



Supplementary planning guidance note

Southport Seafront

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SOUTHPORT SEAFRONT SUPPLEMENTARY PLANNING GUIDANCE

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1) Introduction

- 1.1) The Seafront covers an area of approximately two square kilometres. It has been developed over several generations to provide for seaside enjoyment, establishing Southport as a popular seaside resort. It is the product of successive large private and public infrastructure projects resulting in a remarkable “pleasure garden” of sweeping promenades and vistas, expanses of water and intricate gardens. The Seafront provides essential local recreation facilities, and is very much part of the character of the town.
- 1.2) Visitors come to the Seafront to enjoy its parks and gardens and traditional seaside facilities and activities and to participate in major events such as the Flower Show. These visitors support the tourism economy of Southport. One of Southport’s strengths is its reputation for quality, and it is particularly important to plan for maintaining and enhancing the Seafront’s appeal, at the same time taking local needs into account
- 1.3) A programme of investment has been undertaken in the Seafront since 1994 to retain visitors and support the local economy by improving local facilities. This is planned to go on for several years to update, renew and add to the Seafront attractions.
- 1.4) This Guidance explains how planning policies in the Unitary Development Plan for Sefton will be applied to support the renewal process, and provides advice on how development should be planned and designed to add value to the Seafront environment.
- 1.5) The Seafront cannot be extended, and the need to keep its character as a seaside pleasure-garden intact limits the capacity for new uses. The urban design framework in this SPG identifies the sites where new uses can be accommodated. New developments must increase the attractiveness of the Seafront to visitors and residents on a year-round basis. They must add to the diversity of the Seafront, enhance its character and assist the long term survival of the local tourism industry.
- 1.6) Development will be governed by the need to ensure the economic success of the Seafront as an Urban Priority Area while ensuring its basic attractiveness is maintained. The core strategies of the UDP will need to be applied in detail to ensure regeneration goes hand in hand with keeping and improving amenity. Imaginative design of development is the key to making this work.

2) Regeneration proposals affecting the Seafront

- 2.1) The Mersey Waterfront Regional Park is an active funding programme supporting work on the Seafront. The vision and objectives of the MWRP are provided in Appendix 1. The North West Development Agency published a strategy for the North West Coastal Resorts in March 2003; the implications for Southport are summarised in Appendix 2. The proposals for improving the quality of the Seafront, and achieving stronger links with the town centre described in this SPG are in line with the conclusions of this study. An Action

Plan¹ for the Seafront was approved as part of the Merseyside Objective 1 Programme in October 2002. The list of key projects included in the Plan is provided at appendix 3,. The Action Plan includes the area of the Southport Town Centre Townscape Heritage Initiative (appendix 4),. While the Action Plan is intended to address core economic weaknesses, it must also take into account the Objective 1 Programme cross-cutting themes of environmental sustainability, social inclusion , and Information Technology.

- 2.2) A Masterplan² was commissioned to show how the economic development programme of the Seafront Action Plan could take shape, and to make recommendations about longer term design proposals and support detailed funding bids for individual projects. The main principles and key diagrams from the Masterplan are provided in Appendix 5

3) Planning Policy context

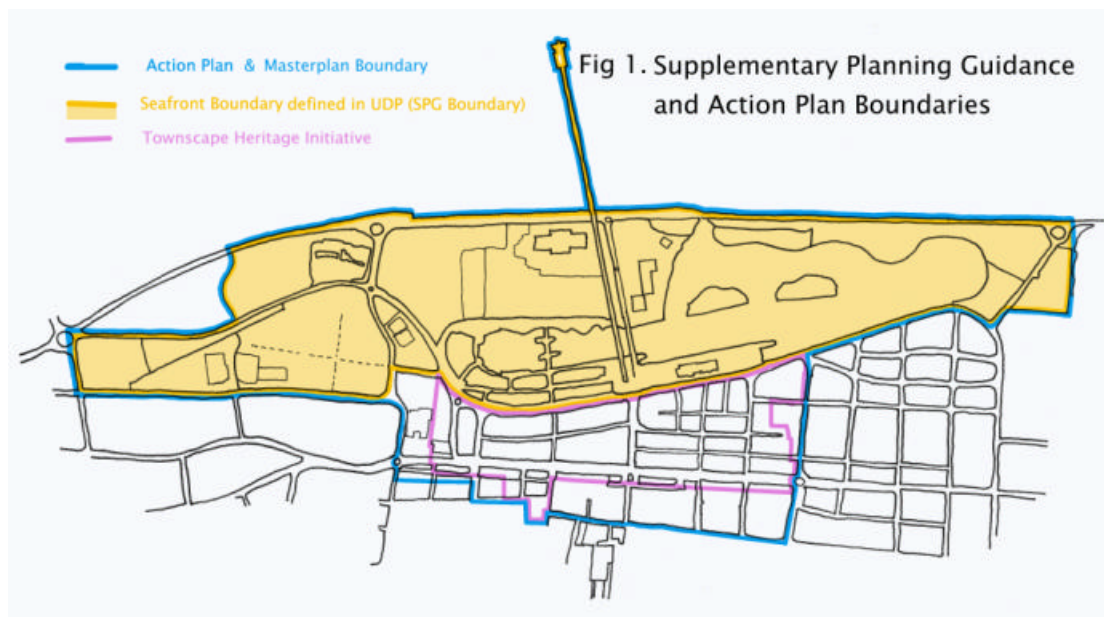
- 3.1 The Seafront Action Plan and Masterplan are not planning documents, but the actions proposed must fit within the planning framework for the area as set out in the Council's Unitary Development Plan which is presently under review. This SPG relates to the current Deposit Draft of the revised UDP³. The aim of the UDP is "to make a positive contribution to the prosperity and quality of life of all Sefton's communities by promoting sustainable development" (UDP p16, Fig 1.1). This aim is embodied in the core strategies (CS1, CS2 & CS3 – see Appendix 6), which provide the framework for a suite of planning policies many of which are directly relevant to the Seafront. These policies are set out in Section 12 with a brief statement of their relevance. The core strategies and policies support the Action Plan and Masterplan aims for ensuring high quality development, and will help the Action Plan programme to meet the Objective 1 cross-cutting theme targets.
- 3.2 CS1(i) requires development to be consistent with regeneration programmes in defined urban priority areas. The Seafront lies within Dukes And Cambridge wards which are defined as an *urban priority area* in the draft Policy for Urban Priority Areas (UP1(1)). The Action Plan itself is embedded in this draft Policy (UP1(2vii)). The Seafront is included as part of the Southport Central Area (draft Policy EDT13) which sets out the criteria for acceptable development and issues which may require planning agreements. Draft Policy EDT15 (Southport Seafront) limits the type of development within the Seafront itself to leisure and recreation facilities, overnight and holiday hotel and other accommodation, and facilities for conferences, events and exhibitions. These policies are set out in full for reference in Appendix 6)
- 3.3 CS2 (vii) is relevant to the Seafront's substantial greenspace assets. Greenspace is referred to again in draft Policy EDT15. However, releasing the full potential of the Seafront will require development of some greenspace areas. This guidance explains how draft Policy G1 (Protection of Urban Greenspace) will be applied in detail to ensure an overall enhancement of the Seafront's greenspace and public realm.

¹ An Action Plan is a funding arrangement available within the Objective 1 Programme which allows decisions on regeneration projects to be taken locally. The Seafront Action Plan is the only one in the current Programme

² A vision for Southport Seafront. Scott Wilson Urban in association with AGD, Strategic Leisure and Eaton Waygood. June 2003.

³ All references to the UDP in this document relate to the revised UDP

- 3.4 CS3 requires well-designed development which provides access for all and reduces the environmental impact of development. Draft Policy EDT 15 and the Design Policies DQ1, DQ2 & DQ3 apply this strategy in detail, and this guidance explains how these policies will be applied in the Seafront.
- 3.4) There are companion Supplementary Design Guidance notes explaining a number of policies, and some of these are directly relevant to the Seafront – for example the SPG on Design which explains draft Policy DQ1 (Design). These SPGs are listed in Section 12 with a short explanation of their relevance.
- 3.5) This SPG covers the area of the Seafront as defined in the Southport Proposals Map of the UDP – see Fig 1



4) Development principles

4.1) All development proposals in the Seafront must adhere to the following basic principles which are explained further below. Proposals must:

- enhance the Seafront by reinforcing the ‘pleasuregarden’ character, and contribute to the improvement and management of the public realm
- increase the range of year-round facilities, add to the diversity and quality of attractions, and improve the potential for evening use
- be designed for everyone, and improve the level of comfort, safety and security in the Seafront
- take local conditions into account in their design, and be designed to reduce the overall impact of development on the environment through more efficient use of resources

4.2) Enhancing the character and extending the use

The Seafront is a finite and irreplaceable resource because the surrounding dunes, beaches and marshes are protected by nature conservation laws⁴ which limit any further expansion of high intensity leisure uses right on the coast. The scale and spaciousness of the Seafront landscape must therefore be preserved and enhanced. The Seafront's 'public realm', comprising the elements in Table 1 below, must be used more effectively by designing the public areas to accommodate *different uses*, and by *extending the time* that areas can be used, both daily and seasonally.

Multiple use: The three main open spaces in the Seafront - Princes Park, Victoria Park and the Marine Lake are already used for different purposes at different times. For example they are used for short term events, but remain available for normal recreational uses for most of the time. Any new structures needed to support multiple use must be planned and designed to enhance the open space as a whole.

With careful design a park can provide for a variety of uses at the same time – Kings Gardens and South Marine Gardens show how potentially conflicting uses can be elegantly accommodated in a well laid out park setting. This design principle can be applied to the whole Seafront. It is also important that areas not normally considered 'open space' – for example car parks – are designed to complement the open space system and add to the amenity of the public realm.

Year-round use: year-round and all-weather attractions which make better use of the area available need to be encouraged, attracting more visitors without putting undue additional strain on the transport infrastructure. However, to allow this change, some areas of open space will need to be converted into indoor facilities which can be used all year. Where this occurs, the new facilities must add to the leisure and recreation function of the Seafront, and if privately owned, should have a significant public function

The possible location and arrangement of these uses is outlined in the Urban Design Framework (section 5), and the specific development sites are described in more detail in Section 6. With regard to day-to day use, development must extend the use of the Seafront by designing-in facilities which attract people in the evening, and must encourage evening use of the public realm within the framework set by Policies EDT 13, 14 and 15.

4.3) Designing for everyone

The Seafront has always attracted a wide range of visitors and is well-used by local residents. This broad appeal must be sustained. Particular attention must be paid to the needs of people with a disability –there is specific planning guidance on this (SPG x "Designing for Everyone"). The public realm can be used more effectively if it is safe and secure. People need to feel comfortable when strolling around – 'no go' areas, too many vehicles, or perceived dangers in the evening all limit the usefulness and attractiveness of an area. New development must ensure diversity of attractions, and must be designed to provide high standards of accessibility, comfort and security.

⁴ Note that the entire Seafront is within the statutory consultation zone for the coastal nature conservation sites.

4.4) Sustainable Design and Construction:

The Seafront's exposed marine location, orientation and the intensity of public use are factors which should influence both the design of individual buildings and works to improve the public realm. Development will also be expected to make better use of resources, including materials, energy and water. The scale and character of the Seafront provides a chance to experiment with new and different structures and materials and gives scope for designing 'low impact' buildings which could become attractions in their own right. All proposals must take the following factors into account in their design in terms of site layout, overall building design, choice of materials and landscaping:

- Exposure to marine conditions including prevailing westerly winds, moist salt-laden air and blowing sand
- The SW-NE orientation and the need for sun traps and wind shelter, as well as making the best of views to and from the Seafront
- Intensive use by large numbers of people means special attention must be paid to prevention of litter, ease of cleansing and collection of waste
- Designs must consider all aspects of security and safety
- The need to improve all-weather use through canopies, arcades and other forms of shelter as part of development design
- The need for attractive lighting to enhance evening use, but avoiding light nuisance
- Improving the economic performance of buildings through energy efficiency techniques, making good use of the local climate through passive solar and natural ventilation, as well as other measures including small-scale renewables
- Choice of materials to suit local conditions and help reduce environmental impact
- Limiting demand for water through installation of appropriate equipment including grey water reuse systems
- Reducing stormwater drainage by minimising run-off at source using green roofs, permeable surfaces, and using sustainable drainage systems
- Plant material in landscaping schemes should be well adapted to local conditions and must support biodiversity objectives
- Good signage and information is important for the working of the Seafront as a whole and must be an integral part of development design

5. Urban Design framework

5.1) Introduction:

The Seafront Masterplan proposed an urban design framework (Appendix 5) which is used in this SPG as the basis for the overall spatial structure and urban design principles for the Seafront. This section therefore

- identifies the Seafront public realm,
- sets out the urban design principles,
- describes the proposals and objective for improving (a) the Seafront's greenspaces and (b) its access framework,
- proposes a hierarchy of landmarks in the Seafront.

The urban design framework shows how the Design and Greenspace Policies in the UDP will be applied in the Seafront

5.2) The Public Realm:

One of the key principles is to improve and enhance the Seafront 'public realm'⁵. The main components of this public realm are listed in the table below and shown diagrammatically in Fig 2. The streets connecting the Seafront and the Town Centre, although not part of the Seafront public realm as such, are nevertheless very important in making better links between Seafront and Town Centre and should thus be considered as part of the public realm and access network.

Table 1. *Southport Seafront – main components of the public realm*

- The Marine Lake⁶ and adjacent walkways and promenades
- The Promenade and its associated pavements, forecourts and building frontages⁷
- Kings and South Marine Gardens and the Marine Lake footbridge⁸
- Princes Park and the miniature railway
- The Pier⁹
- Marine Drive (from the Weld Road to the Fairway roundabouts), the Floodwall, and Marine Drive car park
- Marine Parade and Bridge and associated public areas and car parks
- The car parks, walkways and landscaped areas surrounding the Ocean Plaza development
- Parts of Pleasureland outside the perimeter wall
- The Esplanade and Fairway and the associated park and ride sites
- Dunes public baths and associated areas including Safeways car park
- The Jubilee Trail Site of Special Scientific Interest
- Victoria Park (including the Archery Ground, Caravan Park and Rotten Row)
- Town Centre links: Kingsway, Coronation Walk, , Scarisbrick Ave., Nevill Street, Bold Street, Seabank Road, Leicester Street.

Most of this public realm is clearly public, but some areas are privately owned – for example the forecourts along the Promenade. These are important parts of the public realm because they are clearly visible, and in some cases extensively used by the public (e.g. the Safeways car park). Therefore the quality and appearance of the 'private' areas affects the perception and use of the public realm as a whole. Individual buildings are also part of the public realm, because their outward appearance is visible to all who use the

⁵ e 'public realm' is defined in the UDP as "the parts of a town (whether privately or publicly owned) which are available...for everyone to use or see, including streets, parks and gardens."

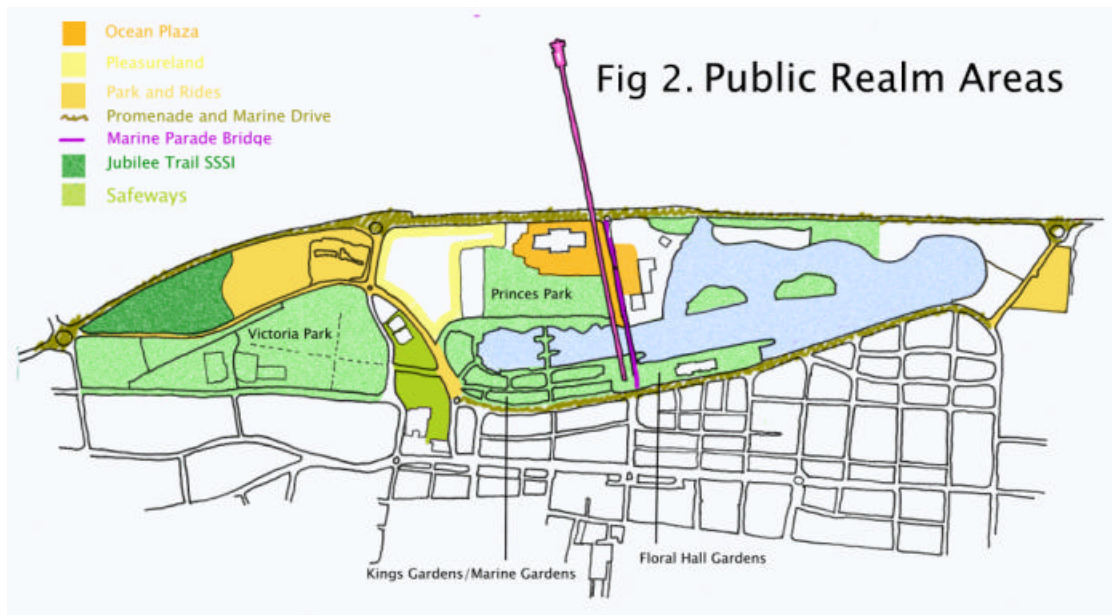
⁶ Note that the Marine Lake is identified as a Site of Local Biological Interest in the UDP because of its importance for birds.

⁷ Most of the Promenade frontage is within the Promenade Conservation Area

⁸ These areas are listed (Grade II) on the English Heritage Register of Parks and Gardens of Architectural and Historic Interest

⁹ Southport Pier is a listed building (Grade II)

Seafront. Thus each building contributes to (or detracts from) the quality of the public realm.



5.3) Urban Design Principles

The urban design principles guide how buildings and structures should relate to their settings, and what should be achieved by projects for improving the public realm. They apply equally to public and private projects; this is particularly important because of the programme of major projects proposed in the Seafront Action Plan. The urban design principles develop in more detail the key sustainability principles set out in 4.1 above.

Lie of the land - Proposals must help people locate themselves and find their way around the Seafront by creating or emphasising landmarks, orientation points, views and vistas, and by better marking and signing of routes.

Access – Proposals must help people get to and around the Seafront by improving the quality, security and comfort of routes; this is particularly important for increasing evening use, and for people with a disability.

Diversity - Proposals must respect and add to the diversity of the Seafront's open spaces, landscapes and walkways (large & small, intricate and bold). Key examples are the different landscapes of the northern part of Marine Lake, Marine Gardens and Victoria Park. Designs must enable different uses to take place in the same area, and natural and historic features must be retained and enhanced.

Landscape: The impressive and spacious arrangement of the Seafront landscape must be maintained and enhanced. An innovative approach to the design of new landscape is required, especially the integration of new development. High standards of design are expected in terms of form, fitness for purpose, and choice of materials (including plant material).

Themes – Design themes already in use could be developed further and could overlap and interact in new proposals. The horticultural theme is part of the history of the Seafront. The climate theme has been developed on the Floodwall. The obelisks on the Pier Forecourt light-heartedly exploit a historical/cultural theme. Features such as these add to the interest and

Maintenance: designs must pay special regard to the need for repair, improvement, reinforcement, and enhancement of the existing landscape, and must aim to reduce the burden of future management and maintenance.

The Promenade frontage, the southern part of Marine Lake and the Pier are in the Promenade Conservation Area. A Character Statement is available for this area which explains the particular design and townscape implications of the designation.

5.4) Greenspace and landscape

There are two main greenspaces in the Seafront as shown in Fig 3:

- Marine Lake¹⁰ and associated areas – Kings and South Marine Gardens, Princes Park, Floral Hall Gardens, NW Lakeshore
- Victoria Park, the Archery Ground, and the Caravan Site.

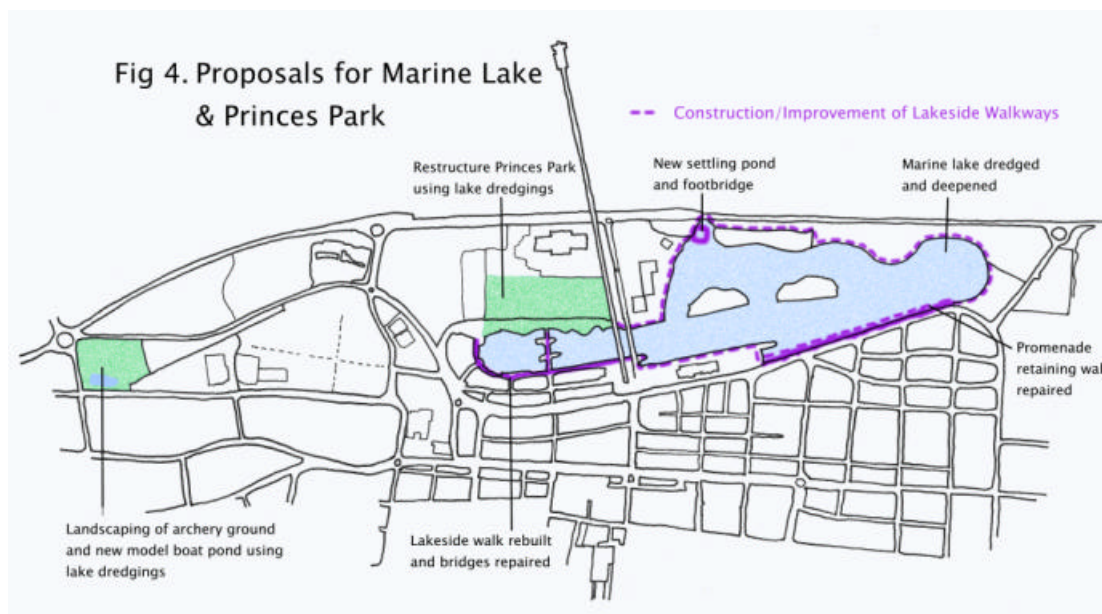


The two park-and-ride sites are also important parts of the Seafront landscape because of their size, location and function. These open areas need to be improved and enhanced, in line with the design principles above, in order to increase their capacity for attracting visitors and providing for local recreation.

¹⁰ In the UDP, and this SPG, the water area of the Marine Lake is regarded as Greenspace.

Marine Lake/Princes Park is the focus of a major renewal project in the Seafront Action Plan, shown in diagrammatic form in Fig 4. The lake will be deepened to allow for better recreational use partly by dredging and partly by raising the level of the lake edge. The eastern lakeshore around South Marine Gardens will be rebuilt, as well as the stretch of the old Promenade wall from the Lakeside Café to Fairway. A new settling pond will be installed at the sluice on Marine Drive to control silting. Lakeside promenades and walkways will be completed right round the lake. Developments which relate to the lake or benefit from a lake frontage must fit with and contribute to the overall design. The lake is regionally important for sailing and other forms of watersports. It is also identified as a site of local biological interest (SLBI) in the UDP because of its importance for birds, and there is an approved management plan in place. Proposals affecting the lake must take these factors into account

The main use of dredged material will be to reshape Princes Park, which at present is an open expanse of grass bisected by the Scarisbrick Avenue/Marine Lake footbridge axis. The proposal is to provide terraces and slopes forming a sun trap for informal recreation and an area that can be used for occasional public events. The height of the western edge of the park will be increased to both screen and provide a setting for the developments proposed in section 6. Developments related to the Park must fit with and contribute to the overall design. Small-scale structures may be built to service the different functions of the park. These will be designed into the landscaping. The remaining material from the lake will be used to raise the level of the Archery Ground to stop flooding, and the area will be re-landscaped.



Victoria Park is the setting for the Southport Flower Show, and has the potential to host a wider range of large-scale events. Proposals for Victoria Park are dependent on the future plans of the Southport Flower Show Company. There are options for new development within the park as part of a

park development programme as described in section 6. The open areas surrounding the park include the Jubilee Trail¹¹, Archery Ground, Caravan Park and Esplanade Park and Ride site are compartments of a single large open area and offer the opportunity for major restructuring. This is the only part of the Seafront where such a possibility exists. Any such proposals for the park or its surroundings would need to be subject of a special development brief, and must be guided by the design principles in this SPG.

The Park & Ride sites are important parts of the Seafront landscape because of their size, and their function as reception areas for car-borne visitors. A specially designed visitor centre is to be built on the Esplanade site, and improvement of Fairway is a project in the Seafront Action Plan. Improvement proposals for the park and ride sites must be designed to integrate these areas fully with the Seafront open space system.

5.5) Access framework

Vehicular access to and around the Seafront is covered in Section 8. The primary means of getting about within the Seafront is walking. The attractiveness of the Seafront depends on the design and condition of the walkways, boulevards and other pedestrian routes shown on Fig 5. Proposals should respect the character of the different parts of the framework – for example Rotten Row, Lower Promenade, Marine Drive Floodwall – in accordance with the urban design principles. There are two significant cross axes:

- Marine Lake Footbridge/Scarbrick Avenue/Eastbank Street
- Pier/Marine Parade/Nevill Street/London Road



Both axes continue across the Promenade into the Town Centre where their intersection with Lord Street is marked by distinctive urban spaces – London Square and the War Memorial and the Town and Bandstand Gardens.

¹¹ Note that the Jubilee Trail Reserve is within the Green Belt, and that, together with the Caravan Park and Archery Ground, it is included in the Coastal Park designation in the UDP

The Promenade and Marine Drive form major routes marking the eastern and western edges of the Seafront. They are roads, but are also important 'promenades' in the real sense of the word. Rotten Row and the Coast Road are extension of these routes. Weaving between these and linking to them are the promenades and walkways around the Marine Lake and Prince's Park, as well as the axial paths and routes within Victoria Park.

The planning and design of improvements or new proposals affecting this framework should achieve the following objectives:

- Provide a continuous high quality promenade along the eastern shore of the Lake between Kings Gardens and the Lakeside Café
- Complete and improve the walkway around the north shore of Marine Lake
- Develop the Promenade between Lakeside Café and Fairway as an impressive lakeside boulevard
- Extend the quality of the Marine Drive/Floodwall promenade beyond the Pier to Fairway, incorporating the Marine Drive car park
- Create a 'gateway' at the Nevill Street/Promenade crossing
- Provide a fitting termination for the Marine Lake Footbridge axis in Princes Park
- Improve the quality of the pedestrian link from Victoria Park to Kings Gardens between Dunes and Safeways
- Consolidate and improve the Victoria Park walkway system as part of a comprehensive plan for the Park
- Provide sheltered links between the park and ride sites and the main pedestrian routes
- Ensure all routes are easy to negotiate and secure, with good signage, safe road crossings and well designed lighting
- Ensure main routes are related to gateways and landmarks to help people find their way around

It is also necessary to link the pedestrian framework to the wider transport systems as set out in section 8, combining where needed with cycle routes, bus stops, the Trans Pennine Trail and the Sefton Coast Path.

5.6) Gateways and Landmarks

The framework of promenades and walkways provides the key to the location of landmarks and gateways - at junctions of routes or to accent key vistas and views. A hierarchy is proposed, from large-scale gateway buildings and structures to smaller scale features such as obelisks, shelters, lighting and direction signs. The purpose is to provide interest at a variety of scales as well as reference points to help people find their way around. The location of certain development sites offers the chance for the buildings and structures on those sites to form the gateways, and the designs must therefore embody the gateway concept. Landmarks should emphasise the structure of the landscape, as on the Floodwall, and enhance the quality and usefulness of open spaces through, for example, provision of shelters and lighting. Landmarks should develop the Seafront identity through design themes,

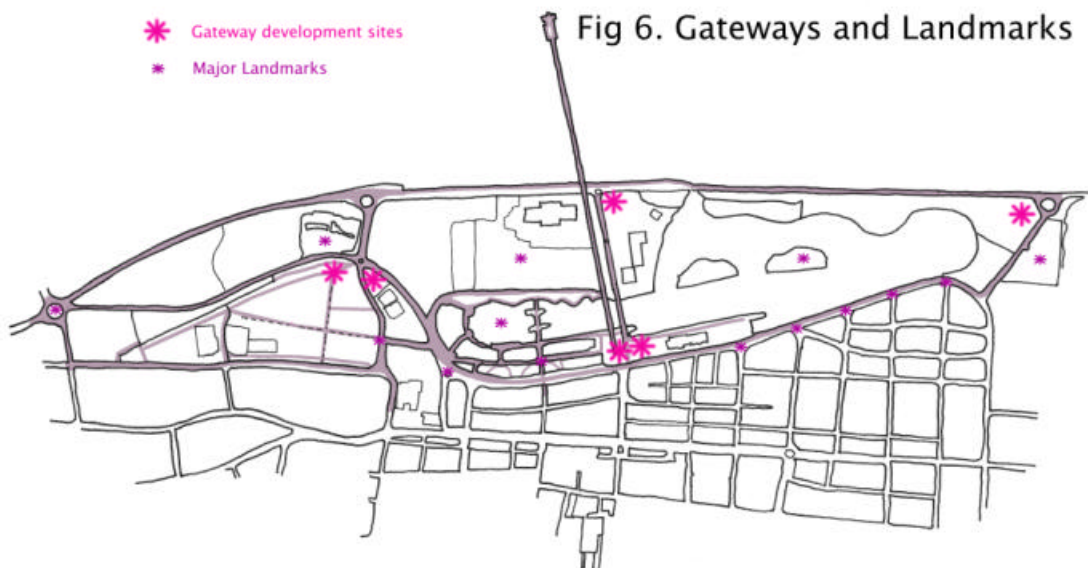
celebrating some aspect of their specific location. They can also take the form of planting, earth shaping and land sculpture.

Gateway sites: North Marine Lake; Pier forecourt (Funland), Floral Hal Gardens, Marine Drive/Marine Parade junction. 'Dunes' site, Victoria Park

Major Landmarks:

- Weld Road roundabout,
- the intersections of Coronation Walk, Scarisbrick Ave, Leicester Street and Fairway with the Promenade.
- On the old Promenade opposite the ends of all the streets between Seabank Street & Leyland Road, to mirror the effect of the landmarks on the new Floodwall
- On the island(s) in the northern part of the Lake, and/or in the Lake itself
- Prince's Park at the termination of the footbridge axis
- Park and Ride Sites (visitor reception buildings)

Minor Landmarks can be provided at a variety of locations as required to mark the intersection of routes, provide direction, shelter or information.

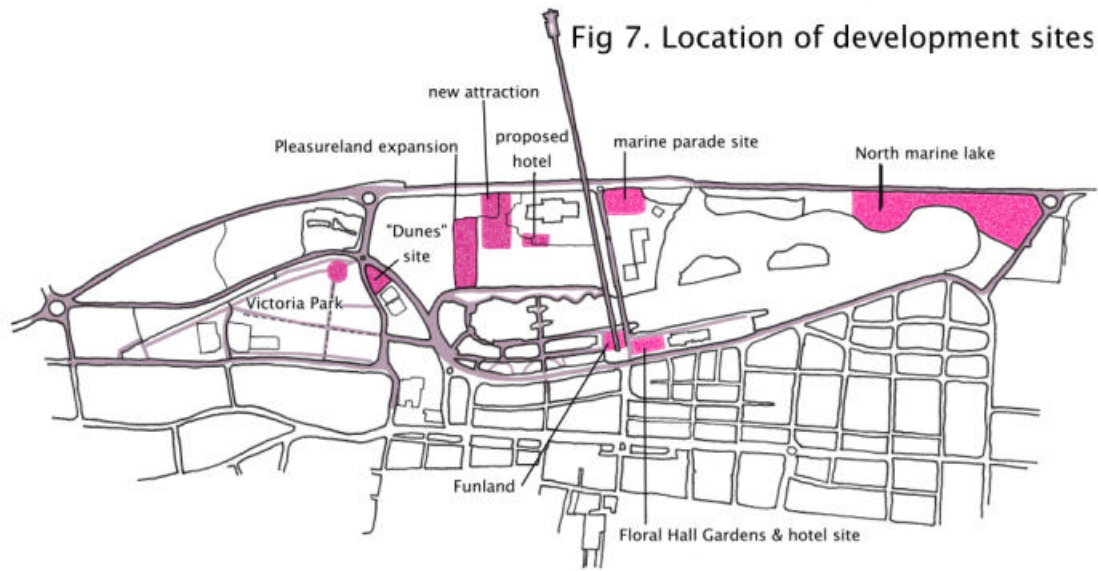


6. Sites for Development

6.1) Introduction

New development in the Seafront must extend the daily and seasonal use of the Seafront and increase the diversity of attractions, while reinforcing the 'pleasure garden' character of the Seafront. The only existing development sites in the Seafront are the site next to Dunes Leisure Centre between the Esplanade and Victoria Way, the site adjacent to Ocean Plaza on Marine Parade (the 'Aquadome' site), and the site at the north end of Marine Lake.

New opportunities for providing indoor facilities of sufficient scale to provide an alternative to good weather open air use of the Seafront will have to be created by using existing greenspace. Three such areas were identified in the Masterplan and are endorsed in this SPG – sites using part of Princes Park, the Floral Hall Gardens, and potential sites within Victoria Park. Proposals on all these sites (see Fig 7) must follow the principles outlined in section 4 and must contribute to the urban design principles set out in Section 5. The types of uses must conform with Policies EDT13 & 15 of the UDP.



6.2) Princes Park – proposed hotel, new attraction and Pleasureland extension

This group of proposals comprises the largest development area in the Seafront (see Fig 8). The proposals are intended to consolidate the central attractions area of the Seafront. Part of the existing greenspace of Princes Park is required for two of the sites which and proposals for these sites must therefore conform with draft Policy G1 (Greenspace) (see Appendix 6). An option would be a contribution to the redesign of the park. This is coupled with the improvement of the Marine Lake described in Section 5.4.

- a) The hotel A planning application has been received for a 59 bed hotel on a site next to the Ocean Plaza family entertainment centre. At three storeys it will be no higher than the adjacent buildings. The approximate footprint, with service areas and parking is shown on the attached diagram. The landscaping must take into account the proposals for the Park.
- b) New attraction - The Masterplan has identified a site for a major new attraction between Pleasureland and Ocean Plaza. Provision of a site large enough to be economically viable requires the use of part of Princes Park and thus any proposals for this site must include substantial provision for indoor recreation of broad public interest in line with the principles set out in Section 4. These uses would have to be accessible all year round. Access must be shared with the existing access to Ocean Plaza, although this may need to be repositioned and redesigned to suit the new development. Since the site is

set between Ocean Plaza and the large structures on Pleasureland, proposals could be quite large scale but should be carefully designed to minimise bulk. There is the potential to create a landmark building to be seen in the round and the quality of design must reflect the importance of the site. A limited amount of additional parking will be allowed which must be carefully integrated with the building design and surrounding landscape.

- c) Pleasureland is the biggest attraction in the Seafront in terms of site area and number of visitors. The Council has accepted the need for expansion and a site including the existing Zoo has been identified which takes in a strip of the southern side of Prince's Park. A planning application has been received for change of use of the site to amusement park. Consideration of this application will need to take into account the implications of draft Policy G1 (Greenspace). The expansion site includes a combination of private and public greenspace. There is a balance to be struck in applying Greenspace policies in this case in the transfer of use from open space of relatively low quality and low intensity use to a non-greenspace use but which is still effectively out-door, and for high intensity public enjoyment. Nevertheless a contribution will be required to ensure an increase in the environmental quality of Princes Park to compensate for the loss of Greenspace. This must include some flexibility on the location of the final boundary between the uses to allow for effective landscape design.

Any future development on this site will be subject to the permitted development rights conferred on amusement parks by the Planning General Development Order. However, and major development such as the installation of a large new ride is likely to require consent and must be part of a comprehensive programme for the overall improvement of the Pleasureland site as a whole, The quality and arrangement of the new uses will have a direct bearing in this matter, and will be viewed in the context of proposals for improvement and landscaping of the whole Pleasureland complex. The relationship of the proposals to the re-shaped Princes Park must be carefully considered. Access to and servicing of the expansion land will be from within the existing Pleasureland site and may be subject to a traffic impact assessment

6.3) Marine Parade development site

The Council is funding a major water-based attraction on this site based on an existing planning permission. The site is a gateway to one of the main entrances to the Seafront and the proposal will form the focus of the Ocean Plaza development; construction is due to start in 2004. The design of any proposal must be of the highest quality on this prominent site.

6.4) Floral Hall Gardens- proposed hotel site

The Seafront Action Plan has identified the need for additional hotels in the Seafront to support the conferencing business centred on the Floral Hall and Theatre. The Floral Hall Gardens has been identified as a site for a new high quality hotel, and a development brief has been approved. The brief is based on the need to limit building height on the Promenade, retain views and openness as far as possible, and recognise the current greenspace use. Extension and improvement of the lakeside promenade will be required as part of the development. The development must also include new indoor

exhibition facilities to complement the Floral Hall; adding to indoor visitor attractions. Careful attention is required to the design of facilities and spaces accessible off Promenade level, and the potential for terraces overlooking the Marine Lake must be fully exploited

6.5) Funland, Pier forecourt:

Funland is a key building in a primary gateway position. The realignment of the Marine Parade/Promenade junction has created an opportunity for expansion and redevelopment of this building(see Fig 9). The 'undercroft' at the rear is a major barrier to improving the lakeside promenade; it is also a security risk and an eyesore. The gateway location, and position in the Promenade Conservation Area sets up stringent requirements for an imaginative and high quality design solution which must also contribute to provision of a fitting entrance to the Pier. A development brief has been prepared defining the potential redevelopment envelop which allows for a generous open promenade at Lake level.

6.6) Victoria Park

There is an opportunity for a limited amount of development in Victoria Park to consolidate the long term position of the Flower Show by providing facilities which extend and improve the use of the park as a place for events and exhibitions and improve its year-round and all-weather use (see Fig 10). However any proposal must take into account the draft Greenspace Policy G1 (Appendix 6)

Proposals must contribute to the urban design framework by providing a gateway to the park at the Esplanade entrance, and must be concentrated at the western side of the park reflecting the curved boundary and tree belts. Any proposals must be set in the context of a comprehensive park development plan; they will not be considered in isolation.

The type of development must be directly related to the function of the Park as the site of the Flower Show and similar events, and could comprise permanent exhibition facilities, permanent exhibition gardens (which may have a retail component attached), and visitor reception and information facilities at the park entrance on the esplanade. These facilities could include café and restaurant provision in scale with and directly related to their main function. Any facilities must have a substantial component of public use. The Park is available for informal public enjoyment as a public park in between events. New developments must complement this use. In view of the availability of substantial parking provision for private cars and coaches close by, parking provision for staff purposes only will be allowed.

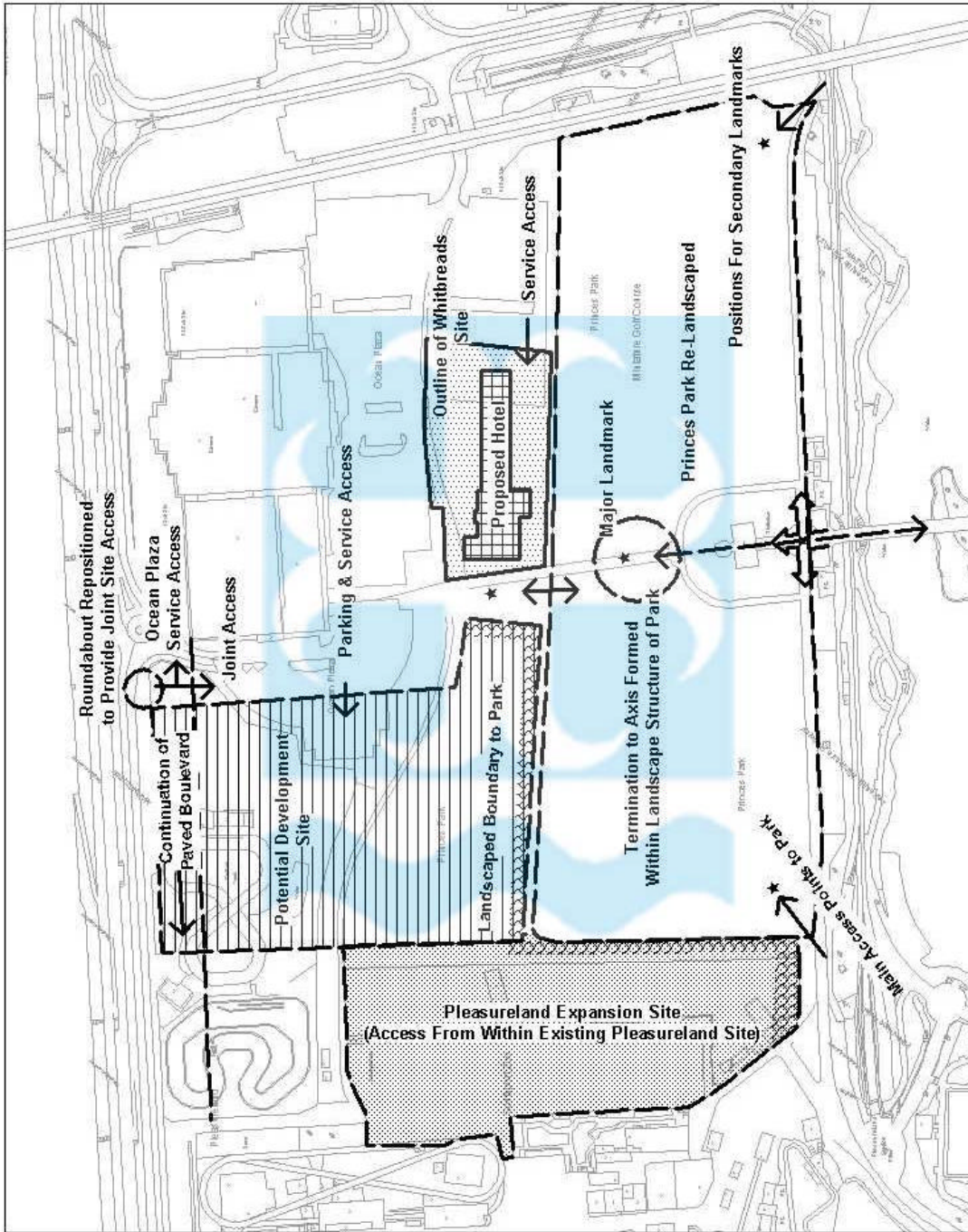
6.7) Dunes site, Esplanade

The vacant site between the Esplanade and Victoria Way adjacent to the Dunes Leisure Centre is a prominent location with uninterrupted views out to sea, easy access and good orientation (Fig 10). It is close to important Seafront attractions. Proposals for this site must be in scale with the potential of the site as part of a main gateway into the Seafront. Parking requirements would depend on the nature of the development, but there is scope for some parking within the site.

6.8) North Marine Lake

The vacant site at the northernmost end of the Marine Lake, on the junction with Marine Drive and Fairway, is also at a significant entry point to the Seafront. It commands impressive views south down the Marine Lake, and across the Ribble estuary to the north. It is privately-owned; at its southern end is a smaller, Council-owned site, also vacant. The sites have the potential to accommodate a use of regional importance, possibly linked to strategic projects for the NW coast such as a major visitor centre (see Fig 11).

The design of any structures on this site must reflect the importance of the location and should form a landmark, as part of the overall urban design framework in section 5. The design should maximise the opportunities offered by the south facing lakeside position. Height and overall form should fit into the surrounding landscape, as should choice of materials. There needs to be a balance between height and building coverage to allow as much of the site to remain open as possible. The design should avoid causing 'windshadow' or other effects on sailability of this part of Marine Lake. The nature of this site would support landscaping based on the local ecology. There is substantial public parking available on Marine Drive, and the adjacent Fairway park and ride site, and therefore extensive parking within the site is not needed.



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 OSGR: 333019, 417602 | Sheets: 489A, 489B, 489C, 489D | Area: 87415 sqm

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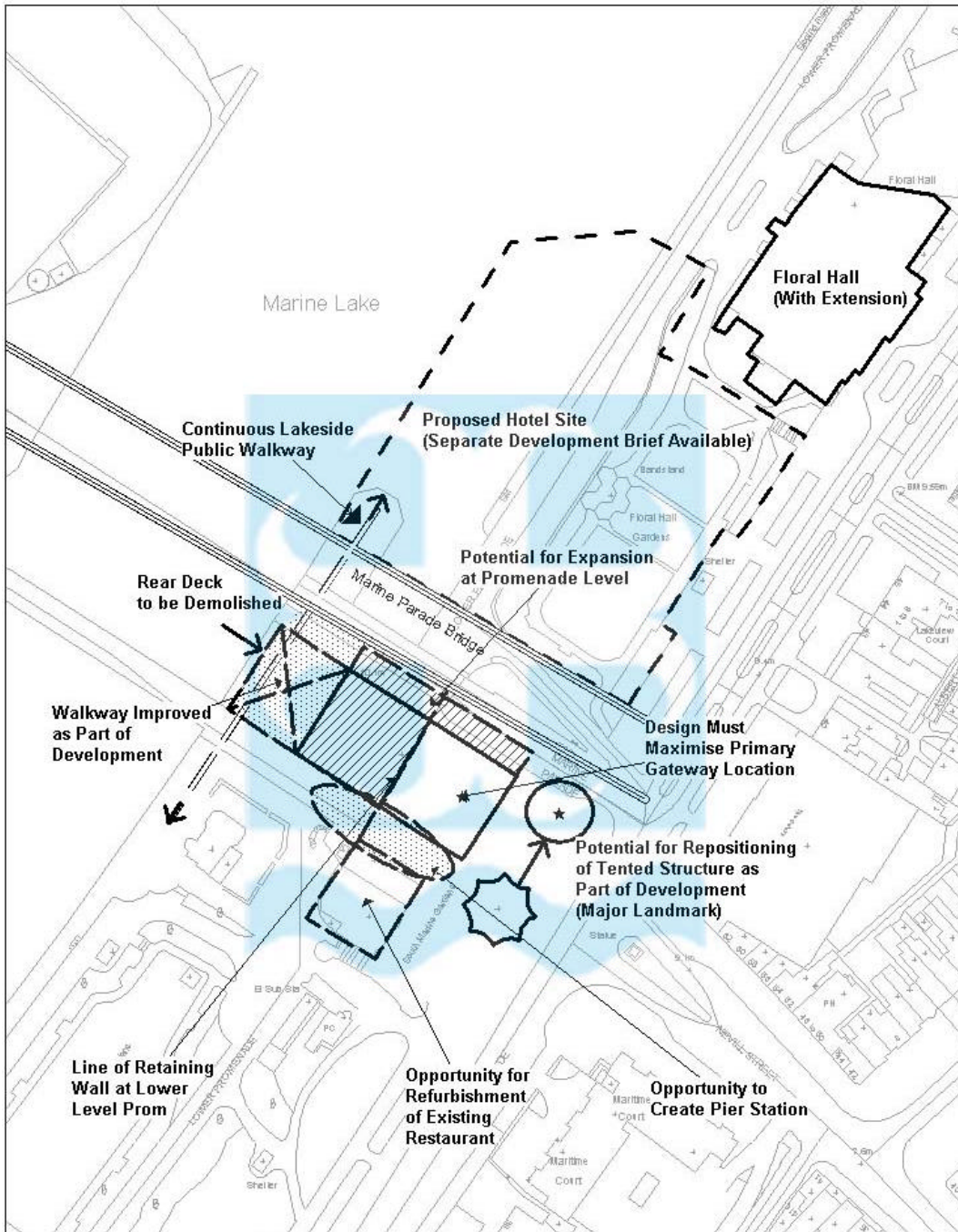
Development Sites
Princes Park Group
 Created by Sefton Council Planning Department from DigitalAerials data using MapInfo GIS

Fig. 8

Standard Site Plan

Scale:
 Date: 5/9/2003
 Drawn By: Adam Voss
 Contact Officer: C.Jones
 Plan Ref: D:\Files\4_1_5
 Ward(s): Cambridge, Dukes
 Postcode Sector(s): PR8 1
 Polling District(s): AD, BB
 Parish(es): None Found





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Fig. 9a
Pier Forecourt
Funland Extension


OSGR: 333519, 417658 Sheet(s): 489C, 489A Area: 20442.6qm

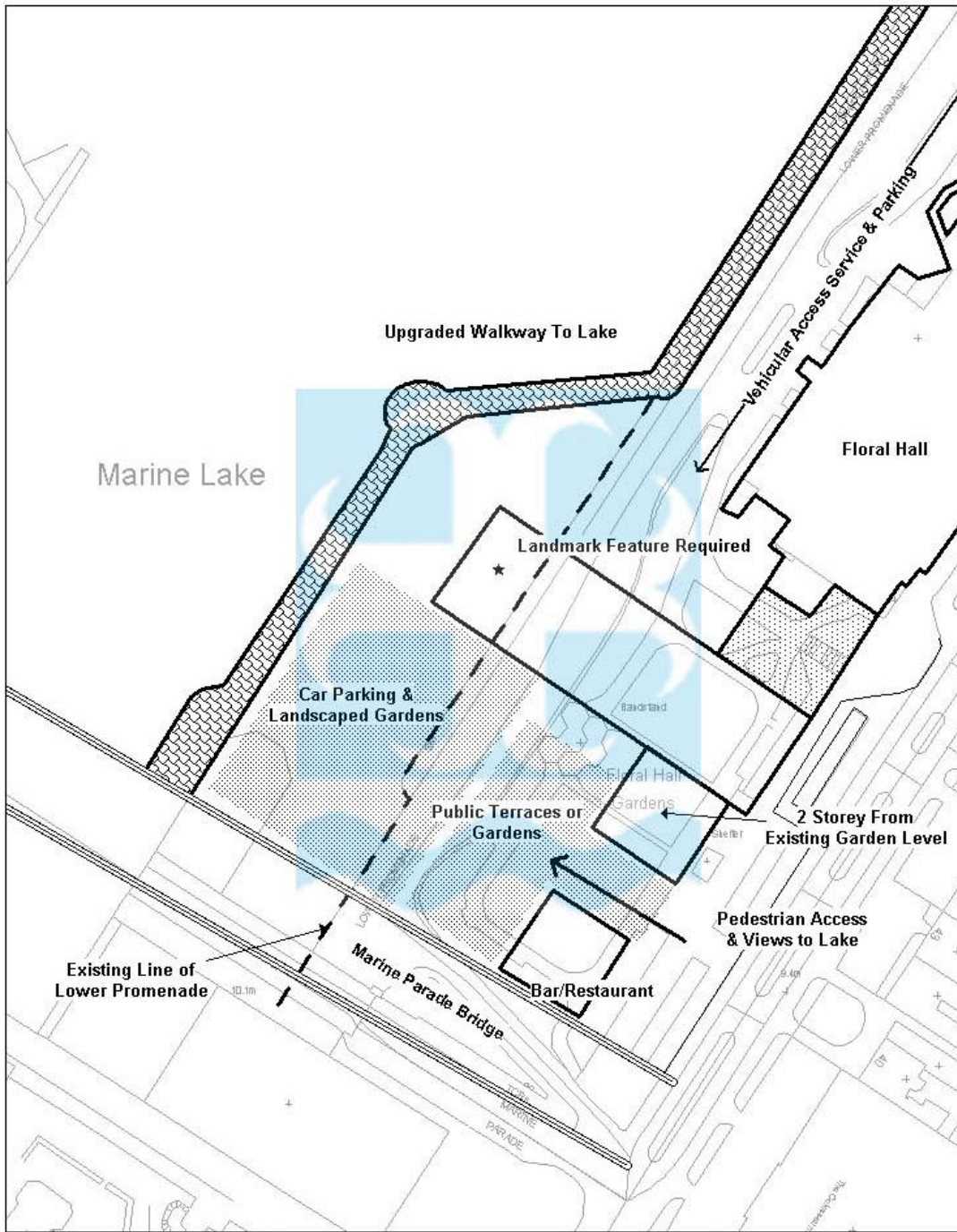
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Standard Site Plan

Scale: 1:2250
 Date: 5/9/2003
 Drawn By: Mackillox
 Contact Officer: C.Jones
 Plan Ref: D.Files\1_4_1_3
 Ward(s): Cambridge, Dukes
 Postcode Sector(s): PR9 0, PR9 1
 Polling District(s): EA, AD, EB
 Parish(es): None Found





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**Floral Hall
 Hotel Site**

Fig 9.b

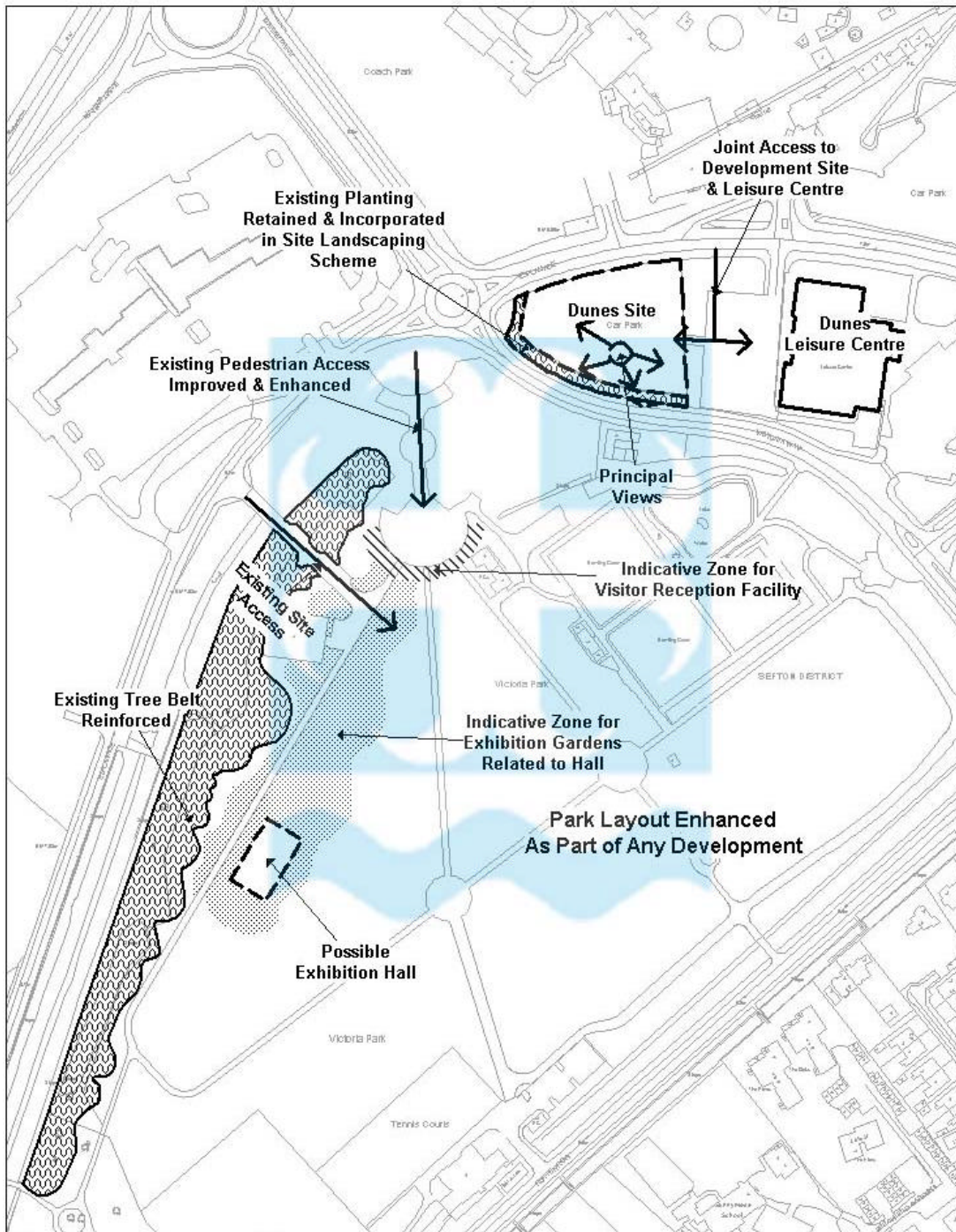
Standard Site Plan

Scale:
Date: 5/9/2003
Drawn By: Mackinnon
Contact Officer: C.Jones
Plan Ref. D-Files: 4_7_5
Ward(s): Cambridge, Dukes
Postcode Sector(s): PR9 0, PR8 1
Polling District(s): BA, AD, BB
Parish(es): None Found

OSGR: 333519, 417690 Sheet(s): 489C, 489A Area: 48962 sqm
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**Victoria Park
& 'Dunes' Site**

Fig.10

Standard Site Plan

Scale: 1:2500

Date: 5/9/2003

Drawn By: Adam Nixon

Contact Officer: C.Jones

Plan Ref: D:\Files\4_1_5

Ward(s): Dunes

Postcode Sector(s): PR0 1, PR0 2

Poling District(s): B.B, B.C

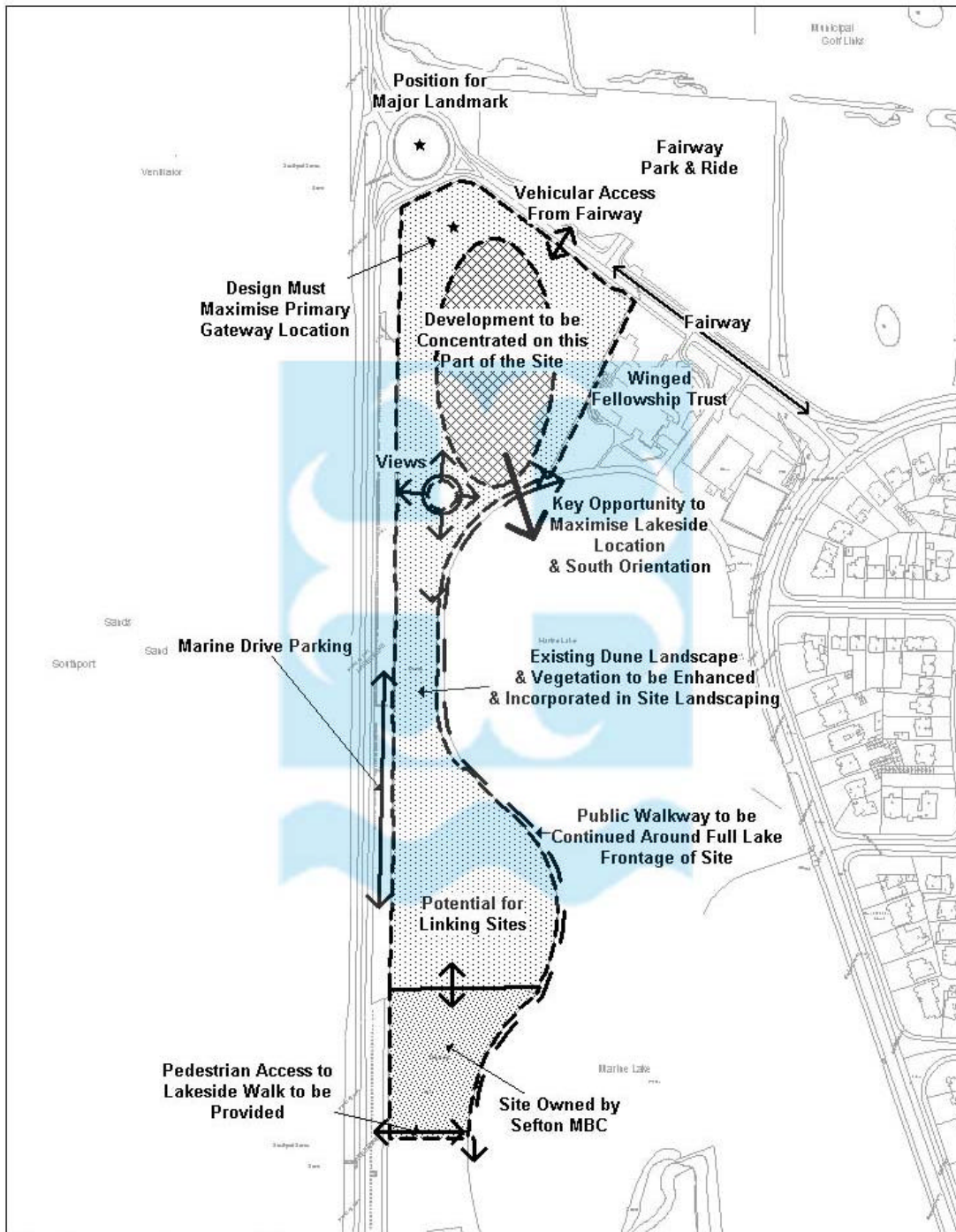
Part(s): None Found



OSGR: 332654, 417007 Sheet(s): 468C, 468A, 468D, 468B Area: 190933 sqm

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Development Site North Marine Lake

Fig. 11

Standard Site Plan

Scale: 1:5000
 Date: 5/9/2003
 Drawn By: Adam Nixon
 Contact Officer: C. Jones
 Plan Ref: D:\Files\4_7_5
 Ward(s): Cambridge
 Postcode Sector(s): PR9 0, PR9 1
 Polling District(s): AC, AD
 Parish(es): None Found



OSGR: 333890, 418634 Sheet(s): S10A, S08A, S09C Area: 136357 sqm
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7. Existing buildings and opportunities for small-scale development

7.1) Existing Development

Proposals for alteration or change of use of existing buildings or facilities will be governed by the same principles as those outlined above. Proposals which improve the appearance of buildings and their surroundings and add to the quality and diversity of attractions within the Seafront will be encouraged. Opportunities for development and improvement will be discussed with the owners or occupiers of the following buildings as part of the Seafront Action Plan:

- Scout Club
- The Sailing and Rowing Clubs
- Winged Fellowship Trust (expansion project in progress)
- The Train Centre
- Floral Hall Theatre

7.2) Opportunities for small-scale development

There are minor sites around the Seafront where small-scale development could be accommodated. Opportunities may also be created through the improvement projects planned for the Marine Lake and Princes Park – kiosks, shelters, information points, for example. Proposals will be assessed against the principles set out in Section 4 & 5, must clearly relate to the function of the areas in which they are set, and must enhance the character and diversity of the Seafront. Two specific sites are under consideration at present:

- Aquarium site Planning permission has been granted for the use of this site as a specialist skateboard park
- Fairway Park and Ride site – The need to improve the appearance and function of this site is covered in Section 5.4. A new visitor reception facility is proposed for this site in due course. While this may not need to be at the same scale as the centre to be built on the Esplanade site, it must be carefully designed as a local landmark

8. Transport, Access, and links to the town centre

8.1) Local Transport Plan:

The planning and organisation of the transport network serving the Seafront is dealt with through the Merseyside Local Transport Plan (LTP). Specific proposals for Southport identify the key elements to be carried out over the period of the LTP. The two park-and-ride sites within the Seafront play a role in the transport system of the town as whole. The Coast Road/Marine Drive is classed as a distributor route. The LTP recognises the need to plan for the major events staged in the Seafront, including the possibility of management strategies to be worked out for individual events between event organisers and transport planners. Specific issues to be taken into account in the planning of new development in the Seafront are set out below.

8.2) Walking and access

Provision for walking is covered in Section 5.5 above. The principles of barrier-free access must be taken into account in any development that takes place in the Seafront because of the number and range of people using it, and to ensure that no-one is excluded from enjoying its benefits. Specific guidance and advice on this matter is set out in the SPG "Designing for Everyone". There are two strategic recreation routes passing through the Seafront (see draft Policy G7). The Sefton Coast Footpath follows the line of Rotten Row, the Lower Promenade, the Promenade and Fairway. The Trans-Pennine Trail follows the coast road to its terminus on the Floodwall. These routes must be taken into account in the planning and design of new development and improvements to the public realm, and provision made for signing, and connecting local routes.

8.3) Cycling

The Trans-Pennine Trail (see above) terminates in the Seafront. Several roads in the Seafront have been identified as part of the local cycle network. Provision for cycling must be included in all new development.

8.4) Parking

There is substantial provision for parking in and adjacent to the Seafront including the Park and Ride facilities at the Esplanade and Fairway. For this reason it is not considered that new development needs extensive additional provision. The parking requirements of the main development areas are outlined in Section 6 above. Where necessary, developments may be required to contribute to the provision and servicing of off-site parking arrangements.

8.5) Buses and coaches

Access to the Seafront by public transport will be substantially improved following the completion of Marine Parade Bridge, allowing a 'figure-of-eight' routing which will bring most sites within a 400m distance of a bus route. Bus lay-bys and coach drop-off points must be provided in the design of individual development sites if required.

8.6) Transportation within the Seafront

The Pier tram is both entertainment and transport. The mid pier stop at Marine Drive is planned to serve the Ocean Plaza complex. It is important to enhance the Promenade station to recognise the function of the Tram. This is referred to in the section on Funland in Section 6 above. The miniature railway is primarily entertainment, but its potential as a means of transport has not been fully exploited. Proposals for extension or better facilities in this respect would be encouraged. The Marine Lake also offers a chance of combining entertainment and transport through, for example, a water taxi serving lakeside developments. Facilities to provide for this (jetties etc) would be encouraged.

8.7) Links to the Town Centre

A specific objective of the Action Plan is to forge better physical links between the Town Centre and the Seafront to ensure a freer exchange of visitors between both. The Southport Townscape Heritage Initiative (THI) will be

carried out over the next few years to help achieve this objective. The THI is aimed mainly at improving properties within the area between Lord Street and the Promenade, but it includes proposals for improving the streets linking Lord Street to the Promenade. Development proposals for properties on the Promenade must take this into account.

9. Relationships to other policies and SPG

9.1) The policies in the table below are directly relevant to development in the Seafront. Please refer to the Written Statement of the UDP for the full text and explanation of each policy. The list below is for information purposes only,

Policy No.	Policy title	Relationship to Seafront SPG
CS1 †	Development & Regeneration	Supports regeneration
CS2 †	Restraint etc	Protects urban greenspace
CS3 †	Development Principles	Supports sustainable transport and good design
UP1*†	Development in Urban Priority Areas	Embeds the Seafront Action Plan in the UDP
EDT1 †	Strategic Employment Locations	Identifies Seafront as location for indoor/outdoor tourism and leisure development
EDT13 †	Southport Central Area Development Principles	Sets out criteria for development and issues where legal agreements may be required
EDT14	Southport Resort Area	Affects Promenade frontage
EDT15	Southport Seafront	Identifies development acceptable in the Seafront
GBC2	Development in the Green Belt	Affects Jubilee Trail area only
NC1	Site Protection	Jubilee Trail SSSI, Marine Lake SLBI, consultation zone for coastal sites (whole Seafront)
NC2	Protection of Species	May affect Marine Lake
NC3	Habitat protection, creation and management	Relevant to whole Seafront – principle for site layout and design.
CPZ1ii †	Development in the Coastal Planning Zone	Restricts development to Leisure and tourism-related uses
CPZ4	Coastal Park	Affects Archery Ground, Caravan Park and Jubilee trail only – supports informal recreational use of coast
G1	Protection of Urban Greenspace	Sets out provision for protection of greenspace – major importance for Seafront.
G2	Improving Public Access to Urban Greenspace	Protects/Supports improvement of public access to greenspace
G3 -	Greenspace Systems	Prevents fragmentation of linked greenspace – Seafront would be considered a greenspace system
G5*	Protection of Recreational Open Space	Protects existing recreational open space – affects parts of Seafront greenspace
G7	Strategic Paths for Countryside Recreation (coast path)	Trans Pennine Trail terminates on the Floodwall and the Sefton Coast Path traverses the Seafront.
HC1*	Development in Conservation Areas	Parts of the Seafront are in the Promenade Conservation Area
HC2	Demolition of Listed Buildings and Demolition in Conservation Areas	Pier and park shelters are listed. Affects those areas within the Conservation Area
HC3	Development or Change of Use Affecting a Listed Building	As above
HC4	Development Affecting the Setting of a Listed Building	As above
HC5	Historic Parks and Gardens	Kings Gardens/South Marine Gardens are listed
AD1	Location of Development	The Seafront falls outside the 400m zone, but this is compensated by presence of Park and Ride sites and associated bus services.
AD2*	Ensuring Choice of Travel	Affect design of all development in the Seafront
AD3	Transport Assessments	Will affect any developments over 1000m ² on Seafront. May affect events areas.
AD4	Green Travel Plans	Likely to affect a number of proposals in the Seafront

DQ1*	Design	Supports high quality design – major importance for Seafront
DQ2*	Trees and Development	Requires inclusion of trees in development – will affect all Seafront proposals
DQ3*	Public Greenspace and Development	Requires non-residential development to contribute to provision or enhancement of local greenspace – will affect all Seafront proposals
DQ4*	Sustainable Drainage Systems	A requirement of all new development
EP6	Light Nuisance	Relevant to Seafront because of need for better lighting
EP7	Flood Risk	Seafront is in a defined flood risk area
MD7	Advertisements	Defines criteria for acceptable advertisements
MD8	Telecommunication Development	May be relevant to some developments in the Seafront

† Indicates Strategic Policies which form Part 1 of the UDP

* Indicates separate Supplementary Planning Guidance available – see table below.

9.2) Supplementary Guidance Notes relevant to the Seafront

SPG Title	Relevance to Seafront
Design	Explains draft policy DQ1 - Provides detailed guidance on how design will be dealt with including context, site layout and building design. Essential companion to this SPG in relation to all development proposals for the Seafront
Trees and Development	Explains draft Policy DQ2 - Provides detailed advice on numbers of trees that will be required in connection with development
Public Greenspace & Development	Explains policies DQ3, G5 –provides guidance on how greenspace policies will be applied. Important background for Seafront because of extent of greenspace, but note that the Seafront SPG specifically qualifies the approach on greenspace to be adopted in the Seafront
Sustainable Drainage Systems	Explains draft Policy DQ4: A requirement for all development in the Seafront
Urban Priority Areas	Explains draft Policy UP1, provides broader context for Seafront
Southport Central Area	To be completed
Designing for Everyone	Expands on specific aspects of draft Policy DQ1 relating to access: Provides advice on provision for people with a disability in development. Very important in Seafront as a whole

10. Planning Advice

Planning staff in both Southport and Bootle offices are always available to advise on proposals, and contact at an early stage in working up proposals is encouraged; addresses are provided below. Developers can also be put in touch with officers dealing with the regeneration initiatives, associated funding opportunities and business support programmes. Officers dealing with transportation planning, and other technical development matters, will also be pleased to help and advise

Southport Seafront Supplementary Planning Guidance

Appendix 1

Mersey Waterfront Regional Park – vision and objectives¹²

Vision:

To transform, energise and connect the Mersey Waterfront – and all its assets – and produce a unique sense of place which acts as a key attractor for people to live, work, visit and invest in Merseyside.

Key Objectives:

Objective	Actions
Develop maritime industry as a more coherent cluster of economic activity	<ul style="list-style-type: none"> • Marketing, trade missions, business linkages and joint promotion of maritime sector business • Training • Physical infrastructure improvements • Establish centre of excellence • Establish skills training centre
Develop tourism industry as a more coherent cluster of economic activity	<ul style="list-style-type: none"> • Physical infrastructure improvements • Joint marketing and promotion • Improved tourism staff skills • Mersey Waterfront branding • Develop/support new niche markets
Secure further capital investment towards quality	<ul style="list-style-type: none"> • Secure additional funding through for example Heritage Lottery
Establish greater awareness, use and ownership of the Mersey Waterfront as an enhanced coastal amenity for local people	<ul style="list-style-type: none"> • Develop and implement a community engagement strategy • Develop a programme of events to raise awareness of the Mersey Waterfront
Provision of new and enhanced opportunities for formal and informal leisure and recreation	<ul style="list-style-type: none"> • Ensure improved provision and awareness of recreational opportunities is an integral component of the Mersey Waterfront scene
Develop a collaborative approach to deliver and maintain consistently high quality around the Mersey Waterfront's built and natural environment	<ul style="list-style-type: none"> • Develop and promote the Mersey Waterfront Quality Charter • Develop options for long term management and maintenance
Deliver a comprehensive marketing and communications programme that reaches and effects change amongst international, national, regional and local audiences	<ul style="list-style-type: none"> • Develop and implement a comprehensive marketing strategy which brings the activates of al key partners together to deliver a wider-reaching marketing and communications programme.

¹² Extract form the Mersey Waterfront Regional Park Performance Plan 2003/04 (The Mersey Partnership. May 2003).

Southport Seafront Supplementary Planning Guidance

Appendix 2

A New Vision For Northwest Coastal Resorts¹³ – summary of conclusions for Southport

The North West Development Agency (NWDA), commissioned Locum Destination Consulting to prepare a long term vision and strategy for coastal resorts in the North West, in order to act as a framework for the application of funding from the NWDA European and other sources, and assist the NWDA in taking a more proactive role in shaping policy

The report (p4) concluded that the strategy should recognise:

- Tourism is unlikely to be the main driver of the resort economies
- Resort regeneration strategies should therefore encompass diversification
- Priority should be to make the resorts nice places to live work and play – they will then be attractive places to visit
- The resorts can play an exceptionally important role in regional prosperity and quality of life – serious public sector intervention is therefore justified

A vision for each resort is developed – that for Southport (p5) is summarised as “style and sophistication”, and the report identifies the following main issues for Southport pp65 – 69):

- Has the potential to be a jewel in the regional crown
- Needs to concentrate on improving quality of life for local people (especially town centre, seafront and cultural offer)
- Focus should be Lord Street, and extending the experience to the Seafront
- Should benchmark against top quality similar scale EU destinations
- Develop conferencing trade
- Resolve access problems
- Seafront Action Plan is endorsed subject to overall “style and sophistication” caveat

¹³ “A New Vision for Northwest Coastal Resorts – Summary Report.” Locum Destination Consulting. NWDA March 2003.
See also www.nwda.co.uk

Southport Seafront – Supplementary Planning Guidance

Appendix 3

Southport Seafront Action Plan - List of indicative projects¹⁴
--

Measure 1¹⁵: Improve SME¹⁶ Competitiveness

- | |
|---|
| <ul style="list-style-type: none"> • GME programme of delivery of business start-ups for high-growth businesses* |
|---|

Measure 2: Business Start-ups and Entrepreneurship

- | |
|--|
| <ul style="list-style-type: none"> • GME programme of business support* |
|--|

Measure 4: Training for SME's

- | |
|---|
| <ul style="list-style-type: none"> • Support for workforce development through the implementation of the SBS Objective 1 bid for Merseyside* |
|---|

Measure 6 Targeted Sectoral Support
--

- | |
|---|
| <ul style="list-style-type: none"> • Establishing business-led sector groups and tourism networks with subsidised support for business through GME and Sector Champion |
|---|

Measure 7: Arts, Culture & Tourism Industries
--

- | |
|---|
| <ul style="list-style-type: none"> • Extending/improving the hotel provision • Improvements to concessions • Marine Lake dredging and de-silting improvement programme • Southport Pier Phase II • Pleasureland & Funland extension and improvements • Creating formal and informal performance space (Victoria Park/Princes Park) • Managing and delivering the Tourism business • Art galleries and sculpture |
|---|

Measure 13, 14, 16

13: Action for employment

14: Promoting socially inclusive access to the labour market

16: Job creation and entrepreneurship
--

- | |
|---|
| <ul style="list-style-type: none"> • Skills analysis • Contract supply chains – local labour agreements; individual development accounts • Development of ILM projects related to Seafront Guides, Telematics and recycling • Customised training • Development of Employment Bureau |
|---|

Measure 22: Marketing Merseyside

- | |
|---|
| <ul style="list-style-type: none"> • Integrated Marketing Initiative |
|---|

Measure 23: Built and Natural Environment
--

- | |
|--|
| <ul style="list-style-type: none"> • Informal recreation programme • General environmental enhancement • Townscape Heritage Initiative • Lighting Strategy |
|--|

Measure 24: Communications

- | |
|--|
| <ul style="list-style-type: none"> • Winged Fellowship Trust project • Improvement to gateways and corridors • Improvement/expansion of Park & Ride provision • Reopening Marine Parade Bridge* • Pedestrian and cycle route improvements |
|--|

¹⁴ Southport Seafront Action Plan Submission. Sefton Council & Southport Partnership. May 2002 (as amended by Offer Letter from Government Office for the NW, October 2002)

¹⁵ Measure Nos. relate to the Measures of the Merseyside Objective 1 Programme 00/06

¹⁶ Small to Medium Enterprises – i.e. businesses with less than 250 employees.

Southport Seafront Supplementary Planning Guidance

Appendix 4

Southport Town Centre Townscape Heritage Initiative - summary of strategy¹⁷

The THI strategy focuses on the strategic, but economically marginal and underused area between Lord Street and the Promenade. Its key aims are to enhance the quality and strength of the linkages between the town centre and the Seafront so that the two become better integrated, increasing the levels of economic activity within the target area to reduce the number of vacant, underused and poorly maintained properties. It also includes the Market area to the south of Lord Street which faces similar problems.

The THI will preserve and enhance the character of Southport in a number of ways. Firstly it will deliver a programme of repairs and refurbishment works to properties on key routes between the town centre and the seafront (e.g. Scarisbrick Avenue, Coronation Walk, and Nevill Street) with a parallel programme to bring vacant floorspace in them back into use. Together with improvements to the public realm this will provide enhanced facilities for residents and visitors, encouraging them to move through and use this secondary area. The introduction of new uses will help expand the economic base of the area creating new and better paid employment opportunities for local residents directly addressing the physical and economic problems in the area.

Secondly it will concentrate resources on the *external* repair and refurbishment to restore the original character and features to former large residential properties in the Bath Street - Bold Street area that have been converted to guesthouses and HMO's¹⁸. Target properties are those where *internal* improvements have already been undertaken or are planned through a new programme of Housing Improvement grants. It will help create a positive image of the area to both residents and visitors and prevent properties entering a 'spiral of decline'. Promoting the area to visitors will help maintain and improve occupancy levels in the local hotels and guesthouses allowing owners to maintain their properties to the required standard and reduce the threat of more properties being converted into HMO's.

Public sector investment is needed to preserve and restore the area's historic and architectural character in addition to the use of statutory powers for two reasons. Firstly many of the target properties are unlisted although individually and collectively they form an important component of the character of the two conservation areas. As such the statutory powers available to control and enforce works to them is greatly reduced and in the existing economic climate they remain vulnerable to increasing levels of disrepair. Secondly the cost of reversing a backlog of poor quality repairs to properties can only be achieved through a programme of comprehensive repair and refurbishment.

Including the Southport Partnership as a key partner in the THI will ensure that there is a proactive approach to its implementation as the key stakeholders in the town centre will be involved from the early stages of its development. An example of this and where the THI will sustain wider community involvement is through Sefton CVS who in partnership with the THI programme want to develop community/voluntary sector office and training facilities.

¹⁷ Extract from bid submitted to Heritage Lottery Fund , April 2004

¹⁸ Houses in multiple occupation

Southport Seafront Supplementary Planning Guidance
Appendix 5

Seafront Masterplan¹⁹ – key principles



Figure 1.1 - Public Realm and Greenspace

KEY

- 1 Hotel - Princes Park
- 2 Hotel/Exhibition Facility - Promenade
- 3 Improvements to Concessions
- 4 Marine Lake Dredging
- 5 Pier
- 6 General Environmental Improvements (Not identified)
- 7 Victoria Park - Events
- 8 Princes Park - Events
- 9 Park and Ride (Fairway) - Improvements
- 10 Pedestrian and Cycle Improvements
- 11 Marine Parade Bridge
- 12 Gateways and Corridors

1.3 SUMMARY OF THE CORE MASTERPLAN STRATEGY

The Masterplan provides an overview of a range of development proposals and design options, as well as a strategy for promoting development (private and public) in a way which builds on the attractiveness of the seafront and maximises its value as a visitor attraction, employment zone and public recreation area.

The focus of the masterplan is therefore based around a number of key concepts:

Public Realm and Greenspace:

The key to successful regeneration and continued success of the seafront is to secure and improve the public realm, figure 1.1. The main project is to dredge the lake to increase the opportunities for water-sports activities and to subsequently create a continuous lakeside walkway within a landscape setting. This would bring activity all around the lake and draw pedestrians through to the seafront from the town centre and along the length of the seafront.

Princes Park would be transformed to a contemporary park space providing a high quality setting to all the existing and new developments. It would act as a focal point to the seafront area.

Kings Gardens currently restricts visual links and pedestrian movement from the town to the seafront due to over mature vegetation. This listed historic garden would be enhanced based upon its original layout.

Victoria Park would become the focal point of a horticultural theme with the introduction of key events buildings and facilities as well as permanent planting displays around the perimeter.

¹⁹ "A Vision for Southport Seafront – Final Masterplan". Scott-Wilson Urban. June 2003

■ **Town Centre Links:**

In order to generate the movement of people between the town centre and the seafront, and vice versa, there is a need to make the main linking streets attractive places to move through, figure 1.2. The Townscape Heritage Initiative will provide the funding for this multi-faceted improvement work.



Figure 1.2 - Town Centre Links

■ **Transport:**

With the expected rise in visitor numbers, there are a number of projects already under consideration (e.g. Chapel Street pedestrianisation) or construction (e.g. the Marine Promenade Bridge), figure 1.3. Leisure-oriented public transport links from the railway station to the pier and terraces on the Marine Lake are under consideration with a view to moving visitors quickly, cheaply and effectively around the seafront area. Transport measures will be supported by a network of new footpaths and cycleway connections. A review of car parks and parking associated with proposed and existing developments will also be required.



Figure 1.3 - Transport

¹ "A Vision for Southport Seafront – Final Masterplan". Scott-Wilson Urban. June 2003

■ **Urban Design:**

The seafront is an impressive and spacious arrangement of open spaces, parks/gardens, landmarks and routes with significant views and vistas, figure 1.4. New development can:

- contribute to the built form and layout quality of the seafront
- enhance the new 'corridors' provided for visitor movement,
- provide landmarks in the form of striking architecture, and
- act as gateways into particular spaces.

Public art would also provide landmarks and focal points in the landscape.



Figure 1.4 - Urban Design

■ **Landscape:**

Due to the diverse nature of the existing development, together with a range of building types proposed in the seafront, a coherent landscape strategy is needed to provide a setting to unify the area, figure 1.5. This would be achieved through planting, paving, lighting and signage (to both existing and proposed buildings, open spaces, road and pedestrian corridors).



Figure 1.5 - Landscape

¹ "A Vision for Southport Seafront – Final Masterplan". Scott-Wilson Urban. June 2003

New Developments:

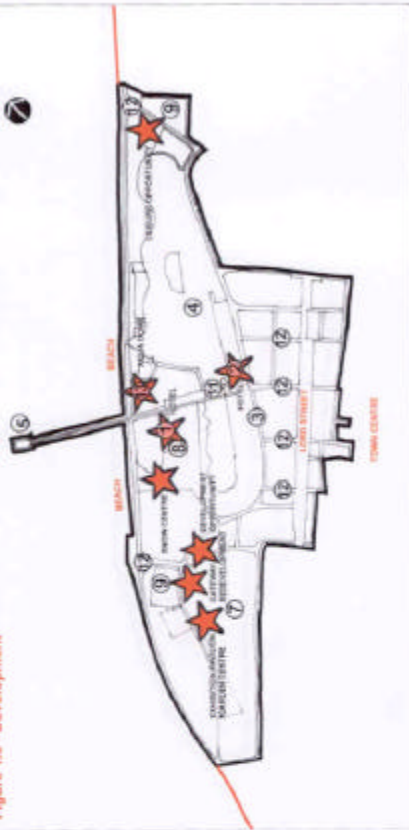
A number of important visitor development proposals have been identified to diversify the tourism offer and to enhance seasonal use of the seafront area, figure 1.6.

Victoria Park, the first park that many visitors from the Merseyside conurbation meet as they arrive at the seafront from the south, would be the site of a 'gateway development project'. The enhanced park with the gateway development would provide a welcome to the seafront and act as a draw for visitors parking at the Esplanade. The new additions to the park would encourage visitors to use the park on a regular basis rather than just for specific events such as the famous Southport Flower Show. In order to contribute to this attraction, the park could become a horticultural showcase for the northwest, supporting a pavilion for events and a garden centre linked to an improved entrance from the principal southern park and idibus interchange.

Princes Park is currently an open grassed space used at a relatively low level for various events. It is proposed that the boundaries could be rationalised to enable redevelopment of the declining Southport Zoo and a poor quality area facing the beach currently used as a go-kart attraction. The rationalised area would provide the site for a major recreational facility or facilities (at the time of writing consideration is being given to the feasibility of a Snow Centre) together with a hotel complex geared towards family use. The aim of these proposals is to promote a mix of facilities that will support stays in the resort of longer than a single day.

Southport Floral Hall, located close to the landward end of the Pier between the town centre and the Marine Lake frontage, is the principal conference and theatre venue in the town. Proposals for the Floral Hall gardens area include a site for a high quality hotel and exhibition facility that would link with the existing Floral Hall building. It is also proposed that the amusement and entertainment complex located close to the Floral Hall at the town centre

Figure 1.6 - Development



end of the pier (currently known as 'Funland'), would be upgraded to complement the distinguished architecture of the Promenade and the proposed high quality development of the Floral Hall area.

A further single site development exists at the northern end of the famous Southport Marine Lake, off Fairway. Due to the location of this site at the northern gateway into Southport and the seafront area, it would be reserved for leisure related development of regional importance with extensive public use.

The remaining site is located close to the beach on the opposite side of Marine Drive adjacent to the Scout Association building and providing an important seaward frontage to the recently developed Ocean Plaza retail and leisure park. This important site is intended to accommodate a water based leisure facility such as an

Aquadrome. This facility would complement the range of leisure activities within the existing planning consent for Ocean Plaza.

There are a number of smaller scale sites identified for development which should be considered in an integrated way and related sympathetically within the overall pattern of uses and activities in the seafront area.

Existing Development:

There are a number of small-scale uses in the area which require upgrading where they do not compromise key developments proposed. These improvements should be encouraged and supported.

¹ "A Vision for Southport Seafront – Final Masterplan". Scott-Wilson Urban. June 2003

Southport Seafront Supplementary Planning Guidance

Appendix 6

Text of key UDP Policies²⁰

Please note that the policies below are provided for information only and are not a substitute for the full draft UDP text.

Policy CS1 DEVELOPMENT AND REGENERATION

Development should be consistent with the following priorities for physical and economic regeneration in the period 2001-2016:

- (i) the implementation of regeneration programmes within the defined urban priority areas.
- (ii) safeguarding existing employment and ensuring a choice of employment sites and premises to meet the needs of existing businesses and maximise inward investment.
- (iii) ensuring that provision is made for new and improved housing to meet the needs and aspirations of existing and new households, having regard to Regional Planning Guidance.
- (iv) safeguarding the economic, commercial, retail and local service role of established town, district and local centres.
- (v) ensuring that development is located appropriately in relation to other land uses and to the transport network so that the need to travel is reduced and car and lorry traffic is minimised.
- (vi) securing the re-use of existing buildings or previously developed ("brownfield") land, in preference to undeveloped ("greenfield") land, so that housing and all other significant development needs can be accommodated within the existing urban areas at least until 2011.

Policy CS2 RESTRAINT ON DEVELOPMENT AND PROTECTION OF ENVIRONMENTAL ASSETS

Development will not be permitted where it would cause significant harm to any of the following:

- (i) the purposes of the Green Belt and its open character
- (ii) rural landscape character
- (iii) the best and most versatile agricultural land
- (iv) the dune aquifer and associated coastal ecology
- (v) the effectiveness of the open coast in forming a natural sea defence
- (vi) sites and species of nature conservation importance
- (vii) urban greenspace
- (viii) sites of archaeological or historic or cultural importance.

Unavoidable losses must be compensated for by equivalent benefits, and in all cases development proposals and/or management regimes should seek to enhance the above assets.

Policy CS3 DEVELOPMENT PRINCIPLES

²⁰ Sefton Unitary Development Plan – Revised Deposit Draft April 2003 (as amended).

The following general principles will be applied in the consideration of all development proposals:

(i) development will provide for a choice of means of transport to and within the site, giving priority to pedestrians, cyclists and public transport users.

(ii) development will not be permitted if it would:

- compromise road safety by site access or internal circulation issues; or
- cause significant harm to amenity, or to the character or appearance of the surrounding area; or
- create risk to people and property as a result of flooding, air or water pollution, land contamination, or noise or light nuisance; or
- prejudice the comprehensive development of the area.

(iii) significant weight will be attached to the quality of building and site design and layout, in particular for development which would be prominent because of its scale or location. The design of development shall have regard to:

- the needs of people who have disabilities;
- the need for efficiency in the use of water, land and of non-renewable resources, including natural resources and energy;
- the need to make the proposal as sustainable as practicable.

(iv) Planning conditions and legal agreements will be used where appropriate to make the most of the social, economic and environmental benefits of development.

POLICY UP1

DEVELOPMENT IN URBAN PRIORITY AREAS

1. The Urban Priority Areas comprise the following wards which have the highest concentration of social and economic deprivation:
 - Linacre, Derby, Litherland, Netherton and Orrell, St Oswald, Ford and Church in the south of the Borough
 - Dukes and Cambridge in Southport.
2. Development will not be permitted if it is inconsistent with the objectives of any strategy or action plan approved by a local partnership responsible for regeneration programmes within these areas, including the following programmes:
 - (i) Housing Market Renewal Pathfinder Area
 - (ii) South Sefton (SRB 6)
 - (iii) Atlantic Gateway Strategic Investment Area
 - (iv) Dunningsbridge Pathways
 - (v) Bootle/Seaforth/Orrell Pathways
 - (vi) Southport Seafront Action Plan
3. Neighbourhood Renewal Fund Development proposals within the Priority Areas in the South of the Borough should have regard to the following key criteria:
 - (i) Safeguarding existing sources of local employment and increasing opportunities for new locally accessible employment
 - (ii) Maintaining a choice of good quality housing appropriate to the needs of current and future households

- (iii) Maintaining a choice of local convenience shopping, and accessible facilities for primary health care, social and recreational activities and pre-school and primary education
- (iv) Maintaining and where appropriate increasing the quantity and quality of accessible green open areas
- (v) Reducing the adverse effects of air and noise pollution and derelict and contaminated land on living and working conditions.

POLICY EDT 13

SOUTHPORT CENTRAL AREA -DEVELOPMENT PRINCIPLES

1. Development in the Southport Central Area, which includes the Town Centre, Resort Area and the Seafront which is defined on the Proposals Map, should be consistent with and where possible make a positive contribution to:

- (i) the economic function of the area in the retail, commercial, tourism, leisure and entertainment, cultural, civic, public and professional service and education sectors;
- (ii) the attractiveness of the public realm, particularly in Lord Street and the Seafront, and the streets linking these areas, the main pedestrian areas and on key public transport routes;
- (iii) the historic character of the Lord Street and Promenade Conservation Areas;**
- (iv) safe and convenient access to and within the Central Area for pedestrians, cyclists, public transport users and other essential traffic and, in particular, between the principal shopping streets and the Seafront;
- (v) encouraging mixed use developments and the more effective use of upper floors, especially for residential purposes;
- (vi) maintaining the amenity of the residential areas within and adjacent to the Central Area;
- (vii) re-using and redeveloping land and buildings for activities which strengthen the mixed economic, cultural, service and residential function and wider role of the area.

2. Planning conditions or legal agreements will be used, where appropriate, to:

- (i) improve the public space in the Seafront area and its surroundings including the provision of public art;
- (ii) protect and enhance historic and natural features, including the Seafront parks and gardens and Marine Lake;
- (iii) repair and reinstate canopies on Lord Street and adjacent roads;
- (iv) provide improved facilities for visitors and users;
- (v) improve the overall environment, provide public art and enhanced lighting, and increase the opportunities for informal recreation;
- (vi) provide improved links between the constituent parts of the Central Area, particularly for pedestrians, cyclists and public transport;
- (vii) provide improved access for all to and within the Town Centre and Seafront areas, and;
- (viii) contribute to improvements to the public transport network or the provision of the proposed Park & Ride site at Kew.

POLICY EDT14

SOUTHPORT RESORT AREA

1. Within the Southport Resort Area, shown on the Proposals Map, development will be permitted which maintains and enhances the area's tourist function.

2. Bars and nightclubs will only be permitted within the area bounded by Kingsway, the Promenade, Nevill St & West St.
3. Amusement centres will be permitted on Coronation Walk, Scarisbrick Avenue and Nevill Street provided that:
 - (i) it would not result in an entire block being dominated by amusement centre uses; and
 - (ii) it can be clearly demonstrated that they would not cause significant harm to the amenity of neighbouring uses or to the character of the Conservation Area.

POLICY EDT15 SOUTHPORT SEAFRONT

1. Within the Southport Seafront Area proposals which provide any of the following will be permitted:

- (i) new or improved leisure and recreation facilities;
- (ii) overnight and holiday hotel and other accommodation;
- (iii) facilities for conferences, events and exhibitions.

2A. Permanent residential development, further retail development, or other development which would harm the character of the Seafront or its function as a regional visitor attraction will not be permitted.

POLICY G1 PROTECTION OF URBAN GREENSPACE

1. Development will not be permitted on urban greenspace except in the following special circumstances:

- (i) environmental improvements designed to enhance any greenspace;
- (ii) minor development directly related to the existing use of the site;
- (iii) development of built recreational or community facilities for which there is a proven recreational need and where no alternative sites are available. Such development shall not result in:
 - a) excessive loss of the open area; or
 - b) the loss of formal or informal recreation facilities for which there is local need unless:
 - an equivalent, and equally convenient, area is provided as compensation; or
 - it can be demonstrated that the need for the facility is greater than the need to retain the site's existing recreational use.
- (iv) where an equivalent area of new greenspace can be provided elsewhere within the locality which provides greater greenspace benefits, is more accessible and more attractive than that being lost;
- (v) where development on greenspaces with no public access results in the creation of new areas for public use as defined in Policy G2.
- (vi) residential development will only be permitted where the housing land supply does not exceed the requirements set out in Policy H1 or where the circumstances set out in Policy H3 (2) and (3) apply.

2A Where development is considered under the above special circumstances, then proposals for development on urban greenspace must satisfy all the following criteria:

- (i) the need for the development outweighs the need to retain the urban greenspace;
- (ii) it can be demonstrated that the benefits provided by the urban greenspace can be protected;
- (iii) the proposal will enhance the benefits provided by the urban greenspace.

APPENDIX 7

Statement of public consultation

- a. The 'Southport Seafront SPG' is based on the Seafront Action Plan and Masterplan. The Seafront Action Plan was presented to the joint Southport Area Committee on 27 March 2002 (Area Committees are open meetings, often well-attended by members of the public). There has been extensive consultation on the Masterplan, which was formally launched at a public event in the Floral Hall in Southport on 9 October 2003. The Masterplan was presented to the Southport Business Village Partnership and to the Southport Chamber of Commerce at well-attended meetings, as well as to the Birkdale Civic Society. Special supplements on the Action Plan and Masterplan were carried by the Daily Post and Lancashire Life during 2003. The Masterplan was also presented to the Southport Joint Area Committee on 11 December 2003.
- b. The Southport Partnership, a cross-sector body tasked with the delivery of the Seafront Action Plan, has been involved in the development of the Masterplan from its inception. The executive team of the Partnership has been engaged in a number of meetings with stakeholders between October 2003 and January 2004. The consultants who prepared both the Action Plan and Masterplan were required to consult stakeholders in the Seafront in developing their proposals. So the views of stakeholders and the Partnership have been taken into account in the development of the Masterplan and hence the 'Southport Seafront' SPG.
- c. The 'Southport Seafront' SPG was approved as a draft for public consultation and for development control purposes on 24 September 2003, and was placed on the Council's planning web-site.
- d. A focussed period of consultation with the general public took place in September/October 2003. Adverts were placed in the local press and the SPG was made available in the 2 planning offices and at the 4 main public libraries (the 5th main library, at Bootle, was closed for repair in 2003).
- e. This is in line with Planning Policy Guidance Note 12 'Development Plans' (PPG12) which stresses the importance of consulting widely if the Secretary of State is to give substantial weight to SPGs in the decision-making process.
- f. Comments about the SPG were received from West Lancashire Yacht Club and Silcocks Leisure Group, and Formby Civic Society wrote to support all of the SPGs. The table A7 overleaf summarises both the comments received, and the Council's responses to them.
- g. Revisions were made to the SPG to take account of the comments received during the consultation process, to take account of changes proposed to the Draft Plan, to correct errors contained in the consultation draft, and to clarify wording.
- h. The results of the consultation process on the SPG and revisions to the SPG were reported to Planning Committee on 19 November 2003. The 'Southport Seafront' SPG was adopted on 19 November 2003.

Table A7 Summary of comments and responses – Southport Seafront SPG

Objector/ organisation	Summary of comment	Change to SPG?	Summary of response
General comments about all SPGs			
Garden History Society	No comments	N/A	Response is noted.
Formby Civic Society	Write to support all of the SPGs.	N/A	Support is noted.
Southport Seafront – summary of consultation comments and responses			
West Lancashire Yacht Club	WLYC have a general objection that the value of the Marine Lake for sailing is not properly recognised. They also object to development of greenspace in the Seafront, and specifically to development of the North Marine Lake site on the basis it would affect the amenity of the area and have an adverse impact on sailing.	Yes	Reference to the value of the lake for sailing and other water-based sports should indeed be included in the SPG. With regard to greenspace it is made clear in the SPG that to maintain the Seafront's attractiveness for visitors, and to increase all year round use, some areas of greenspace will need to be incorporated in development sites. However, this is conditional upon requirements for public use, and design quality. The North Marine Lake site is privately-owned, and the purpose of the SPG is to define the type and scale of development that would be acceptable. It is considered the guidance in the SPG would retain the amenity value of the site. The need to take into account impact on lake sailing should be added to these provisions.
West Lancashire Yacht Club	Suggest changes to the objectives set out in Appendix 1 of the SPG	No	The objectives in Appendix 1 relate to the Mersey Waterfront Regional Park proposals prepared by The Mersey Partnership and are for reference only.
Weightman Vizards on behalf of Silcock Leisure Group (SLG)	1. SLG object to the repositioning of the tented structure (currently at the Pier entrance on the Pier Forecourt) 2. They object to the removal of the deck to	No	<u>1. Tented structure:</u> The possibility of repositioning the structure arose as a suggestion from SLG themselves in various earlier discussions on possible expansion of Funland. The proposal is put forward as an option, not a requirement. The structure is in fact owned

Objector/ organisation	<i>Summary of comment</i>	Change to SPG?	Summary of response
	<p>the rear of their premises</p> <p>3. They are concerned that there is no mention of the closure of the highway to the side of their building – the area identified as possible expansion space for Funland</p>		<p>by the Council, as is the Pier Forecourt itself. The future of the structure would need to be considered in conjunction with the Funland development proposals in consultation with SLG, other stakeholders and the public.</p> <p><u>2. Removal of rear deck:</u> The reason for removing this deck is to complete the improvement of the lakeside promenade, as stated in the text. The ‘development footprint’ represented by the deck is replaced by the potential development areas for Funland identified in the SPG. The principle of such a development proposal has been discussed previously with SLG. Planning consent for expansion of Funland over the deck has recently been refused. Removal of the part of the deck shown on Fig 9a in the SPG is a core principle of proposals for this site.</p> <p><u>3. Closure of highway:</u> all the development proposals set out in the SPG will require detailed procedures to be carried out as part of implementation. It is not considered necessary to identify these in the SPG. SLG are correct in that the highway will need to be formally closed to allow development. It is understood the closure procedure will follow once the Marine Parade Bridge, currently under construction, is completed.</p>