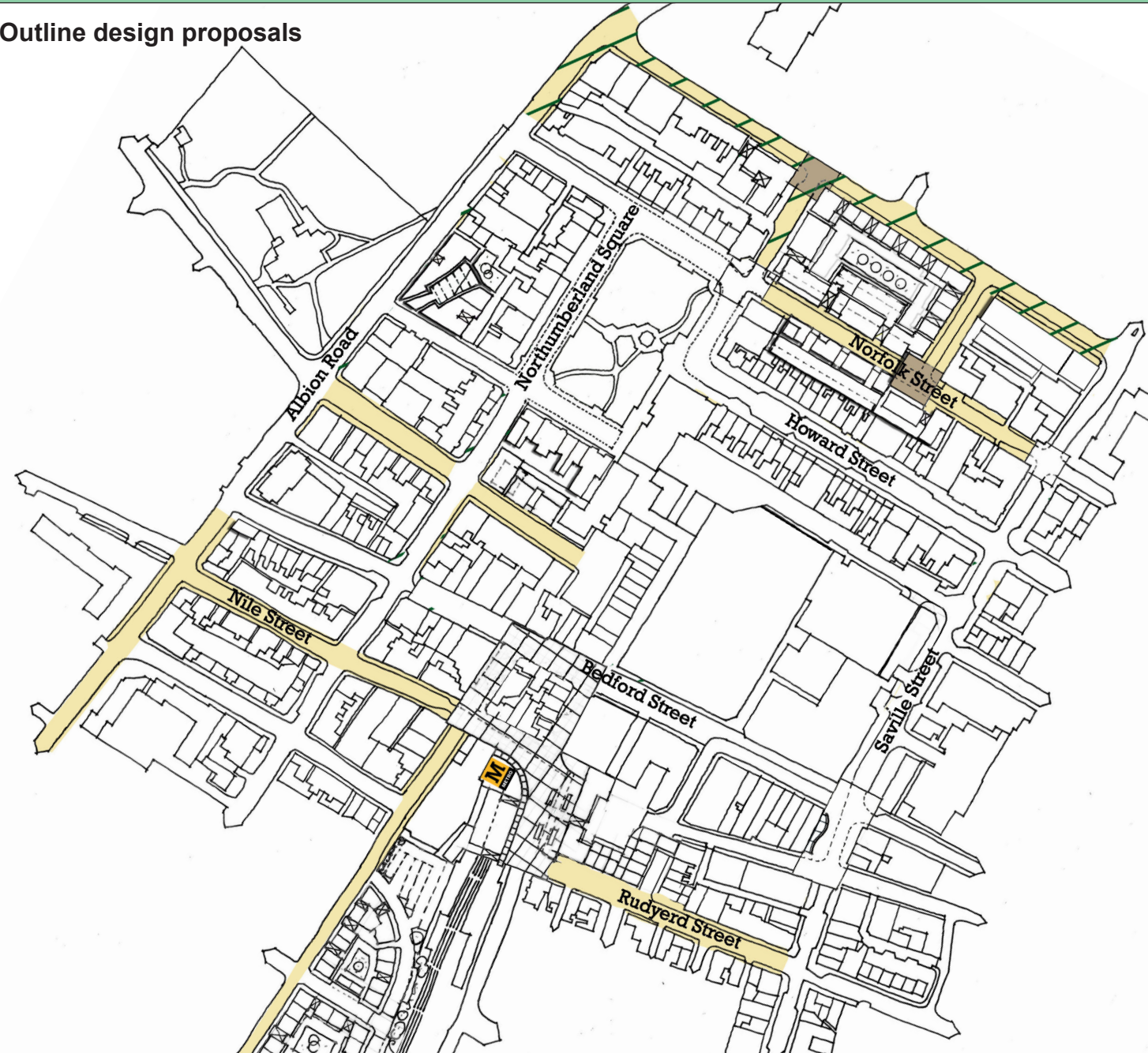


The creation of smaller, intimate settings in town centre locations encourages pedestrian focused street activity.



Introduce consistent design principles for 'Silver' streets that focus on streets as places not through-routes.

Outline design proposals



Project: NS PR3 Silver	
KEY CHALLENGES/CONSTRAINTS	
Making the case	<ul style="list-style-type: none">- General upgrading of lower order streets will be carried out across the town centre. 9 streets will comprise silver level of public realm upgrade- Streets to receive default standard- Removal of clutter, re-organisation of street car parking and widening of pavements included
COSTS	
Overview of cost items	<ul style="list-style-type: none">- Construction and materials- Street widening costs- Maintenance costs of general tidiness treatments
FUNDING	
Private sector investment	<ul style="list-style-type: none">- N/A
Public sector investment	<ul style="list-style-type: none">- Will require funding from the local authority to deliver a public realm default scheme
BENEFITS	
Direct outputs	<ul style="list-style-type: none">- The public realm is an element in attracting private sector investment - it can be used as a catalyst to regenerate specific locations, encourage increased footfall and influence business location decisions- Improvements to the pavement will promote and support uses
Wider benefits	<ul style="list-style-type: none">- Public realm plays an important role in enhancing civic pride and the image or perceptions of town centres
RISKS	
<ul style="list-style-type: none">- The scale of public sector funding required bringing forward a quality public realm scheme to delivery	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	N/A Progress as part of Detailed Design Code for AAP
NEXT STEPS	
0 – 6 months (actions)	1. Finalise nature of scheme and commence design & feasibility process (NTC)

Appendix B

**Accommodation
Schedule for North
Shields**

North Shields Accomodation Schedule_rev5

Site Ref.	Name / description	New or refurbish	Ownership	Footprint	Storeys	GFA	Residential			Commercial Retail					Employment	Entertainment	Bus Office	Station	Park and Ride	Demolition (footprint)
				sq.m	No.	sq.m	GFA sq.m.	Flats	Houses	Existing retail to be demolished/refurbished sq.m	New anchor retail sq.m	New non-anchor retail sq.m	Total new retail sq.m	Net additiional on existing sq.m	Office sq.m	sq.m	sq.m	sq.m	Number	sq.m
NS DP 1	A - Bus Interchange	New	Private	65.0	3	195									130.0		65.0			1,570.0
	B - Family Housing	New	Private	500.0	2.5	1250	1,250.0		10											
	C - Mixed Retail/ Resi	New	Private	150.0	3	450	300	4				150.0	150.0	150.0						
	D - Mixed Retail/Office	New	Private	460.0	4	1840						460.0	460.0	460.0	1,380.0					
NS DP 2	A - Metro Station	New	Nexus	540.0	4	2160	1,620	23				270.0	270.0	270.0				270.0		603.0
	B - Associated Apartments	New	Nexus	1,600.0	4.5	7200	7,200	100												
	C - Bingo Hall Retail (fronting Nile Street)	New	Private	300.0	2	600	300	4		300.0		300.0	300.0	0.0						
NS DP 3a	Goods Yard Option A	New	Council?	1,970.0	3	5910	5,910	82												
NS DP 3b	Goods Yard East Option B			7,000.0															280.0	
NS DP 4	Albion Road/ Bedford Terrace	New	Private	100.0	3	270	270	4												
NS DP 5	A - Albion Road/ Northumberland Place Office	New	Private	1,470.0	2	2940									2,940.0					
	B - Albion Road/ Northumberland Place Residential			930.0	2	1860	1,860.0	26												
NS DP 6	HSBC	New	Private	290.0	4	1160									1,160.0					197
	Mixed Office/Resi			320.0	3	960	640.0	9							320.0					
NS DP 7	Northumberland Square - Refurb	Refurb	Private	970.0	2.5	2425	2,425.0	18												
NS DP 8	Stephenson Road	New	Private	520.0	3	1560	1,560.0	22												397.0
NS DP 9a	A - Stephenson Road/ Norfolk Street	New	Council	1,120.0	3	3,360.0	3,360.0	47												3,206.0
	B - Stephenson Road/ Norfolk Street - Office	New	Council	1,440.0	1	1,660.0									1,660.0					
	C - Stephenson Road/ Norfolk Street - Resi	New	Council	750.0	2	1,500.0	1,500.0	21												
NS DP 9b	A - Norfolk Street Car Park - Office	New	Council	400.0	3	1,200.0									1,200.0					
	B- Mixed Office/Resi	New	Council	620.0	3	1,860.0	1,240.0	17							620.0					
NS DP 10	Saville Street	New	Council	110.0	1.5	165						165.0	165.0	165.0						
NS DP 11	The Beacon Centre	Refurb	Private			0														
Sub-Total				Footprint		GFA	Residential			Retail demolish/refurb	Retail anchor	Retail non-anchor	Retail total new	Retail net	Office	Entertainment	Bus Garage	Station	Park and Ride	Footprint
							Total sq.m	Flats - No. units	Houses	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	sq.m	Number	sq.m
Gross				21,625		40,525	29,435	376	10	300	0	1,345	1,345	1,045	9,410	0	65	270	280	5,973
Net (-20%)				17,300		32,420	23,548			240	0	1,076	1,076	836	7,528	0	52	216		

Note NS DP 3 requires decision over future use. Table above indicates both scenarios (parking and residential/retail).

Public Realm Improvements				
Category and Project	Length (m)	Area (sq.m*)	Cost per sq.m (£)**	Approx Cost (£)

**Assumes average pavement width of 2.5m*

***Assumes average Public Realm costs per sq.m based on paving, landscaping, furniture and lighting costs used on similar projects from SPON's*

NS PR Platinum

Bedford Street (part)	265	663	360	£238,500
Howard Street	195	488	360	£175,500
Saville Street (part)	200	500	360	£180,000
West Percy Road (part)	125	313	360	£112,500
Station Square		1360	360	£489,600
Northumberland Square		1120	360	£403,200

NS PR Gold

Saville Street (part)	175	438	280	£122,500
Upper Norfolk Street (part)	55	138	280	£38,500
Albion Road (part)	350	875	280	£245,000
Bedford Street (part)	90	225	280	£63,000

NS PR Silver

Russell Street (part)	250	625	200	£125,000
Nile Street	170	425	200	£85,000
Rudyard Street	160	400	200	£80,000
Norfolk Street	185	463	200	£92,500
Stephenson Street	330	825	200	£165,000
Suez Street	70	175	200	£35,000
Upper Camden Street	70	175	200	£35,000
Church Way	190	475	200	£95,000
Stephenson/ Norfolk Street Link	60	150	200	£30,000

Appendix C

Sustainability Appraisal

North Shields: Sustainability Themes & Issues

The SEA Directive requires a description of the baseline environment. An extensive search for baseline information for North Shields Town Centre has been undertaken using a range of sources including web based databases and publications, personal communications, published reports and stored information. The baseline information, based on all available sources at the time of publication, has been presented in the Retail Centres Regeneration Baseline Report, agreed by the client in August 2009 following detailed assessment and engagement with key stakeholders.

The baseline is used to assist in the identification of the key sustainability issues and problems facing the area. The baseline is also the basis for predicting any effects that the emerging options for North Shields may have on the environmental, social and economic characteristics of the area. The key Baseline issues and themes reported within the baseline are presented below:

North Shields – Key Sustainability Issues and Themes

Key Local Socioeconomic Sustainability Issues
North Shields importance and role as key centre and a key driver for local growth is recognised within the LDF
The socio economic profile illustrates high unemployment and deprivation (within worst 20% nationally) for those living within the town centre
The workforce of the town is predominantly in the retail, service and manufacturing sectors, which are concentrated in low paid, low skilled professions
The market perception of North Shields is poor both within the catchment population, retailers, investors and agents
Some retail vacancy rates and shortage of high quality retail offer
Function has changed to one of providing convenience retail and service related facilities to the immediate population catchment
Key Environment Sustainability Issues
Localised areas of flood risk and coastal erosion
Increasing fossil fuel, energy use and carbon dioxide emissions
Need to embed Climate Change adaptation measures into AAP
Low recycling rates and increasing waste
Areas of previously developed land and contamination
Detailed local biodiversity baseline
Good local environmental quality
Unique and high quality built heritage with extensive conservation areas
Dramatic urban form that needs to be better integrated with River Tyne and Fish Quay
Key Place making Sustainability Issues
The Metro and its approaches require upgrading
Overall quality of buildings and maintenance is poor to average
Limited areas of high quality public realm
A number of buildings have a negative impact on townscape

Possible consolidation or relocation of uses to provide greater vibrancy
Local information and signage is poor within the town centre

North Shields: Sustainability Objectives

The formal appraisal of North Shields Town Centre AAP options represents Stage B of the SA Process. The Sustainability Objectives used in this assessment were based on the same sustainability objectives that were developed for the AAP, which themselves were adapted from the overall North Tyneside Core Strategy. The sustainability objectives should be cross referenced with key sustainability issues and themes presented above. These objectives provide area-relevant sustainability principles that will need to be reflected and contained within projects and strategies. In short, the interactive process of developing objectives and targets will help to ensure that all components of sustainability are suitably incorporated and are helping to drive forward approaches to where we need to get to, rather than relying on forecasts of where we might end up.

The sustainability objectives reflect national, regional, sub-regional and local priorities for sustainable development, including the NE Integrated Regional Framework, the North Tyneside Sustainable Community Strategy. The initial Sustainability Objectives for North Shields Town Centre are:

- 1) To create a diversified and forward looking economy with high and stable levels of employment where everyone can share and contribute to a greater and sustainable prosperity.**
- 2) To increase the diversity and quality of jobs.**
- 3) To create higher and more stable levels of employment with more local jobs within the borough, particularly in the socially deprived areas.**
- 4) To develop further a sustainable tourism sector.**
- 5) To improve access to a wide range of education and training opportunities.**
- 6) To enable all people to have the choice of a wide range of decent, affordable homes.**
- 7) To create a truly harmonious community with safe, crime free neighbourhoods.**
- 8) To prevent disease, prolong life, promote health and support all residents to adopt healthy lifestyles, while targeting action to reduce health inequalities.**
- 9) To afford everyone in the Borough with equality of access to the range of community facilities and services they require in meeting their needs.**
- 10) To encourage and enable a sense of community identity and active participation in community planning activities.**
- 11) To maintain and improve the quality of ground and surface waters.**
- 12) Adapt to the impacts of climate change whilst addressing the contribution made by the Borough by reducing emissions of greenhouse gases, maintaining good local air quality through more efficient use of resources, and promoting more efficient and wider choices of transport.**
- 13) To avoid damage to designated wildlife sites and protected species, and to protect and enhance biodiversity and geodiversity.**
- 14) To reduce waste and improve waste management by encouraging re-use, recycling and composting.**
- 15) To maintain and enhance areas of greenbelt and open space as a community resource to support local wildlife initiatives and for amenity and recreation.**

- 16) To preserve, conserve and enhance North Tyneside's landscape character, cultural and historic environment, maintaining and strengthening local distinctiveness and sense of place.
- 17) To reduce Flood risk to people and property.
- 18) Bring Contaminated Land back into beneficial use.

North Shields Town Centre: Sustainability Appraisal of Emerging Options

Each of the emerging options for North Shields town centre was assessed against each sustainability objective set out above. The sustainability benefit and effect of each of the proposals for the town are based on minimum (short term 0-4yrs), medium (5-9yrs) and maximum (10-15yrs) levels of interventions. These interventions therefore have allowed the appraisal to consider the short, medium and long term effects on each of the objectives. It should be noted that the levels of interventions are incremental. The scoring system used in the appraisal is presented below and consistent with that used within the North Shields AAP SA process.

Table Scoring System

Significance of Impact		Description of Effect
+2	Positive	The plan objective will have an extremely positive , enhancing effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor adverse effects may result but the overall effect will be positive.
+1	Positive	The plan objective will have a positive , enhancing effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor adverse effects may result but the overall effect will be positive.
0	Neutral	The plan objective being assessed is unlikely to create any significant impact (positive or negative) at present or in the future.
-1	Negative	The plan objective will have a negative effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor positive effects may result but the overall effect will be adverse.
-2	Negative	The plan objective will have a detrimental negative effect on the SA objective being assessed when compared to the current and likely future baseline conditions. Minor positive effects may result but the overall effect will be adverse.
?	Unknown	Where there is insufficient information about the implications of an option to make a robust assessment. Or where the option has significant positive and negative effects.

North Shields Town Centre: Sustainability Appraisal Results

The results of this appraisal of the three levels of proposed intervention for North Shields against the appropriate Sustainability objectives have been recorded in table xxx and are presented below:

	North Shields Sustainability Appraisal Objectives																						
Emerging Options	Economic					Social								Environment									Total Score (weighted)
	SA 1	SA 2	SA 3	SA 4	Total	SA 5	SA 6	SA 7	SA 8	SA 9	SA 10	Total	SA 11	SA 12	SA 13	SA 14	SA 15	SA 16	SA 17	SA 18	Total		
Option A: Minimum Intervention	0	+1	0	0	+1	0	+1	0	0	0	0	+1	0	0	+1	?	0	+1	0	?	+2	+4	
Option B: Medium Intervention	+1	+1	+1	0	+3	0	+1	+1	0	+1	+1	+4	0	0	+1	-1	0	+1	0	+1	+2	+9	
Option C: Maximum Intervention	+1	+2	+1	+1	+5	+1	+2	+1	+1	+2	+2	+9	0	0	+1	-1	0	+2	0	+1	+3	+17	