



North Tyneside Council

**Retail Centres
Regeneration Study**

Whitley Bay
Town Centre
Regeneration Strategy

**FINAL REPORT
APRIL 2010**

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GENECON
ECONOMIC AND SPATIAL REGENERATION

DTZ

North Tyneside Council

**Retail Centres
Regeneration Study**

Whitley Bay Town Centre
Regeneration Strategy

APRIL 2010

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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 Whitley Bay 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 Whitley Bay 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 Whitley Bay;
- 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 Whitley Bay town centre.

- Section 6: The Preferred Strategy

This section will outline the preferred strategy for the regeneration of Whitley Bay 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 Whitley Bay 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 Whitley Bay town centre. This involved:

- A review of planning policies and studies;
- An assessment of the Whitley Bay's socio economic performance;
- 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 Whitley Bay 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 Whitley Bay. For more detail on the Evidence Base for this study please see supporting report –Baseline Report (July 2009).

3.1 Planning Policies and Studies

A review of the planning policy and other studies has identified the following issues and challenges for the regeneration of Whitley Bay town centre:

Local Planning Policy:

Issues:

- Requirement for pedestrian and public realm improvements
- Damaging reputation of stag and hen evening economy

Opportunities:

- Potential to diversify evening economy
- Potential to improve public realm and pedestrian facilities

Tourism:

Issue:

- Whitley Bay should focus on place management initiatives and cater for local market

Opportunity:

- Proposals to host events as a major tourism opportunity

Growth Point Status:

Provides the opportunity to:

- Increase the size and diversity of the population;
- Increase the range of housing to meet the population's needs;
- Attract a range of new businesses;
- Increase the number of jobs in the Borough; and
- Revitalise town centres.

North Tyneside Council Plan (2009):

The Council Plan supports:

- Regeneration opportunities in the Borough;
- Redevelopment of Whitley Bay leisure pool; and
- The progress of Spanish City Dome and Playhouse remodelling.

Two key objectives:

- To revitalise Whitley Bay town centre; and
- To regenerate the sea front at Whitley Bay.

North Tyneside Town Centre Research (2008):

This research identified the following:

- Requirement to improve the quality and attractiveness of town centre for visitors;
- Requirement to improve the range of goods provision in the town centre; and
- Opportunity to introduce events into the town centre or sea front.

3.2 Socio Economic Performance

The socio economic profile of Whitley Bay was reviewed using census information (2001) and more up to date North Tyneside Council statistics where available.

The following represents a socio economic snapshot of Whitley Bay town centre, based on the lower super output areas which best match the study area boundary (North Tyneside 006A, 006B, 006D, 006E and North Tyneside 009E).

- Population: 6,065
- Unemployment: 3.77%
- Main Industrial Sectors: Health and Social Work; Wholesale and Retail; Repair of Motor Vehicles; and Real Estate.
- Deprivation: within the 40% most deprived areas

The socio economic profile above illustrates relatively low unemployment for those living within the town centre. Deprivation is not as acute as other areas of the North Tyneside Borough. The workforce of the town is based primarily around the retail, care, mechanical and real estate sectors.

3.3 Physical Area Appraisal

An urban design audit was undertaken to assess the physical environment in Whitley Bay town centre. This analysis involved: looking at spatial patterns and relationships between distinct sub-areas; a character area appraisal; townscape appraisal in terms of key landmarks, gateways, views, topography and nodes; public realm quality, and accessibility and movement. The following key issues were noted.

- **Poor quality of public realm**, particularly in key character areas of the town centre retail core and the promenade;
- **Improvements to shop frontage are** necessary – suggested that a shop front design guide is prepared to enable a consistent language and treatment across Whitley Bay;
- Possible consolidation or relocation of uses to provide **greater vibrancy and connection to the seafront** vis-à-vis retail and leisure;

- Layout and **quality of street furniture is generally poor** including implementation of surface materials;
- Enhance gateway points into Whitley Bay, particularly along the Promenade. Scope out the opportunity to enhance current plans for redevelopment of the Spanish City site area;
- **Enhance corridors of movement**, through improvements to public realm and building frontage, and reinforce connections between retail uses and the seafront; and
- Devise a strategy to **tackle poorly maintained properties**, particularly with regard to derelict buildings, so as to minimise their negative impact on their surrounding environments.

3.4 Movement and Access

Movement and access in Whitley Bay town centre was assessed based on site visits appraisals and discussions with Nexus. The main findings of this analysis were:

- Traffic congestion during busy times reduces the attractiveness of the town centre as a shopping destination.
- There is a perception that road safety problems are created by mixing shoppers and traffic during busy periods.
- Whitley Road could be improved by rerouting traffic away from the area.
- There is little incentive for shoppers to park off-street (utilise Park View Shopping Centre Multi Story Car Park and other car parks).
- The limited waiting parking provided on Park View is a suitable solution for shops along this route.
- Signage indicating routes from the town centre and Metro station to the sea front could be improved.
- Strong arrival points for cyclists' inc. Coast & Castles cycle route.

3.5 Stakeholder Engagement

As part of the review of key issues for Whitley Bay, 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:

- Retail offer not strong enough despite the presence of independent / niche shops;
- Town lacks a 'centre' / 'focus';
- Prominent retail units vacant;
- On-street parking an issue in town centre;
- Anti-social behaviour resulting from the presence of bars and clubs;
- Station isolated and destinations not well sign posted, e.g. Seaside;
- Small scale measures need to be part of the strategy: signage, shop fronts, displays, exhibitions, events;
- Living above shop initiative, improved tourism and marketing campaign, internal/external market should be explored;
- Former Coliseum site identified as an 'opportunity'; and
- Public realm at the heart of the town centre needs to be improved.

3.6 Retail Market Assessment

A brief assessment of the retail facilities and vitality of the subject 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.

Whitley Bay is a key town centre in the Borough, with the main retail focus being the Park View Shopping Centre, Park View and Whitley Road. The town provides visiting shoppers with a broad choice of retailers and is dominated by local independents. There are a handful of national retail multiples present including Peacocks, Clinton Cards, Costa Coffee, Superdrug, Boots, Claire's, Select and Poundstretcher. They are all located in close proximity to each other either within the Park View Shopping Centre or close to it on Whitley Road. This area therefore represents the "prime" retail location for Whitley Bay.

The Centre's main function is as a location for convenience, leisure and service retailing with some comparison shopping provided by a small number of national multiples and specialist local retailers. The centre's location on the coast also draws tourists who support a number of cafes, bars, restaurants and weekend nightlife. The centre provides a dual function to a local resident and a tourists/leisure based spend.

Over the course of the preparation of this Strategy a number of significant and former vacant units have been re-occupied including the Woolworths (now occupied by B&M) and the Marks & Spencer Simply Food (now Sainsbury's) thus showing some sign of recovery and interest in the town. Vacancies do remain with notable examples including the former Co-op supermarket and T&G Allan store both on Whitley Road.

The threat to Whitley Bay town centre is one where the primary convenience retail function is already provided in out of centre locations favouring the more independent and mobile shopper. In Whitley Bay existing town centre food outlets have relocated or downsized a sign of weakness and a declining trend towards providing services for the less mobile and well off shopper. This trend will continue as the main operators compete for market share and increase the number of product lines they offer in their out of centre stores.

There are a handful of published requirements for Whitley Bay but there is evidence of market activity. This is tempered by the poor general economic climate and being in a period of local market adjustment as values change to reflect fewer occupiers, greater vacancy rates and whether retail units are fit for purpose or require adapting.

The market feedback suggests Whitley Bay is in decline. The town centre suffers from a ribbon style layout, a large number of small shops with inadequate internal layouts and a car parking problem. The absorption of Marks & Spencer Simply Food to their larger Silverlink shop and closure of Woolworths has adversely affected the market perception of the centre within its local shopping catchment. The wealthier local shoppers can and do choose to shop elsewhere for comparison goods, Silverlink and Newcastle city centre being the main beneficiaries for car borne shoppers.

Car parking is often cited as an issue. This is due to the close proximity of higher density housing on narrow streets surrounding the centre with resident on-street parking. Existing shopper car parking is provided by the Park View Shopping Centre where there is a small

charge. This is infrequently at full capacity and the car parking issue may be perceived rather than being an actual issue.

In summary, Whitley Bay's elongated centre stretches the attractiveness of its retail offer. It also has a dual function providing convenience retail to local residents and has an appeal to tourists due to its coastal location. The wealthier sectors of Whitley Bay's shopping catchment are not very loyal and those who value convenience and choice more highly, when making decisions about where to shop, have a propensity to go elsewhere. The independent retailers provide uniqueness to Whitley Bay and maintain its special appeal however, the high number of vacancies and recent loss of some high profile names exposes Whitley Bay's vulnerability due to the length of time units remain vacant.

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 and issues from this stage are also included below.

4.2 The Current Role of Whitley Bay Town Centre

The Issues and Options Report for the Coastal Area Action Plan notes the role of Whitley Bay as: *"... a location for convenience and comparison shopping, it also caters for the tourism sector attracted to the area due to its coastal location and character, resulting in a dual function town centre."*

The town centre has a number of service facilities such as cafes, restaurants and independent stores. The overall appearance and small independent retailers all add to the character of the settlement as well as catering for the shopping needs of the local population.

Whitley Bay is defined as a main town centre in the North Tyneside Borough in both the Unitary Development Plan (UDP) and the borough-wide Retail Capacity Study. The retail capacity study recommended that the Local Development Framework should define a more restricted town centre boundary for Whitley Bay.

The Town Centre Survey (2008) that formed part of the evidence base for the Coastal Area Action Plan Issues Paper found that whilst people in Whitley Bay were satisfied with the variety of shops, although there were concerns in the escalation of vacancies, charity shops and a loss of the character in the town centre and in need of 'modernisation'.

The number of vacancies is an increasing concern with the recent closure of recognised high street stores (Woolworths, T&G Allan and Marks & Spencer Simply Food) in the economic downturn that is being felt nationally.

What is important for the future of Whitley Bay as a retail centre is the quality of retail on offer. The quantity of retail is currently too thinly spread and there is a perceived lack of parking.

Whilst providing a focus to Whitley Bay retail centre is important, the challenge for the town is if it can add to or break away from the 'Stag and Hen' evening economy and broaden the town's offer as a leisure destination encompassing the coastal location and potentially accommodating local outdoor events that take place in the region.

4.3 The Future Role of Whitley Bay Town Centre

A lot of what towns do is the same, for a specific catchment - Whitley Bay needs to do it better. More needs to be made of its assets – the independent retail offer, the seaside and tapping into its affluent hinterland. The town offers a unique character, a mix of independent traders operating alongside national stores.

The future role of the town centre should be to broaden its offer in terms of retail, leisure and community provision. It is vital to get a better quality of retail offer, consolidated around the town centre core at the junction of Whitley Road and Park View.

In terms of encouraging more people in the local community to use the town centre it is important to consider their needs. An improved convenience goods offer would provide for those people who live in Whitley Bay and currently opt to drive to a supermarket store in an out of town location elsewhere in North Tyneside e.g. Sainsbury's / Morrison's.

With regards to the heart of the town centre there may be some merit in locating a community facility within the town centre, with associated retail and/or A3 (restaurant and café) uses. This would increase the footfall to and through the town centre and increase the importance of the public space at the junction of Whitley Road and Park View.

In order to attract visitors, and provide for families, it is imperative to increase the current leisure offer afforded by Whitley Bay town centre. In terms of catering for the family friendly activities this would involve a key enhancement project at the Promenade and South Parade to allow the town centre activities to reach and benefit the seaside.

The Spanish City area is a key site in terms of raising the profile of Whitley Bay and the coast. This has the potential to become a leisure attraction that will draw visitors from outside of the town and the borough, whilst accommodating residents and families that live within the Whitley Bay area.

It is important to consider the 'links' between the arrival points into the town centre for pedestrians (footpaths), motorists (car park) and public transport (Metro and bus stops). Movement between the arrival point and the town centre is an essential component of a successful town centre and it is here that we feel that Whitley Bay could do better.

Important routes, e.g. Station Road, and public spaces, e.g. the Promenade, will require public realm improvements to denote the hierarchy between the different town centre routes. This allied with improved signage, would help visitors understand where the main attractions of the town are e.g. Seaside, Town Centre and in the future the Spanish City development.

The impact of an improved environment along the seaside and Promenade with an enhanced and consolidated retail offer within the heart of the town centre would help Whitley Bay realise its future role as a prosperous location for business and investment, as well as acting as a focal point for the local community.

4.4 Design Rationale

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

The rationale reflects discussion derived from the options workshop held in July 2009. As mentioned above, 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 Whitley Bay; and
- Identify 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 distribution of land uses across the town centre area. The approach is based upon the intention to define different roles (quarters) for key areas and principal routes. The definition of quarters/themes is widely recognised as an important mechanism to enable town centre regeneration and for Whitley Bay includes:

- Aligning a series of clear predominant land use categories to key links across the town centre (and supporting future character area definition);
- Reinforcing a core retail area within the town centre;
- Activating links to the promenade and Metro station with broader retail uses;
- Introducing enhanced community uses and green links to Spanish City;
- Recognising Whitley Bay's distinct patterns of town centre residential; and,
- Animating the coast/promenade to provide a broader leisure offer.


Applying these principles to Whitley Bay town centre results in five core land use categories as follows:

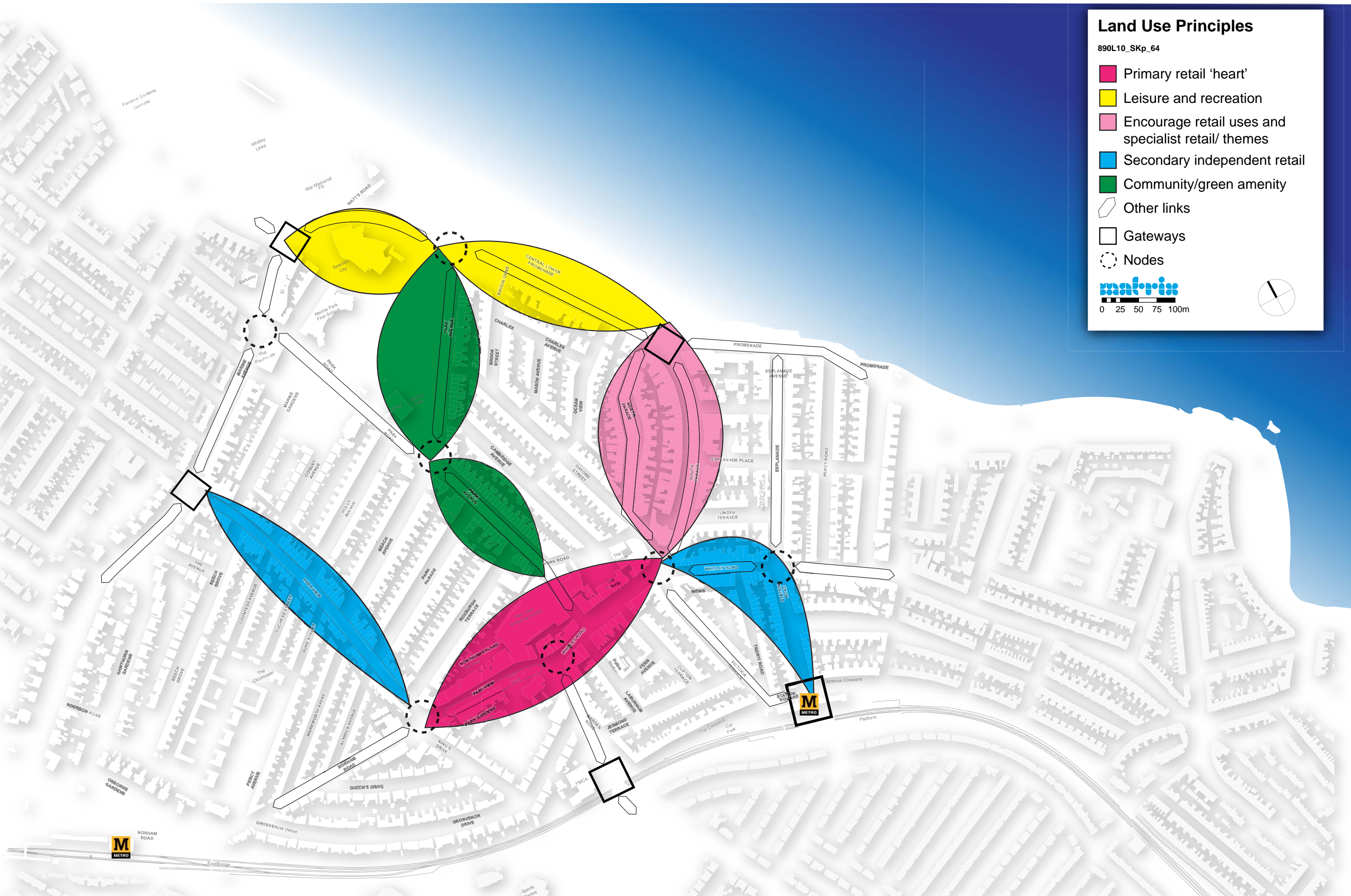
- **Primary Retail Heart:** Mostly A1 and A3 use class (shops, restaurants & café's) and includes the larger national multiples;
- **Leisure and recreation area:** Bringing a greater concentration of entertainment facilities with functions that support coastal recreational activities.
- **Encourage retail uses and specialist retail themes:** - Station and promenade linking activity: New retail market uses to Station Road and broader retail provision along South Parade (A1 and A5);
- **Secondary retail area:** Mostly A1, A3, A4 and A5 use classes. Does not contain the larger national multiple retailers; and
- **Community/green amenity:** A focus on community services and enhanced open green space amenity areas that connect to Spanish City and the coast.

Land Use Principles

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-  Primary retail 'heart'
-  Leisure and recreation
-  Encourage retail uses and specialist retail/ themes
-  Secondary independent retail
-  Community/green amenity
-  Other links
-  Gateways
-  Nodes


0 25 50 75 100m



4.4.2 Organisational principles

It is proposed that the organisation of Whitley Bay's town centre reflects a hierarchy of routes and spaces, the drawing overleaf sets out this approach.

The organisational principles seek to achieve:

- A hierarchy of town centre routes and spaces allowing a prioritisation of investment;
- A focus on the key routes that comprise the retail core and connect the town centre's principal activity areas – these routes will receive a focus on design quality and predominant level of intervention/enhancement;
- A focus on four 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;
- A series of five principal gateways that define access/arrival to the town centre area; and,
- Lower order routes/links including enhanced pedestrian routes that serve to connect the town centre into its adjacent context (e.g. links to the promenade).

The principal town centre routes include:

- Whitley Road (between Station Road and Park View);
- Station Road;
- South Parade; and,
- Central Lower Promenade.

The four key town centre public spaces include:

- Station Road and Station forecourt;
- Whitley Road central civic and retail space;
- Whitley Park (Park Road/Park Avenue triangle); and,
- Central Lower Promenade including beach front.

Each of these four key spaces fulfil different functions – Station Road and forecourt the key arrival point to the town and should set positive first impressions. Whitley Road central space is the premium, pedestrian priority retail location; Park Avenue triangle provides valuable green amenity in the town centre; and, the promenade establishes the town's unique coastal recreation and leisure position.

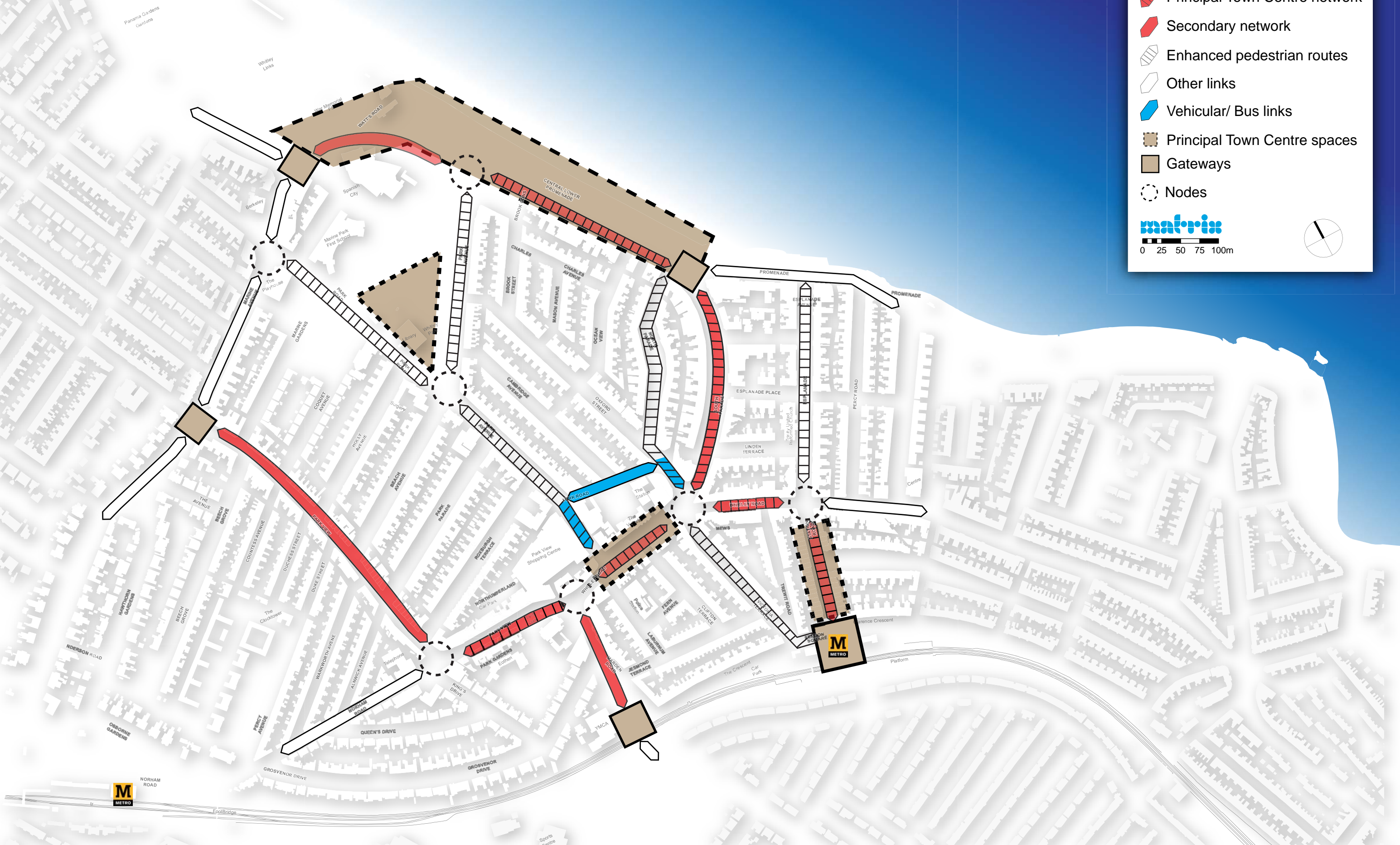
The five key town centre gateways include:

- Whitley Bay Metro Station;
- Marden Road railway crossing;
- South Parade / Promenade intersection;
- Spanish City – The Links/Marine Ave intersection; and,
- Park View / Marine Ave intersection.

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890L10_SKp_48

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- Mantre logo: A stylized blue logo consisting of a grid of dots forming the letters 'Mantre'.
- Scale bar: A black horizontal bar with white markings at 0, 25, 50, 75, and 100m.



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 clarifying character; and enhancing areas of weak/void character across the town centre.

The baseline analysis indicates that the town centre includes some 14 character areas. These frequently undermine a consistent 'street' character experience by virtue of varying on a plot/block basis. Clear opportunities exist to rationalise the range of character areas and provide a stronger and more coherent experience for the resident and visitor.

The drawing overleaf outlines the following proposed character area principles:

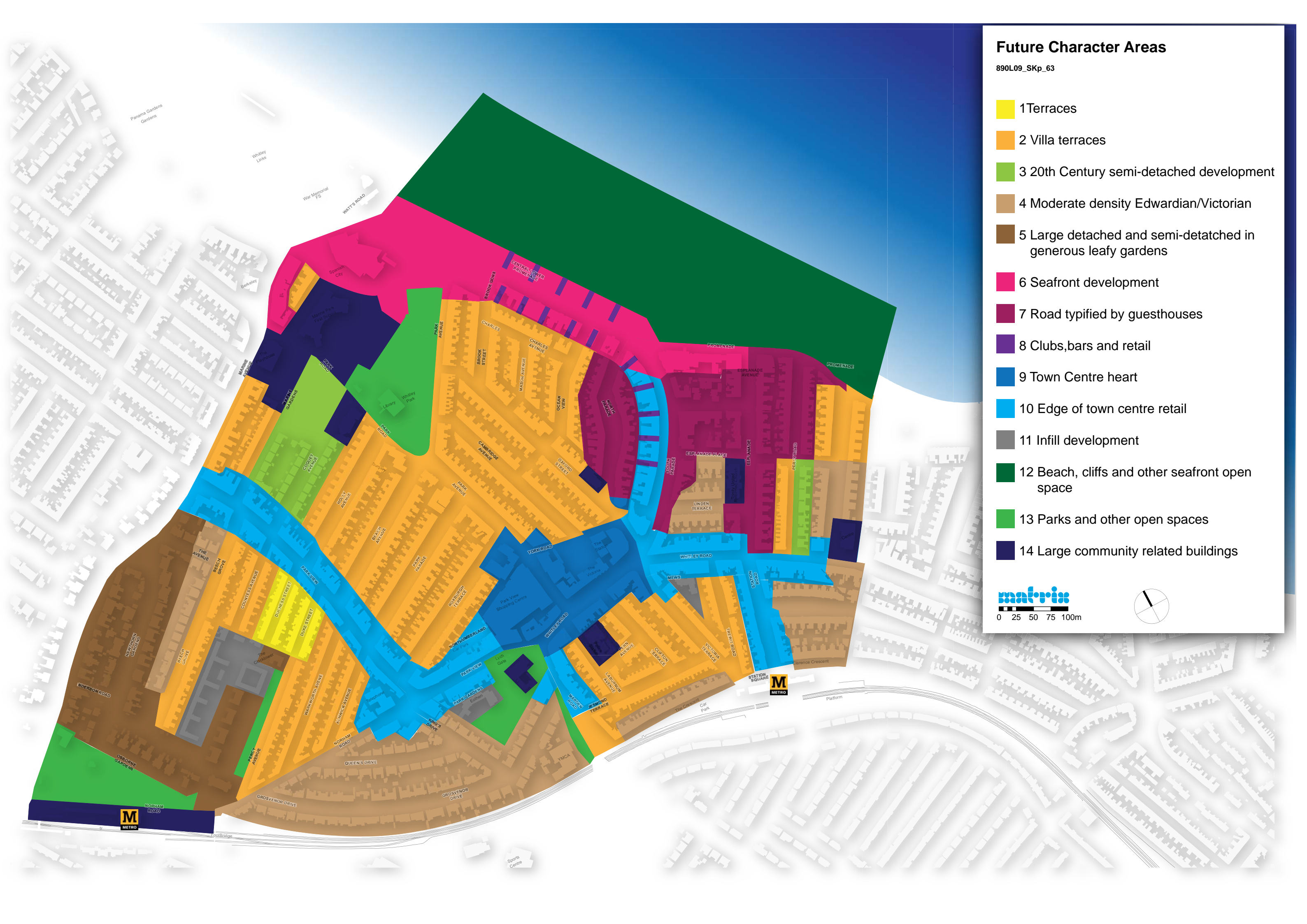
- An expanded and enhanced promenade and Spanish City 'coastal interface' area;
- A consolidated town centre retail core area to align with future pedestrianisation and higher quality public realm treatment;
- A diversified South Parade retail environment ensuring a broader offer than the current A4 predominant activity;
- Enhanced and expanded community facilities and green amenity area at Whitley Park Avenue / Park Road;
- An area of retained secondary retail activity along Park View to;
- Small pockets of residential use to the periphery of the town centre area; and
- Areas of traditional block/street residential terraced patterns in close proximity to the town centre.

Future Character Areas

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- 1 Terraces
- 2 Villa terraces
- 3 20th Century semi-detached development
- 4 Moderate density Edwardian/Victorian
- 5 Large detached and semi-detached in generous leafy gardens
- 6 Seafront development
- 7 Road typified by guesthouses
- 8 Clubs, bars and retail
- 9 Town Centre heart
- 10 Edge of town centre retail
- 11 Infill development
- 12 Beach, cliffs and other seafront open space
- 13 Parks and other open spaces
- 14 Large community related buildings

metrix
0 25 50 75 100m



4.5 Key interventions

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

The drawing overleaf sets out the broad range of intervention types and their respective locations. Included in these interventions are:

- Key space enhancements such as to the core retail area along Whitley Road;
- Five Gateway enhancement projects;
- Focused opportunity site developments;
- Building frontage enhancements;
- Priority routes upgrades to routes;
- Secondary routes upgrades to routes identified; and
- Other link enhancements (e.g. to the Promenade/beach front).

The design alternatives for the possible interventions set out above are explored in more detail within the design options in the following sections.


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 Development site

1 Promenade

2 South Parade


1 3 Station Road

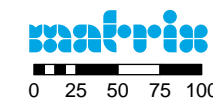
 Building frontage to be improved

 Priority route public realm upgrade

- Gateway enhancement

 Key route public realm upgrade

 Green Space



4.6 Options Workshop

The Options Workshop provided the forum for discussion around:

- What type of town centre?
- Where is the town centre going in retail terms?
- What is the future growth potential of the centre?

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

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

As a result the workshop identified the following key areas for intervention:

- Core Town Centre Area (Whitley Road / Park View);
- South Parade;
- The Metro Station link (Station Road);
- The Promenade; and
- The area around Spanish City.

The main points raised by stakeholders were:

- The town centre lacks a focal point;
- Hotel bed spaces aimed at lower market and does not attract higher spenders;
- Current night time activity is causing tension between family friendly activities and evening economy uses;
- Perception of Whitley Bay as a town for nightlife and drinking;
- General support for proposals to pedestrianise Whitley Road;
- Identified areas for intervention: core town centre area (Whitley Road / Park View), South Parade, Metro Station link (Station Road), the Promenade, area around Spanish City; and
- The quality of the promenade could be improved.

5 The Options

5.1 Introduction

On the basis of the Baseline Report and the Option Report the following three interventions were presented for public consultation in January 2010.

- **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” was not considered to be an option that would be supported by the community, local stakeholders or indeed the Council – Whitley Bay 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 design option shown 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 to kick-start the regeneration of the town centre.

The key interventions for Option A include:

- Public realm improvements to key public spaces:
 - The main retail ‘heart’ of the Town centre;
 - Station Road;
 - Park Road adjacent to the Playhouse Theatre; and
 - The area to the north of Esplanade Avenue on the Promenade.

Upgrades to the main ‘Retail Heart’ and Station Road would be the first stages of a more detailed scheme for these areas. Principally, the upgrade at this stage would consist of de-cluttering existing streetscape and repairing paving, but no shift towards pedestrianisation would take place until later phases.

- Improvements to the public realm along key routes. This would include new paving, planting and improvements to streetscape furniture;
- Shop fronts along the newly improved upgraded routes would also be improved in terms of their appearance, signage and maintenance. A consistent high quality frontage is to be achieved;

5.2.1 Outline Options Appraisal (Pros & Cons)

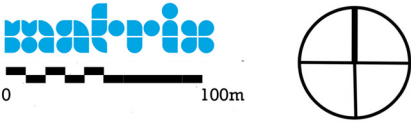
PROS	CONS
Reinforces the core town centre retail area through investment in priority routes.	Doesn't extend the public realm enhancement to all key gateways – limits regeneration impact.
Brings forward vacant/underused sites along Park Road.	Does not maximise key opportunities along York Road, Whitley Park, The Promenade and the Spanish City.
Enhances the two key town centre spaces at Whitley Road (adjacent to the Bedroom public house) and Station Road.	Does not provide pedestrianisation or reduce vehicular movement within the retail heart or other key spaces.
Addresses frontages in relation to priority routes and the key spaces.	Only provides limited improved access to the Promenade and beach areas.

Whitley Bay Option A - Minimum Intervention

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Key

- Public realm upgrade
- Key public space project
- Improved frontage



5.3 Option B - Medium Intervention

The design option shown overleaf indicates the range of interventions that would comprise a 'medium' level of intervention. As such these are projects that would be able to come forward in the short and medium term (0-10 years).

The key interventions for Option B include:

- Public realm improvements to key public spaces:
 - The main retail 'heart' of the Town centre;
 - Station Road;
 - Park Road adjacent to the Playhouse Theatre; and
 - The area to the north of Esplanade Avenue on the Promenade.
- Town Centre 'Retail Heart' to be pedestrianised, with significant public realm upgrade and Coliseum site recognised as a key development opportunity to contain a new anchor unit and bus stop provision. The unit could front Whitley Road at the ground level of the current Bedroom public house and provide a stronger frontage. The upper level of this block would include mixed uses that are appropriate in terms of the town centre.
- Gateway enhancements at Station Road, Marden Road, the north of South Parade and Park View/Marine Garden junction are envisaged;
- Redevelopment of the former YMCA site to provide residential uses;
- Station Road enhancements to include a new Saturday market, shared surface public space, planting, upgrades to shop frontage and a broadening of the independent retail offer;
- Public realm upgrade to key routes to include Park View and North Parade and the creation of a strong walkable circuit of retail and recreational activity;
- Shop fronts along the newly improved upgraded routes would also be improved in terms of their appearance, signage and maintenance. A consistent high quality frontage is to be achieved; and
- Encouraging a shift in use and character to South Parade with interspersed non A4 retail uses in this vicinity and entertainment uses re-located along the Promenade.

5.3.1 Outline Options Appraisal (Pros & Cons)

PROS	CONS
Reinvigorates the core town centre retail area through a new pedestrianised public space and new supermarket on Whitley Road.	Doesn't extend the public realm enhancement to the Promenade
Brings forward vacant/underused sites along Park Road and York Road	Does not maximise key opportunities along the Promenade and the Spanish City site.
Enhancements to the key town centre spaces at Whitley Road, Station Road and Whitley Park	Does not fully extend pedestrianisation along the primary retail area of Bedford Street.
Enhanced gateways provide a more distinctive entrance combined with improved walkable circuit.	Does not address the need for improved connections between beach and Promenade.
Addresses frontages in relation to priority routes and key spaces.	

Whitley Bay Option B - Medium Intervention

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Key

- Residential
- Development site
- Bus Stops
- Mixed use Residential/
Entertainment
- Mixed use Entertainment/
Retail/Hotel
- Mixed use Residential over Retail
- Public Realm upgrade
- Key public space project
- Enhanced gateway
- Improved frontage
- Improved public
open space



5.4 Option C – Maximum Intervention

The design option shown overleaf indicates the range of interventions that would comprise a 'maximum' level of intervention. As such these are projects that would be able to come forward in the long term (10+ years). These build on the options for both minimum and medium levels of intervention.

The key interventions for Option C include:

- Public realm improvements to key public spaces:
 - The main 'Retail Heart' of the Town centre;
 - Station Road;
 - The Promenade;
 - Park Road adjacent to the Playhouse Theatre; and
 - The area to the north of Esplanade Avenue on the Promenade.
- Town Centre heart to be pedestrianised as per Option B;
- The Spanish City is to be refurbished as part of a major mixed use development scheme providing strong seaward frontage and public car parking;
- The Promenade is given an extensive landscape treatment, which prioritises pedestrian movement through use of shared surface; better connections to the sea are provided and existing vacant units on the lower promenade are revamped to provide a mix of entertainment and retail/business uses ancillary to beach activities;
- Existing restrictions on coastal sports activities to be reviewed to increase the 'recreational offer' and maintain safety for all users;
- Gateway enhancements at Station Road, Marden Road, the north of South Parade, Park View/Marine Garden junction and Spanish City are envisaged;
- Coliseum site - redevelop opportunity site within the retail heart for appropriate town centre uses;
- Potential Enhancement of Whitley Park;
- Potential Redevelopment of the former YMCA to provide residential uses;
- Station Road enhancements with potential to hold markets, shared surface public space, planting, upgrades to shop frontage and enhancement of retail offer;
- Public Realm upgrade to key routes to include Park View and North Parade and the creation of a strong walkable circuit of activity; and
- Encouraging a shift in use and character to South Parade with interspersed retail uses with entertainment uses focused along the promenade.

5.4.1 Outline Options Appraisal (Pros & Cons)

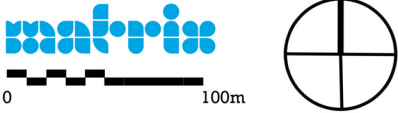
PROS	CONS
Reinvigorates the core town centre retail area.	Scale of change and funding is required to deliver.
The creation of a new vibrant seafront destination, with improved connectivity and activities.	Scale of change may compete with other town centres in North Tyneside.
Enhancements of all identified key town centre spaces across Whitley Bay.	
The creation of strong pedestrian circuit of activity.	
Enhancements of all gateways into Whitley Bay.	
A broadening of entertainment uses to regional coastal activities as well as family orientated shopping.	
Addresses frontages in relation to priority routes and key spaces.	

Whitley Bay Option C - Maximum Intervention

890L10_SKp_53

Key

- Residential
- Culture/Leisure
- Development site
- Bus Stops
- Mixed use Residential/
Entertainment
- Mixed use Entertainment/
Retail/Hotel
- Mixed use Residential over Retail
- Public Realm upgrade
- Key public space project
- Enhanced gateway
- Improved frontage
- Improved public
open space



5.5 Sustainability Appraisal of Emerging Options

As part of the continuing option development work for Whitley Bay 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 Whitley Bay 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 principals into future regeneration in Whitley Bay Town Centre. The council, consider that there is a need for integration of the sustainability process within the emerging LDF preparation for the Coastal 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 merging objectives against SA objectives are included in Appendix C.

5.5.3 Key Conclusions

In summary Option A scored '+2' overall across economic, social and environmental related SA objectives. As this option does not propose any significant intervention other than public realm improvements it scored poorly on the majority of the objectives. This option would therefore not provide any significant impact to the objectives of the Town Centre and wider Coastal area. The economic and social impacts and effects were negligible and this option does not support the priorities for the town centre to become a thriving coastal destination to live, work and visit.

Option B scored '+5' overall across economic, social and environmental related SA objectives, scoring well on social related objectives. This option begins to look at the regeneration of the core primary retail area and the potential to diversify and create new uses on key strategic gateways and routes within the town centre. The option performs better than option A in terms of economic related objectives.

Finally, Option C scored the highest '+10' across all three of the sustainability themes. This option scored very highly on economic sustainability objectives and social related objectives

where the intervention was considered to have a strong positive effect in terms of linking the town centre with the coast, bringing benefits to the existing community, local traders and encouraging people to visit and invest in the area. 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.

It should be noted that proposal for Spanish City will be progressed independently by the council and as such could not be appraised comprehensively as part of this assessment

5.5.4 Informing the Preferred Regeneration Strategy

The key outcomes of the appraisal have been used to inform the preferred Regeneration Strategy for Whitley Bay Town Centre. Based on the analysis provided above it is concluded 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 the Regeneration Strategy. A full review of consultation activities is included in the Consultation Statement – Whitley Bay (February 2010).

6.1 Activities

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

Baseline

- Several meetings were held with stakeholders including Whitley Bay Town Centre Manager, Whitley Bay 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 to review the baseline findings;
- Meeting with North Tyneside Council Highways Department held in June 2009;

Options

- 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 the Park View Shopping Centre – Whitley Bay on Friday 15th and Saturday 16th January 2010 10am – 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 (at least in relation to forward planning) 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 Coastal Area Action Plan process. 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 Coastal 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 Whitley Bay 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 key themes that have emerged from consultation undertaken to date.

- Spanish City - there has been much interest around the proposals and progress with regards to this site. Viewed as a major opportunity to improve the image and perception of Whitley Bay.
- Feeling that the Council has historically neglected to invest in Whitley Bay therefore where will the funding come from for the options proposed?
- Retail offer not strong enough despite the presence of independent / niche shops. Agreement that the town requires a focus in the centre.
- Prominent retail units vacant: former Co op, M&S, and T&G Allan stores. Encourage the Council to do what they can to ensure these properties return to use, as this is perceived to be affecting the image and vitality of the town centre.
- The Metro station is isolated and destinations not well sign posted.
- A number of small scale measures need to support the Regeneration Strategy, through the improvement of signage, shop fronts, front window displays, exhibitions, events in the town centre and on the coast.
- Encourage a living above the shop initiative.
- Whitley Bay requires an improved tourism and marketing campaign for both the internal and external tourism market.
- Former Coliseum site identified as an 'opportunity' to stimulate redevelopment in the heart of the town centre.
- It is widely acknowledged that there is a requirement for public realm improvements at the heart of the town centre, to the Metro station and along the Promenade.
- Issues with on-street parking provision in the town centre.
- Anti-social behaviour was linked to the presence of pubs and clubs.

7 The Preferred Strategy

7.1 Overview

This section explains how the options have been taken forward into a preferred strategy and outlines:

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

7.2 Process

The Regeneration Strategy for Whitley Bay town centre calls for a stronger focus on public realm and coastal improvements (including Spanish City) than site specific development projects. The linear nature of the town centre dictates that opportunities for large scale site specific development sites are limited.

The Strategy 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 the 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) makes a positive contribution to the whole.

7.3 Overview of the Regeneration Strategy

The Regeneration Strategy Plan overleaf should be read in conjunction with this section.

The Strategy for Whitley Bay seeks to reinvigorate the role of the town as an attractive seaside destination. To this end the objectives behind the plan have been to:

- 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;
- To address the reputation the town has acquired for anti-social behaviour; and
- To bolster its local retail offer.

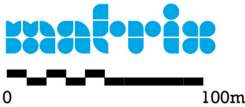
To respond to these objectives, the Strategy addresses physical site-based development opportunities alongside a structured package of public realm enhancement projects.

Whitley Bay Regeneration Strategy

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Key

- Residential
- Culture/Leisure
- Development site
- Bus Stops
- Mixed use Residential/
Entertainment
- Mixed use Entertainment/
Retail/Hotel
- Mixed use Residential over Retail
- Public Realm upgrade
- Key public space project
- Enhanced gateway
- Improved frontage
- Improved public
open space



The key elements of the Plan are as follows:

- Definition of the primary retail area;
- Spanish City represents one of the greatest opportunities to reinvigorate the town's visitor appeal as well as to facilitate improvements to the coast. The Strategy proposes a mixture of cultural, leisure and hotel uses that includes refurbishment of the existing bingo hall;
- Both the Promenade and beach front are one of the main reasons people will visit the town but these underperform on a number of fronts. The Strategy proposes a new landscape scheme for the Promenade including the vehicular coastal road to focus on the quality of the pedestrian experience. The beach front needs to address the poor quality of the lower level beach units and introduce new active retail and leisure functions;
- The Metro Station is a high quality element in the overall townscape and an important gateway and arrival point to Whitley Bay. Façade maintenance and associated public realm improvements to the station forecourt are envisaged along with a strategy to improve Station Road;
- Vehicular movements along the western end of Whitley Road are proposed to be diverted along Park Avenue and York Road. However this option would need careful consideration with local bus operators to discuss key issues in terms of bus movements and stopping areas.
- Maintain quality, location and capacity of local public transport services to the town to maintain and increase patronage to the retail centre.
- North Parade will facilitate a new high quality pedestrianised area. This will reinforce the 'Retail Heart' of the town and address public realm quality issues in this area.
- Development of the Coliseum site for community and appropriate town centre uses will support the new town centre heart;
- Whitley Park will be enhanced as a high quality urban green space, focusing on its recreational use and provision of play facilities. Pavement, lighting and street furniture improvements will help address the relationship between the park and the street;
- Opportunities to deal with the various anti-social elements to the town are identified through change of use, building frontage and streetscape enhancements along South Parade; 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 three development projects that have been identified.

- **Project WB DP 1 – Whitley Road / Coliseum**

The Coliseum site has the opportunity to provide a strong heart and focus that would provide a new 'anchor' with which to entice locals back into the town centre for their weekly shop.

- **Project WB DP 2 – Spanish City**

The Spanish City development is a core component of the regeneration of Whitley Bay and a prominent feature of the town. The exterior of the bingo hall does detract from the quality of the building and its setting and would benefit from a substantial facelift or development 'skin' that provides positive frontage on the surrounding area. A successful development has the opportunity to redefine the identity of this seaside town. A Coastal Strategy for North Tyneside is currently underway and will provide further detail on future development scenarios. The masterplan exercise that is currently underway seeks to provide cultural; leisure; retail and hotel uses that will enhance the beach front offer and entice users to this part of Whitley Bay.

- **Project WB DP 3 – YMCA Site**

The former YMCA building lies derelict at a primary gateway to the town. There is the potential to redevelop the site to create an interesting residential development that would serve as a landmark for the gateway into the town centre, to assist with legibility and one's first impression of Whitley Bay. The design of such a development would need to respect the existing residential dwellings along Grosvenor Drive, as well as maintain access to the properties' garages that are accessed at the rear.

7.5 Public Realm (PR) Projects

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

Outlined below are eight public realm projects that have been identified in the plan, these have organised into a 3-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

- **Project WB PR 1 – Station Road.**

Whitley Bay Metro Station retains much of its historic character and quality with murals and historic features. It is a successful element in Whitley Bay's townscape. The building's immediate setting is less successful and needs to be addressed particularly in terms of its public realm. The enhancement of Station Road and the forecourt area will be focus for this project. This includes paving, signage, street furniture in addition to rejuvenated shop frontages will all be critical to providing an exciting, legible and economically vibrant place within which visitors can meet and orientate themselves to access other parts of the Town.

- **Project WB PR 2 – The Promenade**

The Promenade, as it currently exists, is barren and aesthetically unappealing in terms of design and quality of materials. It is in need of a substantial upgrade to encourage new day and evening recreation/entertainment as well as to support a new Spanish City development. Improved access to the beach area is needed, with the Lower Promenade encouraged to be better utilised with improvements to existing units and provision of new beach activities. This is dependent on the easing of restrictions of beach activity that limit the opportunities for beach and water activities. Development, redevelopment and change of use to beach fronting units should be encouraged to provide a range of beach related retail, eateries and entertainment uses that will create a vibrant seafront destination for a wide spectrum of users.

- **Project WB PR 3 – South Parade**

South Parade is blighted by alcohol-related antisocial behaviour and noise, often late into the night and is the destination for 'Stag and Hen' parties. However, it is recognised that this activity supports the local economy in this part of Whitley Bay.

During the day this street is lack lustre with little activity, unsightly hoardings and banners and a generally poor quality frontage. A policy to broaden the range of retail uses along the parade would help to provide alternate reason for people to pass through the street during the day. The street itself is of an interesting design, this culminated with the sequential views should be utilised to provide an attractive route to the waterfront.

Gold

- **Project WB PR 4 – Whitley Park**

Whitley Park has recently been upgraded to include a high quality play area. The Park is in a good location, in close proximity to the school and library. The library building detracts from an otherwise pleasant environment. The building itself provides a blank frontage to the park and is not of any noteworthy architectural design. Creative solutions to the illuminations within the park and its perimeter could provide an interesting and fun character at later times in the day and enhance the aspect for guest houses along Park Avenue. Paving along the perimeter and within the park is run down in places with pot holes that pose a hazard to users.

- **Project WB PR 5 – Park View**

Park View includes a vast array of independent retailers and businesses that gives this part of Whitley Bay a distinctive and appealing character. However, there are inconsistencies of shop front quality and maintenance that need to be addressed in order to improve the overall quality of the built environment. Improvements to the overall public realm are required in order to put the emphasis on pedestrian movement along and across Park View, whilst maintaining parking and serving for customers and business, respectively.

- **Project WB PR 6 – Park Road / Avenue**

Public realm improvements to Park Road and Park Avenue will serve to complete an enhanced circuit of pedestrian movement within Whitley Bay. This will create strong links for the town centre to other key developments such as the Playhouse Theatre and the Spanish City redevelopment. Improvements will include improved paving, lighting, signage and light structured planting to enhance ease of movement and legibility within the area.

Silver

- **Project WB PR 7 – North Parade**

North Parade accommodates a large number of guest houses and bed & breakfasts with the street. Much of the greenery that would have existed at the front of these properties has been removed to make way for car parking. North Parade would provide an alternative link from the town centre to the coast, a link that has a softer and quieter character to that of South Parade. This will improve the urban quality of the street and could encourage a greater number of visitors to stay within the area.

- **Project WB PR 8 – Esplanade**

The Esplanade provides a direct connection from Station Road to the coast. The road is narrow and made tighter due to the double sided car parking. In order to make this a genuine and pleasant link to the beach, frontages of properties need to be enhanced and the quality of paving should be improved to allow ease of pedestrian movement along the road.

8 Implementation

8.1 Overview

The previous section has set out a range of projects to address the key objectives for the regeneration of Whitley Bay town centre over the next 10-15 years.

The purpose of this section is to provide recommendations on what should be the priority actions for the 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 Whitley Bay can be summarised as:

- **Reinforce the core town centre retail** – adopt a strategy that reinforces and enhances the quality of the core while managing the transition and change of use of the fringe areas.
- **Promote and support the redevelopment of key town centre sites** - but recognising that they would need to be private sector led and funded.
- **For the Coastal area and the town centre, the Spanish City project is key** – the focus of effort and resource should be to ensure that this masterplan is delivered.

8.2 Priorities

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

8.2.1 Retail centre policy approach

There are a number of policy actions that could provide the framework for the long term regeneration of Whitley Bay town centre, including:

- **Defining and limiting the extent of the town centre** – the overall approach is to create a smaller, more compact and high quality town centre. Planning policy should compliment that approach through discouraging further retail activity outwith the core retail area. Agreeing and defining what is meant by the ‘core town centre’ is a key short term action. The primary retail area in Whitley Bay town centre is recommended to be defined as being between the junction of Park View/Norham Road and the junction of Whitley Road/North Parade, including Park View Shopping Centre. The secondary retail area should be the remainder of Park View and the area of Whitley Road between North Parade and Station Road. Peripheral vacant retail units should be encouraged for a change of use.
- **Support to change of use at the periphery of the current retail area** – particularly along Park View as it heads northwards towards Marine Avenue and Whitley Road as it heads out to Whitley Road. Whilst Park View does perform an important role for ‘start up’ retail premises, the policy approach should be to, over time, reduce the amount of retail space on Park View, working down from the north. The same applies to the non-residential properties along Whitley Road from Station Road away from the town centre. Opportunities to return properties to residential use should be encouraged.
- **Manage the night time economy** – there are conflicting opinions on the value of the night time economy to the town. Whilst it does create ‘value’, the extent to which that is retained in the town and the extent to which the activity discourages other visits and investment are key considerations. Irrespective of this, a review of the management/control process for the particular establishments on the Park View/South Parade/Promenade area, through licensing and policing could have a positive impact in the short term. This will be required if the maximum impact of public realm investments are to be achieved, in particular the encouragement of greater ‘family’ visits. In the longer term, increasing the quality thresholds of the town could provide the opportunity

for establishments to review their business model, particularly within a constrained operating environment.

- **Parking Strategy** – it is important that there is a town centre wide car parking strategy. This should clearly inform where you can park for free, where you have to pay, where there is short term and long term parking available. Clear signage and parking information will help tackle the perception that there is a lack of parking available within the town centre. Linked to this, as redevelopment schemes come forward, it is important to understand the role they can play in helping to improve the parking provision within the town centre, e.g. Spanish City.

8.2.2 Retail centre investment

To support the achievement of the policy objectives set out above, there are several projects which the public sector could support in the short term that will start to enhance the 'quality of place' in the town centre. It is recognised that there are few opportunities to engage in large scale physical intervention at this stage – at present there are a number of large retail units that could be occupied by retailers wishing to have a presence in the town and there is no case at this stage for promoting wider land acquisition or investment. If a particular requirement does emerge that cannot be satisfied, then there could be merit in the public sector supporting a land assembly programme in the town centre, potentially including some of the large public houses in the primary retail area.

In that context, the recommendations on public sector investment in the retail centres over the next 1-2 years include the following:

- **Design and progress implementation of a core town centre Public Realm Strategy** – based on the principles set out in previous sections, the objectives of this are to improve the quality of the core areas, increasing its attractiveness as a retail and service centre location, but also to equip the centre for when the next cycle of private sector investment commences. The first step will be to develop the core principles set out in this document into a programme of activity. It is essential for the Council to adopt a pro-active approach to the role that enhanced public art and public realm can play in the future regeneration of the town centre.
- **Develop a grant programme that can proactively support 'change of use' for the peripheral retail properties along Whitley Road** - to encourage the creation of a core retailing area which gives the town centre a focus. Further analysis by the Council and its partners on how this could operate would be required, particularly the opportunity to attract resources to support affordable accommodation.
- **The Spanish City area** – whilst not adjacent to the core retail centre, this is clearly a key part of the town that needs progressing in the short term. The challenges are complex, but through carefully targeted public sector effort and resources a focussed approach to implementing the masterplan for this site in the early years of the Strategy should be seen as a priority. This would then provide the catalyst for wider investment along the promenade and on adjacent sites. The proposals for the Promenade area should be reviewed when the detailed implementation strategy for Spanish City is confirmed.

8.3 Detailed Implementation

In Appendix 1 – Project Sheets, each of the development projects identified for Whitley Bay town centre has an associated implementation plan alongside it. This sets out: key challenges and constraints; high level costs; 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 Whitley Bay.

Appendix A

**Project Sheets and
Implementation Plans**

Whitley Bay| Project Reference Plan

Development Projects (DP)

- WB DP 1 Whitley Road/ Coliseum
- WB DP 2 Spanish City
- WB DP 3 YMCA Site

Public Realm (PR)

Platinum

- WB PR 1 Metro Station/ Station Road
- WB PR 2 The Promenade
- WB PR 3 South Parade

Gold

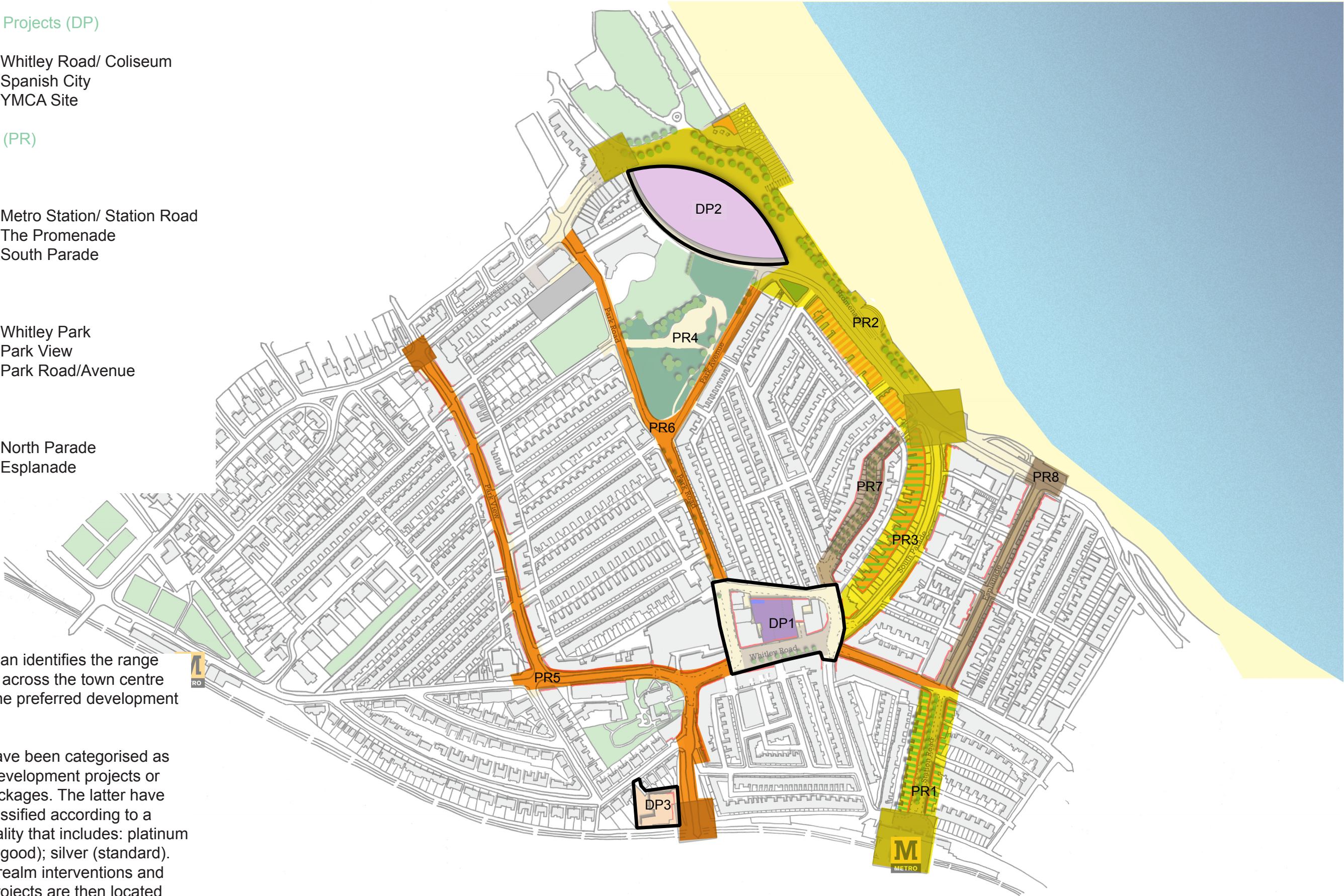
- WB PR 4 Whitley Park
- WB PR 5 Park View
- WB PR 6 Park Road/Avenue

Silver

- WB PR 7 North Parade
- WB PR 8 Esplanade

The following plan identifies the range of interventions across the town centre that comprise the preferred development option.

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.



Project WB DP1| Whitley Road/Coliseum



Location plan

Project Description

The Coliseum site and the surrounding development is at the 'heart' of Whitley Bay and is the focus for movement within and across the town.

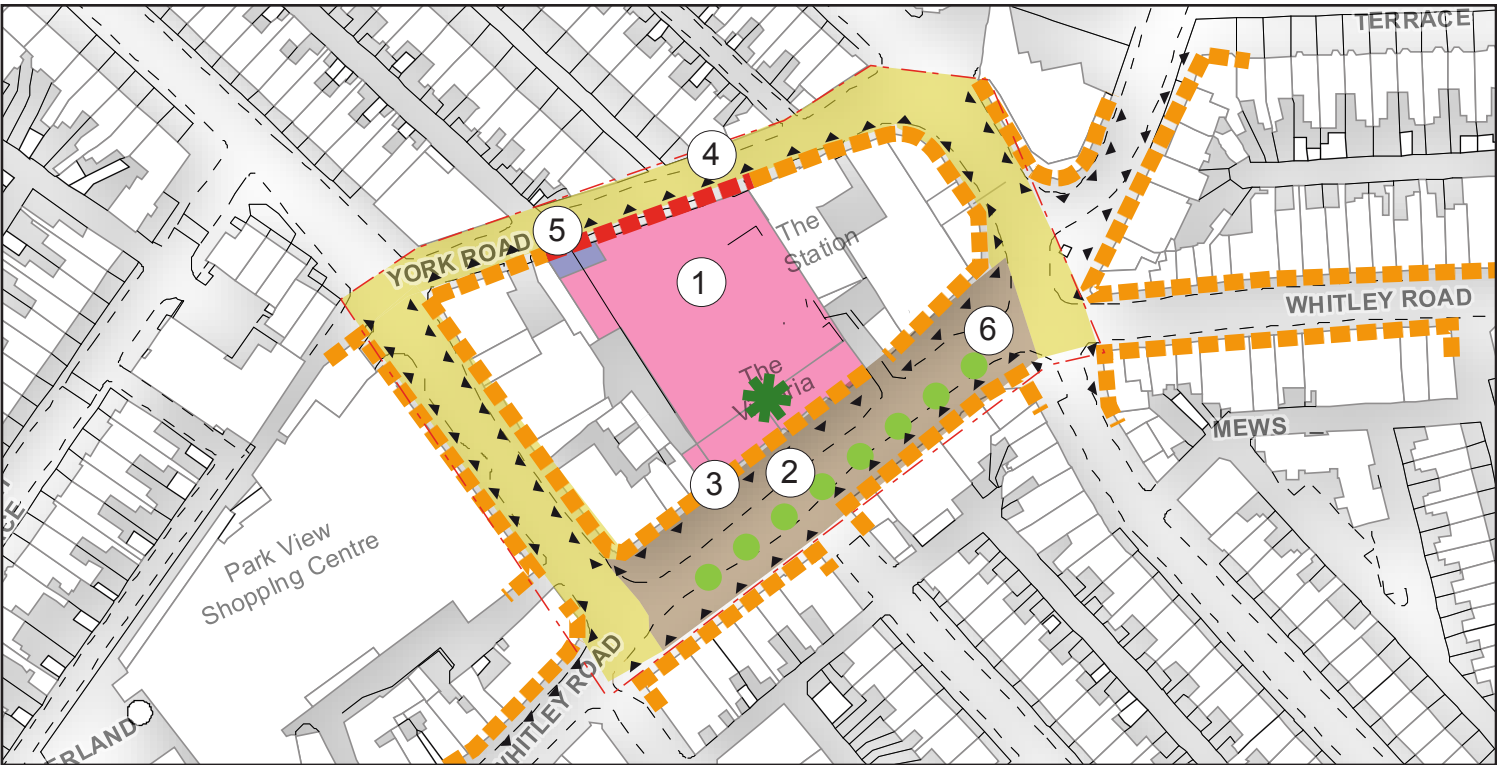
The Coliseum is an opportunity to reinforce a strong 'heart' that would provide a key development site of appropriate town centre uses with which to entice residents back into the town centre for their weekly shop.

The pedestrianisation of the central part of Whitley Road will create a safer and more pleasant shopping experience than currently exists. The new shared space will be well landscaped and with a high quality range of street furniture. This new space would also become a local focal point for events, such as local markets and other events.

Proposed development content:

Potential Ground floor	2,230 sq.m
Potential Upper floor:	4,660 sq.m
Potential Transport:	100 sq.m

Key urban design and development principles



1. New town centre use(s) as part of an extended Coliseum site. This will provide a strong, active frontage to the new public space;

2. A well designed pedestrianised public space that can host local market and events at various times of the year. The space will have high quality street furniture and landscaping;

3, Shop frontage within this area should be of the highest calibre, strengthening the aesthetic appeal of a pedestrianised Whitley Road. Refurbishment and maintenance of frontage will be pursued;
4. Vehicular movement will be diverted along York Road in order to maintain movement within and across the town;

5. Bus stops will be repositioned along York Road to maintain continuity of existing bus networks following the part pedestrianisation of Whitley Road;

6. Ensure an adequate management and maintenance program is in place to maintain high standards.

Relevant Precedents



Worcester High Street: High quality materials and street furniture, with tree planting have been used to create an uncluttered yet elegant space.

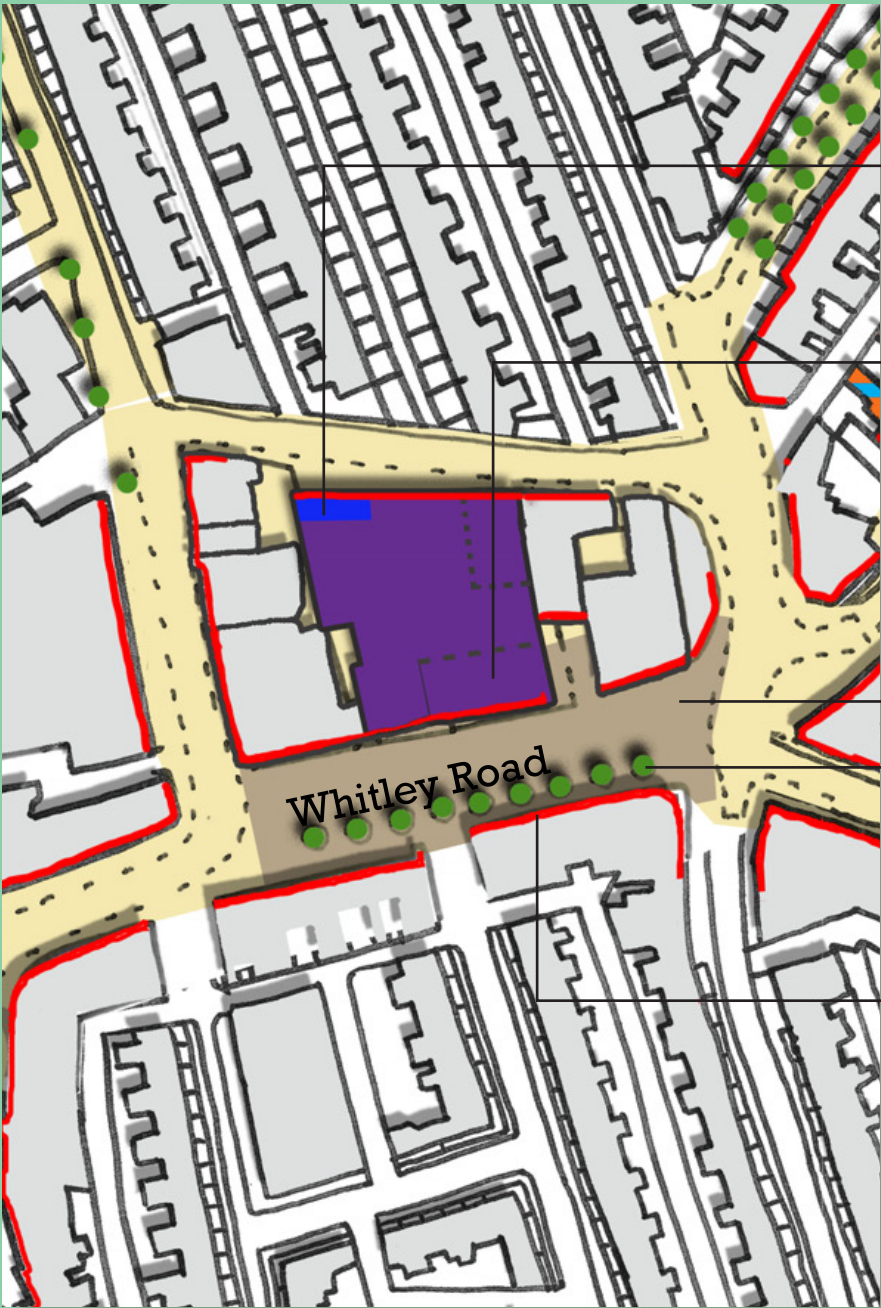


Temporary market in Minehead: This provides an opportunity for local produce and goods to be sold within the town and has become an attraction for both locals and visitors.



Idea store - provides many community functions including a library and other media resources. Something similar could be located within the heart of the town.

Outline design proposals



- New bus stop location.
- Key development site to consist of appropriate town centre uses
- Quality pedestrianised area
- New tree line planting to soften the urban environment
- Enhanced shop frontage to improve the overall aesthetic of the built environment

Whitley Bay Development Project 1 : Whitley Road / Coliseum Site

KEY CHALLENGES/CONSTRAINTS

Land Use	<ul style="list-style-type: none">- Community and appropriate town centre uses- Need to ensure synergy with Spanish City proposals
Facilitate a stronger town centre	<ul style="list-style-type: none">- Scheme for this site needs to complement Park View Shopping Centre- Double frontage required onto Whitley Road and York Road- Key development site in the heart of the town centre therefore it will need to set the standard for new development in Whitley Bay
Land Ownership	<ul style="list-style-type: none">- In third party ownership- Key town centre site therefore public sector may need to proactively intervene to bring scheme forward as a priority

COSTS

Overview of cost items	<ul style="list-style-type: none">- Public realm- Highways cost- Land acquisition- Shop front improvements- Detailed design- Bus stop / stand on York Road- Potential requirement for gap funding to bring forward appropriate scheme- Member from Council team to lead with the delivery of this scheme
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FUNDING

Private sector investment	<ul style="list-style-type: none">- Lead role in redevelopment of the site with possible public sector support if 'gap' identified
Public sector investment	<ul style="list-style-type: none">- Local Authority lead on the associated public realm- Potential requirement for gap funding- Grant support to shop front improvements in adjacent areas

BENEFITS

Direct outputs	<ul style="list-style-type: none">- Enhanced footfall & turnover in the town centre.- Re-use of brownfield site.- Provision of additional floorspace in the town centre, to accommodate modern retail floor plate requirements or community use.
Wider benefits	<ul style="list-style-type: none">- Improved quality of place- Enhanced image and perception of the town- Change in 'offer' of Whitley Bay- Catalyst for further private sector investment- Town centre 'heart' – improved pedestrian/shopper environment- Removing existing non retail use from the town centre will help surrounding retailers through new neighbouring retail units and/or increased footfall associated with a community facility.

RISKS

<ul style="list-style-type: none">- Third Party Landownership and historic value (associated with the residential planning permission that has been granted on the site)- Continued 'do nothing' -high risk of continued decline- Market viability – identification of a deliverable scheme- Scale of funding required to bring forward the site for development and to pedestrianise Whitley Road- Whitley Bay isn't viewed as an investment priority within the sub region. This makes access other funding sources challenging- Resources available for highway improvements required to deliver pedestrianisation of Whitley Road
--

PLANNING DELIVERY MECHANISM

Development Brief	<p>Prepare a development brief to clarify the approach to development.</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; and- Take into account the views of the local community.
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NEXT STEPS

0 – 6 months	<p>Agree preferred way forward with the three landowners:</p> <ol style="list-style-type: none">1. Vacant land off York Road - Dalton Park Developments Limited 246 Whitley Road - Greggs / Going Places Harry Swaddle Limited2. The Victoria Hotel - The Bedroom TCGB Holdings Limited <p>Outline design and more detailed costs of implementing the pedestrianisation of Whitley Road.</p>
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Project WB DP2| Spanish City



Location plan

Project Description

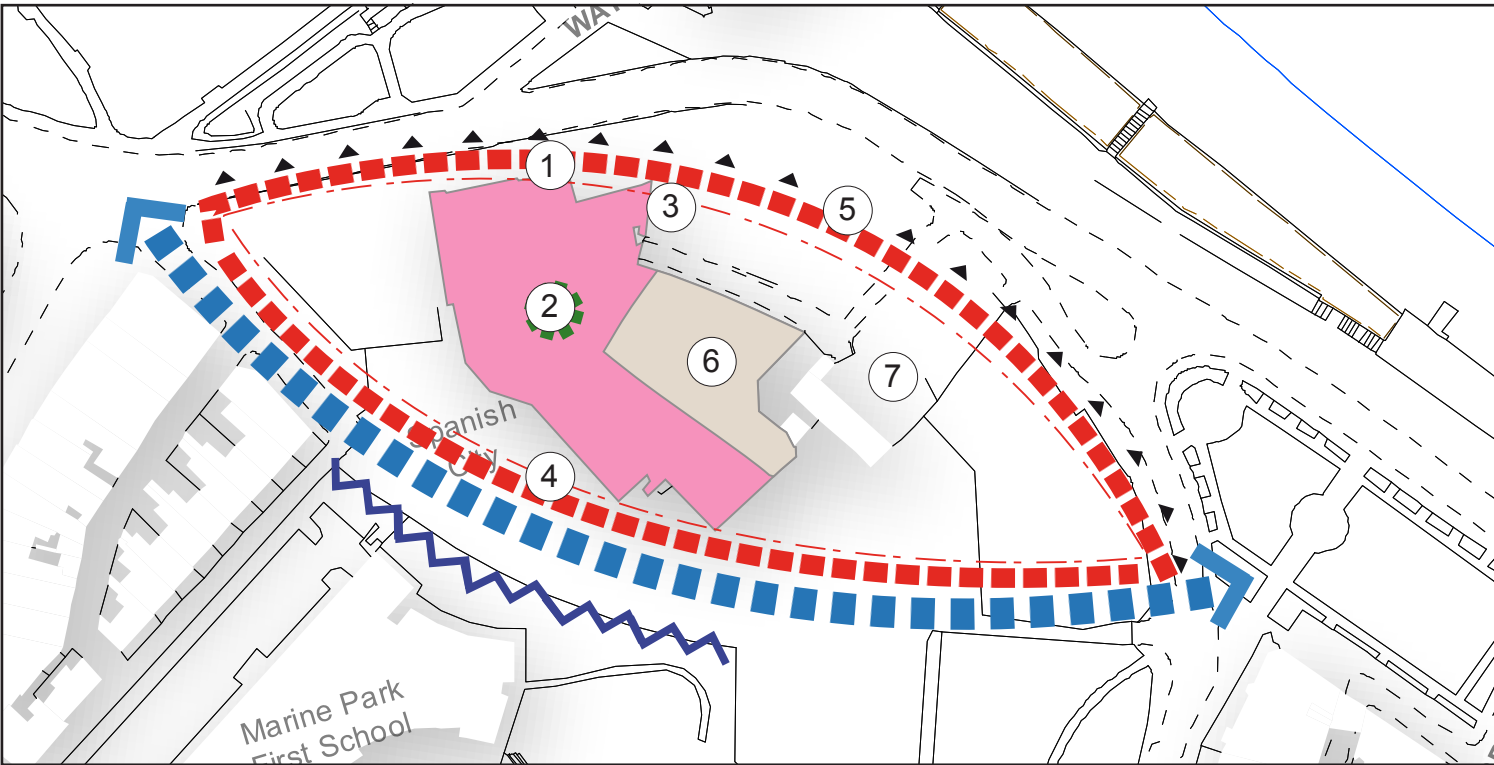
The Spanish City development is a core component of the regeneration of Whitley Bay and a prominent feature of the town. The exterior of the bingo hall does detract from the quality of the building and its setting and would benefit from a new development to provide a positive frontage onto the surrounding area.

A successful new development in this location has the great opportunity to redefine the identity of this seaside town. A coastal strategy for North Tyneside is currently underway and will provide further detail on future development scenarios.

The masterplan exercise that is currently underway seeks to provide cultural, leisure, retail and hotel uses that will enhance the beach front offer and entice users to this part of Whitley Bay.

Key principles for the developed are outlined below that should be incorporated within a regenerated Spanish City development to ensure its longevity and success.

Key urban design and development principles



- 1. Bold active frontage will need to be provided to create a unique, vibrant and attractive sea front setting for all users;
- 2. The design of the new development must respect and enhance the historic character of the Spanish City Dome in terms of views, building massing and form;
- 3. A mix of uses should be provided including cultural, retail and residential (hotel) that encourage people to make repeat visits;
- 4. The rear of Spanish City will include a proposed new road.

- This must provide a positive outlook, rather than 'dead', left over space as it will form part of the experience for those entering the town from the west;
- 5. Use of public art to reinforce local historic character and identity and to create a unique experience;
- 6. The exterior of the bingo should be remodelled to create a positive relationship with its surroundings;
- 7. Ensure an adequate management and maintenance program is in place to maintain high standards.

Relevant Precedents



Next Wave - Bexhill-on-Sea: The Grade I listed De La Warr Pavilion was renovated to become a focal point of a wider seafront regeneration program. Uses include contemporary culture featuring a gallery space, auditorium, restaurant and shop.



A contemporary interior design to the building, utilising the dome, could be developed to showcase cultural exhibits and provide a multi-functional space for events throughout the year.

Whitley Bay Development Project 2: Spanish City

KEY CHALLENGES/CONSTRAINTS

Land Use	<ul style="list-style-type: none">- Synergy with town centre proposals
Facilitate a stronger town centre	<ul style="list-style-type: none">- Scheme for the site needs to complement both the town centre and coast.- Key development project that needs to set the standard for new development within the wider coast and Whitley Bay town centre

COSTS

Overview of cost items	<ul style="list-style-type: none">- Dependent on selection of preferred development partner.
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FUNDING

Private sector	<ul style="list-style-type: none">- Lead role in redevelopment of the site with possible public sector support
Public sector	<ul style="list-style-type: none">- Grant support may be appropriate subject upon the use for the site.

BENEFITS

Direct outputs	<p>* The proposed uses and direct outputs for the site will emerge from the design and development process, identified by a separate commission.</p>
Wider benefits	<ul style="list-style-type: none">- Improved quality of place- Image and perception of the town- Change in 'offer' of Whitley Bay- Catalyst for further private sector investment- compliment visitor attractions in the area

RISKS

- A separate process is driving the Spanish City proposals. Critical to ensure that the Council effectively co-ordinates both for the maximum benefit of the town.
- Continued 'do nothing' is not an option – this will lead to the continued perception of decline in Whitely Bay town centre given the prominence and historic nature of the site.
- Market viability – identification of a deliverable scheme.

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
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NEXT STEPS

0 – 6 months	<ul style="list-style-type: none">- Ensure co-ordination between the two projects and that complementary designs emerge.- Complete selection of preferred development partner.
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Project WB DP3| YMCA site



Location plan

Project Description

The former YMCA building is vacant and is located at a primary gateway into the town. There is the potential to renovate or redevelop this site to create an interesting residential development that would serve as a gateway landmark and to assist with legibility and better first impressions of Whitley Bay.

The design of such a development would need to respect the existing residential dwellings along Grosvenor Drive, as well as maintain access to the existing properties' garages that are accessed from the rear.

Proposed development content:

Residential: Approx. 30 flats

Demolition footprint: 1,110 sq.m of existing building.

Key urban design and development principles



- 1. Access to the site should remain off Grosvenor Drive;
- 2. The development should serve as a local landmark to aid legibility and improve the 'face of the town' at this gateway point;
- 3. The building must provide positive frontage onto Marden Road;
- 4. The existing height of the building should not be exceeded on the Grosvenor Drive elevation. Care should be taken to avoid overlooking, loss of light and privacy to existing neighbouring dwellings. Building height along the Marden Road and Metro line elevations could be increased to provide a more prominent feature.



The existing site

Relevant Precedents

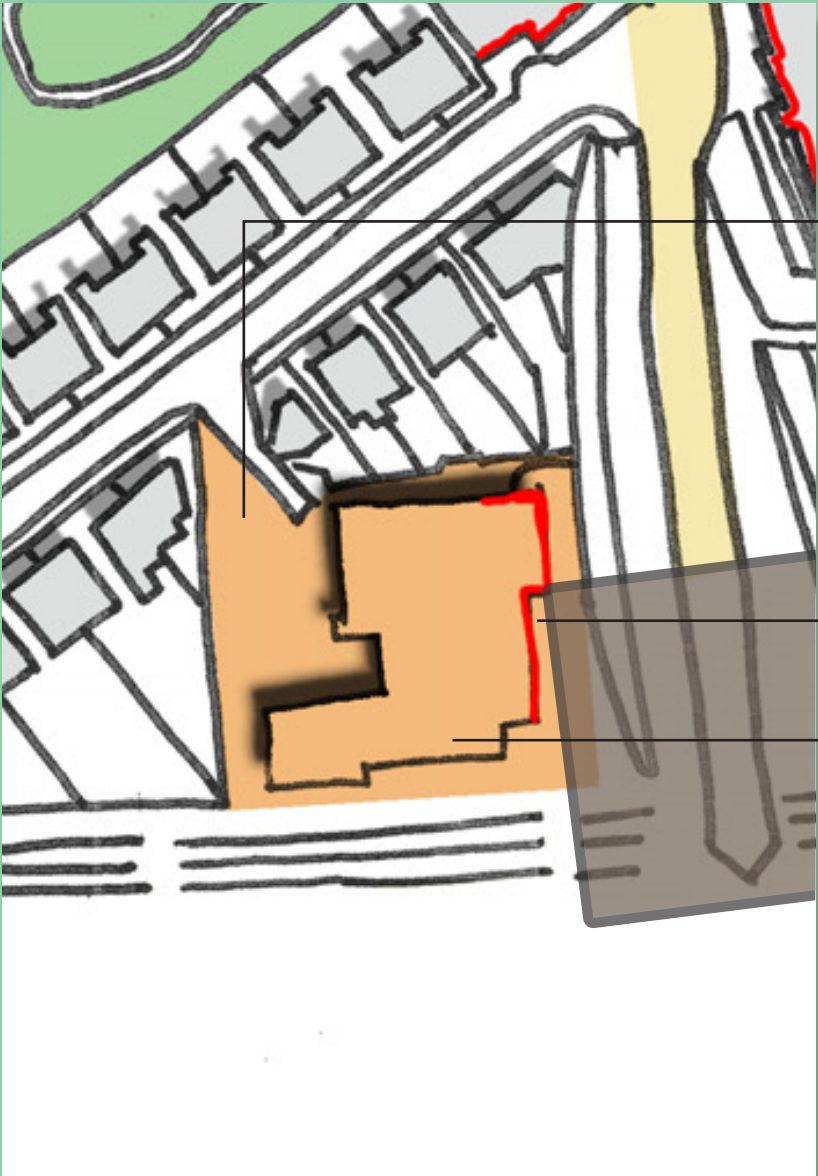


Prominent corner buildings can define an area and enhance legibility through providing landmark characteristics



Stepped development is required to retain privacy for the residential dwellings along Grosvenor Drive.

Outline design proposals



Access to the site to remain off Grosvenor Drive

High quality frontage

Redevelopment or refurbishment of the existing building

Whitley Bay Development Project 3: YMCA Site

KEY CHALLENGES/CONSTRAINTS

Delivery Approach	<ul style="list-style-type: none">- Clarity of approach to this site is required:<ul style="list-style-type: none">o Private sector owner progresses project; oro Council acquires building and progresses scheme.
Land Ownership	<ul style="list-style-type: none">- In third party ownership- Public sector may need to proactively intervene to bring scheme forward

COSTS

Overview of cost items	<ul style="list-style-type: none">- Land acquisition- Subsidy to bring forward a viable scheme
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FUNDING

Private sector investment	<ul style="list-style-type: none">- Redevelopment of the site
Public sector investment	<ul style="list-style-type: none">- Unknown at this stage – may require some public sector subsidy

BENEFITS

Direct outputs	<ul style="list-style-type: none">- Residential Units- Bringing a brownfield site back into use
Wider benefits	<ul style="list-style-type: none">- Improved residential offer- Increasing the attractiveness of Whitley Bay for town centre living- An important gateway to Whitley Bay town centre helping to improve the image and perception of the town

RISKS

<ul style="list-style-type: none">- Third Party Landownership- Market viability – identification of a deliverable scheme- Physical site constraints – topography, access and Metro line- Confirm with NTC highways that the access proposed is acceptable to serve a development of 30 flats.
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PLANNING DELIVERY MECHANISM

Development Brief	<p>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; and- Take into account the views of the local community.
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NEXT STEPS

0 – 6 months	<ul style="list-style-type: none">- Work alongside the landowner (freehold by YMCA North Tyneside) to establish their plans for the site.
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Location plan

Project Description

The highly recognisable Whitley Bay Metro Station retains much of its historic character and quality with murals and historic features. It is a successful element in Whitley Bay’s townscape.

The building’s immediate setting is less successful and needs to be addressed particularly in terms of its public realm. The enhancement of Station Road and the forecourt area will be the focus for this project, with improvements to existing buildings and landscape areas. This includes paving, signage, street furniture in addition to rejuvenating shop frontages, will all be critical to providing an exciting, legible and economically vibrant part of town within which visitors can meet and orientate themselves to access other parts of the Town.

Key urban design and development principles



- 1. Retain the station building as a strategic landmark. Maintain the historic character of the station with a high quality maintenance programme;
- 2. Creation of a new pedestrian friendly public space adjacent to the station that allows users to meet friends and family and supports transport interchange. Enhanced landscaping, use of local art and improved streetscape quality will enable safe movement for pedestrians whilst enabling taxis and buses to drop off in the area, and provide access to the station parking facilities;
- 3. Provision of a shared surface along Station Road that promotes and supports adjacent uses and enables ease of movement for pedestrians. Movement for public transport and vehicles wishing to service the retail units should also be incorporated;
- 4. Promote active uses at the ground floor level (such as eateries/ specialist retail and leisure) with residential above to create a vibrant street scene and encourage a 16-hour activity cycle within the area;
- 5. Provide consistency to shop frontage in terms of form and aesthetics. This may be best delivered through a shop front design guide;
- 6. Planting will soften the urban environment of the road and should provide a visual link to existing planting in the immediate areas;
- 7. Improved lighting, landscaping and street furniture;
- 8. Ensure an adequate management and maintenance program is in place to maintain high standards.

Relevant Precedents



Limited access street through Oxford’s town centre: High quality materials have been used to provide ease of movement for pedestrians, cyclist and to maintain servicing for existing businesses.

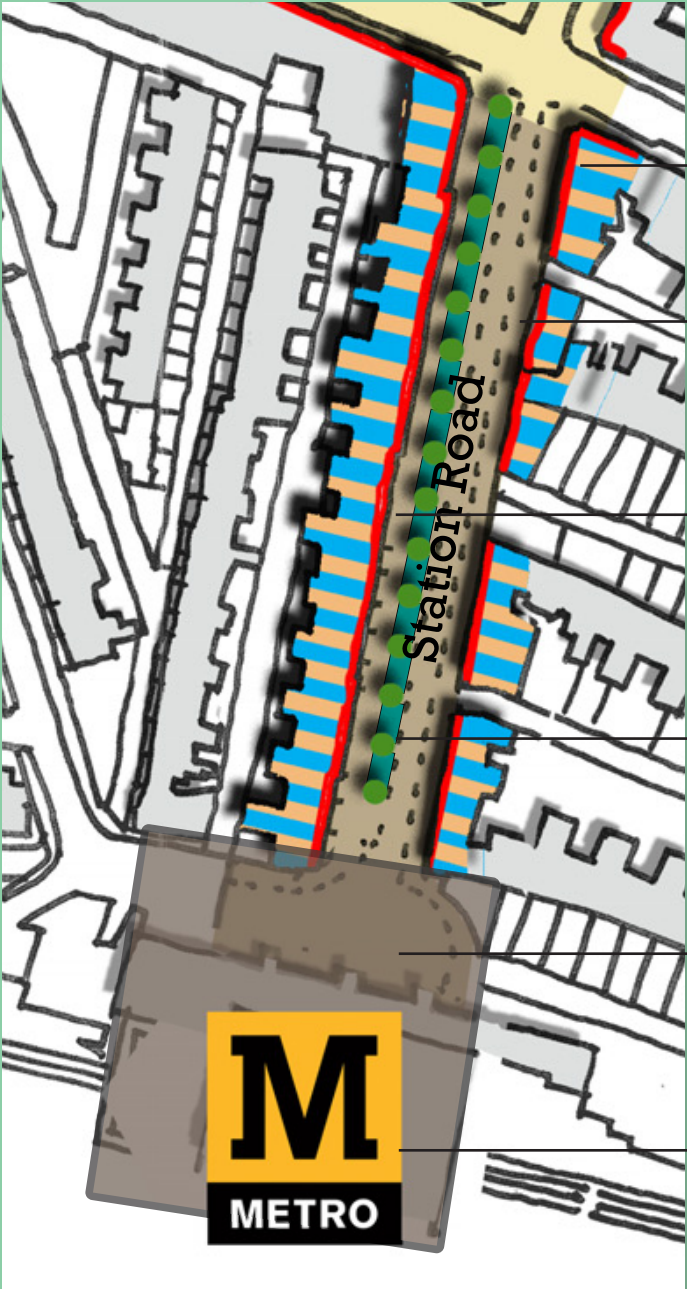


High quality frontage already exists within Whitley Bay. The general standard of shop fronts needs to be raised across all of the Station Road properties.



Clear signage enables visitors to orientate themselves as well as understand what the town has to offer. This will encourage greater understanding of Whitley Bay and awareness for future visits.

Outline design proposals



- Enhanced shop frontage to improve the overall aesthetic of the built environment
- Active uses at the ground floor with residential above
- New tree planting to soften the urban environment
- Shared surface, maintaining servicing and parking facilities
- Improved station forecourt
- Station building to retain its high quality and status as a strategic landmark

Whitley Bay Public Realm Project 1: Station Road (Platinum)

KEY CHALLENGES/CONSTRAINTS

Making the case	<ul style="list-style-type: none">- Demonstrating the need and priority for level of intervention- Will need to be funded and led by the Council- Potential to link with wider Nexus Metro Reinvigoration project to increase case for change, dependent on the priority for works/improvements at Whitley Bay station.
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COSTS

Estimated Development Costs	<ul style="list-style-type: none">- Detailed design- Construction and materials- Shopfront improvement grants- Shopfront design guide
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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- 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 Station Road- Encourage new active uses at ground floor level- Reuse 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 Whitley Bay town centre- Increasing the attractiveness of Whitley Bay station and its environs- Improved connection between the Station and the town centre

RISKS

The scale of public sector funding required to bring forward a quality public realm scheme to delivery.

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
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NEXT STEPS

0 – 6 months	<ul style="list-style-type: none">- Finalise nature of scheme and commence design & feasibility process- Understand plans for Whitley Bay Metro station- Consultation with business over nature of Shop Front improvement scheme
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Project WB PR2| The Promenade

Platinum



Location plan

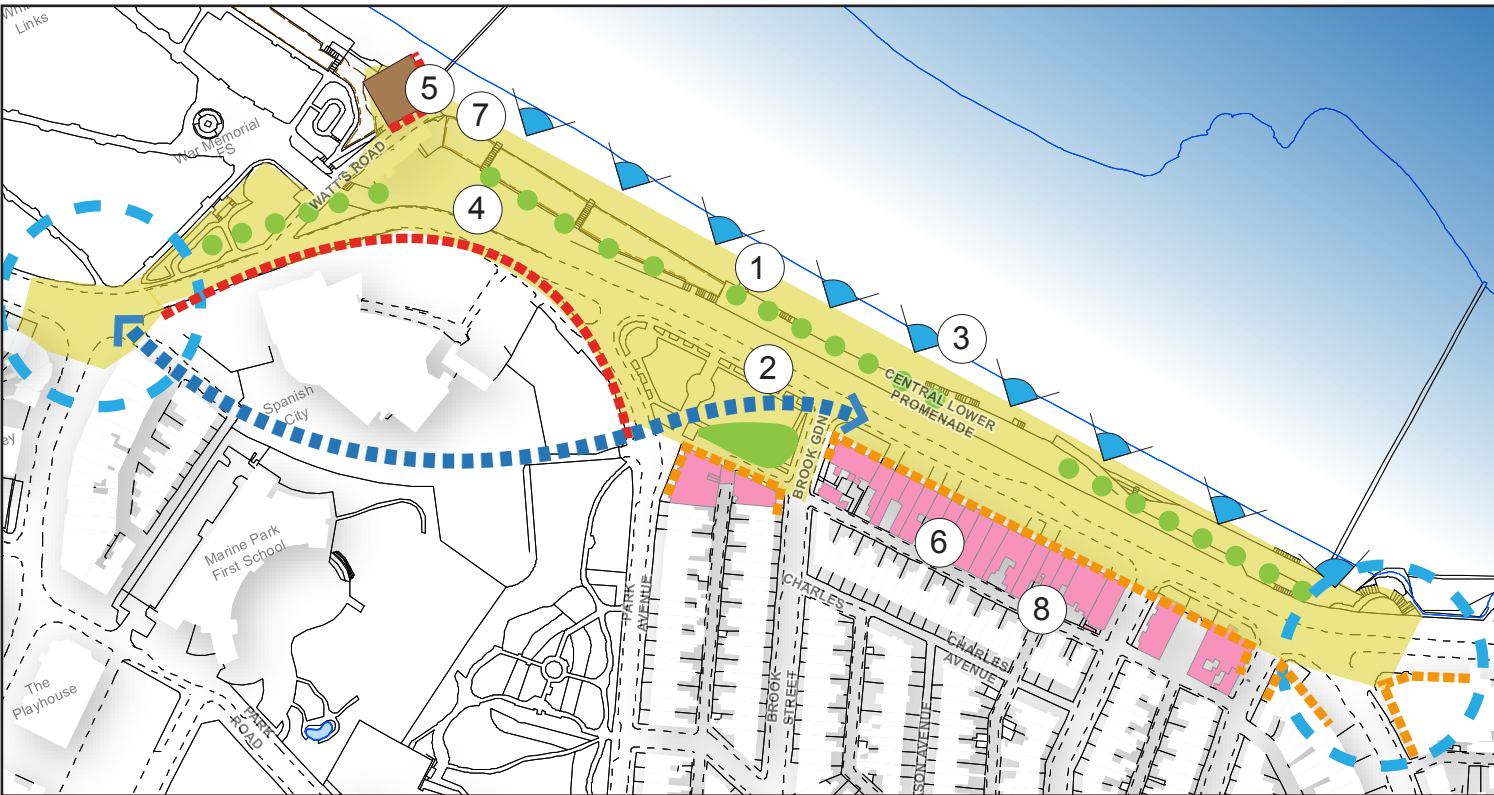
Project Description

The promenade as it currently exists is barren and aesthetically unappealing in terms of design and quality of materials. It is in need of a substantial upgrade to encourage day and evening recreation/entertainment activity as well as to support a new Spanish City development.

Improved access to the beach area is needed to allow greater permeability. Options for the lower promenade are being considered.

Development, redevelopment and change of use to beach fronting units should be encouraged to provide a range of beach related retail, eateries and entertainment uses that will create a vibrant seafront destination for a wide spectrum of users.

Key urban design and development principles



1. Improve access to the beach to overcome the dramatic level changes and encourage use of the town's natural asset;
2. Provide a strong and interesting pedestrian link to connect Spanish city with the town centre;
3. Maintain panoramic views of the sea for users to enjoy;
4. The creation of a well landscaped pedestrian focused area, with structured intermittent planting to provide shade in the summer months;
5. Redevelopment of the existing beach front cafe to

- offer music based entertainment uses in association with a boardwalk;
6. Encourage active commercial uses at the ground floor (preferably entertainment) with residential above;
7. Provision of an informal amphitheatre providing access to the beach to encourage greater synergy between natural and man-made components. This could also be used in conjunction with events at the regenerated Spanish City;
8. Ensure an adequate management and maintenance programme is in place to maintain high standards.

Relevant Precedents



Cleveley New Wave, Lancashire: A new bold and unique landscaped promenade has been created to provide greater access to the beach as well as to improve sea defences.



Brighton seafront utilises its beach level units to good effect. Beach related activities and retail uses are accompanied by eateries and entertainment venues. All together this combination of uses provides activity throughout the day.



The waterfront in Melbourne comprises of a host of innovative kiosks to provide a contemporary character, whilst catering for the needs of those visiting the waterfront. The units are used all year round.

Outline design proposals - Please refer to Coastal Strategy for further information



Whitley Bay Public Realm Project 2: The Promenade (Platinum)

KEY CHALLENGES/CONSTRAINTS	
Making the case	<ul style="list-style-type: none">- Demonstrating the need and priority for level of intervention- Will need to be funded and led by the Council- Potential to link with wider Spanish City public realm improvements.
COSTS	
Overview of cost items	<ul style="list-style-type: none">- Detailed design- Construction and materials- Issues around structural stability and integrity of the Promenade
FUNDING	
Private sector investment	<ul style="list-style-type: none">- Dependent on selection of preferred development partner.- 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- Potential links with Spanish City 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 along The Promenade.- Encourage new active uses on the lower Promenade.
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- Increasing the attractiveness of Whitley Bay seafront and its environs

RISKS	
The scale of public sector funding required to bring forward a quality public realm scheme to delivery.	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	<ul style="list-style-type: none">- Finalise nature of scheme and commence design & feasibility process- Understand implications of plans for Spanish City

Project WB PR3| South Parade

Platinum



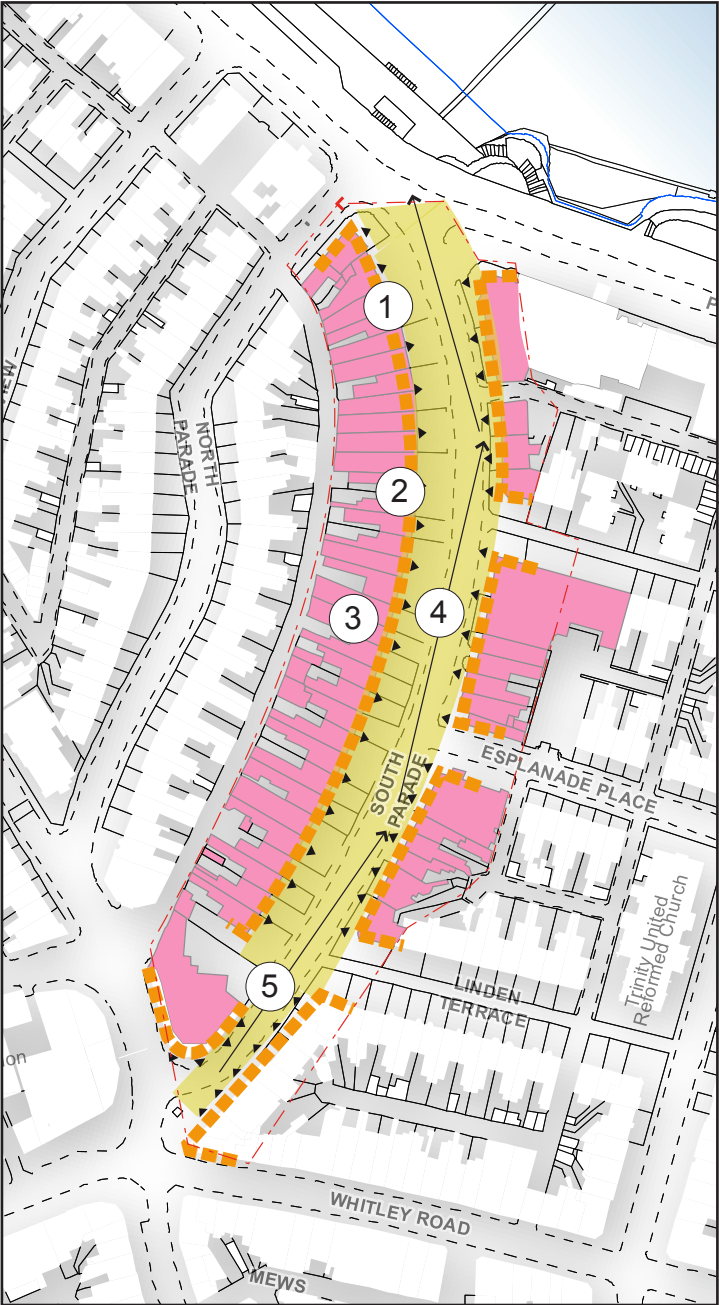
Location plan

Project Description

South Parade is blighted by alcohol-related antisocial behaviour and noise, often late into the night, and is the destination for many Stag and Hen parties. However, this activity helps support the local economy in this part of Whitley Bay.

During the day this street is lack lustre with little activity, unsightly hoardings and banners and a generally poor quality frontage. A policy to broaden the range of retail uses along the parade would help to provide alternate reason for people to pass through the street during the day. The street itself is of an interesting design, this culminated with the sequential views should be utilised to provide an attractive route to the coast.

Key urban design and development principles



1. Provide consistency to building frontage. This may be best delivered through a building front design guide;
2. Curb excessive advertising and provide guidance as to what is acceptable;
3. Encourage mixed uses within the street to provide a mix of uses. This will enable sustained vibrancy throughout the day with a mixture of users (family, young and mature), not solely for party goers;
4. Provide an improved public realm with quality lighting, paving and signage to make users understand this street is part of an enhanced circuit that connects to other core areas of the town, as well as being a destination in its own right;
5. Ensure adequate management and maintenance programme is in place to retain high standards.



The existing site

Relevant Precedents



Newquay: Synonymous with stag and hen weekends. The town has been able to mix retail with entertainment uses to create a vibrant atmosphere throughout the day.

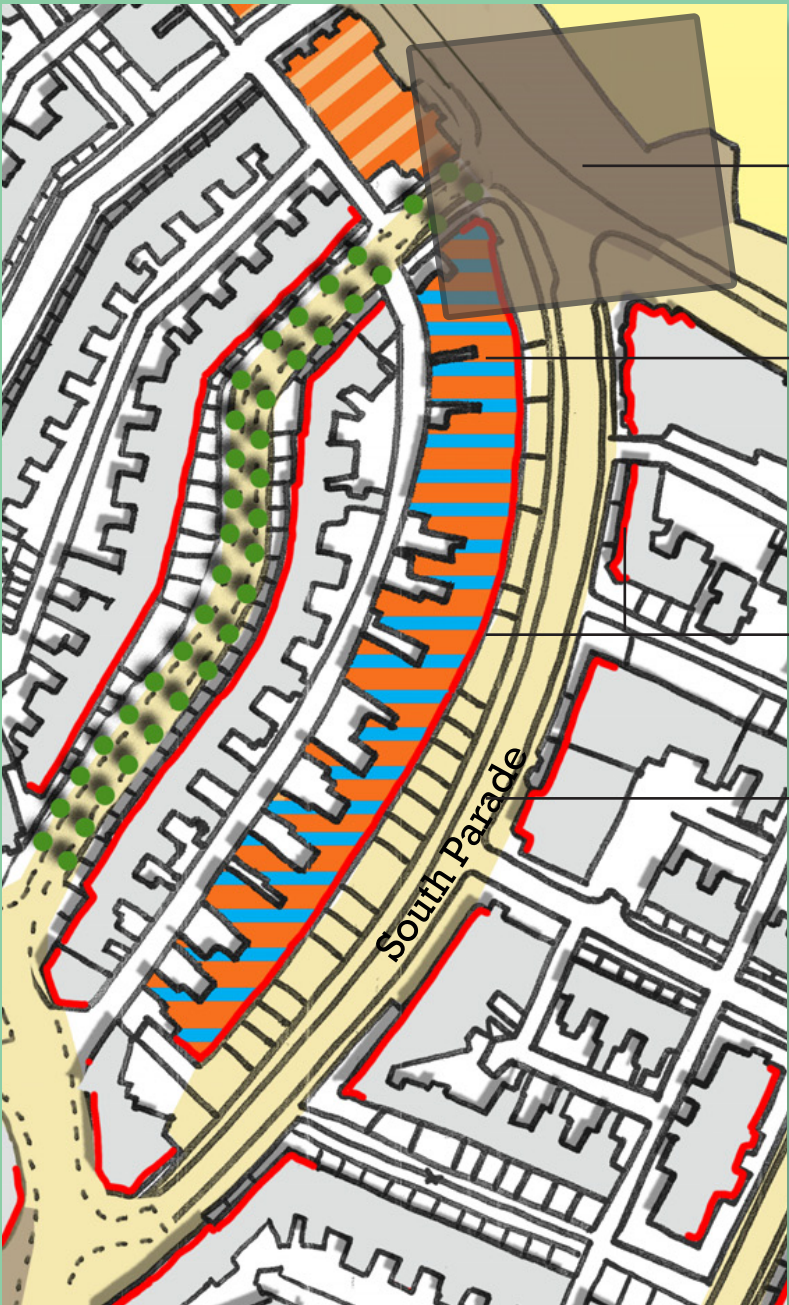


Dean Street, Newcastle: New public realm treatment has reinvigorated this part of the street, complimenting retail and entertainment uses.



Night clubs can utilise the character of the building to create a inviting entrance without using tacky props and signage.

Outline design proposals



Enhanced gateway along the Promenade

Encourage mixed uses into the ground floor

Improve building frontages

High quality public realm

Whitley Bay Public Realm Project 3: South Parade (Platinum)

KEY CHALLENGES/CONSTRAINTS	
Making the case	<ul style="list-style-type: none">- Demonstrating the need and priority for level of intervention- Will need to be funded and led by the Council- Potential to link with improvements to Station Road and Whitley Road.
COSTS	
Overview of cost items	<ul style="list-style-type: none">- Detailed design- Construction and materials- Building frontage improvement grants- Building frontage 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 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 raise the quality of the environment on South Parade.
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- Increasing the attractiveness of Whitley Bay town centre and its environs

RISKS	
The scale of public sector funding required to bring forward a quality public realm scheme to delivery.	
PLANNING DELIVERY MECHANISM	
LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	<ul style="list-style-type: none">- Finalise nature of scheme and commence design & feasibility process- Consultation with businesses over nature of building frontage improvement scheme



Location plan

Project Description

Whitley Park has recently been upgraded to include a high quality play area. The park is in a good location in close proximity to the school and library.

The library building is not noteworthy but is set within an otherwise pleasant environment.

Lighting within the park could be improved. Creative solutions to the illuminations within the park and its perimeter would provide and interesting and fun character at later times in the day and enhance the aspect for guest houses along Park Avenue.

Paving along the perimeter and within the park is run down in places with pot holes that pose a hazard to users.

Key urban design and development principles



- 1. Consider future uses to enhance the park and to create a more open, safer and legible park for families, with view towards the coast and Spanish City development;
- 2. Improved lighting within and along the perimeter of the park area to make it safer for walking at night;
- 3. The play area is new and of a high quality. It should be retained and enhanced where possible to encourage multiple visits and allow a mix of age groups to play together;
- 4. Upgrade paving within the park area;
- 5. Management and maintenance is paramount to retain high standards of play and safety for users of the park and its equipment;
- 6. Potential removal of car park to allow for upgrading of park to include more urban play facilities.
- 7. Linkages to the seafront

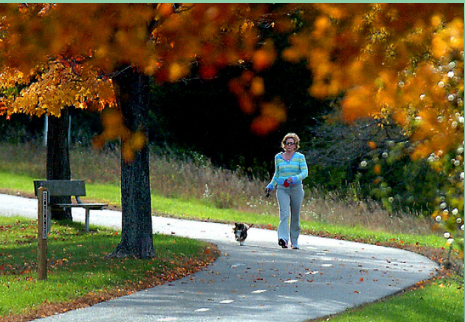
Relevant Precedents



The existing play space is of high quality and relatively new.



Normand Park Fulham: Creative lighting gives the park character and enhanced safety during darker periods of the day.



Improved surface treatment of pathways, using such products as resin bonded gravel give a natural finish, tactile finish for pedestrians.

Outline design proposals



- Enhanced lighting to key route within and around the park
- Recently installed play space to be retained
- Potential rationalisation of car park
- Improved surface treatment
- Existing library building

Whitley Bay Public Realm Project 4: Whitley Park (Gold)

KEY CHALLENGES/CONSTRAINTS

Making the case	<ul style="list-style-type: none">- To complement recent improvements that have taken place in Whitley Park (events area, and new children's play areas) to create a significant green infrastructure asset for the town that can support wider measures to improve quality and perception.
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COSTS

Overview of cost items	<ul style="list-style-type: none">- Detailed design- Construction and materials
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FUNDING

Private sector investment	<ul style="list-style-type: none">- Possible minor s106 contributions from Spanish City
Public sector investment	<ul style="list-style-type: none">- Will require funding from the local authority to deliver a quality green space

BENEFITS

Direct outputs	<ul style="list-style-type: none">- Increased usage of a community amenity- Impact on local property values and market attractiveness- Increased visitors
Wider benefits	<ul style="list-style-type: none">- Town centre destinations require high quality urban parks, green spaces and corridors.- Improved lighting and walking routes through the area- Significant component of a wider package of quality enhancements in the town

RISKS

- Will require public sector funding to bring forward a quality public realm scheme to delivery
- Relative priority of the scheme in relation to local authority funding
- No contribution to the Park from the development of the Spanish City site

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
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NEXT STEPS

0 – 6 months	<ul style="list-style-type: none">- Design remaining aspects of the required improvements for Whitley Park- Establish funding options.
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Location plan

Project Description

Park View includes an array of independent retail and businesses that gives this part of Whitley Bay a distinctive and appealing character.

However there are inconsistencies of shop front quality and maintenance that need to be addressed in order to improve the overall quality of the built environment.

Improvements to the public realm are required in order to put the emphasis on pedestrian movement along and across Park View, whilst maintaining parking and serving for customers and businesses.

Key urban design and development principles



1. Enhanced consistency to the quality of shop frontage to support a high quality shopping destination;
2. Maintain on-street parking to allow ease of access to commercial units;
3. Provide dedicated servicing bays to allow deliveries throughout the day;
4. Improve the quality of the streetscape that includes: paving, street furniture and lighting;
5. Prioritise pedestrian movement with strategically placed crossings and raised table surfaces along Park View where it meets adjoining streets;
6. Improve signage within the area to increase legibility and understanding for the user;
7. Strengthen gateways to provide a clear perception of entering the town with the use of materials, signage and high quality development.

Relevant Precedents



High quality frontage already exists within Whitley Bay. The general standard of shop fronts needs to be raised elsewhere in Park View.

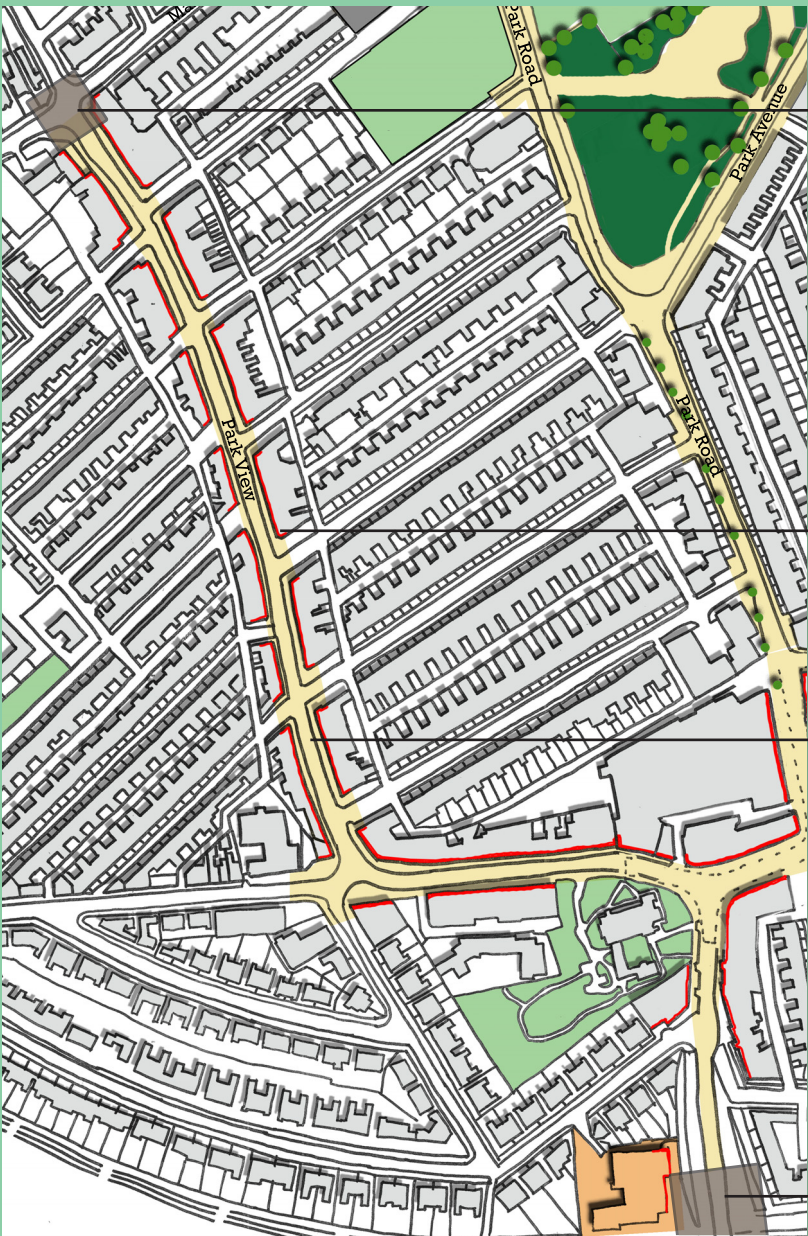


Implementation of raised tables give pedestrians priority and assists with pedestrian flows. Vehicles are forced to slow down during there approach.



The public realm should allow ease of access for all users, providing a safe environment within which to walk, as well as providing parking and service facilities for commercial properties.

Outline design proposals



Gateway enhancement

Improved building frontage

Improved public realm

Gateway enhancement

Whitley Bay Public Realm Project 5: Park View (Gold)

KEY CHALLENGES/CONSTRAINTS

Making the case	<ul style="list-style-type: none">- To reinforce the strong attractiveness of Park View as a niche retail destination- Will need to be funded and led by the Council- Potential to link with wider Nexus Metro Reinvigoration project to increase case for change, dependent on the priority for works/improvements at Whitley Bay station.
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COSTS

Overview of cost items	<ul style="list-style-type: none">- Detailed design- Construction and materials
-------------------------------	--

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 scheme

BENEFITS

Direct outputs	<ul style="list-style-type: none">- Impact on local property values and market attractiveness- 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 Park View.- Reuse of floorspace in the town centre- Increased visitors to area
Wider benefits	<ul style="list-style-type: none">- Town centre destinations require high quality urban places and spaces.- Improved lighting and walking routes through the area- Significant component of a wider package of quality enhancements in the town

RISKS

- Relative priority of the scheme in relation to local authority funding
- The scale of public sector funding required to bring forward a quality public realm scheme to delivery.

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	<ul style="list-style-type: none">- Establish funding options.- Finalise nature of scheme and commence design & feasibility process- Consultation with business over nature of Shop Front improvement scheme

Project WB PR6| Park Road/Avenue

Gold



Location plan

Project Description

Public realm improvements to Park Road and Park Avenue will serve to complete an enhanced circuit of pedestrian movement within Whitley Bay. This will create strong links for the town centre to other key developments such as the Playhouse Theatre and the Spanish City redevelopment and Whitley Park.

Improvements will include improved paving, lighting, signage and light structured planting to enhance ease of movement and legibility within the area.

Key urban design and development principles



- 1. New public realm treatment including paving, signage, lighting, wayfinding and furniture;
- 2. Retain on street parking for residents;
- 3. Street tree planting to soften the urban environment and create green links from the town centre to the park, playhouse and Spanish City;
- 4. Introduce wayfinding / signage to encourage movement between coast, town centre and other key attractions.

Relevant Precedents



Clear signage enables users to orient themselves more easily.



Planting can provide colourful and vibrant settings within otherwise barren urban environments.



Quality lighting features within the area to guide people along keys routes connecting the town to the Playhouse theatre and Spanish City.

Outline design proposals



Improved public realm

Structured tree planting

Whitley Bay Public Realm Project 6: Park Road / Avenue (Gold)

KEY CHALLENGES/CONSTRAINTS

Making the case	<ul style="list-style-type: none">- To reinforce the pedestrian circuit between the town centre, Playhouse, Spanish city and Whitley Park.- Will need to be funded and led by the Council- Potential to link with Spanish City project.
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COSTS

Overview of cost items	<ul style="list-style-type: none">- Detailed design- Construction and materials
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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 scheme

BENEFITS

Direct outputs	<ul style="list-style-type: none">- Impact on local property values and market attractiveness- 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 activity along Park Road.- Increased visitors to area
Wider benefits	<ul style="list-style-type: none">- Town centre destinations require high quality urban places and spaces.- Improved lighting and walking routes through the area- Significant component of a wider package of quality enhancements in the town

RISKS

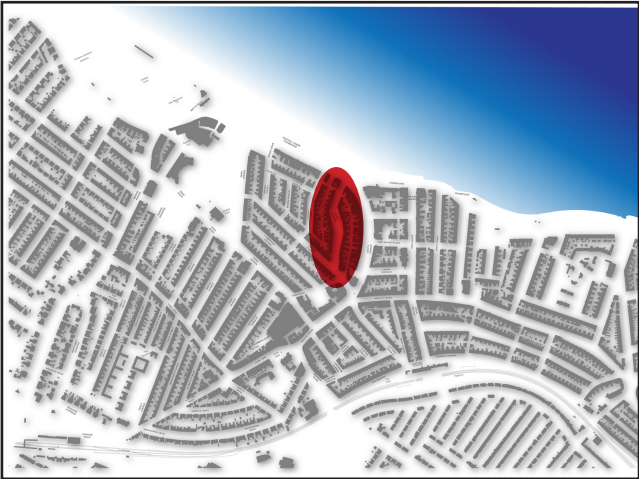
- Relative priority of the scheme in relation to local authority funding
- The scale of public sector funding required to bring forward a quality public realm scheme to delivery.

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	<ul style="list-style-type: none">- Establish funding options.- Finalise nature of scheme and commence design & feasibility process- Explore possible links with Spanish City project.

Project WB PR7| North Parade

Silver



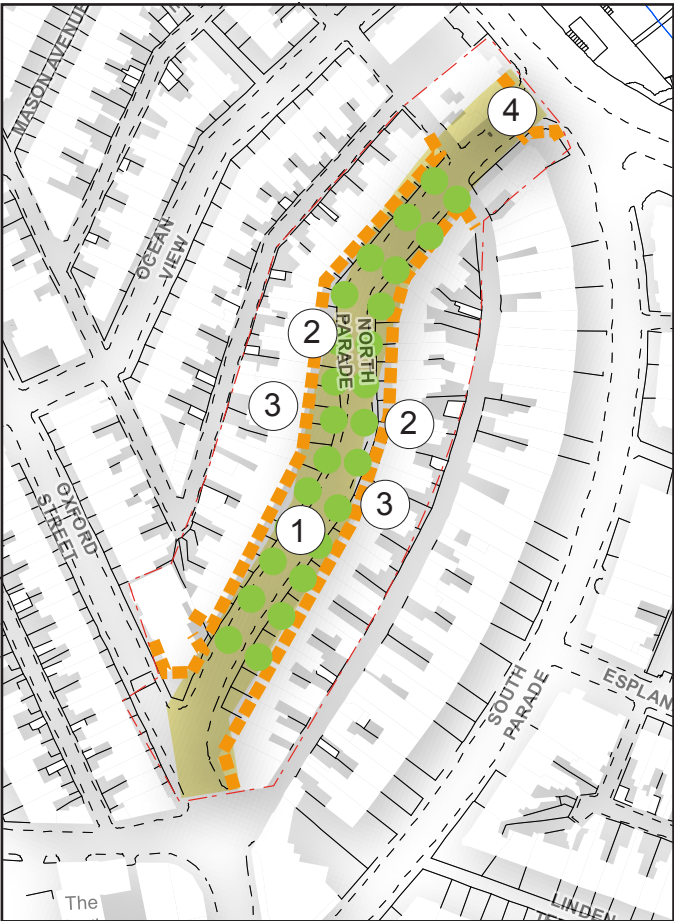
Location plan

Project Description

North Parade includes a large number of guest houses and bed & breakfasts. Much of the greenery that would have existed at the front of these properties has been removed to make way for car parking.

North Parade would provide an alternative link from the town centre to the coast. This link could have a softer and quieter character to that of South Parade.

Key urban design and development principles



1. Implement structured planting to create a green link to the waterfront from the town centre;
2. Improve building frontages in terms of retention of existing architectural features and replacement of those that have been removed;
3. Develop a consistency to the guest houses' signage and advertisements to improve the quality of frontage;
4. Inclusion within a town wide management and maintenance program to maintain high standards.

Relevant Precedents



Tree lined streets help so soften the urban environment and improve the setting for residential development.



Good quality well presented guest house frontages do exist in other parts of the town. This example highlights the use of feature lighting to give a positive aspect to the street at night.



A shared surface would enable ease of movement for pedestrians to the coast, whilst maintaining access for vehicles.

Outline design proposals



- Structured tree planting
- Improved building frontage
- Improved surface materials

Whitley Bay Public Realm Project 7: North Parade (Silver)

KEY CHALLENGES/CONSTRAINTS

Making the case	<ul style="list-style-type: none">- To provide a quality, alternative route between the town centre and the coast.- Will need to be funded and led by the Council
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COSTS

Overview of cost items	<ul style="list-style-type: none">- Detailed design- Construction and materials- Building frontage improvement grants- Building frontage design guide
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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 scheme

BENEFITS

Direct outputs	<ul style="list-style-type: none">- Impact on local property values and market attractiveness- 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 activity along North Parade.- Increased visitors to area
Wider benefits	<ul style="list-style-type: none">- Town centre destinations require high quality urban places and spaces.- Improved lighting and walking routes through the area- Significant component of a wider package of quality enhancements in the town

RISKS

<ul style="list-style-type: none">- Relative priority of the scheme in relation to local authority funding- The scale of public sector funding required to bring forward a quality public realm scheme to delivery.
--

PLANNING DELIVERY MECHANISM

LDF/ AAP Process	Identified as key development opportunity in Coastal AAP.
NEXT STEPS	
0 – 6 months	<ul style="list-style-type: none">- Establish funding options.- Finalise nature of scheme and commence design & feasibility process- Consultation with businesses over nature of building frontage improvement scheme



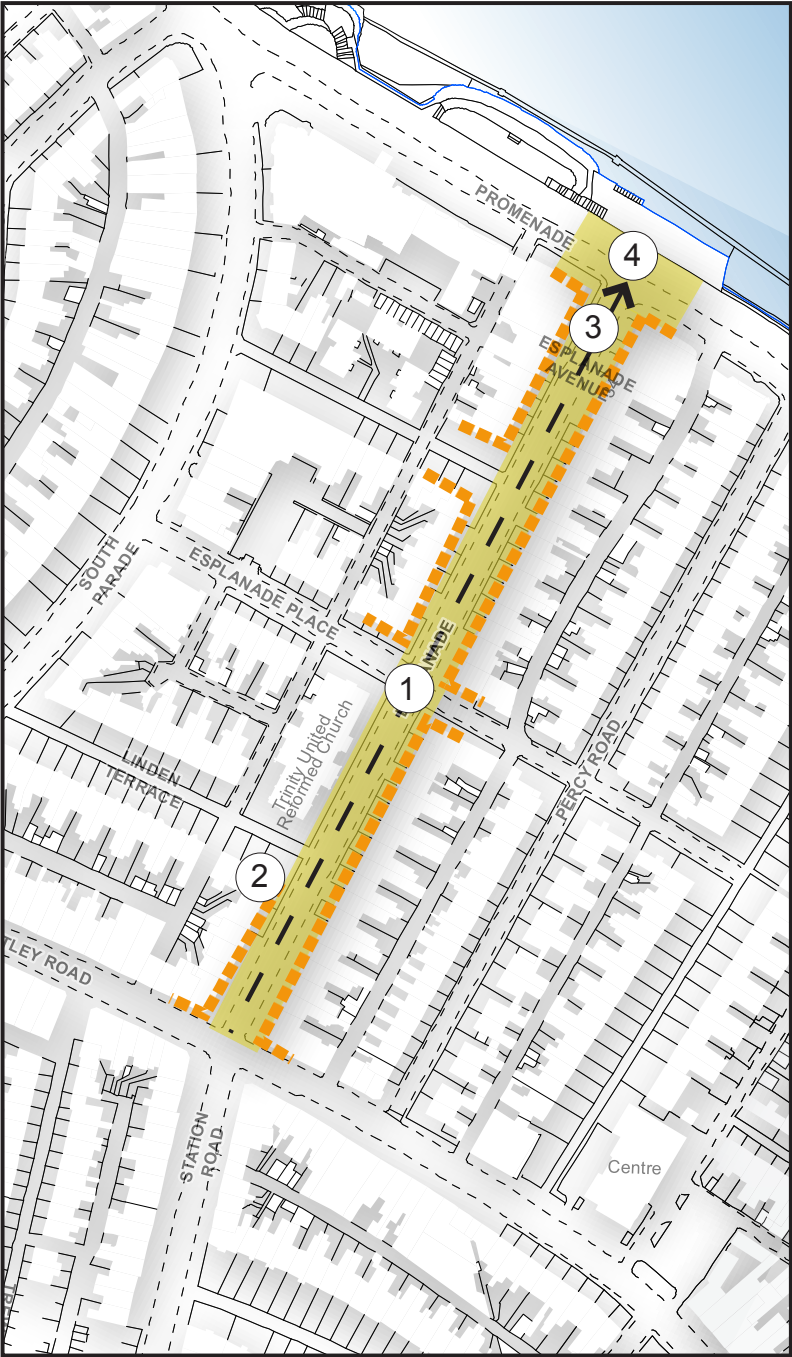
Location plan

Project Description

The Esplanade provides a direct connection from Station Road to the waterfront. The road is narrow and made tighter due to the double sided car parking.

In order to make this a genuine and pleasant link to the beach, frontages of properties need to be enhanced and the quality of paving should be improved to allow ease of pedestrian movement along the road.

Key urban design and development principles



- 1. Improvements to the street frontage in terms of architectural detailing and fenestration;
- 2. Enhance pedestrian movement with better quality paving;
- 3. Maintain uninterrupted views to the seafront;
- 4. Improvements to the junction of the Esplanade and Promenade.

Relevant Precedents

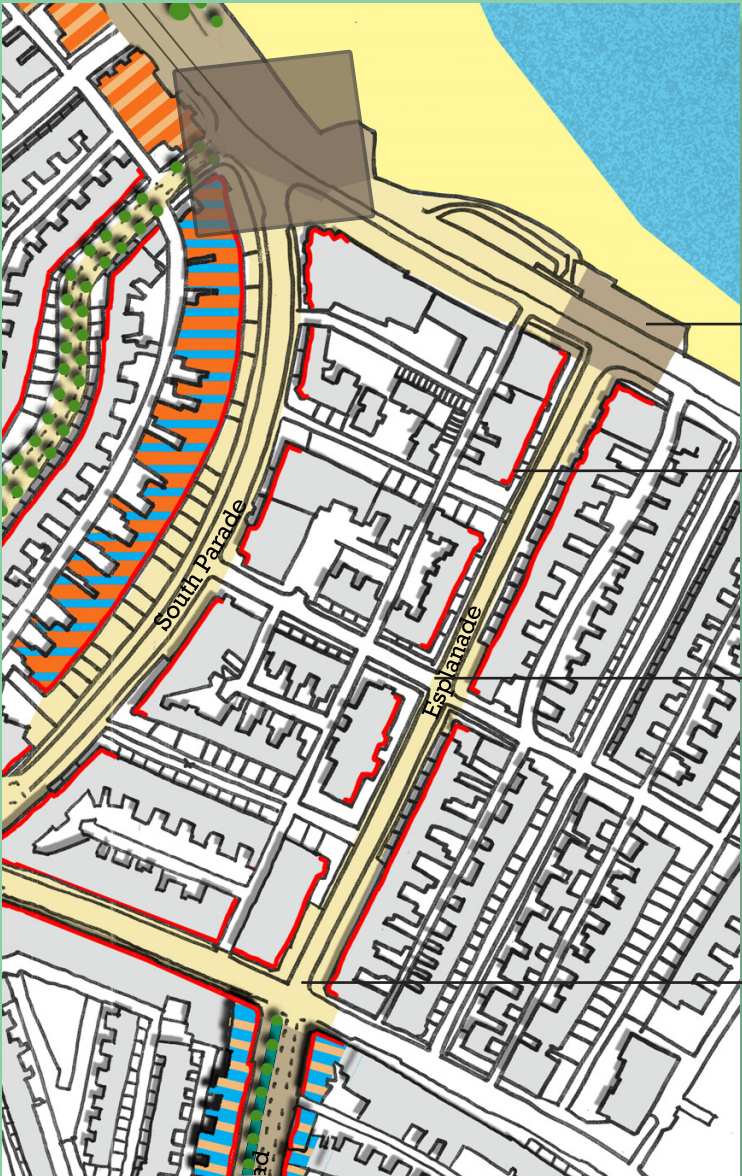


Views of the sea should remain unimpeded. Direct vistas are a strong part of the street's character.



Brighton, Blaker Street: Use of colour on building frontages to create a unique character to the street and creating a more pleasant link to and from the shoreline.

Outline design proposals



Improved junction

Improved building frontage

Improved public realm

Visual and physical link to Station Road

Whitley Bay Public Realm Project 8: Esplanade (Silver)

KEY CHALLENGES/CONSTRAINTS

Making the case

- Will need to be led and funded by the Council

COSTS

Overview of cost items

- Detailed design
- Construction and materials
- Junction improvements between the Esplanade and Promenade

FUNDING

Private sector investment

- Possible minor s106 contributions

Public sector investment

- Will require funding from the local authority to deliver a quality public realm scheme
- Shop front improvement grants
- Design guide for building frontages

BENEFITS

Direct outputs

- Improvement to street frontages
- Improved connection between the Promenade and Station Road

Wider benefits

- Improved connection with the sea front
- Improved appearance of buildings fronting onto the Esplanade

RISKS

- Will require public sector funding to bring forward a quality public realm scheme to delivery
- Relative priority of the scheme in relation to local authority funding
- No contribution to the Park from the development of the Spanish City site

PLANNING DELIVERY MECHANISM

LDF/ AAP Process

Identified as key development opportunity in Coastal AAP.

NEXT STEPS

0 – 6 months

- Detailed design and feasibility
- Establish funding options.

Appendix B

**Accomodation
Schedule for Whitley
Bay**

Whitley Bay Accomodation Schedule_rev3

Site Ref.	Name / description	New or refurbish	Ownership	Footprint	Storeys	GFA	Residential			Commercial Retail					Employment	Community	Entertainment	Bus Office	Station	Demolition (footprint)
				sq.m	No.	sq.m	GFA sq.m.	Flats	Houses	Existing retail to be demolished sq.m	New anchor retail sq.m	New non-anchor retail sq.m	Total new retail sq.m	Net addiitonal on existing sq.m	Office sq.m	sq.m	sq.m	sq.m	sq.m	sq.m
WB DP 1	Whitley Road/Coliseum	Refurb	Private	550.0	3	1650					550.0		550.0	550.0		1,100.0				
	Rear extension - Retail/ Transport	New	Private	1,780.0	3	5340					1,680.0		1,680.0	1,680.0		3,560.0		100.0		
WB DP 2	The Spanish City	New	Council?																	
WB DP 3	YMCA Site	Refurb	Private	1,110.0	2	2220	2,220.0	31												
WB DP 4	Beach Cafe	New	Private	320.0	2	640											640.0			230.0
Sub-Total				Footprint		GFA	Residential			Retail demolish	Retail anchor	Retail non-anchor	Retail total new	Retail net	Office	Community	Entertainment	Bus Office	Station	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	sq.m	sq.m
Gross				3,760		9,850	2,220	31	0	0	2,230	0	2,230	2,230	0	4,660	640	100	0	230
Net (-20%)				3,008		7,880	1,776			0	1,784	0	1,784	1,784	0	3,728	512	80	0	

Public Realm Improvements				
Area	Length lm.	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 on similar projects using SPON's.***

WB DP 2	Whitley Road/York Road (part)	450	1125	360	£405,000
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WB PR 1	Station road	140	350	360	£126,000
WB PR 2	The Promenade		27,640	360	£9,950,400
WB PR 3	South Parade	256	640	360	£230,400
WB PR 4	Park		4,460	280	£1,248,800
WB PR 5	North Parade	230	575	280	£161,000
WB PR 6	Park View	780	1950	280	£546,000
WB PR 7	Park Road/Park Avenue/Whitley Road	960	2400	200	£480,000
WB PR 8	Esplanade	390	975	200	£195,000

Appendix C

Sustainability Appraisal

Whitley Bay: Sustainability Themes & Issues

The SEA Directive requires a description of the baseline environment. An extensive search for baseline information for Whitley Bay 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 Whitley Bay 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:

Key Local Socioeconomic Sustainability Issues

Whitley Bay importance and role as key centre and a key driver for local growth is recognised within the LDF

The socio economic profile illustrates relatively low levels of unemployment within the town centre though better than borough wide level

The workforce of the town is predominantly in the retail, care, mechanical and real estate sectors.

Retail offer not strong enough despite the presence of independent / niche shops

Anti-social behaviour resulting from the presence of bars and clubs

The town centre suffers from a ribbon style layout, a large number of small shops with inadequate internal layouts and a car parking problem

The Centre's main function is as a location for convenience, leisure and service retailing with some comparison shopping provided by a small number of national multiples and specialist local retailers

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

Good local environmental quality

Unique and high quality built heritage with extensive conservation areas

Coastal location is a great resource for natural habitats

Key Place making Sustainability Issues

Need to regenerate the sea front and connections to town centre

Overall quality of buildings and maintenance is poor to average

Traffic congestion during busy times reduces the attractiveness of the town centre as a shopping destination

Poor quality of public realm, particularly in key character areas of the town centre retail core and the promenade

Possible consolidation or relocation of uses to provide greater vibrancy and connection to the seafront vis-à-vis retail and leisure

Need to enhance gateway points into Whitley Bay, particularly along the Promenade. Scope out the opportunity to enhance current plans for redevelopment of the Spanish City site area

Local information and signage is poor within the town centre

Whitley Bay: Sustainability Objectives

The Coastal AAP Issues and Options Stage identifies the appropriate sustainability objectives for Whitley Bay Town Centre through the accompanying Sustainability Appraisal (2009). The Sustainability Objectives used in this assessment were based on the same sustainability objectives that were developed for the Coastal AAP, which themselves were adapted from the overall North Tyneside Core Strategy. These objectives are therefore considered appropriate for this assessment.

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 Whitley Bay Town Centre are:

- 1. Plan for sustainable economic growth encouraging tourism development, working in partnership with neighbouring authorities to encourage development that is appropriate to the coastal setting, respecting the natural and historic environment.**
- 2. The Dome at Spanish City is a recognised icon in the region and this site should be developed to a high quality standard and design that encourages economic development that extends the holiday season and provides year round facilities for the benefit of the local community.**
- 3. Improve leisure and recreation opportunities on the coast. Resist the loss of prime tourism locations for non-tourism uses unless proven by a detailed impact study.**
- 4. Improve the cultural and heritage offer at the coast, in review of the forthcoming Heritage strategy. Promote the Conservation Areas and buildings of interest using the cultural strategy that will form part of a public realm strategy.**
- 5. Improve access along the coast with clear signage and connectivity to the Metro stations creating high quality visible entrances on transport routes to the coast. This includes the regeneration of Tynemouth Station. Seek to continue to improve access to the coast by cycle routes and public rights of way. Raise awareness of the Coastal cycle ways and footpaths as part of the Christian Heritage trails and European cycle network. Seek to minimise adverse effects of motorised traffic to ensure the coast is a pleasant place to stroll and explore on foot.**
- 6. Promote the regeneration of Whitley Bay to be a vibrant and lively town centre creating a positive image for visitors, investors and residents with good quality shopping and appropriate proportion of town centre uses that help support the local economy and independent retailers. Encourage residential developments above shops to support a diverse and prosperous economy in the town centre.**
- 7. Improve the overall appearance of the coast with a coordinated public realm strategy that supports the natural environment and the attraction of the coastal area for visitors and residents. Safeguard the views and vistas along the coast of Spanish City Dome, St Mary's Lighthouse, Tynemouth Priory and St George's Church.**

8. Protect and enhance the landscape character of the coast ensuring development does not harm the nature and/or conservation importance of the coastal area. Aim to protect and enhance the biodiversity of the coast through the green infrastructure network that includes seeking to enrich the coastal wildlife corridor with improved site management, education and access to various sites, including Brierdene and St Mary's headland.
9. Designate an area of dedication for people wishing to contribute to a memorial at a coastal location.

Whitley Bay Town Centre: Sustainability Appraisal of Emerging Options

Each of the emerging options for Whitley Bay 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 Whitley Bay 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.

Whitley Bay Town Centre: Sustainability Appraisal Results

The results of this appraisal of the three levels of proposed intervention for Whitley Bay against the appropriate Sustainability objectives have been recorded and are presented below:

Whitley Bay Sustainability Appraisal													
Emerging Options	Economic					Social				Environmental			Total Weighted Score
	SA1	SA2	SA3	SA4	Total	SA5	SA6	SA7	Total	SA8	SA9	Total	
Option A: Minimum Intervention	+1	0	0	0	+1	0	0	+1	+1	0	?	0	+2
Option B: Medium Intervention	+1	0	+1	0	+2	+1	+1	+1	+3	0	?	0	+5
Option C: Maximum Intervention	+2	+1	+1	+1	+5	+2	+1	+2	+5	0	?	0	+10

