

**Cabinet: October 8<sup>th</sup> 2012**

**ITEM: 6a**

**Appendix 4:  
AAP Publication Draft:  
Initial Proposals**

**Area Action Plans:  
North Shields, The Coast  
and Wallsend**



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# Introduction



## Introduction

### Area Action Plan For North Tyneside

- 1 The Council is committed to the long-term regeneration of North Shields, the Coast and Wallsend.
- 2 North Shields is the largest town within North Tyneside and was founded as a fishing port at the Fish Quay and still has buildings and open spaces that reflect its history and the industrial past. The refurbished Metro station is centrally located to the town which is adjacent to a pedestrianised shopping street that links to the Beacon centre shopping area and Northumberland Square, which is a well loved Georgian Square. The town centre still plays an important role as a civic and community centre but requires a targeted plan to revitalise the centre through a long term strategy.
- 3 The Coastline of North Tyneside is one of the most popular places in the borough with award winning beaches, lighthouse, castle and the town centre of Whitley Bay offers a variety of shops and entertainment. The coastline has maintained its natural beauty but the once thriving tourism market has waned which has created the challenge to revitalise the area.
- 4 Wallsend and Willington Quay have a long history from Roman origins to the industrial town built on coal mining and ship building. With the redevelopment of the former shipyards and the forthcoming town centre investment there is a real focus of positive activity in Wallsend . This Plan will be crucial to deliver and guide future development with major opportunities on the riverside to bring prosperity in the low carbon and offshore economy.
- 5 The Plan will form part of the development plan for North Tyneside – guiding planning decisions and future development for at least 15 years. The economic downturn provides a challenge for future investment, but the role of planning is critical to support sustainable development. Having an up to date area based plan for the borough will provide clarity for decision makers and confidence that North Tyneside is a place to encourage sustainable economic development and is flexible to respond to changing circumstances. Money is tight but the Plan will provide certainty to encourage investment and help secure money for projects when opportunities arise.
- 6 This document outlines policies and proposals to address issues that were first consulted on in the Area Action Plan consultation and have been revised in recognition of the comments we have received at the Issues and Options, plus the Preferred Options.
- 7 The Plan is being prepared with a close connection to the Core Strategy that will cover the strategic issues for the Borough and the responses from consultation and discussions regarding the work on the Core Strategy have helped inform the preparation of this document. The AAP policies will reflect the vision and ambitions of the forthcoming Core Strategy and also the work on the Neighbourhood Plan for the Fish Quay.
- 8 As part of the preparation of this Plan the Council has worked in co-operation with neighbouring authorities, public, private and voluntary sector organisations. This draft sets out the Publication draft initial proposals.



## Shared Policies

- 1 The combined Plan focuses on specific policies within each of the AAP boundaries to help deliver regeneration, but also protect areas that are particularly sensitive to change. However there are some overarching issues that transcend each of the three areas and these are covered in this section as shared policies on town centres and shopping, natural environment and tourism.

## Town Centres and Shopping

- 2 The Town Centres are the principal hubs of regeneration within each within each of the AAPs. Adopting a town centre first approach supports the principles of sustainable development and contributes not only to the economy of the area, but also serves the local community with a range of facilities.
- 3 Main town centre development consists of:
  - retail development (including warehouse clubs and factory outlet centres)
  - leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls)
  - offices, and
  - arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)
- 4 Revitalising the Town Centres is a key priority for the Council and the boroughs centres should be the focus for new development. Town Centres act as key locations for a diverse range of uses such as retailing, leisure, offices, cultural activities and community facilities. The Council aims to develop these centres, which is also recognised in the Sustainable Community Strategy, to create vibrant towns.
- 5 Town Centres need to provide an environment that is safe and attractive, both day and night, to secure future investment that adds to towns vitality and viability with active street frontages. Each of the centres can also help meet the aims of delivering sustainable development by being easily accessible and therefore reducing the number of linked trips.
- 6 The Retail and Leisure Study (2011) recommended that North Shields, Wallsend and Whitley Bay are classified as main town centres as they contain the largest number of retail and service units of any centre in the borough. They also account for the largest share of spending in the borough centres on comparison goods. Tynemouth is classified as a district centre that reflects its importance for the leisure industry.
- 7 Wallsend, Whitley Bay and North Shields have limited scope for significant town centre expansion as they are tightly surrounded by well established residential areas. Newcastle City Centre is easily accessible to people within the borough and this has an impact on the growth of the boroughs town centres in the sale of certain goods, particularly in the sale of goods that are bought less frequently and tend to be more expensive.
- 8 The boroughs town centres do provide a variety of town centre services and shops, including unique independent businesses that bring variety and vitality to a centre. The Council is keen to promote the appropriate economic growth of small and medium entrepreneurs to preserve and enhance local character in each of our centres.



## Policy S1 Town Centre development

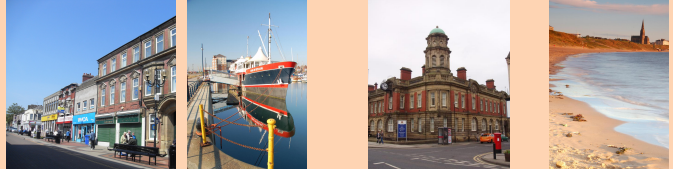
Town centre development proposals within North Shields, Wallsend and Whitley Bay, which are of a scale appropriate to the role of each centre will be permitted, where they:

- a. Enhance the range and quality of facilities;
- b. Support small and independent businesses that enhance their character and distinctiveness;
- c. Add vitality and viability;
- d. Enhance the evening economy;
- e. Support measures to reduce crime and the fear of crime and any other disorder issues;
- f. Achieve high standards of accessibility; and
- g. Encourage the full use of vacant and derelict sites and premises which would contribute to improving overall amenity of the centre.

However a proposal would not be acceptable if it would have an adverse affect on the amenity of adjacent premises or the surrounding area.

## Edge and out of centre development

- 9 The Council supports a town centre first approach towards new development for main town centre uses. If there are no available sites in a centre then edge of centre sites should be considered before out of centre sites. This approach also applies to offices, which should be subject to a sequential test.
- 10 The requirement from National Planning Policy Framework for flexibility in the business model is to encourage developers and the Council to not rule out developments on more complicated sites that don't fit the standard model.
- 11 There is a good range and choice of large food stores both in centres and out of centre, but the Retail and Leisure study found there was a qualitative need for a new foodstore in Wallsend to inject additional consumer choice into the local convenience sector and enhance consumer choice. Each of the centres would benefit from greater number and range of comparison stores to deliver greater choice to such stores.



## Policy S2 Edge of Centre and Out of Centre Development

Proposals for main town centre uses on sites not within the defined centres (within the latest version of the Retail and Leisure Study) will be permitted provided that:

- a. there are no sequentially preferable sites in-centre or at edge-of-centre locations of existing Centres appropriate to the centres hierarchy in the Retail and Leisure study;
- b. where the catchment area of any out of centre proposal extends over the catchment area of a defined centre that defined centre shall be included in any sequential test and;
- c. there are no cumulative significant adverse impacts on the defined centres and;
- d. there is flexibility in the business model and operational requirements in terms of format.

Proposals for a town centre use in an out of centre or edge of centre location, will only be considered favourably if the impact assessments contained in the most recent national guidance are satisfied, or the requirements of other policies of this plan are satisfied.

### Impact Assessment

- 12 Due to the borough having three main town centres that are only of an average size they are susceptible to developments that are not considered to be very large on a national scale, but would still have a significant impact on the boroughs town centres. As a consequence, the threshold of a development to undertake a impact assessment is lower than current governments guidance, but is based on our Retail and Leisure Study (2011).



## Policy S3 Impact Assessment

Applicants will be required to undertake an assessment of impacts for any planning applications for main town centre development/retail development (including extensions) that would provide either:

- a. 500 sq.m gross of comparison retail floorspace, or more; or
- b. 1,000 sq.m gross of retail floorspace for supermarkets/superstores, or more.

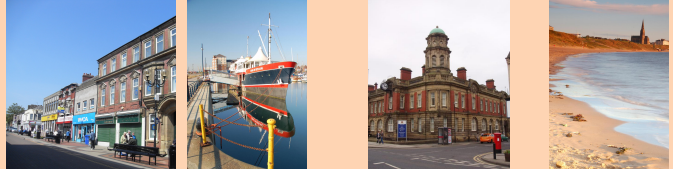
Applications will be considered favourably where all of the following main town centre impact tests are considered to have no significant adverse impact:

- c. on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal;
- d. on town centre vitality and viability, including local consumer choice and the range and quality of the comparison and convenience retail offer;
- e. on allocated sites outside town centres being developed in accordance with the development plan;
- f. in the context of a retail or leisure development, on in-centre trade/turnover and on trade in the wider area, taking account of current and future consumer expenditure capacity in the catchment area;
- g. if located in or on the edge of a town centre, whether the development is of an appropriate scale (in terms of gross floorspace) in relation to the size of the centre and its role in the hierarchy of centres.

The assessment should measure impact up to ten years from the time the application is made.

## Primary Shopping Area

- 13** The Primary Shopping Area (PSA) represents the core retail activity in a town centre and a PSA aims to consolidate the provision of town centre facilities to maintain a healthy, prosperous centre. PSA designation is based on areas of towns with large pedestrian flows and a clustering of town centre facilities.
- 14** For planning purposes, types of development are grouped in different categories called use classes. This reflects the different characteristics of each use. Most shops are within use class A1 with other town centre uses having different designations i.e. pubs (Use Class A4) and banks (Use Class A2). It is important that the vitality of the Primary Shopping Area and Primary Frontages are retained. This does not prevent developments other than shops opening up within the Primary Shopping Area. An appropriate amount of other uses, for example food and drink outlets, can complement the offer and function of the town centre. However, it is important that non shop developments do not dominate the area. In general, the loss of shops will be resisted.



## Policy S4 Primary Shopping Area

The Primary Shopping Area (PSA) as defined on the town centre map will be the principal location for retail development. Within the PSA, the maintenance of and improvements to the range and quality of retail provision will be encouraged providing they are of a nature which would undermine the vitality and viability of the PSA.

Development will be required to:

- a. Protect and enhance retail activity within the designated PSA; and
- b. Focus new retail development within the PSA; and
- c. Deliver high quality development that provides active ground floor frontages; and
- d. Add vitality and viability to the PSA, without allowing a cumulation of uses that can undermine the overall retail function.

Outside the Primary Shopping Area, new retail development will only be permitted where it would not adversely affect the vitality, viability and attractiveness of the town centre.

## Town Centre Frontages

- 15 National government policy requires that the Council defines primary and secondary frontages. Primary shopping frontages are areas with the largest pedestrian flows, the focus for retailing activity and a high proportion of properties falling within use class A1. Secondary frontages are still important areas of the town centre but provide greater opportunities for a diversity of town centre uses such as cafés and estate agents. The purpose of identifying two different shopping frontages is to concentrate retail uses (A1) in the heart of the town centre and avoid the domination by non retail uses. The more peripheral or secondary frontage areas of our Town Centres are more acceptable for a variety of town centre uses.





## Policy S5 Town Centre Street Frontages

### Primary Frontages

Within primary frontages, as illustrated on the Town Centre Map, proposals for change of use or redevelopment from shops (Class A1) to other uses will only be permitted where they would:

- a. not adversely impact on the existing character, function and vitality of the street or surrounding environment; and
- b. not result in adverse impacts on existing uses within the frontage; and
- c. not result in more than two adjacent units being in the non-retail use; and
- d. not result in less than 70% of frontages in the Primary Frontage being in retail (A1) use.

### Secondary Frontages

Within secondary frontages, as illustrated on the Proposals Map, opportunities for a greater diversity of town centre uses will be supported where they do not;

- e. adversely impact on the existing character, function and vitality of the street or surrounding environment; and
- f. result in more than two adjacent units being in the same non-retail use; and
- g. result in more than 50% of frontages in the relevant Secondary Frontage being in non-retail use; and
- h. result in an adverse effect upon the amenities of nearby occupiers by way of noise, smell or other nuisance.

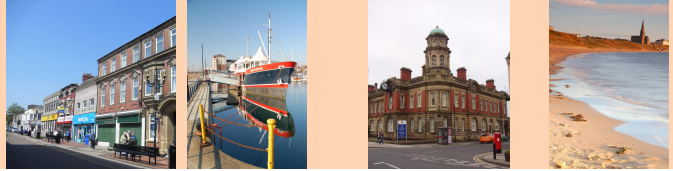
Submitted proposals, involving the loss of shops within the primary or secondary frontages, should be accompanied by evidence of a marketing exercise. This should detail the price and terms on which the business was offered, advertising undertaken, interest received and how long the site has been vacant, along with any other relevant factors. When considering applications for change of use or redevelopment from shops (Class A1) to other uses, marketing evidence will be assessed within the context of the above criteria to assess whether the proposal is appropriate.

Other acceptable uses within the Secondary Frontage include residential and B1 offices above ground floor uses to increase the vitality and viability of the area.

## Policy S6 District Centres

Within 300m easy walking distance from the District Centres, convenience retail developments of up to 500 square metres net and developments for comparison retail, offices or leisure uses of up to 200 square metres net will be permitted where they meet all of the following criteria:

- a. It would not affect, either singularly or cumulatively, the vitality and viability of the surrounding centres;
- b. It would add vitality and viability to the centre, without allowing a cumulation of uses that can undermine the overall retail function; and
- c. It would not have an adverse affect on the amenity of adjacent premises or on the surrounding area.



**Local Facilities**

- 16** To support sustainable development in the borough the Plan supports the provision of small scale local facilities out of centre, which could support local communities, and also appropriate scale development in District/Local centres. However, there has to be criteria to support the hierarchy of centres and encourage development in the town centres first.

**Policy S7 Local Facilities**

New small-scale local facilities or extensions to existing facilities outside defined centres will be permitted if it can be shown that all of the following requirements are met:

- a. The proposal is of an appropriate scale and nature to meet a specific day-to-day need of a population within convenient, safe walking distance (300m) for new or improved facilities;
- b. It will not have an adverse effect on the amenity of neighbouring uses;
- c. Provision could not be better met by investment in a nearby centre;
- d. Existing facilities that meet day-to-day needs will not be significantly undermined.

Proposals to meet the day to day needs of employees on employment sites would be subject to this policy.

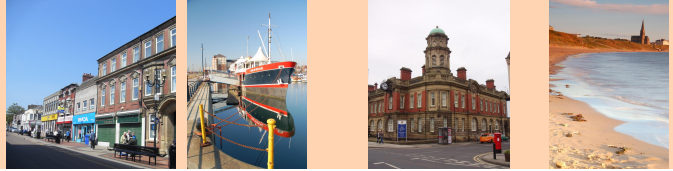
**Natural Environment**

- 17** The protection and enhancement of biodiversity and geodiversity is necessary to achieve the Councils objective of sustainable development. Both biodiversity and geodiversity have an important role to play in developing locally distinctive and sustainable communities and their conservation will play a role in mitigating the effects of climate change.
- 18** The AAPs hosts a variety of different habitats and species that are designated for their international, national, regional and local importance, and accorded a level of protection appropriate to their place within this hierarchy.
- 19** The most important sites are internationally designated sites; the Northumbria Coast Ramsar and the Northumbria Coast Special Protection Area (the former being wetlands recognised to be of international nature conservation importance and the latter, sites of European nature conservation significance for wild birds) that run from the Scottish Borders to the Durham Coast, including sections of the North Tyneside coastline. These internationally important sites have statutory protection and proposed development is subject to specific legal procedures. They therefore do not require further protection within this Plan.
- 20** At the national level, two Sites of Special Scientific Interest (SSSI) are designated along the coast; Northumberland Shore SSSI, for its winter bird population and Tynemouth to Seaton Sluice SSSI designated for both its bird population and as a geological SSSI for its exposure of coal measures rocks.

# Shared Policies



- 21** There are a number of habitats and features, not in designated sites, that make a contribution to local biodiversity. Examples may include habitats of particular significance, river banks, ponds, and wetlands. These may be of importance to local people and wildlife, or form corridors or links between designated sites. Wildlife corridors also help wildlife to react to the impacts of climate change. Whilst mobile species may keep pace with the effects of a changing climate other plant and animal species could find it more difficult. It is therefore important that the network of natural sites and links between them is maintained and enhanced. An example of a wildlife corridor that connects each of the AAP areas is the Metro line.
- 22** The Biodiversity Action Plan and Green Infrastructure Strategy both contain future projects and improvements. These projects will be delivered through partnership working with outside organisations such as Natural England, Wildlife Trust and local wildlife groups. Planning obligations and/or conditions attached to planning approvals will play an important role in delivering projects and improvements to current and new sites.



## Policy S8 Biodiversity and Geodiversity

The Council will give priority to:

- make biodiversity improvements along the Metro line where possible
- incorporate green roofs or green facades into new developments where opportunity exists
- incorporate nesting features on all new development projects or renovation projects where feasible
- improve interpretation of coastal biodiversity along the coast and the River Tyne

Biodiversity and geodiversity resources will be protected and enhanced having regard to their relative significance. Priority will be given to;

- a. the protection of both statutory and non-statutory designated sites within the Borough.
- b. achieving the objectives and targets set out in the National and Local Biodiversity Action Plan.
- c. maintaining a network of local sites and wildlife corridors, as shown on the Proposals Map.

All development proposals should:

- d. protect the biodiversity and geodiversity value of land and buildings and minimise fragmentation of habitats, and
- e. maximise opportunities for restoration, enhancement and connection of natural habitats, and
- f. incorporate beneficial biodiversity and geodiversity conservation features, where appropriate.

Development proposals that would be significantly detrimental to the nature conservation interests of nationally designated sites will not be permitted.

Development proposals that would cause a direct or indirect adverse effect to nationally or regional designated sites or protected species (as identified in the BAP) will only be permitted where the benefits of the development clearly outweigh the impacts on the features of the site and the wider network of natural habitats.

Where potentially harmful development is permitted, provision for appropriate mitigation measures, reinstatement of features, and/or compensatory work that will enhance or recreate habitats on or off site will be required.

Where there is reason to suspect the presence of protected species planning applications should be accompanied by a survey assessing their presence and, if present, the proposal must be sensitive to, and make provision for, their needs, in accordance with the relevant protecting legislation.

Where possible, development proposals that impact on the local network should contribute to a management plan to improve the biodiversity value of impacted sites.

# Action Plan for North Shields



## Action Plan for North Shields

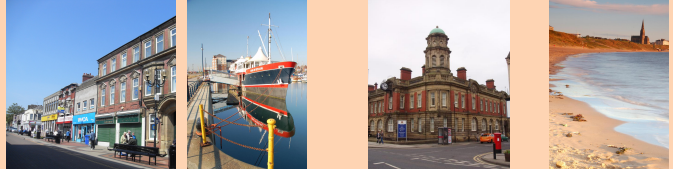
- 1 North Shields has held a strategically important role throughout the history of North Tyneside. It has the largest town centre in the borough that is surrounded by a mix of commercial and office uses, moving out to residential areas around the periphery and some commercial premises at the fringes of the town. North Shields is strongly defined by traditional terraced housing in a gridiron layout with the main streets leading downwards towards the river, the former economic base of the town. Northumberland Square, to the north of the town centre, is one of the few planned Georgian squares in the region that still exist.
- 2 The Fish Quay is in the process of delivering heritage led regeneration and is a popular destination with a very distinct character and sense of place. It has a mix of traditional employment uses along Tanners Bank and Clive Street, fish mongers at Union Quay, but has recently seen an increase in the number of restaurants and residential developments.
- 3 In the south west of the AAP boundary is the Albert Edward Dock, now a marina, that is the base for a range of business and leisure uses on land north of the Royal Quays shopping centre. Traditional housing has been replaced with more modern residential development.
- 4 North Shields has a variety of housing sites, which will be covered in the housing section. Smith's Dock is a prominent housing site that is not included within this AAP as it has been allocated for housing for a number of years, for which a planning application was approved this year.

### Vision

- 5 North Shields will have a revitalised town centre that is attractive and vibrant place to visit. The Town Centre will link to the surrounding area, including the Fish Quay, which will increase in popularity with continued heritage led regeneration that will support the local economy. The increase in housing and employment opportunities for North Shields will create an excellent place to live, shop, work and enjoy.

### Objectives

- 6 The principal objectives for the regeneration of North Shields are:
  - Attract new investment by enhancing the town centre's image as an inviting place to live, work, shop and enjoy.
  - Plan for sustainable economic growth with opportunities for business development through improved services and enhanced opportunities for education and training facilities.
  - Sensitively revitalise the Fish Quay as a place to live, work and visit through sustainable mixed use development whilst successfully linking the riverside with North Shields town centre.
  - Sensitively improve the design, access and usage of existing areas and ensure the public realm is a fully utilised and integrated into part of the wider improvements to the urban environment.
  - Improve local accessibility through the improvement of local public transport services, including walking and cycling facilities to help promote healthy lifestyles.



- Deliver new homes, including affordable homes and improve the quality of existing housing to meet the needs of the existing community in North Shields and attract new residents.
- Preserve and enhance the area's historic environment and biodiversity and geodiversity assets, whilst capitalising on the area's culture and heritage, particularly around Northumberland Square and the riverside.

## 7 NORTH SHIELDS KEY DIAGRAM

### Employment

- 8 Sustainable economic growth is key to the future of North Shields and although there are challenges with the wider economy the Council will support such growth by:
- Ensuring a sufficient and flexible supply of land for economic development;
  - Investment and regeneration in the town centre and protection of its economic function;
  - Providing a comprehensive business support service
- 9 North Shields benefits from a diverse economic base but it is recognised that much more can be done to enhance the attractiveness and success of its town centre, riverside and areas of employment.
- 10 Certain key areas have been highlighted for future sustainable economic growth:-
- The Docks - A range of business, leisure and housing will be retained at the Albert Edward Dock and Coble Dene area. The Port of Tyne, just outside the AAP boundary, is a key international gateway to North Tyneside and the region – investment and development should reflect that role.
  - George Street and Tanners Bank - This will continue to provide a key location for small to medium businesses. Lighter industry will be encouraged close to residential areas.

### Policy NSI Employment Land Development

Proposals for development on employment land and for changes of use of buildings in use-class B1, B2 or B8 will be permitted, provided that they:

- a. would not harm the development and regeneration of areas identified for sustainable economic development; and
- b. would not result in the unacceptable loss of operating businesses and jobs; and
- c. would not result in an excessive reduction in the supply of land for sustainable economic development, taking into account the overall amount, range, and choice available for the remainder of the plan period; and
- d. would not have an adverse impact upon the amenity and operation of neighbouring properties and businesses; and
- e. would improve the public realm in these areas.

# Action Plan for North Shields



## Tourism

- I1** Tourism is a key driver of the North Tyneside local economy, worth around £245 million every year. This Plan supports North Tyneside Tourism Strategy (2007-2012) vision to 'Enjoy North Tyneside' and 'To grow the value of tourism to North Tyneside by encouraging visitors to spend more on tourism in the borough throughout the year'.
- I2** Tourism facilities are defined as :
- visitor attractions (commercial and non-commercial); theatres, theme parks, museums, galleries, visitor centres, heritage sites and monuments, gardens, natural features etc;
  - accommodation; hotels, holiday villages, caravan/camping sites, but not second homes; and
  - conference and exhibition centres.
- I3** Leisure facilities are defined as:
- commercial leisure such as; cinema, bowling, night-clubs etc;
  - (built) sports facilities (commercial and non-commercial) such as stadia, health and fitness centres;
  - cultural facilities; and
  - outdoor activities.
- I4** Tourism plays an important role in the local economy and it is important that certain sites are retained. The Plan area contains some of the most popular tourist destinations and the approach will therefore be to resist inappropriate change of use of identified tourist and leisure development to non-tourist development. Such changes of use could threaten the appeal of the borough as a tourism destination and harm the local economy. However, it may be unreasonable to insist that all tourist and leisure facilities remain in that use if they are unviable. Therefore, the policy offers scope for some change of use.

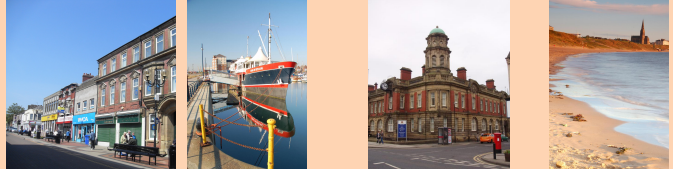
### Policy NS2 Tourism & Leisure

The Council will support the creation, enhancement and expansion of tourist attractions and infrastructure that are of an appropriate scale and located where the environment and infrastructure can accommodate the visitor impact without significant adverse impact.

Development proposals that would result in the change of use of a tourism facility will only be permitted if it does not adversely impact on the tourism function, vitality and viability of the area.

## Natural Environment

- I5** The River Tyne estuary includes North Shields riverside. All of North Tyneside's beaches and intertidal habitats including the Fish Quay lie within the Northumberland Shore SSSI (Site of Special Scientific Interest) which is designated for its nationally important numbers of wintering shore birds. Several dockland sites, which have been derelict for a number of years, have been naturally colonised and support a rich array of plant and animal communities that have been identified in the Biodiversity Action Plan. These sites include;



- Bull Ring Docks
- Albert Edward Dock

- 16** The recently adopted Biodiversity Action Plan (2012) makes many recommendations, which the APP seeks to adopt. The Biodiversity Action Plan encourages investigating opportunities to create nesting habitat for Kittiwakes long the River Tyne, to create species rich grassland and enhanced woodland areas along the River Tyne & North Shields.
- 17** The Fish Quay banksides are designated green space and form part of an important wildlife corridor along the River Tyne. The area extends from Union Stairs, along Tyne Street through to Brewhouse Bank. The Fish Quay Banksides Management Plan aims to create a balance in the maintenance regime implemented along the Fish Quay area that maximises the site's biodiversity value as well as its value as a conservation area. The Plan sets out a five-year maintenance plan for the management of trees and landscaping on the banksides.

## Policy NS3 North Shields Natural Environment

The Council will seek to enhance the biodiversity in North Shields by:

- Implementing the Fish Quay Banksides Management Plan and reviewing the document every five years;
- Investigating opportunities to create nesting habitat for Kittiwakes long the River Tyne;
- Investigating opportunities to create species rich grassland along the River Tyne & North Shields;
- Creating and enhancing woodland areas around North Shields where opportunity exists

## North Shields Town Centre

- 18** North Shields is the largest town centre in the borough. Its primary function is to provide comparison and convenience shopping as well as other important town centre functions, including financial, professional, religious and civic services. The Beacon Centre is a managed shopping centre in the heart of the town and attracts a number of national retailers and along with Bedford Street makes up the Primary Shopping Area in North Shields.
- 19** The Fish Quay has become an increasingly popular destination for residents and visitors but there could be improved connections between the Fish Quay and the town centre that indicate clear, accessible routes.
- 20** The Plan for North Shields has been developed based on previous consultation responses and other evidence such as the North Shields Retail Centre Regeneration Strategy (NSRCRS) and the Retail and Leisure Study. Some of the key areas to improve the Town are considered below.



# Action Plan for North Shields



## Beacon Centre

- 21** The Beacon Centre is in the heart of the town and performs a vital role in not only providing a large amount of retail floor space that is attractive to national multiples, but also accommodates a large amount of car parking. Improving the Beacon Centre is viewed as a major opportunity to improve the image of the town and to attract better quality shops to the area. The Council will support appropriate plans that will reinvigorate the Beacon Centre with a stronger outward facing retail presence to benefit the retail core. The Beacon Centre currently performs poorly in terms of its aesthetic and functional contributions to the town centre as a whole.

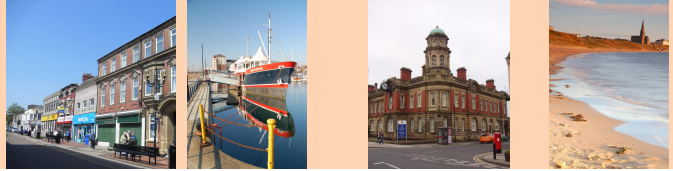
### Policy NS4 Beacon Centre

The Council would support appropriate refurbishment of the Beacon Centre that seeks to address each of the following:

- a. Enhancing pedestrian routes through the centre;
- b. Broadening the range, size and quality of retail units;
- c. Enhancing the buildings appearance with increased the town centre frontage on Saville Street and Bedford Street; and
- d. Enhancing entrances into the Centre including the car park

## Bedford Street

- 22** The retail centre of North Shields is focused around Bedford Street and the Beacon Centre. Bedford Street is mostly pedestrianised, with the southern section used for buses, where there is a bus interchange.
- 23** Bedford Street is a prime shopping street within the town but it has lost some of its appeal with a street surface which is chaotic and cluttered with some over-large shop fronts that vie for attention rather than sit harmoniously in the street. The southern end of the Street has a collection of bus stops that hinder pedestrian movement and obscure the active frontage of the retail unit.
- 24** To improve the Primary Shopping Area is crucial to the overall revitalisation of the town centre that will make the area more attractive, user-friendly and therefore create a more positive image of the Town and encourage more visitors and increased investment.



## Policy NS5 Bedford Street

The Council will support the following improvements to deliver a high quality public realm to Bedford Street:

- a. Good quality, natural ground surfaces That encourage pedestrian movement; and
- b. A coordinated approach to the installation of street furniture of appropriate high quality; and
- c. Ensuring all aspects of the public realm are maintained and repaired to a high standard; and
- d. Prepare a shop front design guide to assist in steering appropriate visual enhancements to shop fronts; and
- e. Reduce the dominance of the bus stops at the southern end of Bedford Street.

## Edge of Primary Shopping Area

- 25** The AAP seeks to support the retention of shops in the heart of the town and generate a mix of businesses whilst trying to retain independent shops (see shared policies). However, the shared policies chapter redefines the town centre boundary to strengthen the primary shopping area by creating a more compact centre. The aim of a more compact centre is to encourage a vibrant and attractive centre that is easily accessible with many town centres uses being clustered together. Premises on periphery of the town, such as in the area to the north of West Percy Street, would be supported for appropriate conversion to residential development, along with the conversion of upper floors in town centre buildings to help create a more vibrant town centre.

## Policy NS6 Conversion of retail to housing

The Council will support the conversion of premises to residential on the periphery of the Primary Shopping Area and the conversion of upper floors to residential within the Primary Shopping Area as long as there will be no unacceptable detrimental impact to:

- a. Vitality and viability of the centre
- b. Amenity and security of adjacent premises or the surrounding area

## Northumberland Square

- 26** Northumberland Square is the key green space within the town centre, and its basic planned form is a classic example of a simple but highly effective urban space, rare in the region and the closest thing on Tyneside to the iconic Georgian squares of Edinburgh, Dublin and London.
- 27** Northumberland Square's central gardens would originally have been a private communal area of the adjacent houses, and still today, provide a pleasant green space that makes a key contribution to the character of the area. Other properties surrounding the Square mostly consist of formal, grand, high quality late Georgian and Victorian terraces, plus the 1960s Central Library.



**28** The Square has lost some historic significance due to incremental changes over time, but it still holds a key role to the future revitalisation of the town centre. Bringing vacant buildings back into use, creating active ground floor frontages and encouraging residential development in the upper floors could bring a new vibrancy back to the Square. Alongside this, preparation on a comprehensive public realm enhancement scheme of the area including a restoration plan for the Square, based on historically-informed design and planting could be prepared to:

- Restore the Square's historic symmetrical path layout and planting scheme.
- Reinstate the Square's original shape.
- Install good quality, natural ground surfaces.
- Develop a coordinated approach to the installation of street furniture of appropriate high quality.
- Ensure all aspects of the public realm are maintained and repaired to a high standard.

## Policy NS7 Northumberland Square

The Council will support appropriate development that is acceptable in terms of its impact on the natural and built environment and on surrounding land uses to create active ground floor frontages with offices and residential development in the buildings surrounding Northumberland Square.

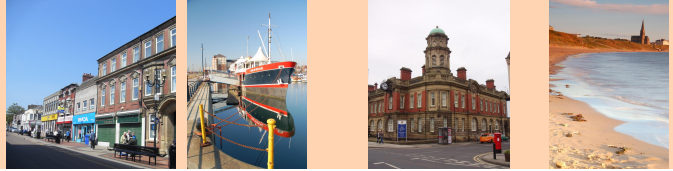
The Council will also support the implementation of high quality, historically-sensitive public realm improvements to Northumberland Square that are maintained to the highest of standards in order to ensure that the quality of enhancement schemes is sustained into the future.

## Public Realm

**29** This Plan aims to progress some of the principles set out in the North Shields Retail Centre Regeneration Strategy (NSRCRS) to improve the quality of the core areas in the Town. Drawing on the recommendations for improvements to the public realm it aims to increase the attractiveness of the Town as a retail and service centre location, which is an attractive location for private sector investment.

**30** The NSRCRS identified two key town centre spaces as Northumberland Square and the area outside the Metro Station, referred to as Metro Square. Each of these two key spaces can fulfil different functions – Metro Square is the key arrival point and location from which visitors orientate and disperse around the town centre. This space coordinated with the pedestrianised part of Bedford street could be used for events and exhibitions. Northumberland Square provides a destination for café/eatery activity and space for calmer contemplative respite.

**31** The regeneration of North Shields Metro station has been an important part towards regenerating North Shields town centre but the opportunity still exists to create a more positive 'face' to the street and sets the tone for the town centre experience for visitors arriving on the Metro and be the location of a transport focused hub integrating rail, bus and taxi movements with quality pedestrian and cycle links.



- 32** The NSRCRS identified key streets and spaces that will comprise the highest level of public realm quality across the town centre so that investment can be focused in the right places to ensure consistency and coherence to the public realm as a whole. The gridiron formation of North Shields streets creates the boundary of focus for public realm improvements from Albion Road in the north, Howard Street and upper Norfolk Street in the East, Saville Street in the south and Bedford Street in the west. Improvements will need to consider key routes that are safe and clearly connect the town centre's primary shopping area and Northumberland Square.

## Policy NS8 Public Realm

The following streets and spaces have been identified in the North Shields Retail Centres Regeneration Strategy to enable high quality public realm to focus investment to ensure consistency and coherence as a whole with improvements where appropriate to high quality paving, lighting, signage and planting. The streets and spaces are those within a grid running along Albion Road in the north, Howard Street and upper Norfolk Street in the East, Saville Street in the south and Bedford Street in the west. The two identified public spaces are Northumberland Square and Metro Station Square.

## Key Entrances to the Town Centre

- 33** The experience of arrival and departure is an important component of a visit to a town centre with 'connected streets', and memorable spaces that clearly define a high quality sense of arrival to the town centre. The objective of defining these key entrances will be to improve a number of existing key entrances to the town to raise awareness of identity and positive perception of the town.

# Action Plan for North Shields



## Policy NS9 Key Entrances to the Town Centre

Particularly high standards of design are required on five key town centre gateways that will clearly define a sense of arrival to the Town Centre with a positive impression are:

Bedford Street / Albion Road;

Upper Norfolk Street / Albion Road;

Bedford Street / Saville Street;

Howard Street / Saville Street; and

Suez Street / Stephenson Street.

In order to improve the image of the town proposals on these sites are required to demonstrate:

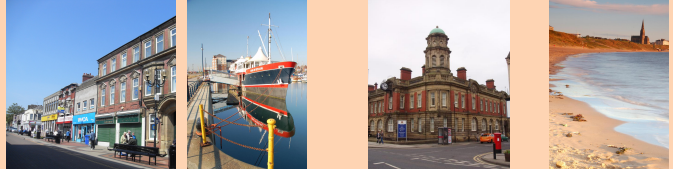
- a. Innovative design solutions and architectural excellence.
- b. The design makes it easier for people to navigate their way through an area by acting as a local landmark.
- c. The incorporation of high quality hard and soft landscape material and street furniture and where development is of a significant scale or prominence makes provision for public art.
- d. A high quality 'green' urban environment by incorporating tree planting where appropriate or other soft landscaping along streets and roads.

## The Fish Quay

- 34** The Fish Quay will be a vibrant mixed-use area with housing, employment and leisure, as set out in the emerging Neighbourhood Plan. Already a popular leisure spot, with restaurants, pubs and an attractive character, further leisure and employment development may be considered appropriate through the Neighbourhood Plan process. A number of locations are included as potential housing sites.
- 35** Local residents and businesses are currently preparing the Fish Quay Neighbourhood Plan Supplementary Planning Document. The community will be able to guide where they'd like new homes, leisure and employment facilities and have a say in what they will look like.

## Policy NS10 Fish Quay

The Council will support the proposals of the Neighbourhood Plan to deliver a vibrant mixed use area with housing, employment and leisure. Developments must be acceptable in terms of their impact on the natural and built environment, and on surrounding land uses.



## Housing Sites in North Shields

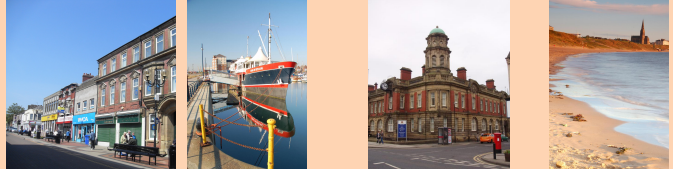
### Proposed Housing Sites in North Shields

Site Name	Homes	Phase	Map
<p><b>Site NS1 : Northumberland Square and Car Park off Upper Camden Street</b></p> <p>This proposed housing site located within the Northumberland Square Conservation area includes two main elements:</p> <ul style="list-style-type: none"> <li>&gt; a temporary car park at Albion Road and Upper Camden Street, with potential for housing development capable of accommodating a design in keeping with a prominent corner site - significant enhancing this approach to a key conservation area.</li> <li>&gt; Vacant grade II listed commercial buildings central to the character of Northumberland Square conservation area with potential for a sensitive conversion for residential use.</li> </ul>	+10	Start in X - X Years	
<p><b>Site NS2 : Unicorn House and Norfolk Street Car Park</b></p> <p>&gt; The boundaries of this site have been identified to secure the redevelopment of underused officers, retain public car park spaces in the area and significantly improve the visual appearance and street scene of Norfolk Street.</p>	30	Start in X - X Years	

# Action Plan for North Shields



Site Name	Homes	Phase	Map
<p><b>NS3 : Albion House and other units, Albion Road</b></p> <p>&gt; Occupying the eastern part of a block at the corner of Albion Road and Sydney Street this site includes a mix of offices, other commercial premises and a club.</p> <p>Redevelopment here, like many sites in North Shields, has the potential to take advantage of a prominent corner location.</p>	20	Start in X - X Years	
<p><b>NS4 : Adjacent to the Metro Station, Russell Street</b></p> <p>&gt; Proposals, potentially of a mixed use scheme that additionally includes the Bingo Hall, would need to ensure adequate access to Lovelaine Terrace. Part of the site currently used for turning by Taxis and appropriate provision in any proposals to enable this to continue will be important.</p>	20	Start in X - X Years	
<p><b>NS5 : Tyne Brand, between Brewhouse Bank and Tanners Bank, Fish Quay</b></p> <p>&gt; Prominently located at the Fish Quay between Brewhouse Bank, Tanners Bank and at the end of Union Quay, development of the site has potential to transform this area.</p> <p>The site includes a number of derelict buildings detrimental to the character of the area but also additional buildings such as The Low Lights public house that proposals should look to accommodate.</p>	100	Start in X - X Years	



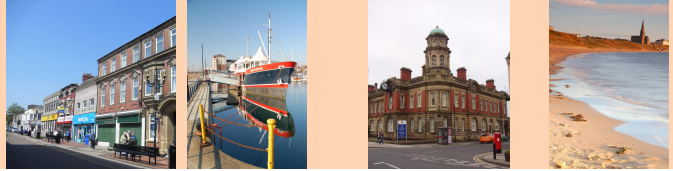
Site Name	Homes	Phase	Map
<p><b>NS6 : Gap Site, Bell Street</b></p> <p>&gt; Located next to Sambuca 2 in the Fish Quay this gap site has potential for a quality residential or mixed use development appropriate to the character of this conservation area.</p>	6	Start in X - X Years	
<p><b>NS7 : North East Rubber, Clive Street</b></p> <p>&gt; This former factory site close to The Porthole public house on Clive Street, the Fish Quay redevelopment has the potential to significantly improve the appearance of this location, re-energising the street scene hear and helping to reconnect the New Quay and Fish Quay conservation areas.</p>	12	Start in X - X Years	
<p><b>NS8 : Garages and Bankside, Waldo Street</b></p> <p>&gt; Unusual garages facing at Waldo Street, North Shields have a significant, detrimental impact on the character of this location. Their demolition and redevelopment is supported - however, it is anticipated that to facilitate a viable scheme at least part of the bankside to Borough Road would need to be included.</p>	6	Start in X - X Years	



# Action Plan for North Shields



Site Name	Homes	Phase	Map
<p><b>NS9 : Metro Sidings, Waterville Road</b></p> <p>&gt; This site at the western end of Hylton Street and adjacent to Waterville Road has been in recent use by NEXUS to support metro reinvigoration. It is anticipated that the site will become available for development in the next five years.</p>	15	Start in X - X Years	
<p><b>NS10 : Dock Road and Lawson Street Industrial Estate</b></p> <p>&gt; Located just above the Smiths Dock housing site (a scheme with planning permission for 800 homes) this mixed industrial area continues to provide accommodation for a number of businesses.</p> <p>Plans for the sites redevelopment would need to ensure the appropriate relocation of any remaining businesses here and should look to include a mix of residential and commercial properties.</p>	128	Start in X - X Years	
<p><b>NS11 : Land below Ballast Hill Road</b></p> <p>&gt; Located in a prominent position on the River Tyne and at the entrance to Albert Edward Dock - that includes listed lock gates and accumulator tower - development here needs to ensure it makes a positive contribution to its setting and respects the position of existing housing above Ballast Hill Road.</p>	50	Start in X - X Years	

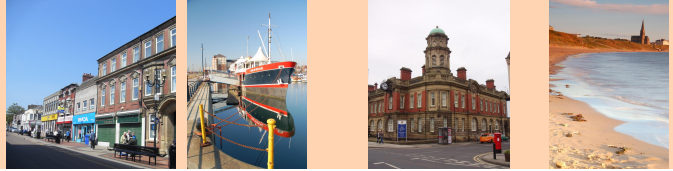


Site Name	Homes	Phase	Map
<p><b>NS12 and 13 : Coble Dene, Royal Quays</b></p> <p>&gt; These two sites in close proximity adjacent to the port entrance and close to Chirton Dene offer the potential to be brought forward as a single scheme.</p>	13	Start in X - X Years	
<p><b>NS14 and NS15 : Minton Lane, North Shields</b></p> <p>&gt; This former gasworks site and additional land south of Minton Lane could be brought forward with a scheme that realigns Minton Lane and secures the provision of improved open space to Howdon Lane .</p>	80	Start in X - X Years	
<p><b>NS16 : Stephenson House, North Shields</b></p> <p>Proposals for this site, north of Suez Street and opposite proposed Site NS2, should explore the provision of a mixed-use scheme that sees retention of some office space and high quality, centrally located apartments. Such a scheme could best be delivered through the full redevelopment of the site but appropriate refurbishment of the existing building - where it involves successful re-cladding of the buildings faced - could be considered.</p>	15	Start in X - X Years	

# Action Plan for North Shields



Site Name	Homes	Phase	Map
<p><b>NS17 : Star Bowl and Wet N Wild, Royal Quays</b></p> <p>A further site located near to Chirton Dene, this large site would only come forward following closure of the existing business. It is not the intention of the Council to encourage closure of the existing activities, but this proposal sets out the Councils view of the most appropriate alternative use for the area.</p> <p>Proposals at this site should explore the potential to include an element of residential and leisure activities appropriate to the location and could not otherwise be located within a town centre.</p>	100	Start in X - X Years	
<p><b>NS18 : Land at Coach Lane, North Shields (Fleur de Lis)</b></p> <p>&gt; This site of a former furniture factory is currently perceived as an area of waste land and proposals that are deliverable and secure its redevelopment are a priority.</p> <p>An existing planning permission for retail development is noted and would continue to be supported if brought forward. However, the Council considers a revised, residential development appropriate to the scale of development in the area would be preferred.</p>	20	Start in X - X Years	



## Action Plan for The Coast

### Coastal Plan

1 North Tyneside coastline is one of the most popular and beautiful places in the borough. Although backed by mostly urban areas the coastal strip is recognised as being of national and international nature conservation importance. Its attractions draws in a variety of visitors throughout the year, which make a significant contribution to the local economy. Its natural qualities and man made features generate conflicting interests which need to be balanced . The vision and objectives need to ensure the coast both maximises it potential but does not damage its assets.

#### Vision

- The coast will be a popular place for people to visit with a range of facilities and activities that attract local people and tourists from the UK and abroad, whilst preserving and enhancing the natural and historic environment to educate and inspire.

#### Objectives

- Work with partners to encourage tourism and other economic developments that safeguard the natural and historic environment.
- Restore Spanish City - providing facilities that everyone can enjoy
- Preserve and enhance the heritage assets in line with the information and guidance of Conservation Character Appraisals
- Provide high quality street furniture, for example bins and seats, and street surfacing which is coordinated along the coast
- Create a vibrant Whitley Bay town centre - with an appropriate mix of shopping and other town centre uses to support local businesses
- Encourage cycling and use of public transport with access for all along the coastline
- Protect and enhance biodiversity, including safeguarding and improving wildlife links
- Support plans for housing on previously developed land

## 2 COASTAL KEY DIAGRAM

### Coastal Development

3 Previous consultations responses clearly identified the need to maintain and enhance the open character at the coast. The AAP will also encourage tourism and recreational development to the extent that this does not adversely affect its landscape and nature conservation value.



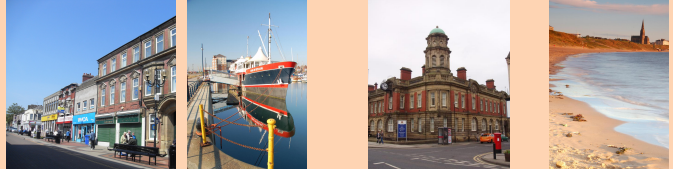
## Policy CI Coastal Development

Development within the Coastal AAP will maintain the open character of the coast where possible. Tourism and recreational activities will be encouraged to the extent that this does not affect its landscape and nature conservation value.

In all cases where development is permitted, appropriate measures of mitigation of, or compensation for any adverse effects will be secured, where appropriate through planning conditions or planning obligations

### Coastal Erosion

- 4 A requirement of national policy is to identify areas that are likely to be affected by physical coastal change, called Coastal Change Management Area (CCMA). The Northumberland Shoreline Management Plan 2 (SMP2, 2009), is the primary source of evidence to identify policies for future coastal defence.
- 5 The SMP2 recommends the policy for the undefended coastline from Brierdene Burn, Whitley Bay, to the start of the car park at St Mary's Lighthouse as Managed Realignment, meaning allowing the shoreline to realign, landwards or seawards, sometimes with management to initiate and control change. From the north side of St Mary's headland to the border of Northumberland is recognised as requiring No Active Intervention, meaning a decision not to invest in providing or maintaining defences. These sections of coastline are classified as CCMA and will be allowed to erode. The sea defences around St Marys car park are not designated a CCMA and will be maintained. There will likely be a need for continued local works at beach access points or at the transition zone between defended and undefended sections.
- 6 The overall approach for the rest of the coastline is to maintain the defences to protect important development and infrastructure and incorporate long term flood defence to any regeneration areas within the Plan in line with SMP2 recommendations.



## Policy C2 Coastal Erosion

In the Coastal Change Management Area (CCMA), as shown on the Proposals Map, development will only be permitted, where it can be demonstrated that:

- a. it will not result in increased risk to life and or significant increase in risk to property and;
- b. it is coastal specific, benefiting the tourism and leisure offer at the coast and;
- c. it is a temporary structure within 30m of a CCMA and considered to be at future risk of coastal erosion and;
- d. it will not increase coastal erosion as a result of changes in surface water run-off.

Proposals for significant development within 30m of a CCMA will also be required to conduct an erosion vulnerability assessment.

A long term aspiration for Tynemouth Longsands (from the year 2055) would be for Managed Realignment by pulling the coast forward to maintain a beach and dunes (not a hard reflective structure at the toe). Developments on Tynemouth Longsands or surrounding the dunes will therefore be acceptable if they do not hinder this aspiration and meet the above criteria.

## Tourism

- 7 Tourism is a key driver of the North Tyneside local economy, worth around £245 million every year. This Plan supports North Tyneside Tourism Strategy (2007-2012) vision to 'Enjoy North Tyneside' and 'To grow the value of tourism to North Tyneside by encouraging visitors to spend more on tourism in the borough throughout the year'.
- 8 Tourism facilities are defined as :
  - visitor attractions (commercial and non-commercial); theatres, theme parks, museums, galleries, visitor centres, heritage sites and monuments, gardens, natural features etc;
  - accommodation; hotels, holiday villages, caravan/camping sites, but not second homes; and
  - conference and exhibition centres.
- 9 Leisure facilities are defined as:
  - commercial leisure such as; cinema, bowling, night-clubs etc;
  - (built) sports facilities (commercial and non-commercial) such as stadia, health and fitness centres;
  - cultural facilities; and
  - outdoor activities.
- 10 Tourism plays an important role in the local economy and it is important that certain sites are retained. The Plan area contains some of the most popular tourist destinations and the approach will therefore be to resist inappropriate change of use of identified tourist and leisure development to non-tourist development. Such changes of use could threaten the appeal of the borough as a tourism destination and harm the local economy. However, it may be unreasonable to insist that all tourist and leisure facilities remain in that use if they are unviable. Therefore, the policy offers scope for some change of use.

# Action Plan for The Coast



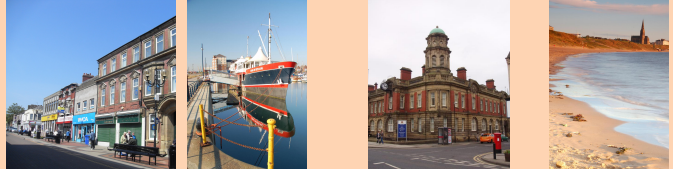
## Policy C3 Tourism & Leisure

The Council will support the creation, enhancement and expansion of tourist attractions and infrastructure that are of an appropriate scale and located where the environment and infrastructure can accommodate the visitor impact without significant adverse impact.

Development proposals that would result in the change of use of a tourism facility will only be permitted if it does not adversely impact on the tourism function, vitality and viability of the area.

### Retention of Visitor Accommodation

- 11** Tourist accommodation has historically been dominant at the coast, but as holiday trends have changed, new hotels have been built next to office parks as demand from business tourism has grown. Existing tourist accommodation that takes advantage of the best locations on the sea front are crucial to be retained to assist the tourism economy. Three prominent hotels are highlighted for their importance to be retained for tourist accommodation due to their position and prominence. Current government consultation on changes to the planning system may lead to further work to remove permitted development rights if the conversion of a hotel into residential accommodation is agreed.
- 12** It would not be reasonable to insist on all tourist and leisure facilities remaining in that use if they are unviable, therefore the policy offers scope for some change of use. The selected hotels will be required to prove they have been effectively marketed at a fair market price. Where the use is considered to make a positive contribution to the economy, or where it is suspected that they have been allowed to run down, then it may be necessary to obtain an independent assessment of applicants' evidence. Proving demand shall be demonstrated through an active and exhaustive marketing process covering at least 18 months.
- 13** In all cases the marketing process requires as a minimum, confirmation by the marketing agent on headed company paper that the premises were appropriately and extensively marketed for the required length of time as set out by the council; dated photographs of marketing board/s of an appropriate quality, size, scale, location and number, during this time, on the premises; an enquiry log, how it was followed up and why it was unsuccessful; a copy of all advertisements in the local press and trade journals (should be at least four weeks' worth of advertisements spread across a six month period) and evidence of marketing via the internet.



## Policy C4 Retention of visitor accommodation

The change of use from visitor accommodation (Planning Use Class C1) will be permitted where there is no proven demand for the facility and it can no longer make a positive contribution to the economy or an appropriate alternative is to be provided, which is at least equivalent to that lost in terms of quantity and quality and is in a sustainable location to best meet the needs of users.

- a. Rex Hotel, Whitley Bay
- b. Grand Hotel, Tynemouth
- c. Park Hotel, Tynemouth

If there are changes to the planning system that leads to permitted development from C1 to C3 it may lead to further work to remove permitted development rights for the conversion of a hotel into residential accommodation.

## Transport

- 14** Good connectivity from the coast to the wider transport networks is important to support growth and regeneration. The AAP encourages walking, cycling, public transport use and the use of less polluting technologies such as electric vehicles to connect the coast. These changes can also play a role in encouraging healthy lifestyles and also increasing tourism opportunities with the C2C, Coast and Castles and Reivers cycle routes, which all start/finish at the coast. However, there is scope for improvement to walking and cycling facilities and there is an opportunity for a seasonal family cycle hire facility that will enable people to explore more of the coastline and a wider range of attractions.
- 15** While improvement of accessibility to public transport services will be a priority, some people will have little choice but to make at least part of their journey by car. Car parking is a key factor to encourage visitors to the coast and maintaining the level of car parking was a clear aspiration from previous consultations. The Council recognises the importance of car parking to support the local economy and the Council Parking Strategy identifies the option to explore opportunities to acquire land adjacent to car parks with the aim of increasing the capacity. Any loss of car parking at the coast should only be acceptable if it is replicated elsewhere in a suitable location.

## Policy C5 Pedestrian and cycle access

The Council, working with its partners, will seek to provide safe, convenient, direct and accessible walking and cycling routes, developing and implementing improvements including on-road and off-road local and strategic routes as well as the National Cycle Network (the C2C, Coast and Castles and Reivers cycle routes), local waggonways and other sustainable travel infrastructure. The Council supports the creation of family cycle hire facilities that contribute to the local economy, providing it does not have a significant adverse effect on other recreational activities.



# Action Plan for The Coast



## Policy C6 Car Parking

The Council will implement the recommendations of the Parking Strategy and the number of car parking locations along the coast will be maintained. If a car parking site is lost then it will be replicated elsewhere in a suitable coastal location.

## Historic Environment

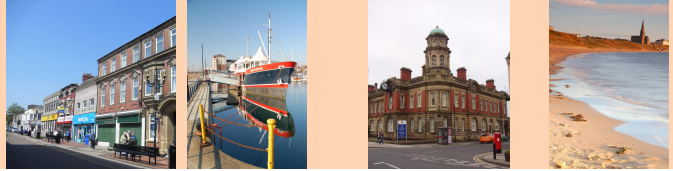
- 16 There are four conservation areas within the coastal boundary – Tynemouth Village, Cullercoats, St Mary's Island and a small element of the Fish Quay which is covered fully in the North Shields Area Plan. The Coastal area includes a large amount of statutory listed and locally registered buildings. St Georges Church, Cullercoats is one of only two Grade I listed buildings in the borough. Each of the conservation areas have been recently appraised with a recommendation to prepare a Management Strategy for each.
- 17 The character of conservation areas is rarely static and is susceptible to incremental, as well as dramatic change. The challenge is to manage change in ways which maintain and, if possible, strengthen an area's special qualities. Positive management is essential if such pressure for change, which tends to alter the very character that made the areas attractive in the first place, is to be limited. Delivering a Management Strategy for each of the conservation areas will set an agenda for action to preserve and enhance the character and appearance of the conservation areas and to guide future development.

## Policy C7 Conservation Area Management Strategies

Conservation Area Management Strategies will be prepared that set out a proactive and coordinated approach to guiding and sustaining good quality future development in the areas in order to preserve and enhance their special character and appearance.

## Whitley Bay Town Centre

- 18 Whitley Bay town centre has a mix of shopping and leisure and although it is not the tourism town it once was, tourism still plays an important role in supporting the local economy.
- 19 Whitley Bay has a strong independent retail sector, which is one of the town centre's key strengths. Building on this, the AAP aims to provide a more consolidated retail offer alongside an enhanced physical environment with improved connectivity to the seafront that would help Whitley Bay realise its potential as a thriving and prosperous destination for tourists and shoppers alike. The Spanish City development has the potential to redefine the identity of Whitley Bay as a seaside town providing a cultural and leisure hub with some residential development.



## The Spanish City

- 20** The regeneration of The Spanish City presents a fantastic opportunity to support the regeneration of the town centre with the attractions of both will also be influenced by the and the linkages created to the town and seafront. Planning approval has been granted for the regeneration of The Spanish City but the final end users are still to be decided. The aim is to get a mix of complementary uses, such as residential, community and leisure uses that would benefit the area with a focus on the quality and family friendly appeal. The development at The Spanish City will need to be complimentary to the regeneration of Whitley Park to increase it attraction as a destination to visitors.
- 21** A key challenge in changing perceptions of Whitley Bay is to tackle the negative perceptions of the town and diversify the evening economy. Changing the dominant image as a destination for stag and hen parties to a more modern, fun and family friendly town is the aim, although change will not happen overnight. The Spanish City presents a wonderful opportunity to create a new positive impact on the town with new attractions and an improved seafront and promenade that will combine to create a more positive perception of the Town.

### Policy C8 The Spanish City

The Council will support The Spanish City site to be developed for mix of uses that have a positive contribution to the tourism offer for the coast and support Whitley Bay as a modern, fun and family friendly destination. The treatment of the public realm will be of a high standard to encourage future investment, to ensure consistency and coherence as a whole, and this this will be achieved with improvements with the installation of high quality paving, lighting, signage and planting.

- 22** The shared polices chapter draws upon the Retail and Leisure Study (2011) to redefine the town centre boundary, primary shopping area and the primary and secondary frontages. The findings of the study were to strengthen the primary shopping area by accepting the changing nature of more peripheral retail parts of the town, particularly to the east along Whitley Road. Conversion of these peripheral parts of the town to residential may assist the attractiveness of the centre, by creating a more concentrated retail heart.
- 23** Having planning policies that support the retention of shops in the heart of the town and generate a mix of businesses whilst trying to retain independent shops, are all aims of this AAP (see shared policies). Supporting the conversion of upper floors in town centre buildings could also help create a more vibrant image for the town.

### Policy C9 Conversion of retail to housing

The Council will support the conversion of premises to residential on the periphery of the Primary Shopping Area and the conversion of upper floors to residential within the Primary Shopping Area as long as there will be no unacceptable detrimental impact to:

- a. Vitality and viability of the centre
- b. Amenity and security of adjacent premises or the surrounding area.

# Action Plan for The Coast



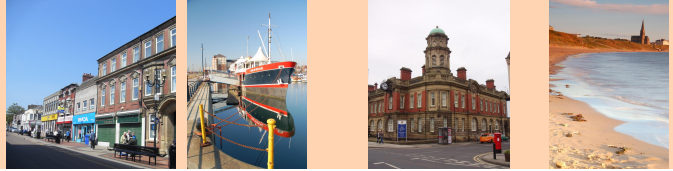
Changes in tourism trends has put increasing pressure on visitor accommodation and the attraction of Whitley Bay for Stag and Hen parties has a detrimental effect on Whitley Bay as a family friendly town. Some visitor accommodation has been converted into residential institutions and provide accommodation and care for people. Consultation responses have shown that it is important to consider ways of how to reduce the impact of stag and hen parties and residential institutions on the town centre and help improve the image of the town to be more family friendly, supporting regeneration initiatives.

In response to previous consultation responses, the AAP will restrict any further development of residential institutions within the town centre. Just as planning permission is required to develop a hotel or residential institution, the AAP aims to introduce an Article 4 Direction to remove permitted development rights for planning permission to be granted for the conversion of a family house (Use class C3) into a House of Multiple Occupation (HMO) (Use class C4). This would therefore require applicants to gain planning permission for the conversion of a house into an house of multiple occupants. The reason to remove this permitted development right is the aim to create sustainable communities in Whitley Bay and safeguard properties for residential occupation by occupants who are less likely to be transient and improve social cohesion. It is important to note that requiring an application to be submitted does not mean that all will be refused. It does however allow the Council to assess each case against policy; and to assess the benefits and any harm before making a decision. It also allows local residents to be informed as to what is proposed in their area.

## Policy C10 Residential Institutions

Development of residential institutions will be acceptable within Whitley Bay provided they meet the following criteria:

- a. There is no likely detrimental impact to the character and amenity of the surrounding residential area and neighbouring properties; and
- b. That the proposal does not add to an existing 'cluster' or concentration of residential institutions that would result in likely adverse impact to the character and amenity of the surrounding residential area and neighbouring properties



## Policy C11 Homes of multiple occupation/housing

Planning permission for the erection, conversion, extension or alteration of properties to houses in multiple occupation (Class C4 or sui generis) or temporary residential accommodation (C2 or sui generis) will be granted unless:

- a. Within an Article 4 area and the proposal would result in the loss of a good quality, spacious and convenient dwelling suitable for occupation by a family by reason of its location and level of amenity and so remove the dwelling from the stock within the overall housing mix;
- b. There would be unacceptable harm to the amenity of neighbouring residents caused by reduced levels of daylight, sunlight, outlook or privacy as a result of the development;
- c. There would be harm to the amenity of neighbouring residents through the introduction of additional activity, access, traffic or parking at the property which would cause an unacceptable increase in noise and disturbance;
- d. The proposal would be detrimental to the character and appearance of the locality or the existing building by reason of scale, design or loss of existing features, including trees and landscaping;
- e. Insufficient provision on site is made available for refuse storage facilities and/ or cycle storage facilities;
- f. The proposal would result in the introduction of such additional accesses, traffic or parking as would prejudice highway safety;
- g. The proposal would lead to a level of concentration of such uses that would be damaging to the character of the area;
- h. The proposal does not provide good levels of amenity for future residents in terms of noise, outlook, light, privacy, access and air quality;
- i. In the case of Tyneside flats within Article 4 areas, it would result in the change of use of an upper Tyneside flat to a HMO where the property is capable of providing more than 3 bedrooms

## Evening Economy

- 24** One of the important contributions to the local economy in Whitley Bay is the evening economy and popularity of bars and clubs. This popularity is well confined to the area around South Parade but the success of South Parade dominates the impression of what the town has to offer in the evening. One of the objectives of this Plan is to encourage a more diverse evening economy with increased attractions other than those targeted at the existing market around South Parade. Supporting the Whitley Bay Playhouse and the regeneration of The Spanish City will create a different image of the town with a greater number of establishments catering for different markets.

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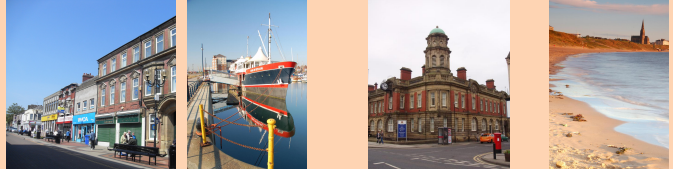
- 25** When drawing up planning policies to address issues associated with the night time economy, it should be recognised that there are multi-dimensional issues. Actions to address them cover a much wider range of legislation than just town planning.
- 26** In March 2011 the Council agreed to adopt a new licensing policy to the busiest drinking areas of Whitley Bay - bordered by Promenade, Park Avenue, Marden Road, Station Road, Whitley Road and Percy Road. The 'Cumulative Impact Policy' aims to help reduce alcohol-related crime and disorder by making it more difficult to grant new licences for pubs and clubs within that particular area.

## Policy C12 Evening Economy

The Council will support the sustainable evening economy by supporting the Licensing Committee 'Cumulative Impact Policy' for the areas bordered by Promenade, Park Avenue, Marden Road, Station Road, Whitley Road and Percy Road. The Council will support developments that do not undermine the licensing objectives and do not have the potential to have a negative impact on crime and disorder or public nuisance resulting from a concentration of licensed premises in Whitley Bay.

## Transport

- 27** Whitley Bay is well served by public transport with regular bus services and Metro station. A balance needs to be struck between allowing traffic through the town centre and discouraging large volumes of traffic which have undesirable consequences for the town centre environment. Developing a scheme for Whitley Road that could improve the public realm and help create a sense of place within the centre of Whitley Bay still requires further consultation to determine how it would impact traffic flow and surrounding businesses.
- 28** One consideration is the use of a shared surface, which has been very successful in a number of British town and city centres when used in preference to full pedestrianisation, or a conventional, fully segregated carriageway/ footway arrangement.
- 29** One of the benefits of Whitley Bay town centre is its relatively compact size and large residential areas that surround it. At present the environmental quality of Whitley Bay does not positively contribute to the townscape of the town. Creation of a 'shared' surface feel to reduce traffic speeds and better organised pedestrian space will contribute to a more attractive heart in the centre for people to enjoy.
- 30** The recent announcement of the Council to create additional car parking space on the existing library site, once the library has relocated, will help serve the town centre and the seafront. However, car parking arrangements will be kept under review with clear information of 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.



## Policy CI3 transport improvements

Through partnership working the Council will:

- a. Seek to balance competing needs on the town centre road network, including the need to maintain traffic circulation and minimise congestion with opportunities to give greater priority to pedestrians, cyclists, public transport users and people with disabilities;
- b. The street network should be the connecting link between the town its seafront and attractions, destinations, and places of arrival;
- c. Making a well-connected, pedestrian friendly environment in which vehicle and cyclist access is balanced;
- d. Materials which are fit for purpose should be used to reinforce the perception of continuous streets which encourage pedestrian circuits through the town centre;
- e. Continue to reduce vehicle access, where feasible, within the town centre and implement pedestrian and cycle priority schemes to improve the environmental quality of the streets;
- f. Seek to ensure that servicing and delivery arrangements meet the reasonable needs of business through improved off street servicing and loading facilities; and
- g. Create increased car parking on the site of the existing library site once the library has been relocated;
- h. Seek to increase public car parking opportunities as part of town centre developments

## Entrances to the Town Centre

- 31** Linked to the transport improvements in the town will be the creation of a number of 'gateways' to the town centre area. The objective of these gateways will be to create memorable spaces that define a high quality sense of arrival. The experience of arrival and departure is an important component of a visit to a town centre and should be subject to specific design and planning initiatives. At present, town centre gateways could improve linkages between the seafront and the town centre in order to maximise the potential opportunities of visitors to Whitley Bay.



## Policy CI4 Key Entrance points into Whitley Bay

Particularly high standards of design are required on five key town centre gateways that will clearly define a sense of arrival to the town centre with a positive impression are:

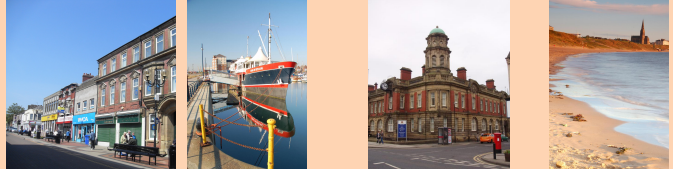
Whitley Bay Metro Station;  
Marden Road railway crossing;  
South Parade / Promenade intersection;  
Spanish City – The Links/Marine Ave intersection; and,  
Park View / Marine Ave intersection.

In order to improve the image of the town proposals on these sites are required to demonstrate:

- a. Innovative design solutions and architectural excellence.
- b. The design makes it easier for people to navigate their way through an area by acting as a local landmark.
- c. The incorporation of high quality hard and soft landscape material and street furniture and where development is of a significant scale or prominence makes provision for public art.
- d. A high quality 'green' urban environment by incorporating tree planting where appropriate or other soft landscaping along streets and roads.

## Town Centre Public Realm

- 32** The Plan aims to progress some of the principles set out in the Whitley Bay Retail Centre Regeneration Strategy (WBRCRS) to improve the quality of the core areas in the town. Drawing on the recommendations to improve the public realm it aims to increase the appeal of the town as a retail and service centre location, making it an attractive location for private sector investment.
- 33** Eight public realm projects have been identified in the WBRCRS so that investment can be focused in the correct places and to ensure consistency and coherence to the public realm as a whole, these are: Station Road, The Promenade, South Parade, Whitley Park, Park Road/Avenue, Park View, North Parade and Esplanade.
- 34** Park View is a particularly well-valued street with a wide range of independent shops and businesses that gives this part of Whitley Bay a distinctive and appealing character. Properties mostly date from the early 20<sup>th</sup> century and the street has many buildings with good architectural detail with an impressive amount of historic shop front retention. Such shop fronts have features such as recessed doorways, decorative glazing, tiled entry steps, slim transoms and mullions and narrow fascias. 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 servicing for customers and business, respectively. Some issues identified that could be tackled to ensure Park View's appeal is enhanced and sustained are:
  - The street has a lot of historic street and road surfaces but their charm is lost due to poor maintenance and patchy repairs.



- Some street furniture is poorly cited, creating unattractive clutter.
- Some street furniture is dated and is poorly maintained creating a perception of decline.
- The areas either side of the road at the junction with Norham Road seem like opportunities to create an attractive, user-friendly environment; the area on the south side in particular appears to have had a piecemeal approach.
- There are many highly attractive and well maintained shop fronts but there are inconsistencies in standards that affect the overall quality of the street's built environment.
- Develop a shop front design guide to improve the quality of shop fronts.

**35** A comprehensive public realm enhancement scheme for the Town Centre could be prepared focusing on:

- Good quality, natural ground surfaces.
- A coordinated approach to the installation of street furniture of appropriate high quality.
- Ensuring all aspects of the public realm are maintained and repaired to a high standard.

**36** It is hoped these steps would build on the quality that already exists in this area, encouraging more visitors and increasing investment.



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## Policy CI5 Town Centre Public Realm

The following public realm projects have been identified in the Whitley Bay Retail Centres Regeneration Strategy to enable a focus of investment in the right places and to ensure consistency and coherence to the public realm as a whole with improvements where appropriate to high quality paving, street furniture, lighting, signage and planting;

Key streets are:

Station Road, The Promenade, South Parade, Whitley Park, Park Road/Avenue, Park View, North Parade and Esplanade.

The principal town centre routes are:

Whitley Road (between Station Road and Park View), and an aspiration to increase the footpath width on the section of road between Station Road and Victoria Terrace;  
Station Road;  
South Parade; and,  
Central Lower Promenade.

The four key town centre public spaces are:

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.

## Policy CI6 Park View

Park View is a street of particular local significance and efforts will be made to consider the character of the street and how this can be preserved and enhanced by adopting the following:

- a. Draw up recommendations that will implement high quality public realm improvements to Park View;
- b. Prepare a shop front design guide to assist in steering appropriate visual enhancements to shop fronts in Park View;
- c. Maintain improved public spaces to the highest of standards in order to ensure that the quality of enhancement schemes is sustained into the future.



## Whitley Bay Central Promenade

- 37** The Whitley Bay Central Promenade and its sea defences are in need of a substantial investment to safeguard development and infrastructure. The Council in cooperation with Northumbria Water are hoping to carry out works to create a new section of sea defence by removing the existing units with landscaping and carrying out repairs to other sections of the sea defences. The plan would involve the improvement of the existing shared cycle/footpath on the raised promenade that links to The Spanish City. The high quality public realm planned at The Spanish City should extend to the redevelopment of Central Promenade so that it creates a positive impression for those visiting the area.

### Policy CI7 Promenade Improvements

The Council will support works to improve the Central Promenade and sea defences with the treatment of the public realm to be a high standard to encourage future investment, ensure consistency and coherence as a whole by installing high quality paving, street furniture, lighting, signage and planting.

## St Mary's

### Lighthouse and Headland

- 38** St Mary's Lighthouse is a popular visitor attraction but has potential to improve its visitor experience whilst also seeking to preserve and enhance its natural and built environment. Responses to previous consultations suggested a permanent café and visitor centre could help enhance the attraction at St Mary's. Improving facilities on the headland and at the Lighthouse would not only benefit visitors experience but also improve accessibility, regardless of tides.
- 39** Establishing a positive reaction from visiting St Mary's not solely rests upon visitor attractions but also other elements. Having good quality toilets with high quality street furniture, for example seats and bins, all contribute to a lasting impression of a place. At St Mary's this could include a reduction over time in the number of benches in the area as they create a cluttered feel to the area.

### Policy CI8 St Mary's Headland and Lighthouse

The Council will support tourism and leisure development on the existing car park and toilet block to provide public facilities, refreshments and to include the use of space for educational trips to explain the nature conservation significance of the area. Development should deliver wider improvements of the street furniture and public realm that reflects the setting of the Conservation Area and the grade II listed lighthouse and cottages.

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## Natural Environment

- 40** St Mary's is internationally recognised for its importance to wildlife and any development must be sensitive to its surroundings. Improving facilities for people to learn and enjoy this natural habitat can benefit the long-term protection and enhancement of the area for future generations to enjoy. Visitor facilities with a focus on sustainable development and educating people about local wildlife shall achieve this objective.

### Policy C19 Natural Environment

The Council will support proposals to protect, enhance and create wildlife habitat within the St Mary's area with evidence of how the proposals will meet the following criteria:

- a. Creating an additional high tide wader roost
- b. Improving access to minimise disturbance of sensitive habitats
- c. Improving coastal grassland habitat through management and creation of new habitat

## Coastal Erosion

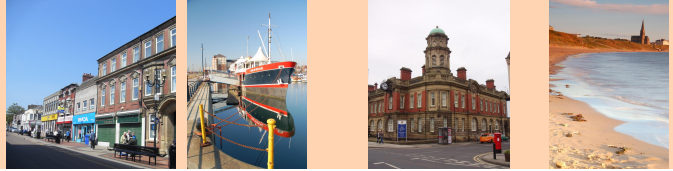
- 41** Providing adequate parking is also important and having road access to the headland and the Lighthouse is critical. Road accesses to the headland from the Links and also across the causeway to the Island are under pressure from coastal erosion and will need to be retained.

### Policy C20 Coastal Erosion

Coastal defences will be maintained around St Mary's headland and vehicular access will be protected to the headland and island with appropriate sea defence.

## Whitley Bay Caravan Park

- 42** Whitley Bay Caravan Park lies outside the built-up area and immediately adjoins the Green Belt and the Council is concerned to ensure that the site should continue to make an important contribution to the local tourist economy. It also recognises the need to minimise its impact on the sensitive surrounding environment particularly the neighbouring site of nature conservation importance.
- 43** For these reasons it is proposed that any intensification of its use as a caravan park should be restricted to within the existing site boundary, and any proposals for development within the site should be subject to strict environmental safeguards, particularly at its margins. In order to ensure that a range of tourist accommodation continues to be available in North Tyneside, particularly in its coastal area, it is intended that any future proposals for the site should also be examined against the need to maintain a supply of both touring and static caravan provision.



## Policy C21 Caravan Park

Further development of Whitley Bay Caravan Park will be encouraged provided that:

- a. Development is contained within the existing boundary of the site and does not lead to an over intensification of its use;
- b. Proposals will need to take into account the need to maintain a range of tourist accommodation in North Tyneside including the provision of touring and static caravan provision at the coast.

## The Links

### Natural Environment

The Links are characterised for their large expanse of grassy headland which is used for a variety of activities and highly regarded for their open character. The Links will remain an open landscape but there is also potential to enhance the wildlife habitat with improved wildlife links to neighbouring habitats, e.g. Brierdene.

## Policy C22 Natural Environment

The Council will support proposals to protect, enhance and create wildlife habitat at the Links with evidence of how the proposals will meet the following criteria:

- a. Creating new habitat of biodiversity value along the Links
- b. Improving the Brierdene watercourse for wildlife
- c. Improving links from the coast through Brierdene
- d. Improving entranceway features and interpretation to Brierdene
- e. Creating coastal grassland habitat along the banksides of the northern & central promenades
- f. Enhancing landscaping and improving the watercourse at Duchess Dene for biodiversity

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## Promenade Improvements

The promenade at the Links is well used but regenerating this stretch of promenade would not only increase its popularity but also create new opportunities for seaside related facilities. An overall improvement to its street surface, street furniture and existing shelters would help create a more positive impression of the area. The proposed beach huts create the opportunity to offer a new tourism offer to support the local economy and help create a visible presence along the promenade. Regeneration of the toilets at the Rendezvous and the Panama Clubhouse building would help create a more inviting destination to support increased visitor numbers and provide improved facilities for a greater number of people to enjoy.

### Policy C23 Links Promenade

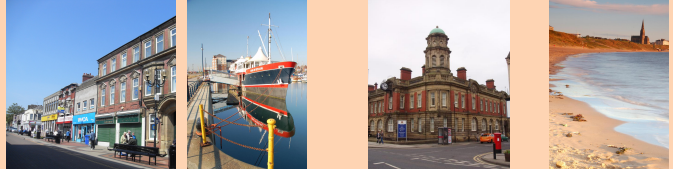
The Council will support proposals to regenerate the promenade to provide a high quality public realm that is easily accessible with excellent links to visitor facilities and encourage improvements to existing facilities to become more accessible.

## Boatyard

The boat yard hidden at the north of the Links continues to be operational but only with a small number of craft launching from this facility. Recently the boat yard suffered from coastal erosion and works undertaken in kind by the Council were only temporary repairs and there is no long term plan by the Council to maintain this facility.

## Cullercoats

- 44 The impressive line of Victorian houses along Beverley Terrace flanks the harbour at Cullercoats with St Georges church (Grade I listed) overlooking the bay. This setting is steeped in a rich history from smuggling to internationally recognised artists. Drawing upon its history, Cullercoats has potential to become an even more attractive location for people to visit and discover. Improved signage, particularly concentrating on the Metro station and refurbishing other facilities, such as the Bank Top Cottages would help improve the visitor experience at Cullercoats.
- 45 The coast benefits from good cycle access and Coast and Castles' (National Cycle Network route 1), encourages cycle tourism which making a valuable contribution to the local economy. From Tynemouth Priory through to Whitley Bay, almost all the route is designated as a shared use footway-cycleway, which allows adults to cycle on the pavement, and this encourages visitors and families to enjoy North Tyneside's coastline. Previous consultations raised the problems of the shared surface between cyclists and pedestrians. Improved signage and making both pedestrians and cyclists aware of other users would hopefully benefit everyone. The cycle route through Cullercoats could be improved that would encourage more people to get active and create extra space for cyclists and pedestrians.
- 46 The refurbished piers are vital for the future of the harbour and securing this investment provides confidence to all those in the harbour of future protection and encourage the development of Marine Sciences and other harbour facilities.



- 47** Providing good quality toilet and shower facilities would improve the environment for a range of different user groups including divers. St Georges Church is an iconic building along the coast and any mobile traders in the vicinity of the church should be of a high standard that reflects Conservation Area guidance and have no adverse the impact on it.

## Policy C24 Signage and Public Realm

The Council will seek to implement improvements to the public realm and orientation of visitors that reflect the Cullercoats Conservation Area and delivery of the management strategy.

## Policy C25 Transport Improvements

The Council will improve the highway network within Cullercoats to improve safety and convenience for pedestrians to access the beach and provide shared use footway-cycleway along the National cycle route (number one) passing through Cullercoats.

## Policy C26 Visitor Facilities

The Council will support proposals to encourage appropriate recreational and cultural activity in Cullercoats.

## Policy C27 Dove Marine

The Council will support appropriate proposals for the Dove Marine Laboratory to be an educational resource that is accessible to members of the public to learn more of the natural environment and improve the visitor experience at Cullercoats.

## Longsands

- 48** Longsands is a popular place for a variety of activities from taking a stroll along the beach, building sandcastles or going for a surf. King Edwards Bay is also popular and both would benefit from improved access both up and down from the road so that it is easier for people to enjoy the beach.
- 49** Watersports have continued in popularity at Longsands, particularly with surfing, but further improvements to improve facilities, such as improved storage, shower and toilet facilities, were highlighted in the previous consultation as necessary to maintain the popularity of the beach.

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- 50** Surfing opportunities have attracted national surf championships and many other events that help support the local economy. Retaining the open space at the coast, including Beaconsfield, was a key point from the previous consultation. Maintaining Beaconsfield as an area of open space is recognised but with improvements to drainage and power supply this site could be improved to host future events. Any such events would need to be of a temporary nature which would be no longer than three months.
- 51** Tynemouth Park opened in 1893 and is on the Council Register of Buildings and Parks of Local Architectural and Historic Interest. Despite the loss of the bandstand, the park has generally kept its layout identical to when it was first opened. Works to clean up the boating lake will hopefully improve the water quality, but there is still the opportunity to develop a heritage led masterplan for the park that would consider how it could be refurbished.
- 52** The Palace Buildings that overlook Longsands offer great potential for tourism or leisure related development and future proposals, which are appropriate, that aim to increase the tourism offer at the coast would be supported. This demolished site of the Plaza has not been developed since a fire in 1996 and has been left for open space, which is how the site will remain with no plans to develop the site but maintained as open space that could be used for temporary events. Tynemouth outdoor pool is a well loved site that has not been used for many years and now acts as a visual reminder of a previous era of coastal tourism but any future scheme would need to be sufficiently robust to consider the waves that can over top the pool and potentially cause serious damage to any structures on the site.
- 53** The Dunes at Longsands are an important wildlife habitat and contribute to the coastal defence of the beach. The Northumberland and North Tyneside Shoreline Management Plan (2) identifies this section of coast to be maintained in its present state until 2105 and the Council's Biodiversity Action Plan intends to extend the sand dune habitat with effective management.

## Policy C28 Visitor Facilities

The Council will seek to support proposals to ensure a provision of improved beach facilities and improved access that will encourage recreational activities.

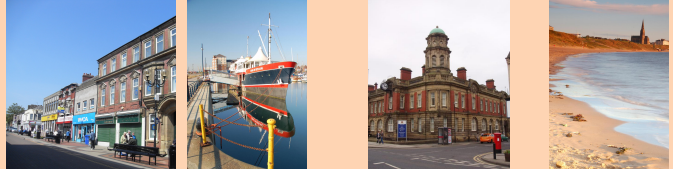
## Policy C29 Development Areas

The following sites would be safeguarded for open space but would be considered acceptable for temporary tourism related activities and appropriate works to support such activities:

- a. Beaconsfield
- b. Site of the former Plaza building

The following sites would be supported for appropriate tourist/leisure development:

- c. Palace Buildings
- d. Site of the former outdoor pool



## Policy C30 Tynemouth Park

The Council will seek to undertake a heritage-led masterplan for Tynemouth Park. Considerable weight should be given to the preservation, protection and enhancement of the park but a scheme that incorporates modern, imaginative and high-quality design that is responsive to its context would be encouraged.

## Policy C31 Nature Conservation

The Council seeks to protect and enhance nature conservation and local biodiversity habitat at Longsands and King Edwards Bay by:

- a. Extending the sand dune habitat and managing it appropriately
- b. Improving access to minimise disturbance of sensitive habitats
- c. Managing coastal grassland and scrub for wildlife
- d. Improving the banksides for biodiversity at King Edwards Bay

## Tynemouth

- 54** Tynemouth is a picturesque village with the historic Front Street at its heart. With hundreds of years of history, Priory and Castle overlooking the mouth of the River Tyne, beautiful sandy beaches and popular shops and restaurants, Tynemouth has become an increasingly popular visitor destination.
- 55** The Haven is a small bay behind the north pier and home to the sailing club and the rowing club. Improving facilities for water sports at the Haven would benefit both clubs and provide greater opportunities for more people to get involved. The area is well served with parking at Spanish Battery and the Priors Haven car park. The Priors Haven car park is in the dip opposite the Haven and often under utilised. This area, including the former block yard site, could potentially be developed to support the facilities at the Haven.
- 56** Tynemouth Station has recently undergone a major transformation returning it to its original Victorian splendour that welcomes visitors to the coast. The planning application for the station included some retail use, which would help towards the maintenance costs of the refurbishment and ongoing positive impression of the station as a key gateway to the coast.
- 57** The library in the village centre is a valuable community asset but its size restricts its potential. Expanding the library to include the former nail salon and developing upper floors would allow the library to provide additional services to the community including tourist information.



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- 58** The Priory and Castle are iconic landmarks for the coast but also the resting place of three Kings and is a scheduled ancient monument. The site has a former coastguard station, which is an underused resource and appropriate tourism or leisure related development would help support the local economy and make use of its unique location.
- 59** The success of Tynemouth as a place to visit has benefited the local shops, restaurants and bars that have succeeded to create an popular night time economy. This popularity however threatens to change the character of the village and there should be careful consideration to restrict additional licensed premises as the domination of certain uses in one area can have a adverse impact.
- 60** The coast at Tynemouth, is highly regarded for its wildlife and this will continue to be protected including possible improvements to coastal grassland habitat along the banks of the River Tyne and seeking to improve woodland areas around the River Tyne entrance.

## Policy C32 Development at The Haven

The Council will seek to support proposals to ensure a provision of improved water sport facilities at the Haven that will encourage greater participation in recreational activities.

## Policy C33 Night Time Economy

Within the Primary Shopping Area (PSA), as illustrated on the town centre map, proposals for change of use or redevelopment from non drinking establishments to a drinking establishment (Class A4) will only be permitted where it would:

- a. add vitality and viability to the PSA, without allowing a cumulation of uses that can undermine the overall retail function.
- b. not adversely impact on the existing character, function and vitality of the street or surrounding environment; and
- c. not result in adverse impacts on existing uses within the PSA; and
- d. not result in more than two adjacent units being in the non-retail use within the PSA; and
- e. not result in less than 70% of frontages in the PSA being in retail (A1) use.



## Policy C34 Tynemouth Coastguard Station

The Council will encourage a tourism or leisure based development for Tynemouth Coastguard Station. Considerable weight should be given to the preservation, protection and enhancement of the scheduled ancient monument but a scheme that incorporates modern, imaginative and high-quality design that is responsive to its context would be encouraged.

## Policy C35 Tynemouth Station

The Council will support the proposals to deliver a vibrant mixed use area. Developments must be acceptable in terms of their impact on the natural and built environment, and on surrounding land uses.

## Policy C36 Nature Conservation

The Council will support proposals to protect, enhance and create wildlife habitat at the mouth of the River Tyne with evidence of how the proposals will meet the following criteria:

- a. Improving coastal grassland habitat along the banks of the River Tyne
- b. Improving woodland areas around the River Tyne entrance

## Housing Sites in the Coastal area

### Proposed Housing Sites in the Coastal Area

Site Name	Homes	Phase
<b>C3 : The Spanish City, Whitley Bay</b>	80	X - X Years

This site was recently gained outlining planning permission for residential development adjacent to The Dome which is a Grade-II listed Building. The residential dwellings within the site are expected to be a mix of town houses, apartments and retirement properties.

Map



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Site Name	Homes	Phase	Map
<p><b>C4 : The former Marine Park School, Whitley Bay</b></p> <p>This open piece of land in the town centre that previously had planning approval of 94 dwellings comprising 16 town houses and 78 apartments with 94 car parking spaces. A preferred scheme on the site would see a reduced density and incorporation of retail/leisure use that could complement the Whitley Bay Playhouse and The Spanish City.</p>	40	X - X Years	
<p><b>C5a : Alletsa Ballroom, 35 Esplanade</b></p> <p>Demolished ballroom site that could accommodate apartments but must reflect the prominent position so are a high standard of design and reflect the building heights of neighbouring properties. Landscaping fronting the Promenade should be of a high standard to improve the impression of the area.</p>	25	X - X Years	
<p><b>C5b : Whiskey Bends, Promenade</b></p> <p>Small residential scheme that would front the Promenade making best use of its coastal location to provide a high standard of design with attractive landscaping that creates a positive impression on the area.</p>	5	X - X Years	



Site Name	Homes	Phase	Map
<p><b>C6 : The High Point Hotel, Promenade</b></p> <p>This site is currently a disused hotel but the creation of a new building of an innovative style with high quality landscaping would be supported that maximised the coastal location with the building fronting the Promenade and not dominated by car parking.</p>	15	X - X Years	

# Action Plan Wallsend and Willington Quay



## Action Plan Wallsend and Willington Quay

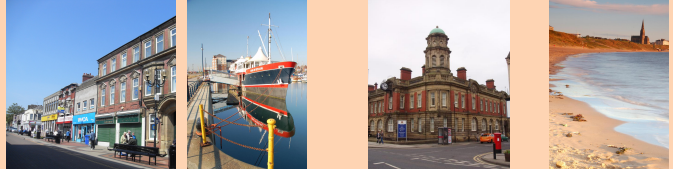
- 1 Wallsend and Willington Quay have a long history - from Roman origins to the industrial town built on coal mining, ship building and engineering that have played key roles in the early since the early 1800s. From the mines that employed thousands of people to the global success of shipyards like Swan Hunters; the industry of local people, the areas resources and its position at a key bend on the bank of the River Tyne drove the growth and prosperity of the town.
- 2 After many years of slow decline through the 20th century, culminating in the end of shipbuilding at Swan Hunter's shipyard in 2006, jobs have become scarce and the prosperity heavy engineering once brought to the town has evaporated. This has left behind a town proud of its origins and past but in need of support and a new role. Regeneration is a priority today, led by town centre enhancement and investment, and major opportunities at the river for new growth in the low carbon and offshore economy.
- 3 Wallsend's position on the North Bank of the River Tyne, just ten minutes by Metro from Newcastle upon Tyne and equally accessible to North Tyneside's outstanding coastline can again be the key to its success.

## The Vision for Wallsend and Willington Quay

- 4 Wallsend provides safe and attractive residential neighbourhoods surrounding a good quality and vibrant town centre. At Willington Quay a small village centre provides regular health services for residents and a hub for the community. Prosperity and jobs are again being generated by the River and the opportunities it creates in industry and technological innovation.
- 5 Visitors arriving by Metro, bus, bicycle or car, drawn to Wallsend to learn about its early roman history, find the town also has an attractive mix of national and local stores. Meanwhile other gems of Wallsends past like the Memorial Hall or the refurbished Wallsend Town Hall exhibition room and café encourage exploration of the town.
- 6 Enjoyable walks can be found further afield taking in the unique setting of The Green, Wallsend, the superbly restored Wallsend Parks, and wildlife rich Wallsend Dene before either heading back up the bankside towards St Peter's church and cemetery and along the High Street for a bite to eat, or pressing on along Willington Gut to connect with the River Tyne.

## What needs to be achieved?

1. Support plans for redevelopment of The Forum, including a new supermarket that will be crucial to the success of the town centre.
2. Improve the town's shopping and pedestrian environment and encourage a better mix of leisure activities.
3. Bring renewable, marine and offshore industries to the riverside - with training and education to link residents' skills with newly created jobs.
4. Ensure business and industry does not harm residents' quality of life and amenities.
5. Develop plans for up to 500 homes, mainly on brownfield sites.
6. Improve the public realm and management of specific housing areas.



7. Extend the success of the Wallsend Parks Project to make Wallsend Dene a more attractive area for recreation and wildlife.
8. Promote and make better use of the national and international heritage and leisure opportunities in Wallsend including the town's relationship with the cross country Hadrian's Way Cycle Path and Segedunum Roman Fort - part of a UNESCO World Heritage Site.

## 7 **WALLSEND AND WILLINGTON QUAY KEY DIAGRAM**

8 The diagram below outlines the particular character areas subject to change or conservation within Wallsend and Willington Quay and some of the key proposals.

- a. Wallsend Town Centre
- b. Enhancing Neighbourhoods - including terraces Street South of High Street, Willington Quay, The Groves, The Green Wallsend, St Peters, Portugal Place
- c. Wallsend Parks and Burn
- d. The Riverside

## Wallsend Town Centre

9 Wallsend town centre is a linear traditional shopping street stretching the length of High Street West and High Street East. Station Road marks a key crossroad between High Street East and West and is the very core of the town centre. The Forum Shopping Centre, a medium sized covered mall is located at this junction.

10 Securing the regeneration and enhancement of Wallsend town centre is key to the overall improvement of the town and local area. This section picks up on the formal boundaries for Wallsend town centre identified in the Shared Policies section but also considers other key locations and sites around the centre of Wallsend in Segedunum Roman Fort, The Town Hall and The Buddle. The proposals below look to:

- improvements in the provision of shopping facilities,
- making Wallsend a more attractive and safe place to visit whilst
- recognising the enormous potential of those features and assets in Wallsend that make the town unique.

## 11 PLAN OF TOWN CENTRE

### The Forum Shopping Centre

12 The Forum Shopping Centre provides a focal point for the town centre and is where most of the major national retailers in the town are located. Plans for refurbishment of The Forum Shopping Centre are now well advanced. It is anticipated that the schemes being put in to place will bring about major improvements to the shopping environment in Wallsend and once underway will inject new confidence and provide new opportunities for traders across the town centre.



## Policy W 1: The Forum Shopping Centre

The Council will continue to provide support for proposals that:

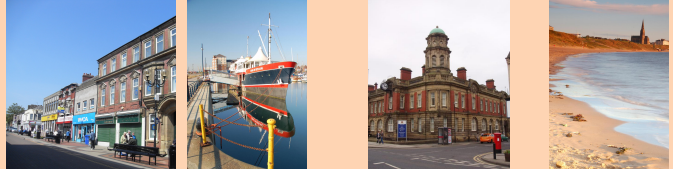
- a. Enhance the role of The Forum Shopping Centre at the heart of the primary shopping area in Wallsend,
- b. Provide a new supermarket to serve the town and wider community,
- c. Enhance the internal and external appearance of the shopping centre making the area attractive to shoppers and visitors,
- d. Would deliver enhanced community facilities and services for the whole of Wallsend, including library services,
- e. Provide improved and accessible parking provision that is available for use by shoppers at the supermarket, The Forum and the town centre as a whole.

### Monitoring

13 Text

### Transport and Accessibility in the Town Centre

- 14 Wallsend and Willington Quay are well connected places. The Metro makes travel to Newcastle City Centre, the coast or across Tyne and Wear, fast and accessible. A number of bus services also provide frequent services to the town from across North Tyneside and Newcastle and provide access to major centres of employment including the Cobalt Business Park and Silverlink. Given this, key to improving services and encouraging usage therefore lies largely in the infrastructure that surrounds them and the users perceptions of the usability and safety of the public transport network around Wallsend.
- 15 The nature of the town with close knit residential streets surrounding the town centre make walking into the town a preferred choice for those who are able and live close. That proximity is also reflected in parking patterns with on street parking a tempting alternative for those who drive into the town centre, creating conflict with residents and harming the environment of surrounding streets. The North Tyneside Parking Strategy over recent years has introduced Resident Permit Schemes restricting on-street parking, whilst use of short stay public car parks is free for two hours. This has been effective in reducing on street parking, but parking provision has remained an issue for many who live in and visit Wallsend.



## Policy W 2 : Transport and Accessibility in the Town Centre

In seeking to enhance accessibility and encourage walking, cycling and public transport as sustainable ways of getting about in Wallsend and Willington Quay, the Council will:

- a. Ensure Wallsend town centre is safe and attractive with facilities that encourage visitors to walk or cycle to the town,
- b. Safeguard bus services to the heart of Wallsend town centre, with frequent bus services calling at The Forum Shopping Centre,
- c. Working with NEXUS, improve the surroundings, environment and safety of the area's Metro stations at Wallsend, Hadrian Road and Howdon.
- d. Encourage walking and cycling between the town centre and riverside, particularly Willington Gut and Segedunum Roman Fort through improvements that deliver safer and more attractive streets.

### Monitoring

16 Text

### High Street Improvements

- 17 Whilst The Forum must be recognised as the core of Wallsend's town centre, High Street East and High Street West is, in the main, Wallsend town centre. The street includes significant stretches of primary and secondary shopping frontages and is the image most people would have of Wallsend town centre.
- 18 However, the street is also an important thoroughfare for buses and vehicles both in accessing the town and passing through from Howdon or North Shields on into Walker and Newcastle. This brings heavy traffic, noise, pollution and conflict between pedestrians and vehicles - particularly at busy junctions with Station Road and Park Road - that negatively affects the shopping environment of the town.
- 19 Surveys over a number of years have shown that whilst The Forum and its immediate surroundings experience a good level of footfall, this number of people walking along the street quickly drops off in either direction along High Street. This will in part reflect the shops there are and where people choose to visit, but the impact of the street environment will also be a factor. Encouraging greater movement by pedestrians along High Street, and making the town a more attractive place to visit is important to Wallsend's wider regeneration helping give traders and shop keepers a better chance of drawing people into their stores.



# Action Plan Wallsend and Willington Quay



## Policy W 3: High Street Improvements

The council will look to invest in improving High Street East and High Street West for pedestrians, cyclists and public transport users. Work will be progressed jointly with NEXUS, the bus operators and taxi companies to explore measures that:

- a. Through reducing the speed and level of traffic, deliver overall improvements to the experience of shopping, visiting and exploring Wallsend;
- b. Bring an increase in people walking and cycling into and through the town centre,
- c. Create a more active and vibrant street scene where people choose to spend time, whilst maintaining a functional and successful shopping street that is accessible to everybody.

To deliver this, measures to be considered could include:

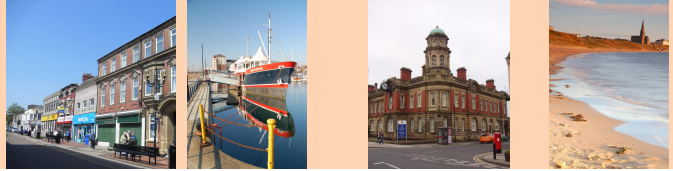
- d. Formal amendments to vehicle access, encouraging private through traffic in particular to take appropriate alternative routes such as Hadrian Road;
- e. Introducing a better balance between those on foot and motorised vehicles, with use of innovative road materials and removal of excessive street furniture and safety barriers.

## Monitoring

20 Text

## Segedunum Fort and Hadrian's Wall World Heritage Site

- 21 Wallsend has a long history with the eastern end of the Roman Hadrian's Wall here on the north bank of the River Tyne at Segedunum Fort. Selected because of its strategic position on the river where the Romans landed grain and other supplies for distribution to troops along the Wall, it is now part of a UNESCO World Heritage Site with an excellent visitor centre and museum. The Hadrian's Wall World Heritage Site Management Plan provides an important basis for proposals to enhance and capitalise on the opportunities (for example in education) created by the archaeology, and informs decisions that may affect the World Heritage Site.
- 22 Segedunum Fort, Baths and Museum is already an important attraction for Wallsend with XX,XXX people visiting each year. The Hadrian Cycleway passes close and for those following the entire route of the cycleway the Fort is amongst the first, or last, major Roman archaeology they would come across. The North Tyneside Tourism Strategy 2007-2012 also encourages a Walk the Wall initiative that the policies of the Area Action Plan are supportive of.
- 23 It is recognised that Hadrian's Wall and Segedunum Roman Fort may face potential threats from the investment and regeneration of the riverside. The Swan Hunter yard is immediately adjacent to the world heritage site and it is recognised that redevelopment of the riverside area will need to be sensitive to the status of this area. However, it is also noted that the riverside has its own heritage and role in Wallsend. The area has been a heavily industrialised area for over 100 years and the close relationship past, present and future industry could have on this site with the River Tyne could be viewed as an ongoing reflection of Segedunum's own close relationship with the river.



## Policy W 4: Segedunum Roman Fort and Hadrian's Wall WHS

The Council will ensure that regeneration and development of the town centre and riverside protects and enhances the unique heritage and setting of the World Heritage Site, and will:

- a. Ensure proposals for development respect the status of the World Heritage Site and ensure its preservation; and,
- b. Establish the presence of a key part of a pan-european World Heritage Site in the centre of Wallsend at the heart of strategies for Wallsend town centre encouraging greater awareness of Wallsend as a place to visit and enjoy.

### Monitoring

24 Text

### The Buddle

- 25 The grade II listed Buddle building originally built in 1876 as a school, had been in use for a number of years as an Arts Centre serving Wallsend and North Tyneside. However, the Council was forced to close the building to the public in 2009 following maintenance issues and an electrical fault. Identifying an alternative use for the building has been a priority for the Council since then and in February 2012 the Council's Cabinet resolved to enter into an agreement with the Tyne and Wear Building Preservation Trust (BPT) who lease the building from the Council, to support its refurbishment.
- 26 The BPT have identified several potential businesses who could lease space within The Buddle and are progressing with an Architectural Heritage Fund loan to undertake necessary repair and refurbishment works.

## Policy W 5: The Buddle

Proposals to convert the former school and arts centre into highly flexible spaces for local businesses is supported. Proposals for the improvement and refurbishment of The Buddle will be supported where they provide the building:

- a. With a long term use that safeguards the building for the future; and,
- b. Protects and enhances the special architectural quality and character of The Buddle; and,
- c. Ensures the building takes an active role in the regeneration of Wallsend with a range of activities that contribute to the town as an attractive place to do business.

### Monitoring

27 Text



## The Town Hall

- 28** At the eastern end of High Street East the grade II listed building complex of the Town Hall, a former swimming pool and fire and police stations are important features in Wallsend. Institutionally this area has been at the heart of Wallsend since 1908. The complex makes a significant contribution to the overall character of Wallsend but lies away from the current core of the town centre around The Forum.
- 29** The Town Hall is located to the front of the complex facing High Street East and is the most impressive and imposing feature on the street. For many years the hub of Local Government in Wallsend changing times have meant the Town Hall is no longer needed for this purpose. However, with a suitable and sustainable alternative use the building can be an important feature in the landscape of Wallsend with an active and important role in the future life of the community.

### Policy W 6: The Town Hall

Earmark the Town Hall building for continuing civic and community use. In particular explore the potential to open the building up to the public with potential uses of the building including:

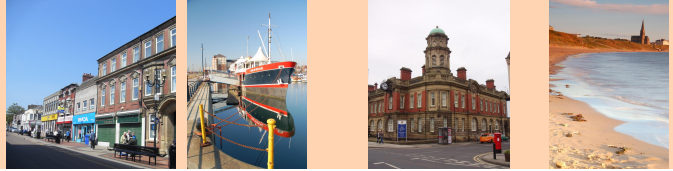
- a. Private hire for events and parties from weddings to conferences,
- b. Restaurant or cafe and exhibition space,
- c. Making use of upper floors with meeting rooms, office space and function suites available to the public,
- d. A museum of industrial and commercial history in Wallsend, linking closely with the Segedunum Fort museum and Newcastle's Discovery Museum.

## Monitoring

- 30** Text

## The Town Centre and Conservation Area Status

- 31** Wallsend town centre's relationship to the riverside and the boom in prosperity and manufacturing that came with the area's key role in the industrialisation of Tyneside is still highly visible today. Whilst significantly altered the industrial landscape along the riverside centred upon Swan Hunters echoes with the industrial success of the past.
- 32** Many of the houses closest to the river have gone but the long terraced streets that dominate Wallsend town centre that were built to house the riverside workers remain. Meanwhile the town is scattered with many small reminders of its Victorian and Edwardian industrial and commercial boom, as well as the grand buildings of civic enterprise that accompanied it. Wallsend Town Hall and the Memorial Hall two most striking and important examples of this.
- 33** CONSIDER BUILDING APPRAISAL MAP / TEXT SUPPORTING



## Policy W 7: Town Centre Conservation Area

The potential to create a conservation area for Wallsend town centre will be pursued by the Council. Such a designation would be applied to ensure the civic, commercial and industrial heritage of Wallsend is respected and fulfils its potential in supporting the delivery of heritage led regeneration in the town.

### Monitoring

34 Text

## Enhancing Neighbourhoods in Wallsend and Willington Quay

35 Much of Wallsend was built during the town's industrial boom so, as in many towns is dominated by long terraces of houses and Tyneside flats. The few exceptions to this include The Green, Wallsend, where a medieval village layout survives in the heart of the Tyneside conurbation, and modern infill developments that have replaced old industrial sites. However, most of Wallsend's housing stock dates from the 1890's to 1920's. This can present many challenges to ensuring the quality of housing stock, but also means Wallsend's neighbourhoods and residential streets give a rich sense of the towns history and growth.

36 PLAN SHOWING AREAS

### Terraces South of High Street East and the Groves

37 Vine Street, Laurel Street and Holly Avenue can provide quality homes in the heart of Wallsend. The streets do not suffer from significant levels of vacancy and currently have a good mix of residential tenures. However, they also suffer from higher than average levels of anti-social behaviour and crime. Through earlier consultation on the Area Action Plan this area has been identified by respondents as in need of improvement.

38 Further east in this area is a group of streets known as The Groves. These streets provide a range of quality housing but the overall environment of the area, and particularly of Cedar Grove and Oak Grove is harmed by the impact of a remaining area of employment land at Cedar Grove and Brentwood Grove.

39 Areas like this represent a significant part of the housing provision for Wallsend. Ensuring such areas and the housing stock that already exists in Wallsend provides good quality and affordable accommodation in a safe and attractive environment is as important to meeting the Boroughs need for housing as securing the provision of new homes.

# Action Plan Wallsend and Willington Quay



## Policy W8 : Terraces South of High Street

The Council will promote and deliver schemes to enhance the area for residents as an attractive place to live, including:

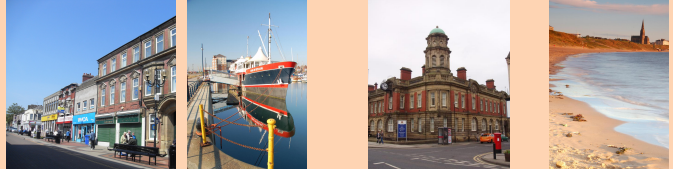
- a. Neighbourhood management involving landlords and tenants.
- b. Using materials and design techniques to “soften” streets, giving more space to residents and pedestrians whilst maintaining accessibility through the streets.
- c. Ensuring the quality of all housing - particular homes in rented tenures - meet the standards for decent homes.
- d. At Cedar Grove and Brentwood Grove the identification of existing employment land for redevelopment for housing purposes, assuming appropriate relocation of existing businesses, will be supported to enhance residential amenity in this area.

## Monitoring

40 Text

## Portugal Place and High Street West

- 41 This triangle of land located in the west of Wallsend town centre is a prominent entry point to the town. The area lies between Portugal Place (the former route of a waggonway), High Street West and Border Road.
- 42 Within a relatively small space the area includes a wide mix of businesses, derelict land, homes, a health centre and a public house. To High Street East there has been a deterioration of older shop buildings as maintenance has failed to keep up and vegetation has infiltrated. To the junction of Border Road stands a good quality solid building but behind is a mix of derelict land and small buildings of temporary appearance. At this location a residential planning permission has been in place for a number of years but not come forward for development.
- 43 To Portugal Place itself a modern health centre is the dominant building. There are indications that this could expand to meet demand. However, it is currently surrounded by an additional mix of uses and businesses that are detrimental to residential amenity, that could be better accommodated elsewhere and have no real requirement for such a central location.



## Policy W9 : Portugal Place and High Street West

The Council will develop a master plan for the sensitive redevelopment of this area with the specific objectives of:

- a. Expanding the Portugal Place Health Centre;
- b. Relocating intrusive business uses that conflict with the role of a town centre and residential environment;
- c. Delivers new residential accommodation of high quality within the town centre meeting the specific needs of residents of Wallsend;
- d. Includes continued provision of leisure and retail activities, including the public house on this site.
- e. Delivers overall significant improvements to the visual appearance of the site, helping to enhance the image of Wallsend.

### Monitoring

44 text

## Bamburgh and Helmsley, Rosehill

- 45 Two three storey blocks of flats at Bamburgh Drive and Helmsley Drive, built in the 1970s have long been identified as harming the overall character and residential amenity of this area through poor levels of management and maintenance, and a setting that lends the buildings to anti-social behaviour and crime. Both the buildings lie in what is otherwise a very attractive location, close to Wallsend Dene and the Willington Viaduct - a grade II listed structure that today carries the Tyne and Wear Metro across the valley.

## Policy W10 : Bamburgh and Helmsley, Rosehill

The Council will pursue a scheme for the redevelopment of this area that:

- a. Provides sufficient new residential development to replace a significant proportion of the flats lost as far as appropriate;
- b. Introduces improvements the quality of open space and biodiversity at the bank-side here.

Additional information on the development proposals is included within the Key Development Proposals section.

### Monitoring

46 Text

# Action Plan Wallsend and Willington Quay



## Willington Quay

- 47** East of Willington Gut sitting alongside the river, Willington Quay is an area that retains a village identity. This area is separated from Wallsend and Howdon by a dramatic geography of valleys and banksides and man made features like the Metro line and approaches to the Tyne Tunnel.
- 48** Over recent years a large housing scheme has been under construction between the north of Willington Quay providing a good supply of new housing in the area. However, the new housing has only loosely integrated with the original village of Willington Quay. It is therefore recognised that the experience of new housing development within the area has not delivered significant benefits for Willington Quay itself.
- 49** There remains the potential for further new housing development around Willington Quay. A range of sites are included in this area within the "Proposed Housing Sites" section of this AAP. Meanwhile the areas riverside employment land, whilst just across Hadrian Road, is not easily accessible from the village but have in the past harmed the quality of the residential environment in the area.

### Policy W11 : Willington Quay

Development and investment in key housing sites in Willington Quay have regard and are focused upon improving the village centre itself. In particular the Council will pursue a strategy for the area that:

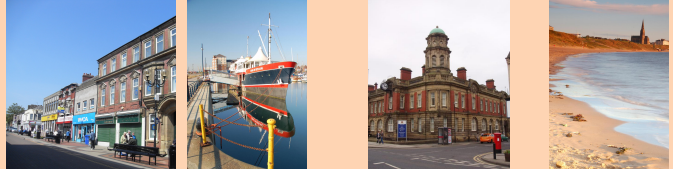
- a. Increases and improves the overall quality and supply of housing;
- b. Supports the provision of new community facilities within Willington Quay, particularly health services;
- c. Reduces the impact of intrusive employment uses upon residential amenity in the area.

## Monitoring

- 50** Text

## The Green, Wallsend

- 51** Featuring one of very few surviving medieval greens in Tyne and Wear, The Green, Wallsend is a conservation area that provides an attractive residential environment in the centre of Wallsend as well as some civic and health services with a Hospital and Health Centre and the Wallsend Civic Hall.
- 52** The Green just to the north of the modern town centre, represents the first civilian settlement in Wallsend after abandonment of Segedunum Roman Fort. Managed for centuries by the church, with a relatively small number of tenant farmers each responsible for large land holdings, the homes around the Green are dominated by grand villas and houses.
- 53** Today The Green provides a notable area of open space close to Wallsend town centre. A character appraisal published in 2006 summarised some of the key issues facing this area and made particular emphasis of the simplicity of the area and its enduring integrity.



## Policy WI2 : The Green, Wallsend

The Council will continue to pursue a strategy that:

- a. Ensures the preservation and enhancement of The Green in keeping with its unique character and environment as set out within The Green, Wallsend Conservation Area Character Appraisal;
- b. Ensures the maintenance and management of Council assets within The Green in keeping with the information and guidance set out in the area's character appraisal;
- c. Understands the potential impacts that changes outside The Green could have upon its character and setting;
- d. Manages change to recognise the importance of The Green in enhancing the image of Wallsend as a whole.

## Monitoring

54 Text

## Parks, Green Space and Movement

55 To the north and east of Wallsend an extensive area of parkland, gardens and open space provides a high quality and attractive open space resource and play a major role in shaping the character and environment of Wallsend.

## Green Space and Recreation Links in Wallsend

56 ADD PLAN OF WALLSEND AND WILLINGTON QUAY SHOWING ABOVE...

## Wallsend Parks

57 Richardson Dees Park, the Hall Grounds and The Arboretum are three wonderful parks clustered just to the north of Wallsend town centre. They represent the most formal section of green space that stretches in a green band across the north and east of Wallsend. Richardson Dees Park, formally part of a colliery in the area, and the Arboretum was donated to the Wallsend Corporation to become a public park in 1897. Richardson Dees Park then opened to the public in 1904 whilst the Arboretum, off Prince Road opened later. Meanwhile the Wallsend Hall and Grounds were transferred to the public in 1916.

58 Together the parks have been subject of a Parks for People Heritage Lottery Fund renovation and regeneration project that has the following vision.

59 *"To restore the much-loved Wallsend Parks and their original features, enhance the parks to meet the modern needs and aspirations of local people and promote their increased usage by the whole community."*



# Action Plan Wallsend and Willington Quay



## Policy WI3 : Richardson Dees Park and the Hall Grounds

The Council will continue to support the objectives of the Parks for People bid through its works to, and management of the Parks.

Through the strategy of the AAP, the Council will continue to encourage and promote proposals that increase usage of the Parks.

### Monitoring

60 Text

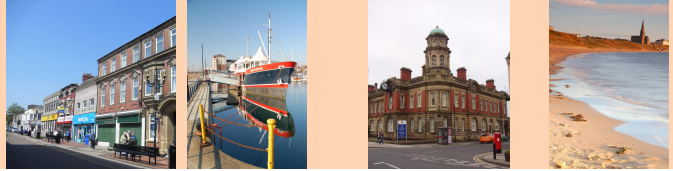
## Wallsend Burn and Willington Gut

- 61 Separating Wallsend and Willington Quay is the Wallsend Dene, a green corridor formed by Willington Gut and Wallsend Burn. Heading upstream the Dene stretches north from the River Tyne before heading eastwards to effectively separate the centre of Wallsend from the rest of North Tyneside.
- 62 As well as the area's potential for recreation and leisure to help encourage healthy lifestyles of residents, it is already an important area for biodiversity in Wallsend that could be enhanced even further. At Willington Gut the tidal mud flats provide habitat for wading birds, identified within the Joint Tyne and Wear Biodiversity Action Plan. The semi-natural grassland further up Wallsend Dene is an additional important habitat in the area.
- 63 Wallsend Burn itself has been culverted in one form or another for decades adjacent to Ropery Lane, where the Willington Rope Works stretched out along its banks. Demolished in the mid 20th Century, the area has become increasingly rural and tranquil in character.

## Policy WI4 : Wallsend Burn and Willington Gut

Wallsend Burn and Willington Gut that together form Wallsend Dene will be enhanced with improvements to the area for wildlife and recreation, with particular projects explored including:

- a. Improving the Wallsend Dene watercourse by de-culverting and creation of bankside aquatic habitat for wildlife
- b. Improving green links along waggonway corridors
- c. Investigating opportunities to create species rich grassland within areas that are currently poor for biodiversity
- d. Managing species rich grassland areas through grazing and other management regimes for wildlife
- e. Identifying opportunities for the creation of new wetland habitat and managing existing wetland habitats to improve biodiversity



## Monitoring

64 Text

## Movement and Green Links

- 65 Wallsend and Willington Quay benefit from a wealth of open space that surrounds them, and access to a national cycleway in the Route 72 Hadrian's Cycleway. However, much of the built up area feels remote and separate from such extensive areas of undeveloped land. Proposals to continue improvements to areas like Wallsend Dene and Richardson Dees Park are important but identifying schemes that bring at least a small taste of this green band that stretches around Wallsend into the town could make a huge difference.
- 66 As well as improving the environment of Wallsend and Willington Quay itself, such an approach that makes the town easily and readily navigable for people on foot or bicycle will encourage people to explore more of what the town and local area has to offer. As people discover more this can help to drive forward the regeneration of Wallsend.
- 67 There are already many cycle routes marked through the town and for the most part these represent the best means of getting into through and across Wallsend on foot or bike. There is also the potential as proposals for street improvements progress, for other routes to be created.

### Policy WI5 : Movement and Green Links

The Council will encourage movement by foot and on bike around Wallsend as an important means of bringing the various elements of the town together to help each deliver on the areas wider regeneration. In particular proposals will focus on improving and enhancing streets where possible with:

- a. The introduction of trees or other appropriate planting,
- b. Identifying where shared surfaces could be introduced to calm traffic, and
- c. Tackling conflict between pedestrians, cyclists and public transport at key points such as busy junctions.

A range of key streets and locations may benefit from such improvements, including:

- d. High Street East and West - as part of proposals set out within the town centre section.
- e. Park Road - already an Advisory Route for cyclists, create a safe and attractive link between Hadrian's Cycleway, High Street and Richardson Dees Park.
- f. Church Bank, to calm speeding traffic and encourage walking along the most open approach to Wallsend Dene.
- g. Hadrian Cycleway "Route 72" - to ensure opportunities to encourage short diversions from the main route to Segedunum Fort and the town centre are accessible and attractive.
- h. Station Road junctions with High Street and North Road - to improve accessibility for pedestrians across this important north-south link road.
- i. Bewicke Road, Willington Quay - to soften and improve the appearance of an important road taking buses through the centre of the village.



## Monitoring

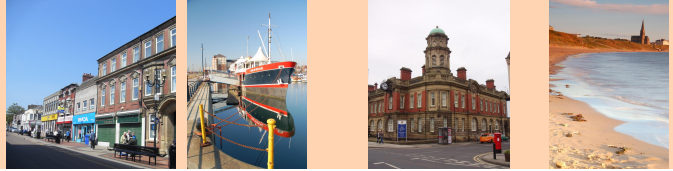
68 text

## River Tyne North Bank: Advanced Engineering and Renewables

- 69 The north bank of the River Tyne has seen both huge change but also maintained a continuing sense of continuity and purpose over the past ten years. As the final decline of ship building here on the Tyne took place, other sectors of marine engineering were taking an important foothold.
- 70 The riverside had already played its role in the oil and gas boom of the mid 20th century but at the end of the 1990s and 2000s employment declined and fears were that the riverside yards would be reduced to decommissioning old off-shore rigs, albeit an important industry in itself.
- 71 However, oil, gas and offshore exploration and mining have seen renewed growth whilst businesses on the north bank of the Tyne have led in developing innovative new machinery and technology. Meanwhile sectors such as off-shore renewable energy are providing new opportunities that River Tyne North Bank can be well placed to exploit.
- 72 The River Tyne North Bank Strategic Development Framework (2009) is providing an important basis for the regeneration and investment in this area. The strategic framework clearly highlights the opportunities for the riverside area and has provided the basis on which North Tyneside Council has worked to bring major investment into the Borough.
- 73 The River Tyne North Bank Strategic Development Framework set out ten key principles, a number of which particularly affected the riverside area set out in the Plan above. These principles have influenced the approach of planning policy development for the area and include:
1. Encouraging and promoting regeneration of the River Tyne North bank waterfront area as a key location for offshore marine industry, the development of sub-sea technologies and marine renewables, particularly for businesses requiring waterfront access;
  2. Designation of the area from Walker Riverside in Newcastle to Howdon Yard, as a "key strategic waterfront regeneration area";
  3. Discouraging development of inappropriate uses in the area such as housing and retail activities that could undermine Principle 1 above;
  4. Protect existing residential areas from the effects of marine activities which are operating outside normal working hours and/or generate high levels of noise, particularly by encouraging the development of suitable buildings and appropriate screening at locations identified in the Development Framework - for example areas of riverside land at Willington Quay adjacent along Hadrian Road.

## The River Tyne North Bank: Advanced Engineering and Renewables

74 ADD PLAN OF KEY SITES AND PROPOSALS



## Swan Hunter Wallsend West Yard

- 75** The Swan Hunter shipyard has a particularly important role in Wallsend since the 1800s. The company was amongst the most famous of Tyneside's shipyards responsible for such famous ships as the the RMS Mauretania - launched in 1906 and the fastest transatlantic ocean liner for twenty two years, and the HMS Ark Royal launched in 1981, a light aircraft carrier and the flagship of the Royal Navy.
- 76** Whilst the cranes and construction sheds for shipbuilding have now all but gone, Swan Hunter Ltd still operate and provide high quality engineering, design and management support to the shipbuilding and offshore industry from the remaining offices. The remainder of the yard is therefore now ripe for redevelopment and investment to exploit the new opportunities that exist today in the marine and advanced engineering and renewables sector.
- 77** The site was designated as an Enterprise Zone in 2012, together with land at the Port of Tyne in North Shields and next to the Nissan plant in Sunderland. This is part of the North East Low Carbon Enterprise Zone (EZ) following a successful bid from the North East Local Enterprise Partnership. The EZ provides financial incentives to encourage business in the sectors identified to grow and invest in the area - providing a boost to economic growth. Simplified planning regimes also form part of the EZ package.
- 78** For the Swan Hunter site a draft Local Development Order (LDO) was consulted upon in July 2012 and submitted to the Secretary of State for approval. The approved LDO is intended to provide deemed planning consent for a range of development that would normally require planning permission until 2022. This simplified planning regime will help provide greater certainty to investors looking to deliver key contracts from the site that are particularly time sensitive and speed up the overall development process.



## Policy WI6 : Swan Hunter Wallsend West Yard

As part of the North East Low Carbon Enterprise Zone development of this site benefits from financial incentives and relaxed planning rules to encourage investment. A detailed masterplan will be drawn up to help deliver investment and employment on the site.

A Local Development Order covering the Swan Hunter site permits the following development:

- a. (B1) Offices, research and development of products and processes, light industry appropriate in a residential area;
- b. Certain (B2) General Industry (excluding incineration purposes, chemical treatment or landfill of hazardous or inert waste);

Where it is specifically related to:

- c. The manufacture and maintenance of plant and machinery and parts for offshore wind energy generation;
- d. Tidal and wave technology, oil and gas exploration and extraction;
- e. Advanced subsea manufacturing and technology.

The Swan Hunter site also has the potential to provide accommodation for training and education in sectors specifically linked to the industries being promoted at River Tyne North Bank.

### Monitoring

79 Text

## Oceana Business Park and Hadrian Yard

80 This area is not within the Low Carbon Enterprise Zone (EZ) but includes many existing businesses that support the objectives of the EZ. To the east of the Swan Hunter site, Oceana Business Park provides a range of business and industrial buildings.

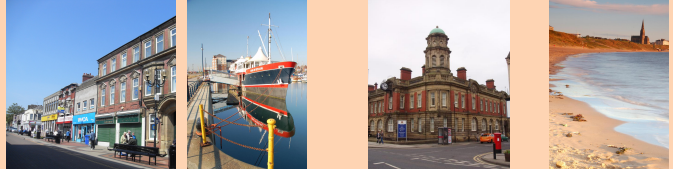
## Policy WI7 : Oceana Business Park and Hadrian Yard

The Council will ensure the protection and further development in the advanced engineering, manufacturing and renewables sector providing a range of office and manufacturing space, with access to multi-purpose hard standing and deep-water berths.

Investment in this area will complement and benefit from redevelopment of the Swan Hunter shipyard, with improved accessibility between the riverside sites helping to create a stronger cluster of businesses.

### Monitoring

81 Text



## Willington Quay

- 82 At Willington Quay the areas riverside employment areas lie just across Hadrian Road from the centre of the village. The employment land here is not easily accessible, lying down a small bankside, visible from the village, but has in the past harmed the quality of the residential environment in the area.
- 83 The businesses here are not as closely tied to the marine industries and infrastructure upstream at Wallsend and Walker. Although businesses such as MEM Engineering Ltd are located here there is a greater mix of other uses like waste transfer and management, as well as the Bridon rope works.

### Policy WI8 : Willington Quay

Encourage the development of less intrusive employment uses in use classes B1 or B2 light industrial uses, and ensure development here notably improves the overall environment and character of this area.

In the longer term explore the potential for high quality mixed-use redevelopment that could incorporate additional housing provision at least to land that lies north of Stephenson Street and south of Hadrian Road.

### Monitoring

- 84 Text

## Land adjacent to Heraeus Quartz Ltd (formerly Saint Gobain)

- 85 Along Neptune Road, close to the borough's boundary with Newcastle lies this cleared site. Its location, close to both the Walker riverside and Wallsend riverside industrial areas, make it an important location for development in industries related to or that could support investment at the riverside but do not specifically require direct access to the river.

### Policy WI9 : Land Adjacent to Heraeus Quartz Ltd

The Council will support the redevelopment of this site for employment purposes within use classes B1 or B2 light industrial.

### Monitoring

- 86 Text

## Housing Sites in Wallsend an Willington Quay

### Proposed Housing Sites in Wallsend and Willington Quay

- 87 There are 16 proposed housing sites identified within Wallsend and Willington Quay.
- 88 As part of their development the Council would look to ensure:

# Action Plan Wallsend and Willington Quay



- Each scheme demonstrates the contribution it makes to securing the regeneration of Wallsend and Willington Quay,
- The application of high quality and sustainable design to each proposal,
- For Council owned sites and other larger sites (30 homes or more in the context of the AAP) the agreement of a masterplan for the proposed development of the site,
- That every means of supporting the delivery of each site and ensuring their viability, both through the dedication of resources and identification of funding is explored and pursued.

Site Name	Homes	Phase	Map
<b>Site W2 : Former Industrial Land at Norman Terrace, Willington Quay</b>	80	X - X Years	
<b>Site W4 : Cedar Grove Industrial Estate</b>	25	X - X Years	

This former area of employment land known as Howdon Green includes two sites.

> At the corner of Norman Terrace and Howdon Lane a smaller site that now benefits from planning permission for 20 homes.

> Next to this a much larger site has a decision to grant planning permission for 80 homes. This is awaiting completion of the legal agreement and is expected to require renegotiation over affordable housing provision.

This industrial area at the eastern end of High Street East is only accessible via residential streets and is in close proximity to existing homes.

Over the life of the plan this proposal therefore seeks the relocation of those businesses and redevelopment as a housing site to bring about overall improvements to the residential environment in this location.



Site Name	Homes	Phase	Map
<p><b>Site W5 : Park Road Customer Service Centre</b></p> <p>This small former Council service centre is no longer required as the Council's Customer Service Centre has been relocated to the Forum. The site therefore now provides an opportunity for a small redevelopment for homes.</p>	3+	X - X Years	
<p><b>Site W7 : Coronation Street Car Park, High Street East</b></p> <p>This car park is one of two located at High Street East. This site offers the potential for a positive improvement to the public realm in this location as part of a cluster of sites that includes W8, W9 and W17.</p> <p>This scheme would be dependent upon delivery of the overall strategy for the town centre and High Street, that would see new parking provision at the core of the town centre and improvements to the pedestrian environment of High Street.</p>	6	X - X Years	
<p><b>Site W8 : Former Wallsend police station, Alexandra Street</b></p> <p>The former Wallsend police station now lies vacant following consolidation of the police services for North Tyneside at Middle Engine Lane, Wallsend. The site is close to a cluster of proposed sites that includes W7, W9 and W17.</p>	10	X - X Years	



# Action Plan Wallsend and Willington Quay



Site Name	Homes	Phase	Map
<p><b>Site W9 : Sheltered Housing, Alexandra Street</b></p> <p>Adjacent to the former Wallsend police station the additional development of this site provides the potential for a comprehensive development scheme. The site is close to a cluster of proposed sites that includes W1, W8 and W17.</p>	10	X - X Years	
<p><b>W10 : Wallsend Baths (Rear of Town Hall) with Drill Hall</b></p> <p>Part of a grade II listed building complex the Wallsend Baths have been unused for many years and the condition of the building has deteriorated over that time, harming the residential environment in this key location fronting Lawson Street, Vine Street and Coach Road.</p> <p>The potential to incorporate the Drill Hall, south of Vine Street would enable a comprehensive scheme that addresses the negative impact of these buildings upon the character of the area.</p>	12	X - X Years	
<p><b>Site W11 : Snooker Hall, Station Road</b></p> <p>The Snooker Hall site is an existing business located at a key route into Wallsend town centre. Development of the site is only expected to come forward with appropriate relocation of this activity.</p> <p>The existing building is of some historic interest but its condition and current treatment is such that a scheme for redevelopment of the site could greatly enhance the perception of Wallsend. This site is adjacent to site W12.</p>	6	X - X Years	

# Action Plan Wallsend and Willington Quay



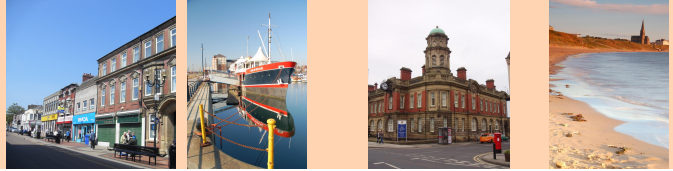
Site Name	Homes	Phase	Map
<p><b>Site W12 : Home Group Offices, Station Road</b></p> <p>This site is adjacent to W11 and has the potential to be redeveloped as a comprehensive scheme. The site is currently occupied by the Home Group offices that would need to be appropriately relocated prior to any development.</p> <p>South of this site the potential for redevelopment of the Wallsend area Telephone Exchange will be kept under review and should be considered as part of the advancement of any proposals at Site W12.</p>	8	X - X Years	
<p><b>Site W14 : Howdon Lane Gas Works, Willington Quay</b></p> <p>This site located in Willington Quay has been highlighted as causing harm to the residential amenity of adjacent properties. Whilst the site is long established and the housing development is recent the potential for redevelopment of this site to bring about an improvement to overall amenity is important.</p> <p>Development of this site should look in particular to support improvements to community facilities within Willington Quay, in particular a GP or health centre.</p>	80	X - X Years	

# Action Plan Wallsend and Willington Quay



Site Name	Homes	Phase	Map
<p><b>Site W15 : Bamburgh and Helmsley, Rosehill</b></p> <p>This site is focused upon two existing blocks of flats at Bamburgh Drive and Helmsley Drive. Redevelopment of these is highlighted at Policy W10.</p> <p>The boundary shown here includes the whole bankside. The intention of this is to enable some degree of flexibility and to ensure proposals bring about improvements to the biodiversity and recreation value of the area.</p>	30	X - X Years	
<p><b>Site W16 : Portugal Place and High Street West, Wallsend</b></p> <p>This is a triangular site in the heart of Wallsend. Proposals and requirements for the sensitive redevelopment of this area are highlighted at Policy W9.</p>		X - X Years	
<p><b>Site W17 : Wallsend Library</b></p> <p>Residential development of this site would only take place following successful relocation of the Library. As a proposed housing site this forms part of a cluster of sites that includes W7, W8 and W9.</p>	12	X - X Years	

# Action Plan Wallsend and Willington Quay



Site Name	Homes	Phase	Map
<p><b>Site W18 : Former Carville Hotel, Wallsend</b></p> <p>This site is located close the Wallsend bus interchange and Metro station and was formerly occupied by a public house.</p> <p>A decision to grant planning permission for residential development of the site is in place but is awaiting agreement over developer contributions. The Council will continue to support the principle of housing development on this site and will continue to support its delivery.</p>	20	X - X Years	
<p><b>Site W19 : Land adjacent to R.A.O.B, Brussels Road, Wallsend</b></p> <p>This small site to the rear of the R.A.O.B Club in Wallsend is used for informal car parking at present. It is an unregulated space and its informality is detrimental to the overall character of this location.</p> <p>A housing development here that continues the existing terrace could be considered.</p>	10	X - X Years	
<p><b>Site W21 : Former Wallsend Boys Club, Station Road</b></p> <p>The former building on this site closed following storm damage and the site is now cleared. Located on Station Road, a key route into Wallsend town centre the site provides an opportunity for residential development.</p>	12	X - X Years	

# Action Plan Wallsend and Willington Quay



**Site Name**

**Homes Phase**

**Map**

The potential for the site to be brought forward with Council built houses has been publicly stated and supported by the Council.



