



Hunstanton Town Centre and Southern Seafront Masterplan

FINAL REPORT

King's Lynn and West Norfolk Borough Council

JULY 2008

BDP.

figure 1.1 the study area



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01 INTRODUCTION



01 INTRODUCTION

Building Design Partnership (BDP) was appointed to prepare a masterplan for the Hunstanton town centre and southern seafront area which will form a key component of the Council's regeneration strategy for the town. It is recognised that Hunstanton has many assets including its setting on the Norfolk coast overlooking The Wash and an attractive historic environment. However, a detailed framework for enhancement of the built environment is required to promote development opportunities in the area and attract new investment to ensure the future prosperity of the town.

Study Area

The study area includes the town centre and the southern seafront as shown in figure 1.1 and extends from the bowling green on Cliff Parade in the north to the 4 Shores Caravan Park to the south, and from the seafront to Church Street, Westgate and Southend Road to the east. This defined area is where recommendations for physical changes have been made however the wider context of Hunstanton has been considered when developing the masterplan proposals.

Purpose of the Study

This masterplan takes an integrated approach to regeneration by identifying and tackling physical design, planning and regeneration, transport, tourism and economic issues affecting the study area. The built environment masterplan is expected to provide a framework to guide the development and enhancement of the town centre and southern seafront area. Key sites have been identified, their potential for development investigated and overall design guidance for enhancing the built environment and public realm provided. The wider economic role and function of Hunstanton has been considered as a key part of the context for development as this has an important impact on land use proposals and deliverability.

The masterplan will be a background document which will inform the contents and preparation of King's Lynn and West Norfolk Borough Council's Local Development Framework (LDF). While the Local Development Scheme, which sets out the proposed contents of the LDF, does not specifically identify this document as a background document it is expected that the Annual Monitoring Review will reference the masterplan as part of the evidence base for the LDF. In addition, the document will be a material consideration in determining planning applications prior to the adoption of the LDF.

Process

This study has been undertaken by a consultant team led by BDP and comprising MVA Consultancy providing transport advice and Regeneris Consulting providing tourism and economic advice. The project has been overseen by a project team comprising members of the Town Council and Borough Council. In addition, the work has been underpinned with considerable input from the community and other key stakeholders.

Baseline Analysis

The process undertaken to produce the masterplan firstly involved an analysis of the existing conditions in the study area. A baseline report was prepared which analysed key features of the town centre including the built form, transport and movement and socio-economic factors, a summary of the baseline analysis is included in appendix B. The masterplan has also included a significant amount of community consultation. The first stage of which was a 2 day consultation surgery held at Hunstanton Town Hall. This involved the distribution of 70 letters to key stakeholders including local groups, organisations and businesses, followed by a press release in the local newspaper. The consultation interviews ran over a 2 day period and were held in Hunstanton Town Hall in November 2007. The invaluable information gained from these interviews was used to inform the masterplan

Options Development

Following the baseline analysis, a draft vision was prepared and potential development sites identified, with indicative options prepared for each site. The draft vision and options were then used as the basis for a second consultation event which took the form of an interactive work shop with key stakeholders. The event took place in January 2008 with approximately 80 people attending. The feedback from the event was used to agree a vision for the future development of Hunstanton and the proposed options.

These options were then developed in greater detail and presented to the wider local community in the form of an exhibition, held in March 2008. A questionnaire was prepared to accompany the exhibition display boards to allow the community to provide feedback on the design. Following the feedback received, the options were refined to incorporate comments and are presented as the basis of this report.

Report Structure

This report presents a number of recommendations for future development in Hunstanton. It is presented in three further sections:

Section 2 presents the vision and overall concept for the masterplan. Importantly it provides a summary of all the key recommendations.

Section 3 provides details which underpin socio-economic recommendations, a comprehensive movement strategy as well as detailed proposals for the 7 opportunity sites.

Section 4 provides advice on how the key recommendations can be implemented with detailed information on phasing and funding.

Background information is provided in appendices A and B, addressing planning policy, consultation and baseline analysis. Appendix C provides advice on car parking survey requirements for the summer holiday season in Hunstanton

02 THE VISION AND MASTERPLAN



02 THE VISION AND MASTERPLAN

2.1 The Vision

Vital to creating a successful masterplan is the formulation of a vision based on local people's aspirations. The vision must be achieved in consensus with the local community and have their full support. Agreeing a vision has been critical in the production of the town centre and southern seafront masterplan.

The vision workshop held in January 2008 provided an opportunity for the community to shape the masterplan and the event raised interesting ideas and aspirations. The workshop was an opportunity to build on one of the key messages originally conceived by the Hunstanton Regeneration Partnership in the 2004 Parish Plan which states that:

"Hunstanton's continuing challenge is to develop its role as a seaside destination for visitors while meeting the needs and expectations of those who choose to live and work in the town"

A number of different visions were suggested for Hunstanton including:

- The Active Town
- The Holiday Town
- The Business Town
- The Green Town
- The Historic Town
- The Art and Culture Town

The general consensus was that a number of the visions were applicable to Hunstanton. These were discussed in more detail and the information from the consultation event was used to form the basis of a "community brief" for the overall masterplan and opportunity sites.

The consultation workshop provided essential direction about the type of place that local people would like to see Hunstanton become in the future.

It was clear, through consultation, that Hunstanton has a strong association with sports and leisure activities. It was agreed that this should be one of the guiding principles underpinning any vision for the masterplan. It was also noted that pursuing the vision for an active town would have positive spin-offs which would help to reiterate other potential visions such as business and holiday opportunities.

It was also recognised that more could be made of the town's natural assets including the scenery, proximity to an Area of Outstanding Natural Beauty (AONB) wildlife and unique sunsets as represented in the vision for a "green town".

It was noted that the holiday and tourist offer is a key feature for Hunstanton and provides a significant amount of income over the summer months. However, it leads to seasonal fluctuations associated with an influx of visitors during peak periods with the town being quiet at other times of year. It was considered particularly important to address problems associated with seasonality.

It was felt that there might be a failure to address these seasonal fluctuations if the vision for a "holiday town" is pursued if not supplemented by activity at other times of the year. The active town was also championed as a way of extending the season by providing year-round activities. This could be achieved by promoting the active and natural aspects of the town for visitors, schools and universities to give an added educational dimension to the town's visitor offer. It will be crucial for Hunstanton to provide a year-round offer that not just caters for visitors but also for residents and its catchment population.

It was agreed that this will be achieved by ensuring that the town centre acts as a successful service hub in the local area. Improving the offer of the town centre will also help to increase the amount of time people spend in the town and increase the revenue of local shops and businesses.

Hunstanton Vision

This rationale has given rise to the overall vision for the town which underpins the masterplan:

- An Active Town ... expand the existing water sports and activities offer
- A Local Town ... which meets the needs of its residents with an expanded retail core
- A More Attractive Seaside Destination... where visitors stay longer and spend more
- A Town That Respects its Heritage... whilst looking to the future
- An Environmental Town... making the most of the town's natural assets

2.2 The Masterplan

2.2.1 Design Rationale

The masterplan for the town centre and southern seafront has been influenced by a number of factors, most notably community consultation and the baseline analysis which identified key constraints and opportunities in the town centre and southern seafront.

One of the main points highlighted throughout all stages of the study is the seasonal nature of the local economy. The need to address the variations associated with this seasonality will be one of the key issues that Hunstanton must overcome to ensure the future success of the town. This is obviously a multi-faceted and deeply entrenched characteristic of all seaside towns and innovative methods of addressing this common problem are provided as part of the masterplan.

The recognition of this issue gave rise to the idea of catering for the trends in seasonality through an expansion of activities and uses in the town during the busy summer months and a contraction and consolidation during the winter months when visitor numbers are lower. This includes providing a range of uses that are versatile and can be used at different times of year.



figure 2.1 summer expansion

Summer Expansion

Hunstanton is very busy during the summer months as visitors flock to the town for short breaks and day trips. This has a beneficial impact on the local economy and associated town centre uses including restaurants, cafes and shops. It also leads to an increased demand for supporting infrastructure including car parks.

During the summer months active uses should be encouraged throughout the town centre and southern seafront to spread activity around the town and make sure that all areas of the town are utilised.



figure 2.2 winter contraction

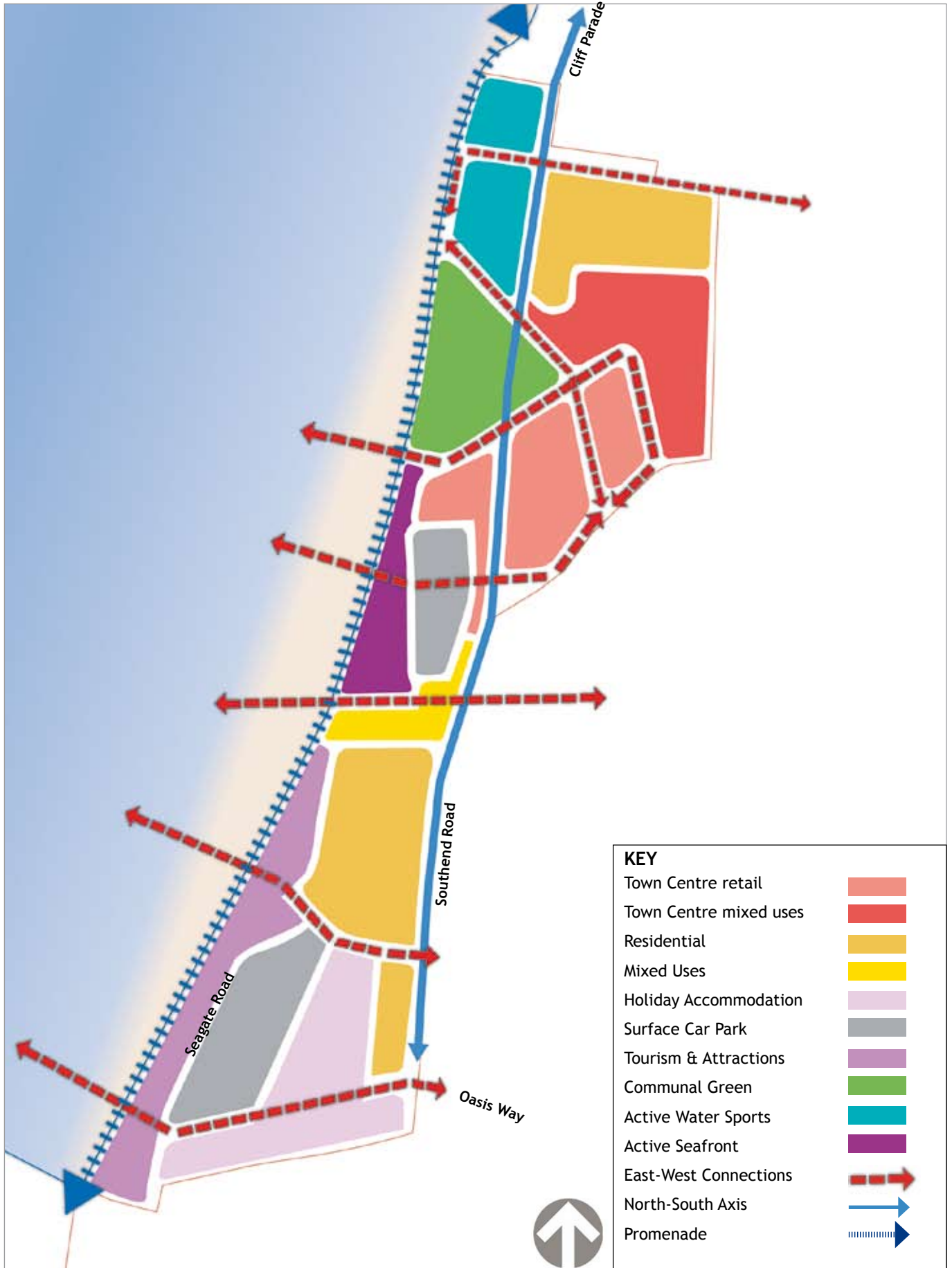
Winter Contraction

During the “*off-season*” the town centre and southern seafront are considerably less busy as fewer people visit the town for day-trips. There is however still activity associated with active natural uses including walking, cycling and bird-watching.

The design rationale for the winter months revolves around a consolidation of active uses into the core town centre area. This will help to support business during the off-season.

The creation of strong pedestrian linkages to the southern seafront will help to ensure that the area is still accessible for a range of activities.

figure 2.3 the concept



2.2.2 The Concept

The broad concept underpinning the masterplan is derived from the need to provide a year-round attraction for visitors and residents alike, this is reflected in both the overall masterplan and the 7 opportunity sites. One of the most significant demands for any town centre is the need for modern shopping space which can cater for residents and visitors.

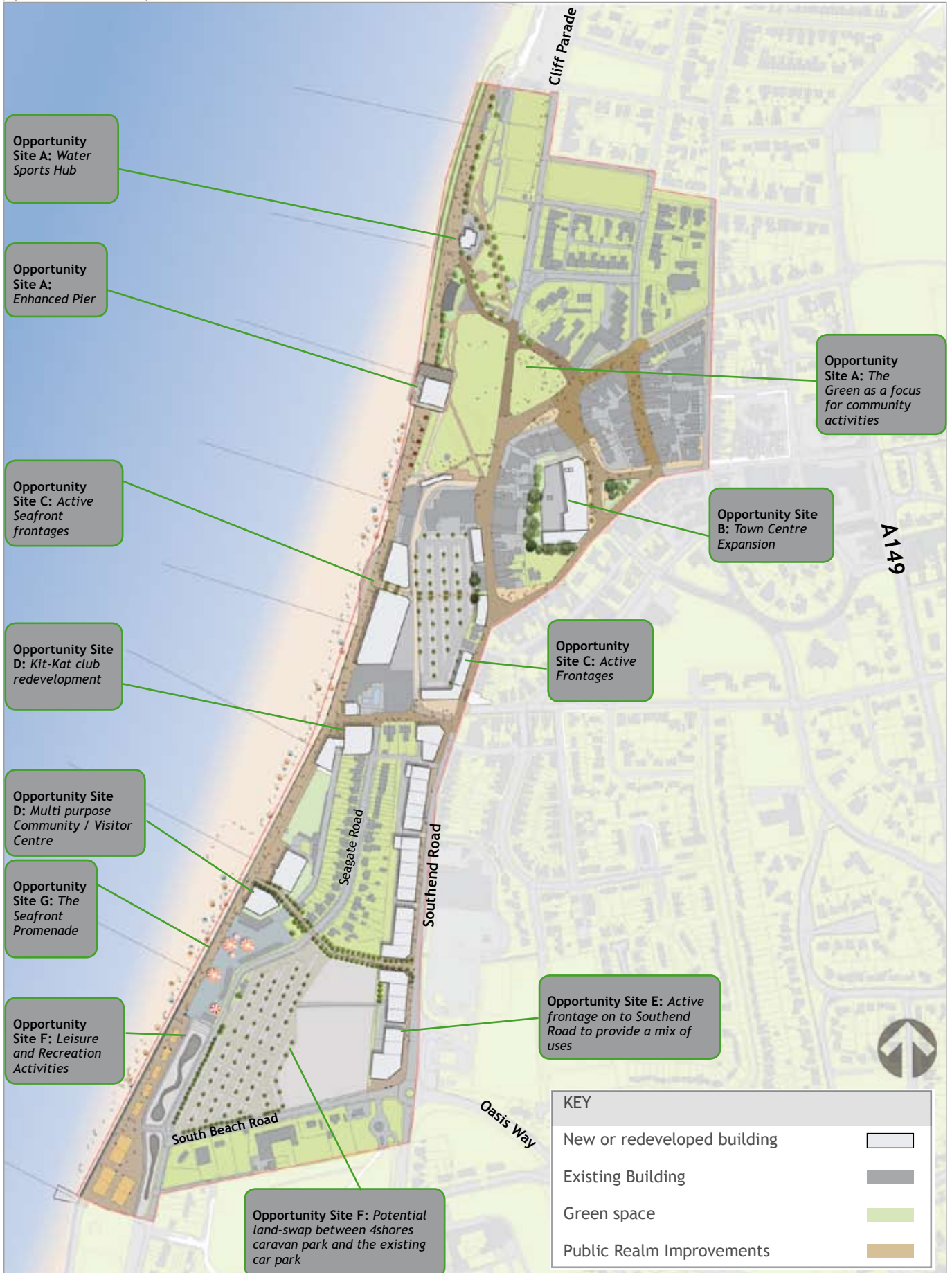
It is also a key policy consideration that retail should be provided in the existing town centre and retail core. This is a response to Government guidance in the form of PPS6 and PPS1 which recognise the need for development on previously developed or brownfield land. In addition to the need for more retail, there are a number of other supporting functions which are considered important for vital and viable town centres including leisure and housing.

In order to provide a robust and viable masterplan, it is recognised that transport and movement will be key to successful delivery. The provision of adequate levels of car parking will form an important part of the delivery. This is largely because Hunstanton has a significant demand for parking during the summer months which needs to be catered for. There is also a demand for parking sites in the town centre area, stemming from retail uses, which exists at all times of year. The rationale for changes to car parking relates to an assumption that regeneration, brought about through the masterplan, will lead to an increase in the amount of time that visitors spend in the town centre and southern seafront with a small rise in overall visitor numbers in the long term.

The demand for parking at different times of the year is recognised and the masterplan is underpinned by robust transport and parking advice. The southern seafront currently contains a significant amount of surface parking which is only used to full capacity during a limited period of the year.

The masterplan aims to maintain car parking as an important supporting town centre function in strategically important locations to cater for different uses at different times of year. However, it is also recognised that some of the existing car parks can be used more efficiently with the potential to allow some land to be released for development while maintaining an adequate supply of parking for the future. This meets spatial policy objectives to focus development on town centre locations.

figure 2.4 the masterplan



The final masterplan is shown in figure 2.4 which highlights the 7 opportunity sites and the key features that form part of the redevelopment. Further details are provided in Section 3.3.

2.2.3 Urban Design Concept

Character is a key principle in urban design, and the built environment should promote and respond to the locally distinctive patterns of development, landscape and culture. The masterplan recognises this principle but also seeks to look to the future, and in doing so to create vibrancy and diversity in Hunstanton.

The urban design analysis reveals that Hunstanton has a distinct dual character with contrasting styles of development between the historic town centre and more recent southern seafront.

Historic Core

Hunstanton's historic core demonstrates a strong character that is reinforced by its building styles and use of materials. The masterplan vision is to respect the heritage of Hunstanton while promoting the vibrancy of the town centre and The Green. The urban design concept is for new development to meet modern requirements while employing traditional materials where appropriate and respecting the existing scale of the built environment within the conservation area. Enhancements to the public realm should be in keeping with this historic character. Movement patterns should facilitate permeability and ease of movement for residents and visitors between town centre and seafront.

The Old Garage site, although in the conservation area, provides the opportunity for a more imaginative building given its location on the periphery of the town centre at an important node, connecting the town centre and seafront. Materials used in the redevelopment of this site should respect but not mimic the types of material currently used in the historic core. The potential also exists to break with the existing two storey height and scale of surrounding buildings to provide a slightly taller building of approximately three to four storeys in height due to the topography of the site.

Southern Seafront

The southern seafront currently lacks a strong identity. It features expanses of land without buildings and no clear urban grain or structure. It lacks the legibility of recognisable routes and landmarks which makes it hard to navigate. The built form and materials are not consistent and of poor quality in this area.

The masterplan vision for the seafront is for a more attractive seaside destination emphasising the active and vibrant town which looks to the future both in terms of land uses and the quality of the built environment. The traditional materials and styles of the town centre are not appropriate for the southern seafront. A new style of design is preferred to celebrate the diversity between these two distinct areas of Hunstanton.

A new identity for the southern seafront is therefore required that reflects the highest quality of today's architecture rather than trying to replicate the past. The historic core of Hunstanton is considered an exemplar piece of 19th Century architecture. New development in the southern seafront should use this high quality design as a precedent to provide the same level of quality befitting of the 21st Century.

There is a significant opportunity for a modern and exciting urban design concept to help form this character and realise the vision. Materials, massing, scale and style should reflect principles of sustainability and the modern functions of a coastal resort of this size and the potential exists for a few taller buildings than those seen in the historic core and town centre, as landmarks to create an exciting destination to draw people down to the seafront.

Public Realm

There are considerable opportunities to enhance the public realm, especially on the promenade where continuity can be forged for a new southern seafront character. This should aim to create a consistent approach to the design and layout of the street furniture and kiosks along the promenade. Consideration must also be given to making routes and destinations for pedestrians and cyclists more attractive and reducing the dominance of the car.

2.3 Key Recommendations

2.3.1 Socio-economic Context

The following recommendations are intended to provide the strategic backbone to the masterplan. These are the key overarching principles against which the plan should be delivered. Further detail is provided in section 3.1.

TO1. Acknowledge and build upon the economic relationship with King's Lynn

If this masterplan is to deliver the sustainable and long term social and economic benefits for Hunstanton, the relationship between Hunstanton and King's Lynn is of utmost importance. The baseline showed that Hunstanton's local economy is largely dependant on tourism and more broadly service sector jobs; whilst this is certainly not a problem for the town, it has created pressures on the local economy particularly when the seasonality of employment in the town is taken into account. Given this position, Hunstanton will to a certain extent continue be reliant upon King's Lynn's economy, particularly 'out of season'. Again, this is not necessarily a problem as long as partners are aware of the dynamic and:

1. Ensure that links between the two towns are as frequent and rapid as is feasible;
2. Ensure that opportunities arising from future development of King's Lynn (broadening of the business base, urban expansion, increase in job opportunities) are delivered and promoted in such a way that they have a positive impact upon Hunstanton.

TO2. Ensure that Tourism Remains at the Heart of the Hunstanton Offer

As with any given geography, Hunstanton's future economic success will be dependent upon its ability to develop maximum value from its key assets and unique selling points. Hunstanton's unique location, alongside the existing infrastructure means that it is absolutely imperative that the town continues to place tourism at the heart of the town's offer and in line with this, the masterplan. In many respects this can be achieved by adhering to the principles of the West Norfolk Tourism Strategy, which sets the parameters for sub regional development of the area's offer including:

- To sustain existing tourism markets currently attracted to West Norfolk and to attract new markets where appropriate.
- To focus on actions, which will provide the maximum economic benefit, balanced with the social and environmental needs of the local economy.
- To ensure that growth is sustainable and is appropriate to the well being of the host communities and environment.
- To support and encourage initiatives which enhance the quality of the tourism product.
- To use tourism as a mechanism to revitalise and support prosperity in key areas, to the benefit of residents, businesses and visitors alike.

Absolutely fundamental to delivering a successful tourism offer in Hunstanton will be the ability to understand the local tourist market. The collection of 'market' information should be a critical front-end activity in the delivery of this masterplan; as well as being something that is constantly revisited.

TO3. A comprehensive visitor survey should be planned and undertaken with the aim of providing information to help shape future tourism strategy.

The survey would aim to address 3 key areas and would need to take place both in Hunstanton and at locations on the adjacent Norfolk coast with the aims:

- To determine how the facilities and services of the resort match the expectations of existing visitors to Hunstanton.
- To determine how locals and visitors think the services and facilities of the resort could be developed to cater to and attract future visitors.
- To determine whether visitors to the surrounding areas of the Norfolk coast visit Hunstanton, whether it met their expectations and what developments might encourage them to visit in future.

This should be a comprehensive survey which could be devised and managed by an appropriate organisation with research expertise, but working with and involving members

of the local community both to implement the research which could involve a mix of site surveys, focus groups and workshops, as well as contributing to the survey results themselves.

TO4. Diversify Hunstanton's Tourist Offer

Hunstanton not only needs to protect and maximise the value of its current assets, but must also be active in understanding future opportunities within the Tourism sector. Securing a diverse offer which mixes a broad accessible set of activities, alongside specialist and niche activities will be key to protect Hunstanton's heritage and improving the town's reputation. Tourism is no exception, when it comes to sector diversification and as a result, there will clearly be some measured risk in supporting new activities and as such the ongoing collection of local information will be critical. The potential further development of water sports facilities presents an early opportunity to diversify Hunstanton's tourism offer.

Interventions delivered within the masterplan should:

- provide opportunities to diversify the tourism offer
- provide infrastructure and activities to strengthen Hunstanton's emerging watersports offer
- market Hunstanton as a service centre for visitors to the Norfolk coast
- extract the maximum value from Hunstanton's unique seafront
- develop a more comprehensive programme of events that will over time bring a more diverse visitor population to Hunstanton.

TO5. Ensure that Hunstanton Functions as a more Effective Service Centre

Whilst Hunstanton's population does not experience any significant deprivation in terms of income, employment or health, like many rural areas the town and its hinterland experience elements of deprivation in relation to access to services locally. Through the development of the masterplan, Hunstanton should seek to develop its role as a local service centre supporting retail, cultural and social (education and health) infrastructure which will not only serve the local population but will also enhance the tourism offer.

2.3.2 Urban Design

The masterplan focuses on the need to promote and enhance the physical environment through best practice urban design principles. This includes the need to promote appropriate development, ease of movement, quality of the public realm and legibility. A detailed urban design analysis has been undertaken and is contained in appendix B. This analysis has been used to prepare the masterplan and detailed spatial proposals for the opportunity sites in section 3.3.

In providing a comprehensive strategy to address physical design issues in Hunstanton, the masterplan has 3 strategic urban design principles which have helped to inform the design concept and land use for each of the 7 opportunity sites. These are set out below:

UD1. Improved connections. Improving routes in and around the town is essential in helping to connect the southern seafront and town centre and to create a more legible environment which in turn encourages people to walk around the town centre.

UD2. Bringing the town and the beach closer together
- certain areas of the town have impressive views out towards The Wash and the beach. The masterplan seeks to build on this natural setting and provide greater integration between the two.

UD3. Creating a sense of identity for Hunstanton by promoting and respecting the local character but also being forward thinking by promoting diversity to create an interesting place. This should include maintaining the Victorian heritage of the town centre and historic core but looking to create a more modern area along the southern seafront with a new identity and high quality design.

2.3.3 Transport and Movement

Movement, transport and parking are key factors to address in the delivery of a sustainable masterplan. A number of strategic recommendations derived from the transport and movement analysis are set out below. More detailed information on transport and movement can be found in section 3.2.

VEHICLE MOVEMENT

- T1. Improve signage to car parks to encourage tourist traffic flow to follow particular routes
- T2. Create different movement routes for tourists, locals, strategic traffic, coaches
- T3. Undertake a comprehensive range of car park surveys

Parking

- T4. Develop a town-wide pricing strategy for car parking to maximise revenue and to control parking demand.

On-street

- T5. Rationalisation of existing car parks to increase number of spaces available
- T6. Encourage short-stay retail and discourage long-stay visitor
- T7. Develop an on-street parking strategy once Civil Parking Enforcement powers have been gained to maximise on-street parking revenues
- T8. Investigate Residents' Parking Zones

Off-street

- T9. Rationalise off-street parking and soften the visual image of car parking through landscaping;
- T10. Active diversion of parking to Cliff site (linked to a possible formal Park & Ride service);
- T11. Investigate the introduction of a seasonal Park & Ride service to alleviate town centre congestion;
- T12. Take all opportunities to best use existing available space, including formal marking out of spaces where not currently done
- T13. Encourage more use of the Cliff car Park site and provide enhanced connections to town centre
- T14. As part of the shoreline management plan, give consideration to the implications of cliff erosion on the Cliff car park

Park and Ride

- T15. Investigate feasibility of providing seasonal Park & Ride service - identification of possible sites, viability testing of several options, pilot scheme test, final scheme construction

Public Transport

- T16. Any change to the bus station area must have a positive impact
- T17. If relocation of the bus station is not feasible, improve waiting facilities / information / rationalise layover provision
- T18. Encourage further year-round growth of the Coast Hopper bus service
- T19. Investigate operation of an express service to King's Lynn, possibly connecting with guaranteed rail connections
- T20. In the longer term, consider alternative means of providing enhanced public transport links between Hunstanton and King's Lynn

Cycle

- T21. Consider extensions to the five NCC-funded cycle routes that are being constructed
- T22. Enhanced cycle parking provision within the town centre and at key destinations along the seafront

Walk

- T23. Reconnect the seafront and 'retail core' areas with clearer signage, landmark visibility, and permeability / legibility;
- T24. Realign footways at key locations
- T25. Stronger east-west connections along Cliff Parade, Le Strange Terrace, Southend Road
- T26. Formal pedestrian crossings at key locations
- T26. Improved surfacing and general public realm improvements
- T28. Enhanced signage between all major destinations to improve legibility

2.3.4 Opportunity Sites

A key part of the town centre and southern seafront masterplan has been the identification of 7 key opportunity sites. It is felt these sites would benefit from redevelopment or enhancement as part of the masterplan to provide an improved offer for both residents and visitors. Further detail on the individual sites is provided in section 3.3 of this report.

The 7 key sites are identified on figure 2.4 and include:

- A. The pier, north promenade and The Green
- B. The Old Garage Site
- C. Southend Car Park and the Oasis Leisure Centre
- D. The Sea Life Centre and Kit-Kat Club
- E. Frontage along Southend Road
- F. The Southern Promenade including 4 Shores Caravan Park
- G. The Promenade

OPPORTUNITY SITE A

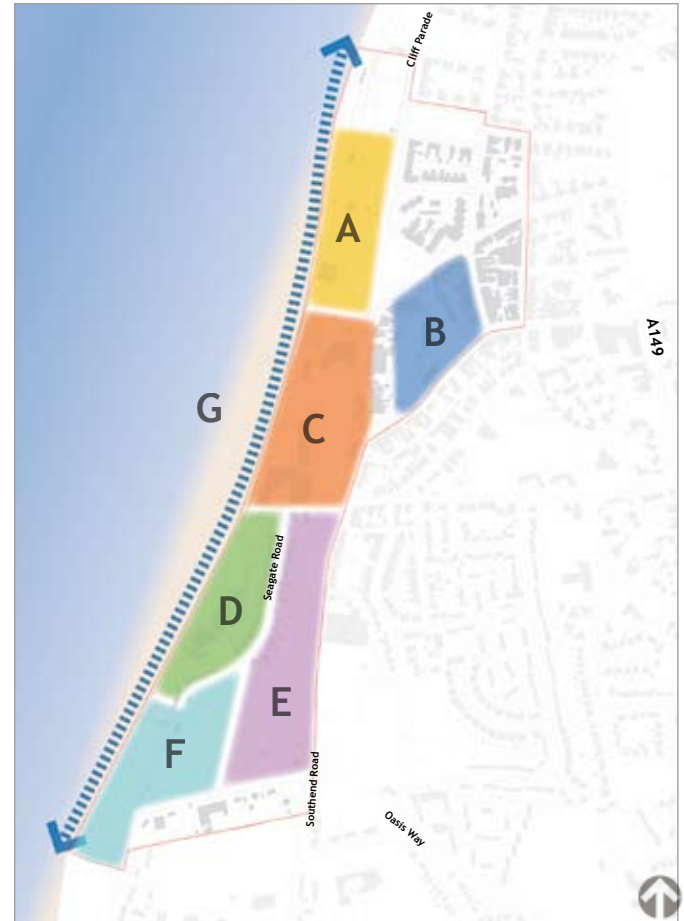
Develop the town's water sports offer

- A1. Support the sailing club in their bid for capital funding including improved facilities and equipment
- A2. Encourage and support safe communal water sport facilities
- A3. Consider some form of soft landscaping to facilitate equipment preparation
- A4. Retain North Promenade Car Park for sailing club/water sports hub use
- A5. Contact relevant representative organisations to assess the nature and quality of Hunstanton's offer (these could include UK windsurfing - www.ukwindsurfing.com and the British Kite Surfing Association - www.kitesurfing.org amongst others)
- A6. Identify appropriate hotel and restaurant partners to configure a more complete offer
- A7. Investigate 'community water sports' opportunities
- A8. Develop water sports spectator facilities

Following this initial activities to stimulate this offer could include:

- A9. Appropriately targeted marketing (re-imaging) of Hunstanton as a water sports venue
- A10. Negotiation of discounts for water sports users within the town centre
- A11. Development of a water sports training centre / hire shop at a relevant position on the seafront
- A12. Development of Café or bar within in the vicinity of the core water sports area

figure 2.5 the opportunity sites



- Create a community focused area around The Green
- A13. Investigate the most suitable cultural and entertainment activities for The Green
- A14. Encourage community events on The Green as a way of improving the night time economy, whilst protecting its conservation area status
- A15. Develop improved festival offer
- A16. Work with the owners of the pier building to improve the key view of the building from the sea, investigating with them the possibility of a 'viewing platform' to enhance visitor and water sports spectator facilities

OPPORTUNITY SITE B

Redevelop the Old Garage and bus station site

- B1. Discussions with landowners should be held as a priority to determine landowners' aspirations for the different parts of the site
- B2. If possible the Old Garage and bus station should be developed in their entirety. If this cannot be achieved, careful thought will need to be given to phasing the redevelopment so future development is not precluded.
- B3. Redevelop the Old Garage for larger retail units with housing above. The feasibility of underground car parking should also be investigated with the possibility of an active leisure use e.g. a café
- B4. Consider changes to the Central Car Park as part of the re-development, pending further information on usage
- B5. Investigate the potential for a relocated bus station elsewhere in the town centre. If relocation is feasible, short-term layover possibly on Greevegate near Princess Theatre or Sandringham Road - with longer-stay layover at Cliff car park
- B6. Investigate ways to reduce the dominance of car movement along St. Edmund's Terrace and the 'Spinney' area through changes to the public realm and highway design. This can be done with the use of surfacing materials to emphasise that the road is a shared surface rather than full closure. Further investigation will be required to assess the need for potential junction improvements
- B7. Investigate Town square and public realm enhancements as part of any redevelopment

Shop front improvements

- B8. Seek possible sources of funding to reinstate shop front grants, which would encourage a more pro-active response from local shop owners

Provide dedicated youth facilities

- B9. Support the redevelopment of the basement of the Town hall for youth facilities

OPPORTUNITY SITE C

Create an active seafront

- C1. Release South Promenade Car Park for development with parking demand generally accommodated at Southend car park
- C2. Develop active frontages onto Southend Road, Le Strange Terrace and the Promenade; cafés and restaurants would be the most suitable uses. This will help to create a character for site C and in particular it will create a character transition between the historic core and southern seafront
- C3. Support the enhancement of the Oasis Leisure Centre to provide a cafe with the possibility of a decked area
- C4. Reduce the dominance of car movement along Beach Terrace Road through changes to the public realm and highway design. This is linked to the successful implementation of C1

Hunstanton Market

- C5. Investigate the different types of market that might be offered in Hunstanton and options for their location

OPPORTUNITY SITE D

Diversify the tourism and leisure offer

- D1. Redevelop the old Kit-Kat club as a mixed use development. This could include commercial uses on the ground floor to provide an active frontage on to the promenade. In terms of design; the site would be suitable for a 5 storey landmark development that sets a design standard for the character of the southern seafront
- D2. Further investigation should be given to incorporating the life-saving centre into the Kit-Kat club redevelopment and improving the external appearance of the nearby public toilets
- D3. Promote Site D as an educational area in the town centre and investigate the potential of a visitor centre close to the Sea Life Centre. This might incorporate a children's play area
- D4. Consider the longer-term aspiration of a marine lake

OPPORTUNITY SITE E

Redevelop the coach park and Southend road

- E1. Investigate the relocation of the coach park with long-stay parking outside of the town centre and the provision of drop-off and pick-up points within the town
- E2. Retain Southend Car Park
- E3. Strengthen the urban structure and design character and seek developer interest on this frontage site as a landmark and gateway into the town centre with an appropriate mix of uses, to include housing and flexibility for related uses

OPPORTUNITY SITE F

Redevelop the Southern seafront

- F1. Retain main area of the Seagate Road Car Park towards seafront with landscaping to soften the appearance but release area along Southend Road for development - additional supply to be made available elsewhere to match any losses
- F2. Beyond the period of the lease currently being negotiated, examine possible alternative recreational uses for the site, taking into account flood risk in this location

OPPORTUNITY SITE G

Refurbish the promenade

- G1. Promote a series of active uses along the promenade including leisure uses such as cafés and restaurants will be most suitable. If these cannot be achieved then some form of active ground floor use should be provided
- G2. Carry out public realm improvements including a consistent approach to the design of kiosks

Caveat

A number of the opportunity sites make reference to providing active uses such as cafes and restaurants. While cafes and restaurants have been cited as examples the key design principle is to provide active ground floor uses. It is also worth noting that not all of the opportunity sites will come forward for redevelopment at the same time, so it is unlikely that there will be an over-supply of A3 uses.