

03 Detailed Proposals



3.1 Socio-economic and tourism recommendations

Masterplans provide a good opportunity not only for physical change, but also to take stock and think about localities and other factors that will influence change. This section considers how the momentum created by the masterplan process can be used to address the social and economic issues and opportunities outlined in the baseline. These issues and opportunities are mapped in table 3.1 against the aims of the Tourism Strategy and strategic socio-economic recommendations in section 2.3.

3.1.1 Spatial Tourism Strategy

One of the most important elements of the town centre and southern seafront masterplan is to create a sustainable vision which provides long-term regeneration and investment. Key to this is the recognition that Hunstanton has a vast number of natural assets including the local environment and other sport and recreation uses which attract people to the area but also provide local residents with a range of activities.

Building on the existing strengths of the town and the natural assets will help to reinforce Hunstanton's identity as an active and natural town. This was highlighted as being particularly important through consultation and the opportunity exists for this role to be strengthened in the future.

Figure 3.1 highlights some of the key areas of sport and recreation in Hunstanton including golf courses, tennis courts, sailing and water-skiing. These are essential elements in helping to create the vision for an active town.

Figure 3.1 also shows the important activity areas and how these could be linked to create a distribution of active spaces in the town. The emphasis is on spreading activities and creating an interesting environment while making the most of the seafront, which is widely recognised as one of Hunstanton's biggest assets. Furthermore, figure 3.1 illustrates the town's heritage offer and how this can be linked to the seafront and the proposed opportunity sites to link the different activity zones, especially with regards to pedestrian and cycle movement.

Figure 3.2 shows how the study area sits in the wider context and illustrates some of the key active uses in the surrounding area. The most significant feature of the town is the excellent location in between a large expanse of blue (The Wash) and green (agricultural land) which provides the unique natural setting for the town which also includes Hunstanton's unique red cliffs to the north. Throughout this the promenade is a clearly identifiable feature which links the town to the north and south.

table 3.1 tourism recommendations and their link to the West Norfolk tourism strategy

Key Recommendations	Socio-Economic Issues and Opportunities	Link to West Norfolk Tourism Strategy
<p>Diversifying Hunstanton's Tourism Offer</p> <p>Ensure that Tourism Remains at the Heart of the Hunstanton Offer</p>	<p>Hunstanton doesn't struggle to attract visitors. However, like many coastal towns, overnight stays and visitor spend are low. Looking at more diverse visitor functions such as an environmental visitor centre, improved water sports all help attract a wider population to the town.</p>	<ul style="list-style-type: none"> To focus on actions, which will provide the maximum economic benefit, balanced with the social and environmental needs of the local economy. To support and encourage initiatives which enhance the quality of the tourism product.
<p>Acknowledge and Build Upon the Economic Relationship with Kings Lynn</p>	<p>Absolutely fundamental to Hunstanton's long term economic future is the development of improved links with Kings Lynn. A common complaint is the length and frequency of bus services to Kings Lynn. This does limit the access to economic opportunities, particularly for young people. Employment is highly seasonal and it is very important to give people access to employment in the winter.</p>	<ul style="list-style-type: none"> To focus on actions, which will provide the maximum economic benefit, balanced with the social and environmental needs of the local economy.
<p>Ensure that Tourism Remains at the Heart of the Hunstanton Offer</p> <p>Diversifying Hunstanton's Tourism Offer</p>	<p>The seafront is the focal point of the town within the summer. Given the amount of footfall there is potential to generate further revenue on the seafront. This obviously needs to be high quality and respond to the needs of visitors. The development of the promenade is important and could include traditional pier functions that a number of consultees expressed a desire to see. There also the opportunity to add other facilities (volley ball is one example) which would provide a more diverse seafront offer.</p>	<ul style="list-style-type: none"> To support and encourage initiatives which enhance the quality of the tourism product
<p>Ensure that Tourism Remains at the Heart of the Hunstanton Offer</p> <p>Diversifying Hunstanton's Tourism Offer</p> <p>Ensure that Hunstanton Functions as a more Effective Service Centre</p>	<p>Hunstanton needs to be marketed as a 'must visit' service centre for visitors to the North Norfolk coast. Following a comprehensive visitor survey, marketing needs to present the elements of Hunstanton's offer that different categories of visitors want and will look forward to.</p>	<ul style="list-style-type: none"> To sustain existing tourism markets currently attracted to West Norfolk and to attract new markets where appropriate. To support and encourage initiatives which enhance the quality of the tourism product.
<p>Diversifying Hunstanton's Tourism Offer</p> <p>Ensure that Hunstanton Functions as a more Effective Service Centre</p>	<p>Consultation suggests that the retail offer is currently does not function well. The type of retail outlets is important in order to become more of a 'pull' factor. Retail should become a more important part of the 'rainy day' offer.</p>	<ul style="list-style-type: none"> To use tourism as a mechanism to revitalise and support prosperity in key areas, to the benefit of residents, businesses and visitors alike.

Key Recommendations	Socio-Economic Issues and Opportunities	Link to West Norfolk Tourism Strategy
Diversifying Hunstanton's Tourism Offer	Water sports are probably the key opportunity for Hunstanton - certainly the area where it has a comparative advantage over other coastal locations. Creating better facilities, continuing to attract world class events etc. must be amongst the most important objectives.	<ul style="list-style-type: none"> To focus on actions, which will provide the maximum economic benefit, balanced with the social and environmental needs of the local economy. To support and encourage initiatives which enhance the quality of the tourism product.
Ensure that Tourism Remains at the Heart of the Hunstanton Offer	There is clear pride in the area around The Green and Hunstanton's architecture. Community members clearly feel that this sets it apart from other coastal locations. This is to be protected and to remain a more traditional quarter.	<ul style="list-style-type: none"> 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.
Diversifying Hunstanton's Tourism Offer Ensure that Hunstanton Functions as a more Effective Service Centre	The programme of events is not extensive at present, particularly in the winter. Again it is important to give people a reason to stay in the town. The Green provides a natural amphitheatre. Evening events (films, music, etc.) could help increase spend per person and the number of overnight stays; and could be built into the specific 'Events Guide to Hunstanton' that is already produced.	<ul style="list-style-type: none"> To sustain existing tourism markets currently attracted to West Norfolk and to attract new markets where appropriate. To support and encourage initiatives which enhance the quality of the tourism product.

figure 3.1 tourism & heritage concept plan

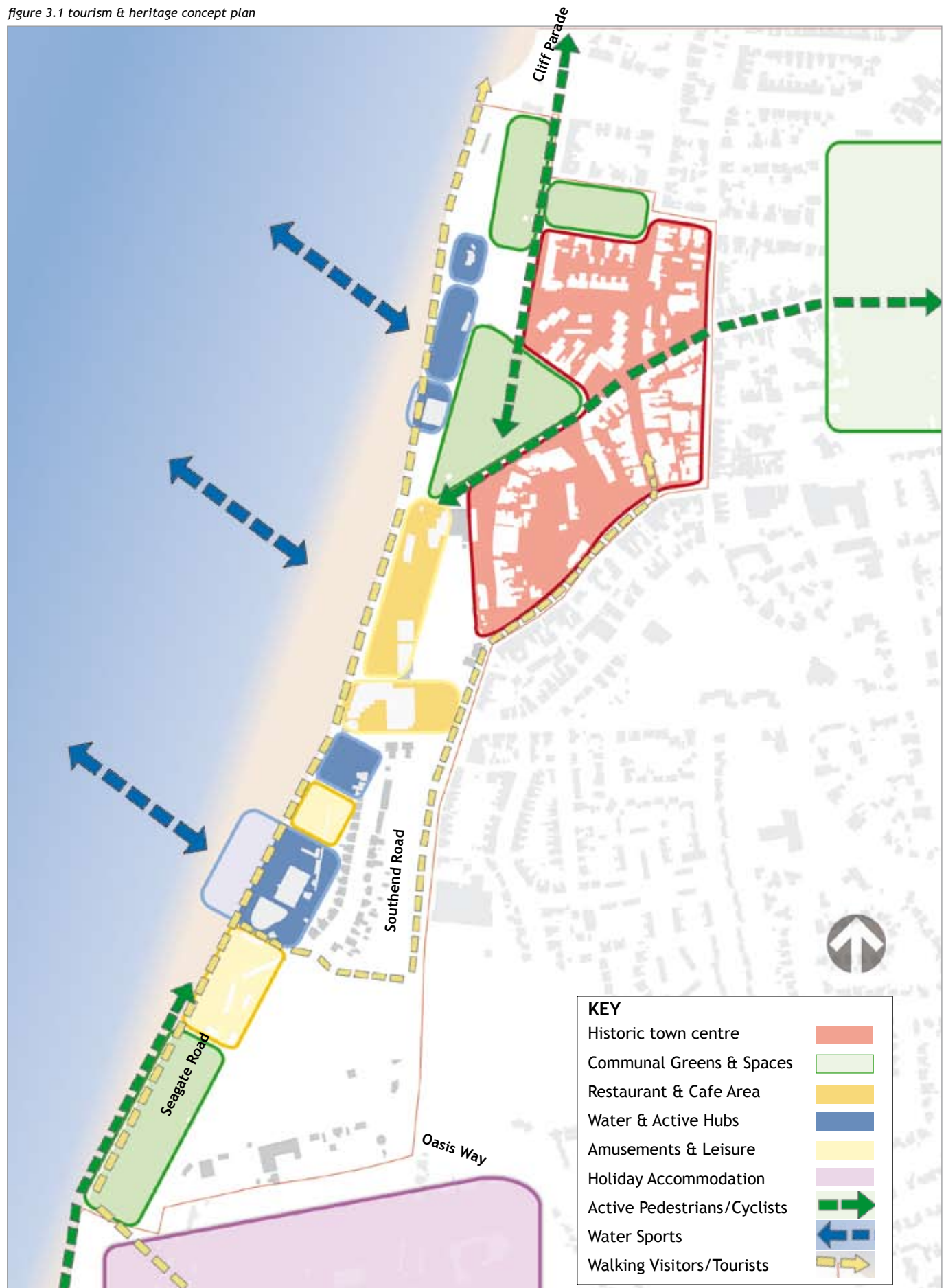
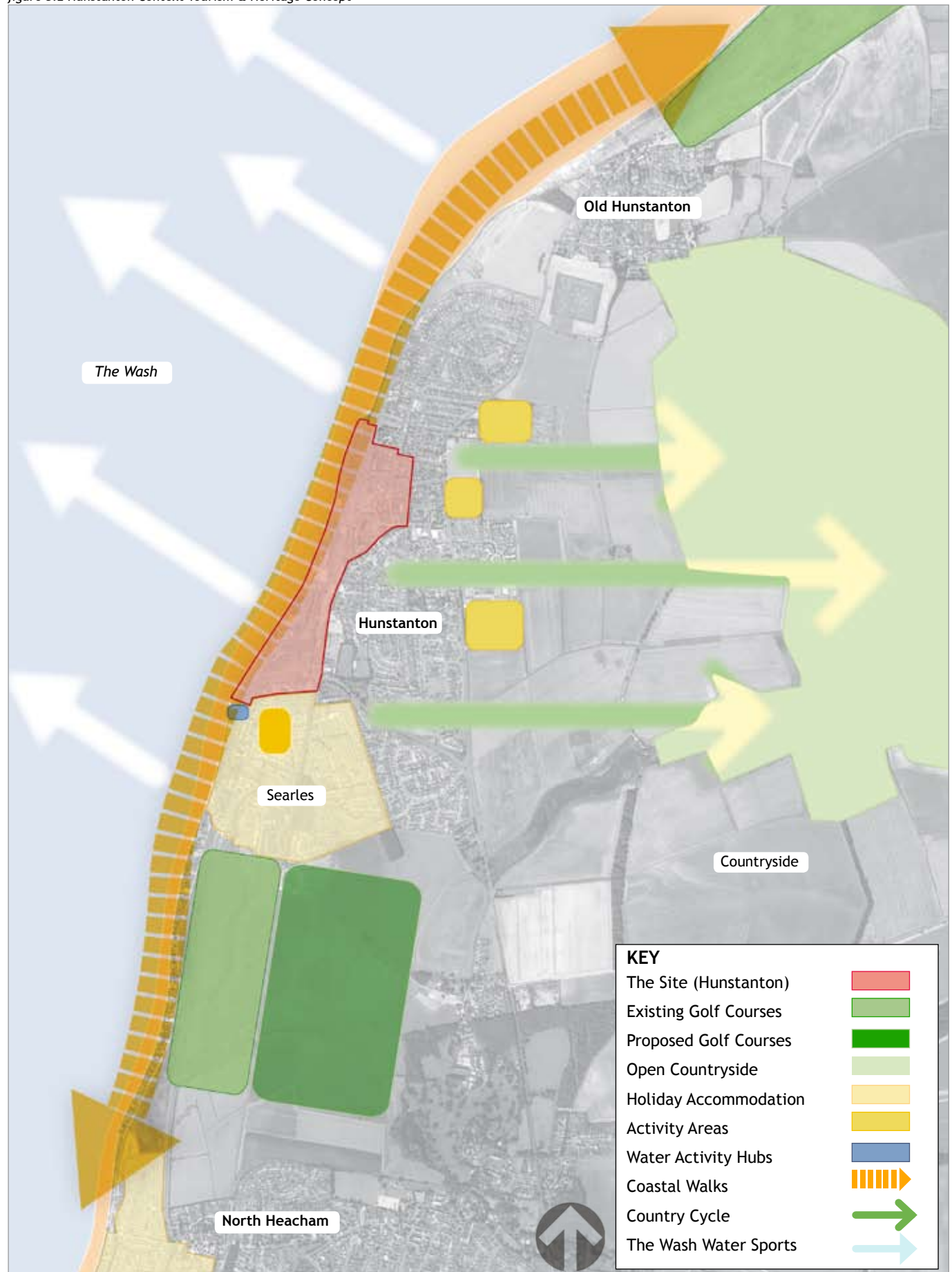


figure 3.2 Hunstanton Context Tourism & Heritage Concept



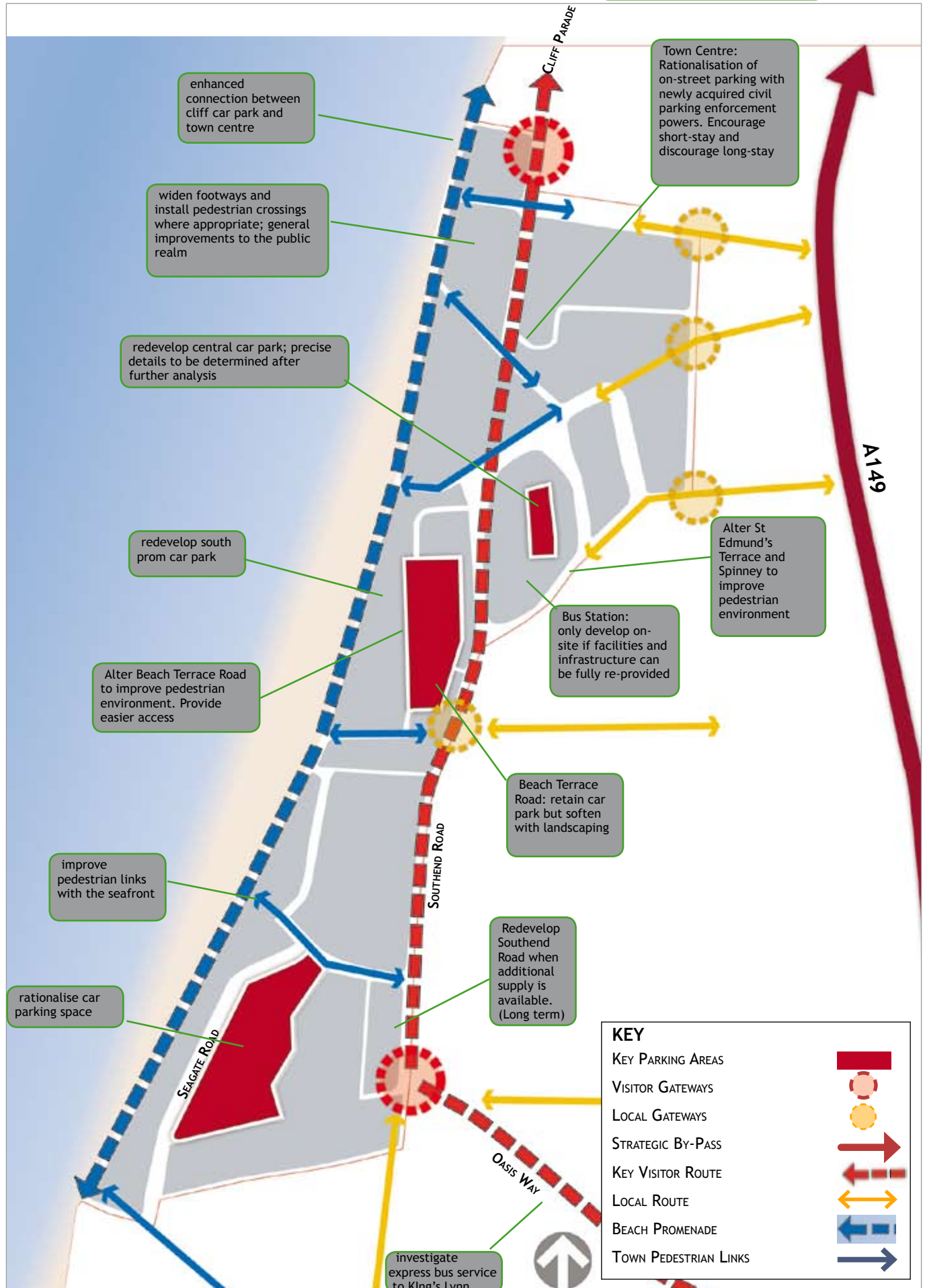
3.2 Movement Strategy

Section 3.2 provides information on transport movement and parking as part of the town centre and southern seafront masterplan.

General approach to vehicle movement in the area

Hunstanton has two strategic entry points as show in figure 3.3 - the A149 from the south (King's Lynn direction) and the A149 from the north-east (Wells-next-the-Sea direction). Actual entry points into the town centre include Oasis Way, off Redgate Hill roundabout then Southend Rd, Park Road, Westgate Street, Greevegate, and Lighthouse Lane then Cliff Parade.

figure 3.3 town centre movement and concept plan



Signage

Some of these entry points into the town are more suited to different purposes. It is therefore important to make clear, through signage and road/junction design, which entry points should be used and by whom. The main strategic traffic that does not need to access Hunstanton should be actively managed so that, as it mostly already does, uses the A149. The A149 effectively acts as a bypass for the town and although it is busy during summer months it greatly relieves the central area of Hunstanton of additional, unwanted traffic.

Tourist/visitor traffic should be encouraged to use the most southerly (Oasis Way) and northerly (Lighthouse Lane, towards Cliff car park) access points and then make their way towards available car parking as shown in figure 3.4. Signage is critical in informing drivers of where they should be going. Visitor traffic should not need access into the heart of the town centre but instead be 'intercepted' by a car park on their way into the town. This could be one of Seagate, Southend, or Cliff car parks.

figure 3.4 traffic flows



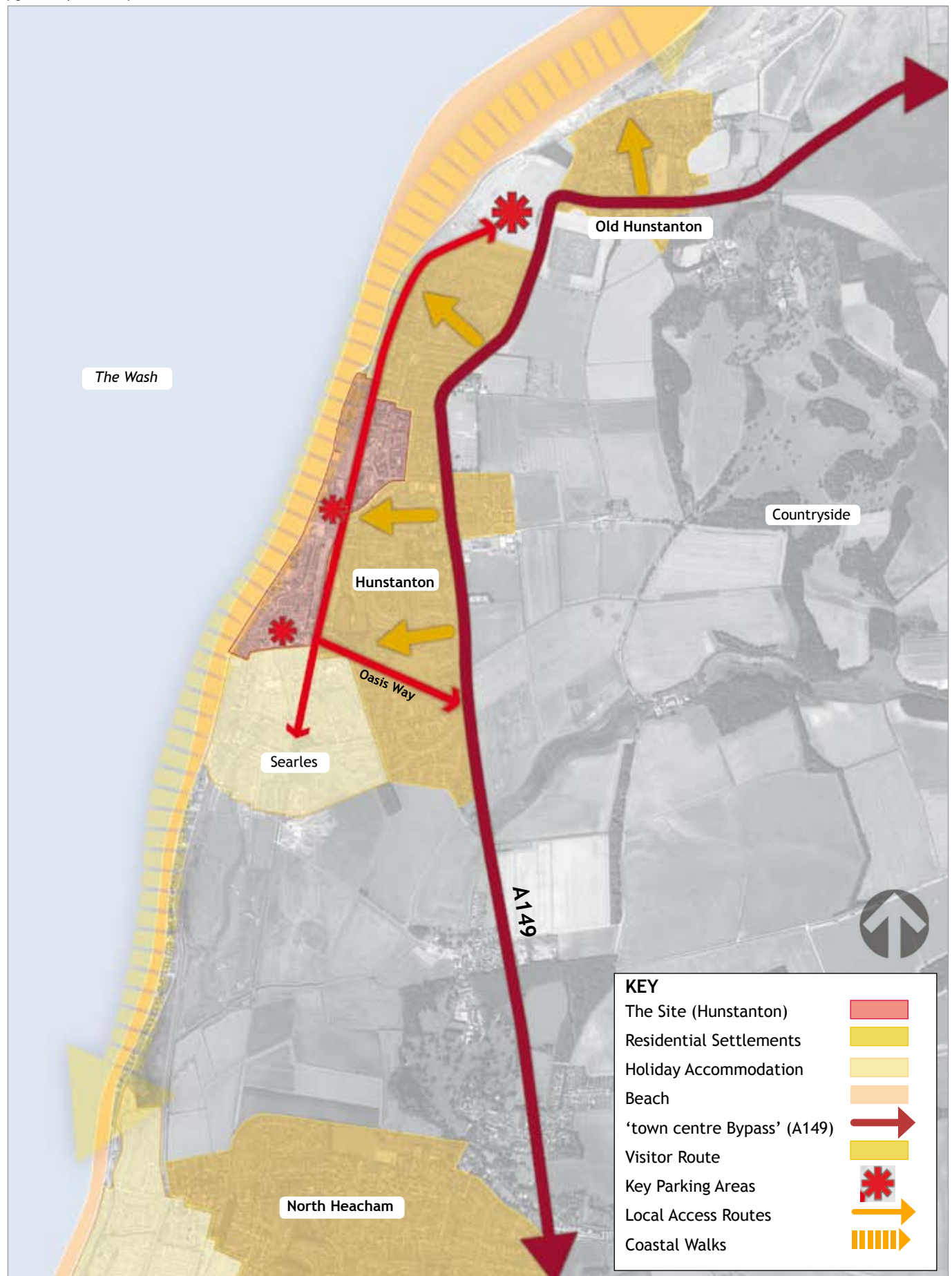
This 'interception' of visitor traffic should involve the use of improved, interim signage to direct drivers to specific car parks. This can be implemented in the short-term and supplemented or replaced with more advanced signage in the medium to long term. More advanced options could include variable message signs (VMS) that provide real-time information of car park space availability

Local traffic (ie residents of Hunstanton or people from nearby who are using the town for its services) require more direct access to the retail centre of the town, in particular Greevegate, Westgate Street, and the High Street. Access to this area can be from Oasis Way or Cliff Parade and also directly off the A149. Encouraging local access from the A149 may reduce pressure on the busier seafront roads and allow local residents to 'bypass' congestion.

figure 3.5 key traffic routes



figure 3.6 patterns of movement in the wider area



The principle of identifying strategic, tourist, and local traffic and providing different accesses and routes into the town for each is shown in figure 3.5. An additional type of traffic, the tourist coach, is also shown. The number of coaches visiting Hunstanton has dropped in recent years and so it is proposed that existing parking provision (the Coach Park with 44 spaces) is relocated to the Cliff car park. Whilst the coaches would be parked out of the town centre, a drop-off and pick-up point for passengers should be provided to enable direct and easy access to the seafront.

The overall aim of improved signage is to minimise non-essential through traffic along Le Strange Terrace and Cliff Parade. Visitors should be signed to park either to the south or north of the town in designated car parks and so have no reason to enter the central area of the town. A comprehensive parking strategy will also enable this to happen through active management of on- and off-street parking resources. These measures, in combination with highway and public realm improvements and also Opportunity Site B, should help to minimise traffic flows in this important area that links the seafront and the retail centre for pedestrians

General approach to cycle movement in the area

Norfolk County Council has allocated funding for the creation of five cycle routes through Hunstanton. These are shown in figure 3.7 one of the routes is solely in the north of the town and is not shown. They are all almost entirely on-road routes but will be formally signed. Funding is also in place for enhanced cycle parking facilities within the town.

There is scope for additional routes to be created that link to the proposed NCC routes [shown in dotted blue]. These could include the following:

- along Southend Road to connect directly with the Tesco supermarket and then onto the southern residential area;
- extension of the Park Road route along Downs Road and into the countryside to the east;
- a route running east from the Cliff car park area along Chapel Bank and into the countryside to the east; and
- enabling access for cycles onto the promenade to allow direct seafront access.

figure 3.7 key cycle routes



Whilst these routes are indicative at this stage it is clear that a dense network of cycle routes could be constructed that provides access to all major destinations within Hunstanton. This would benefit visitors and locals alike.

Providing access from Hunstanton into the countryside could strengthen the town's leisure and sporting 'offer' as it could be a base for longer rides into the pleasant north Norfolk countryside. A cycle hire scheme for tourists could also take great advantage of the dense network coverage.

General approach to pedestrian movement in the area

With the approach to vehicle movement focusing on the removal of non-essential vehicles out of the centre through signage, routing, and enhanced use of the Cliff car park, it is envisaged that the quality of the pedestrian environment will be enhanced. Additionally, there is the potential to make some significant changes to the public realm in the town to 'design in' pedestrians in a better way thus improving movement, accessibility, and safety as shown in figure 3.8.

The retail core (centred on the High St) could be altered and re-designed so that pedestrians have an increased presence and priority rather than parked and moving cars taking dominance.

St Edmund's Terrace and the north-western side of the Westgate Street 'Spinney' could be altered to lessen the physical space given over to vehicle movement and parking and improve pedestrian priority. This would allow these streets to be more clearly linked to the existing retail core (centred on the High Street). Entirely closing these roads is not proposed as there is the need to access properties and businesses that rely on existing roads for servicing etc. However, there is clear scope to alter their character and encourage more, and safer, pedestrian movement. An example of this is Tower St. in King's Lynn.

A similar approach could be taken along the length of Beach Terrace Road to improve the public realm which is currently overwhelmed by the one-way road system and extensive car parking. It could also enhance pedestrian access to the seafront and the retail centre to the east.

Cliff Parade, Le Strange Terrace, and Southend Road form a busy north-south vehicle route that essentially splits Hunstanton into two - the seafront area and the rest of the town. Whilst there is provision for pedestrians to cross these roads there is scope to improve on the current situation.

The general vehicle movement strategy to manage vehicles away from the busy central area should help in improving east-west pedestrian movement as there will be less conflict between people and vehicles. This vehicle movement strategy includes both signage measures and also parking measures.

Additionally, localised re-alignment of footways at key locations could help in reducing pedestrian crossing distances and also provide enhanced visibility sight lines. Formal crossings could also be introduced, potential locations could include Southend Road at the Tesco supermarket and Le Strange Terrace at Southend Car Park.

figure 3.8 pedestrianised areas



Proposed approach to rail

The rail line between Hunstanton and King's Lynn / London closed in 1969. There are considerable problems with reopening the line to passenger traffic. Obstacles include:

- residential development has occurred on the line;
- the cost of installing new track, signalling, stations, and other associated works will be considerable; and
- there is no guarantee that, if built, the line would be sufficiently used to be viable.

In light of these problems, re-instating the rail line may not be a viable prospect. Alternatives could be considered which would still require significant investment. A lower-cost option would be to convert parts of the track to a dedicated off-road walk and cycleway. A full feasibility study would be needed to determine what could be viably achieved.

Proposed approach to bus

The existing bus station is located off St Edmund's Terrace as shown in figure 3.9 and provides an entirely off-street facility in terms of passenger waiting and bus layover. The station in its current form is regarded as an under-utilised resource - alternatives have been investigated to assess whether change is desirable and how best any improvements could be delivered.

The station site itself occupies a key parcel of land within the town centre and is adjacent to a derelict site (The 'Old Garage' site); a complete re-development of the bus station site has been considered therefore.

Consultation with stakeholders, including Norfolk Green, has indicated that the redevelopment of the bus station is feasible. However, it is important that the loss of the existing bus station (including passenger waiting facilities, bus layover spaces, toilets) must be balanced by direct replacements that are of an equal or better quality.

The bus station has existed in its current location for several decades having been moved from a seafront location after the war. Its current location neither directly serves the seafront nor the retail core on the High Street. Additionally, the gradient on Westgate Street is sufficiently steep to make movement difficult for elderly residents in particular.

Bus stop locations are important to the success of bus operations in enhancing accessibility to services and to encouraging patronage growth accordingly. It is therefore proposed that the existing bus routes are amended to call at new, repositioned stops that enable both local residents and visitors to access key destinations within the town. Bus layover provision is another key element for the successful running of bus services. There are several

potential locations within the town centre for temporary, short-stay layover on Greevegate (close to Princess Theatre) and on Sandringham Road. Longer-stay layover provision could be accommodated at the Cliff Car Park.

It is important to note that the detailed, specific operational requirements of bus services within the town have not been analysed or tested. When the Old Garage / Bus station site becomes available for development it will be necessary to plan in detail how bus operations would work in the centre of Hunstanton in order to demonstrate that the planned re-provision is acceptable.

The interaction between pedestrians, buses, and other vehicles needs to be carefully managed. Re-defining priority in the town centre to actively favour pedestrians/ cyclists over the car and managing non-essential car traffic away from the retail core will enable buses to operate on-street more easily and safely. The number of services operating is relatively low (5-7 buses per hour maximum) which makes the mitigation of any potential conflicts more straightforward.

It is essential that the transport vision for Hunstanton includes improving public transport (PT) attractiveness and usage. This could be achieved through the redevelopment of the bus station to provide enhanced provision and infrastructure, especially the location of stops in areas of highest demand. If the bus station site does not come forward or does not promote a sufficiently good PT solution then opportunities should be sought to improve Hunstanton's PT offer including the following:

- improved passenger waiting facilities;
- improved service information;
- rationalised layover provision; and
- feasibility studies into the creation of new routes, such as an express service to King's Lynn.

The existing 40/41 service from Hunstanton to King's Lynn stops directly at King's Lynn rail station which provides access to towns including Ely, Cambridge, and London (King's Cross). There are no guaranteed connections between bus and rail however - if either the bus or train is delayed for any reason the next service will depart according to its fixed schedule. Introducing a bus service with guaranteed connections with the rail service would be a significant improvement.

This service could also be an express service between Hunstanton and King's Lynn (it would only need to be hourly given the train frequency) that would again provide enhanced access to King's Lynn and its greater range of shops and other services.

figure 3.9 - potential bus route catchments & new stops



Proposed approach to parking

The study area is well provided for with both on-street and off-street car parking. Parking in Hunstanton can be generalised as on-street in the local central shopping area and off-street in the tourist seafront area.

There is a substantial supply of off-street parking which ranges from those in central locations (Southend, South Promenade) to those which are somewhat remote from the town centre (Seagate to the south but particularly Cliff to the north). On-street parking is permitted in most areas throughout the study area and offers options for both shoppers and residents. **Significantly, all on-street parking is currently free of charge.**



figure 3.10 off-street car parking in the study area

There are several types of parking available:

- non-managed - free informal on-street parking;
- managed - free designated on-street parking (no restrictions);
- managed - free time-limited designated on-street parking (45 minutes maximum stay between 9am and 6pm); and
- managed - charged time-limited off-street parking.

Quantitative data caveat

Whilst there is data available for car park usage for the Council run off-street car parks the data is insufficiently detailed for accurate conclusions to be drawn about current usage. There is also ticket-based data providing information on length of stay (as purchased) although this needs corroboration with true duration survey data. This lack of data also limits how robust proposals are for future changes. All the comments and proposals made in this section are subject to this significant caveat. A key recommendation from the Baseline report was the need for a comprehensive range of parking surveys to be undertaken in Hunstanton. This data will greatly aid the ongoing development of Hunstanton (post-masterplan) by providing factual and robust data and analysis in order to support the changes planned for the town. Further information is contained in appendix C.

Proposed approach to off-street parking (figure 3.10)

The baseline analysis of car parking in Hunstanton revealed that there are only a limited numbers of days when the town's car parks are completely full. This is typically on weekends and Bank Holidays during the school holidays in July and August. At other times of the year, especially out of season, the car parks in Hunstanton can be mainly empty. Each of the car parks in Hunstanton has different characteristics in terms of: the type of user it attracts, the average length of stay, its desirability, usage during the year. An assessment has been made of each car park using these and other criteria to determine what changes, if any, could and should be undertaken to each.

North Promenade

This car park has a limited number of spaces and so contributes a relatively small proportion of the overall parking supply. However, the car park is used by leisure users, in particular the local sailing club. The retention of parking at this site for specific leisure use should be achieved - this can be enforced more actively with the roll-out of Civil Parking Enforcement.

South Promenade

The Beach Terrace Road Car Parks (Southend and South Prom) are the most central and so it is acknowledged that they are arguably the most easy to develop. The loss of the South Promenade parking provision is likely to only have an impact at the height of the summer season when every space is utilised. Outside of the highest peak period, existing provision in Southend car park can be used with further demand spilling over into the more southerly Seagate car park.

Southend

As much capacity as possible should be retained at the Southend car park. The car park's location is convenient for local residents accessing shops and services towards the retail core and also for visitors who are accessing the seafront, in particular the more northerly section. There is scope to soften the appearance of the car park through the introduction of landscaping such as trees and planting. Also with the introduction of a central pedestrian route it could be possible to bisect the car park into two smaller halves.

With the removal of the South Promenade car park there is less need for Beach Terrace Road to continue with its current anti-clockwise one-way operation. An alternative means of accessing Southend car park could be developed that enables the northern section of Beach Terrace Road to be made:

- a pedestrian only / shared surface; or
- one-way in the opposite direction; or
- into additional car parking, replacing in part some of the potential loss from South Promenade car park.

This is with the caveat that the new access arrangements should not lead to significant queues into the car park on Southend Road. Excess queuing would be unsightly, could lead to additional congestion, and could also impede safe pedestrian movement.

Detailed parking surveys are required however to better understand the possible impact of an alternative access point to the Southend car park, particularly in relation to vehicles queuing back from the car park entrance and their impact on the wider road network.

Central

Car parking ticket data made available indicates this car park may not be fully utilised at present - potentially due to limited enforcement of on-street parking restrictions. Some loss of surface parking provision with partial replacement and additional underground parking within any new development might be acceptable, particularly if on-street parking provision is re-organised and rationalised.

Of particular concern is the retention of a similar level of revenue generated by short-stay parking within the retail core.

Coach

The Coach park is underused relative to its size - this is suggested by quantitative data and is backed up with qualitative comments. The land this car park occupies could be reallocated to other uses with current parking accommodated elsewhere within the town.

Coaches could park at the Cliff Car Park during the day with specific drop-off and pick-up points created within the town centre close to the seafront. The location of the coach drop-off/pick-up point would need to be determined once a survey has been undertaken of current coach numbers. A possible location could be Beach Terrace Road - this could work well with the other proposals for enhancing the public realm.

Seagate

If a significant proportion of parking provision at Seagate car park is lost due to re-development then a reasonably significant amount of Hunstanton's town centre supply is lost. As such, any development of this site should be accompanied by specific and deliverable plans that provide for additional parking capacity at an alternative location, including a Park and Ride facility.

The current site access is from Southend Road. Due to the limited length of highway at the car park entrance at peak periods vehicles queue back onto Southend Road and sometimes onto Oasis Way. An alternative site access could be considered off South Beach Road and Seagate Road - this would provide additional highway length for queuing vehicles. However, local residential properties and business use these roads as their sole means of access and could well experience delays in starting/completing any journeys. A possible mitigation measure for this could be to alter Seagate Road so that it is no longer a cul-de-sac. Local only access could be achieved off Beach Terrace Road although this would require some strict enforcement to prevent visitors using it as an alternative access point to Seagate Car Park.

Proposed approach to park and ride (figure 3.11)

The Cliff Car Park to the north Of Hunstanton has a very large capacity (in the order of 1500 spaces) although it is approximately one mile to the north of The Green. There are two main users of the Cliff Car Park: visitors who are using the car park to access the beach and cliffs immediately adjacent to the site; and visitors who are unable to park elsewhere in the town due to no available spaces.

There is the potential to improve the link between Cliff Car Park and Hunstanton town centre so that it can be better utilised throughout the year. By attracting visitors to park here traffic is removed from the town centre. This could benefit the public realm by reducing the dominance of the car and also create easier and safer pedestrian environment. A secondary benefit is the possibility of being able to reduce parking provision within the town centre and re-developing car parks. Consideration should also be given to problems associated with cliff erosion and the impact that this would have on the ability of the cliff top to be used as a car park.

There is already a link between Cliff Car Park and the town, provided by the Land Train. The Land Train is a privately run service that operates between Cliff Car Park, Hunstanton town centre, and the Searle's Caravan Park. There is the potential to build on this service and encourage further use of the Cliff site with a public transport link to the town. Such a development at Cliff Car Park could be regarded as a 'Park and Ride' service.

A 'Park and Ride' service (whether at Cliff Car Park or elsewhere) should be implemented at the same time as redevelopment of any of the town centre car parks is undertaken. This is so that visitors to the town are provided with a fully working alternative that allows them to still visit the town and, importantly, not have to circulate the town centre looking for alternative parking - causing unnecessary congestion. Provision would not need to be year-round but focused on the peak holiday season.

Over time it might be necessary to provide additional Park and Ride provision for Hunstanton as tourist numbers increase and/or visit durations increase. Longer visits mean slower turnover of parking spaces which may require more parking provision. Additional Park and Ride provision could be accommodated at several sites in/near Hunstanton:

- extension to Cliff Car Park;
- land connected with Smithdon High School;
- land close to Redgate Hill roundabout; and
- land to the north of Heacham village (the village being immediately south of Hunstanton).

The viability of a Park and Ride scheme has not been tested due to too many unknown variables (not least current car park usage) but a number of other coastal towns in England have set up seasonal services with success in many cases. Comparable locations to Hunstanton include: Bridport (Dorset), St Ives (Cornwall), St. David's Peninsular (Pembrokeshire), and Lyme Regis (Dorset).

Each of the towns mentioned above have introduced seasonal park and ride services in recent years. Town centre congestion in the towns above could be regarded as generally worse than seen in Hunstanton - however the opportunity should be taken at an early stage to plan for the future especially in parallel with development-led changes to the town's parking supply.

figure 3.11 possible locations for park and ride



Summary of off-street parking

- North Promenade - retain existing provision (limited as it is) for leisure use
- South Promenade - this can be re-developed as Southend can accommodate relocated vehicles at most times (high peak periods excepted)
- Southend - retain as much as possible, although with landscaping to 'soften' its appearance
- Central - more information required before a definite position can be taken although some loss could be considered, especially if it is replaced by on-street gains
- Coach - subject to expected confirmation that it is not heavily used it can be considered for re-development. Coach parking could be accommodated at Cliff car park so long as drop-off/pick-up stop location can be determined
- Seagate - any significant losses need to be balanced by new, additional provision elsewhere. Care should be taken with alternative access points although re-opening Seagate Road to 'local' traffic could be an appropriate solution.

Proposed approach to on-street parking

Within Hunstanton there is also a large supply of on-street car parking as shown in figure 3.12 that is separate from the Council run off-street car parks. The management and enforcement of this on-street parking is currently controlled by the Police but there are plans in place to transfer responsibility to the Borough Council - this process is known as Civil Parking Enforcement (CPE).

At present there are limited resources to enforce the current parking restrictions. With the commencement of CPE the Council can take a much more active role in how it manages parking on-street within the town with resources being able to be targeted at particular areas of concern or interest. The advantage of a more hands-on role for the Council is that it can take a more holistic view of parking within the town (both on- and off-street) - this should be formalised in a 'town centre parking strategy'. Issues to be considered include the following:

- relaxation of some on-street parking restrictions in the retail core area to encourage short-stay parking for shoppers but prevent longer-stay visitors;
- implementation of resident's parking zones to manage overspill visitor parking during busy periods;
- a robust pricing strategy to maximise Council revenues, including investigating on-street parking charges; and
- the exact role for any Park and Ride service, including its size / times of operation / any differential pricing.

figure 3.12 on-street parking in the study area



KEY

- | | |
|---------------------------|---------------------------------------|
| Informal | — |
| Managed - No Restrictions | — |
| Managed - Max. 45 Mins | — |
| Managed Double Yellow | — |

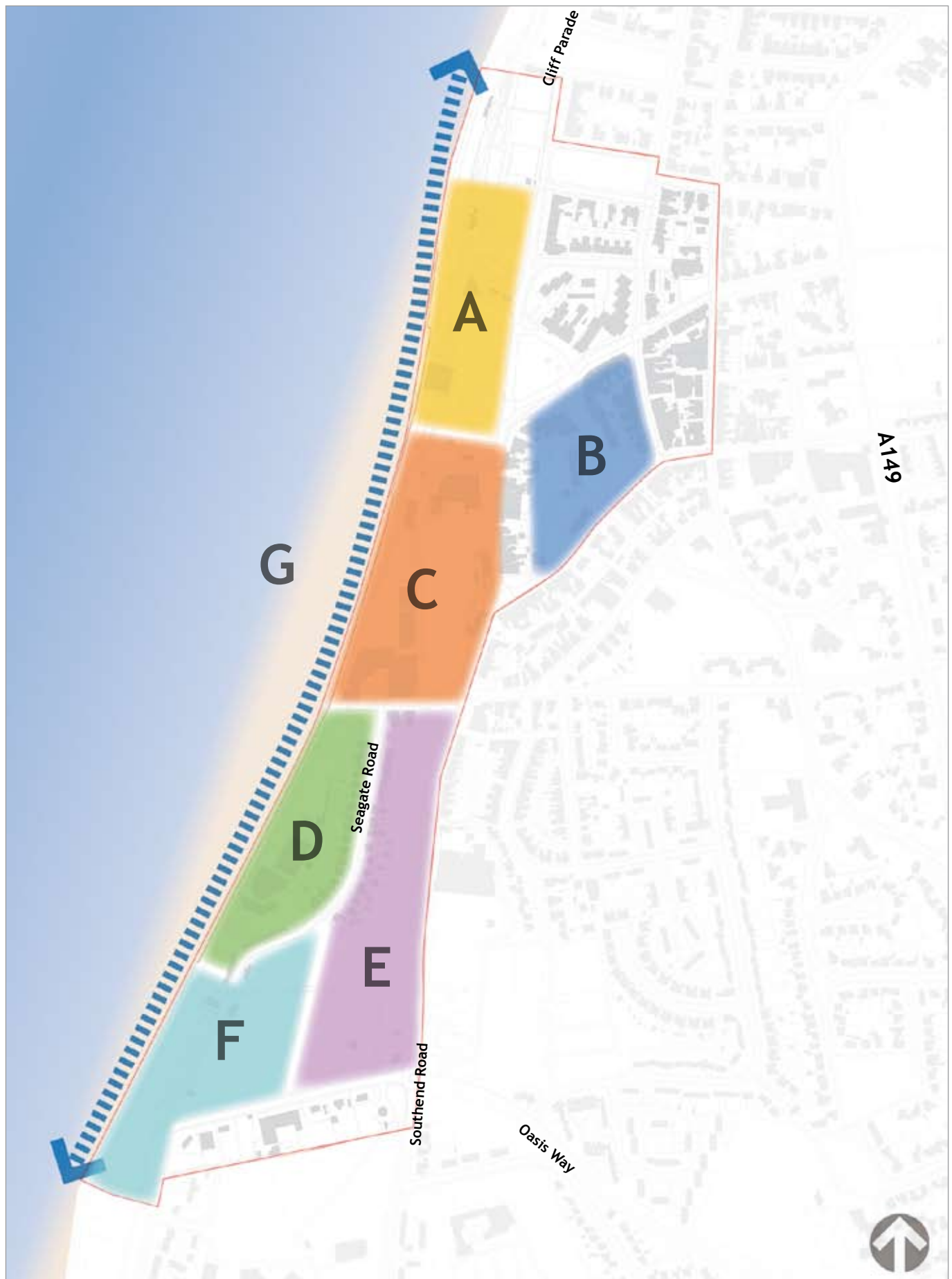
Recommendations for further studies

- town centre Parking Strategy [see above]
- Detailed car park survey programme [see appendix c]



3.3 The opportunity sites

figure 3.13 the opportunity sites



Opportunity Site A: Water Sports Hub and Community Heart

Figure 3.14 shows the extent of opportunity site A which comprises The Green, the pier and the northern section of the seafront promenade.

It was noted throughout consultation that one of Hunstanton's main strengths is the town's favourable conditions for water sports. The town has both an active sailing club, located towards the north of the study area and a water-ski club towards the southern end of the promenade. Water-based activities towards the north of the seafront are primarily wind-powered and include wind-surfing, sailing, canoeing and kite-surfing. The water-ski club towards the southern end of the seafront caters for motor-powered sports including water-skiing, motor-boating and jet skiing. It is important to maintain this segregation with any future plans for the study area for safety reasons.

The strength of the existing water sports community underpins the importance of opportunity site A. The Sailing Club is currently preparing a bid to Sport England for capital funding to provide new equipment and facilities including a new club house. The existing club house is not fit for purpose and would benefit from redevelopment to provide a new building with more modern facilities.

A water sports hub

Site A provides an opportunity to build on the Sailing Club's capital funding bid and create a water sport's hub providing additional facilities e.g. communal showers, changing facilities and visitor facilities. Feedback from the consultation exhibition revealed that there is a lack of suitable space for water sport users to prepare their equipment and the existing space is predominantly hard landscaping that can damage equipment. As a result, there is scope to provide some soft landscaping to make equipment preparation easier. The potential also exists to create more informal areas for people to socialise.

Opportunity site A also includes a small car park with 28 marked out spaces. The car park contributes a relatively small amount of car parking to the overall supply. However, it is well-used, in particular by the sailing club. It was noted that the car park is often pushed to full capacity during the summer months. This will need to be taken into account if water sports are to be encouraged further and careful management of parking will be required.

iconic seafront buildings



restaurants with a sea view



water sports



figure 3.14 opportunity site A: landscape plan



KEY

New or redeveloped building



Existing Building



Green space



Public Realm Improvements



The Green

The site also includes The Green and the pier, two of Hunstanton's most well known historic assets. The pier provides leisure and entertainment uses and The Green provides high quality open space close to the town centre. It was identified throughout consultation and urban design analysis that the existing pier building detracts from its setting as part of a conservation area.

It is widely recognised that The Green is a significant historic asset in the town centre - offering a focal point for social events. Whilst there are some events in summer, a more co-ordinated programme would help increase length of stay, potentially increasing overnight stays and providing suitable entertainment to stimulate the night time economy particularly during the summer months.

There may be scope to provide some form of soft landscaping feature facing towards The Wash with the aim of encouraging The Green to be used as a multifunctional community space for activities and to reinforce its position as a central location for festivals and community events. Any proposed use on The Green must acknowledge its protected status as part of a conservation area and any landscaping improvements must preserve or enhance its setting.

The pier

It is widely acknowledged that the existing pier building is visually unattractive and there is scope for improvement. Some design ideas have been incorporated and are illustrated in figure 3.16. It should be noted that these are indicative and any plans for renovation should fundamentally adhere to best practice design principles in particular the creation of active frontages to improve the building's relationship with The Green. The proposals seek to animate the blank frontages of the existing pier building and create a viewing platform providing views over The Wash and for sports activities.

The overall design rationale for opportunity site A is to create a series of linkages between active destinations with the main focus being on The Green, the pier and a water sports hub. This will help to improve connections with the town centre and reinforce pedestrian links along the promenade. Improvements to the pier, with the addition of a viewing platform, and enhancements to The Green will also help to open up views of The Wash as shown in figure 3.15.

RECOMMENDATIONS

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

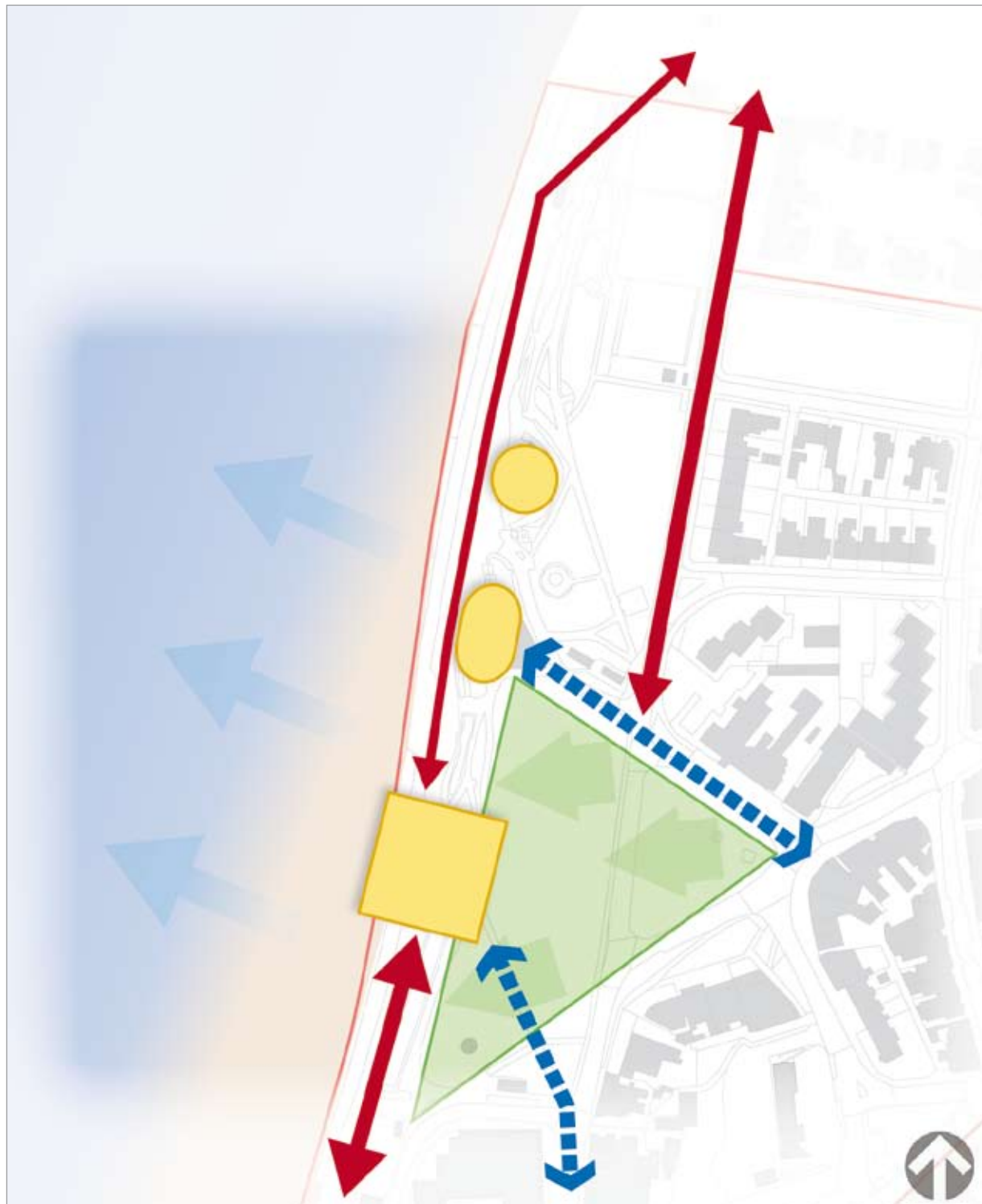
Following this initial activities to stimulate this offer could include:

- 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

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 building

figure 3.15 opportunity site A: the concept

**KEY**

Pedestrian Movement



Views to Wash



town centre Links



Opportunity Site



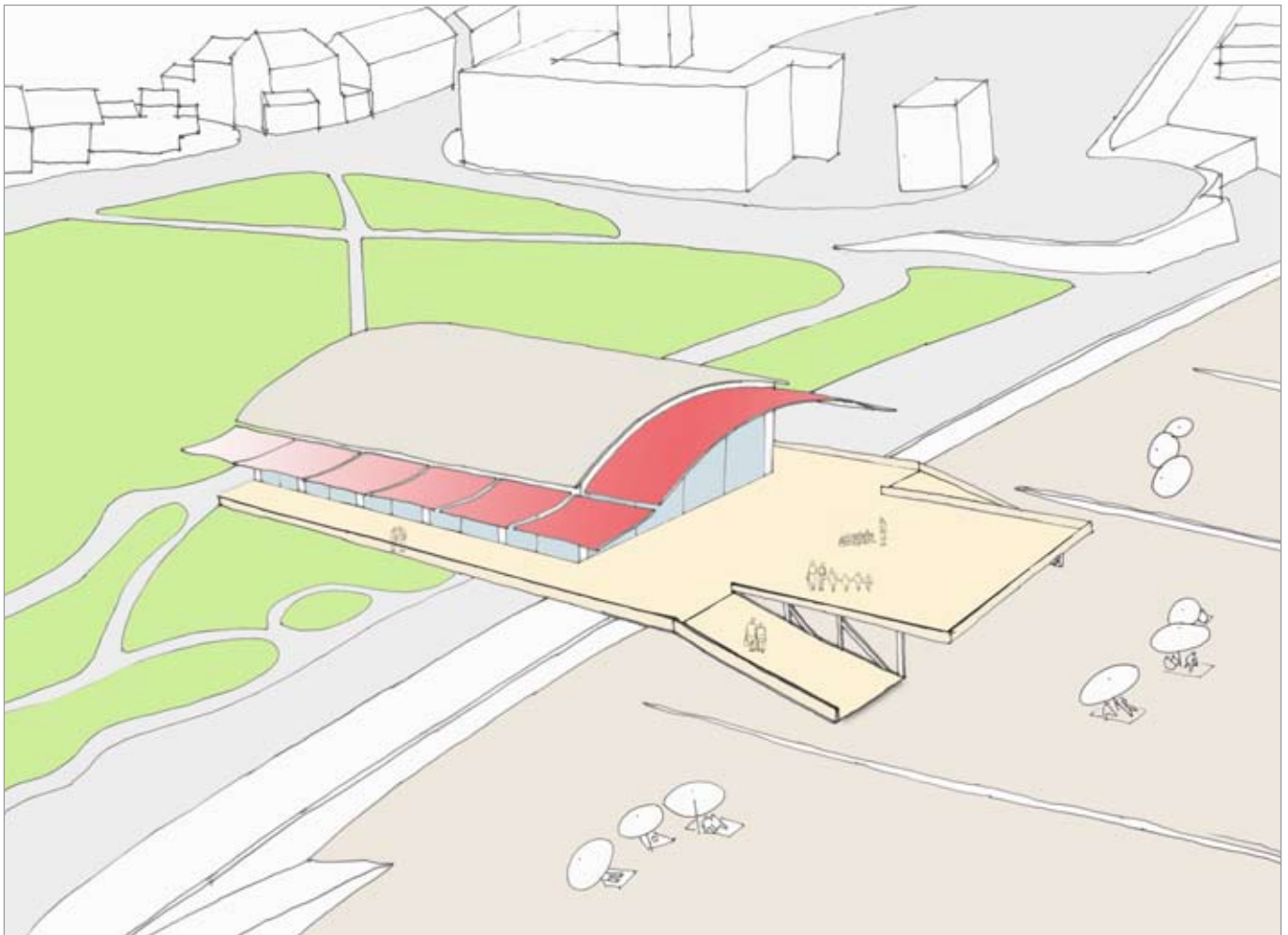
Green Space



figure 3.16 indicative sketches to show a refurbished pier building



Pier Pavilion - Concept Sketch - view from The Green



Pier Pavilion - Concept Sketch - view from The Wash

Opportunity Site B: Town Centre Expansion

Figure 3.17 shows the extent of opportunity site B which comprises the high street, Old Garage site also known as the Kim Cairns site, a council owned town centre car park with capacity for 63 cars, the main bus station, a public toilet, the library and adjacent shops.

The site is in multiple ownership which makes redevelopment potentially more complicated. The library is owned by Norfolk County Council, the Old Garage site is in private ownership and the bus station and car park are owned by King's Lynn and West Norfolk Borough Council.

The urban design and transport analysis reveals that although the current bus station serves a useful practical purpose it is an inefficient use of space and the existing layout and facilities would benefit from improvement. The public toilets are also visually unappealing. This site is the most important opportunity to enhance retail offer and focus retail development in the town centre. The site also forms an important link between the southern seafront and the core retail area. Improving the retail offer was one of the key objectives to emerge from community consultation.

Extended Retail Core

Any redevelopment of site B should consider the constituent parts as a whole to ensure an integrated and comprehensive approach to redevelopment. The Old Garage is a unique opportunity to develop larger retail units, capable of accommodating the requirements of modern retailers. Retail units should be provided fronting on to St Edmund's Terrace to create an active frontage and this would extend the retail circuit from the town centre. Service access should be provided to the rear whilst taking account of the existing servicing and access requirements for the Princess Theatre.

The site is most suited to a mix of uses incorporating housing above which would take advantage of the natural topography to provide views of The Wash. In order to maximise the quantum of development of the site and take advantage of the level change to the rear of the site, it is recommended that multi-storey car parking be provided. A small number of spaces should be reserved for car parking for any residential development. As part of the redevelopment the existing library will need to be incorporated and the existing retail uses reprovided on site or elsewhere in the town centre.

town centre retail development



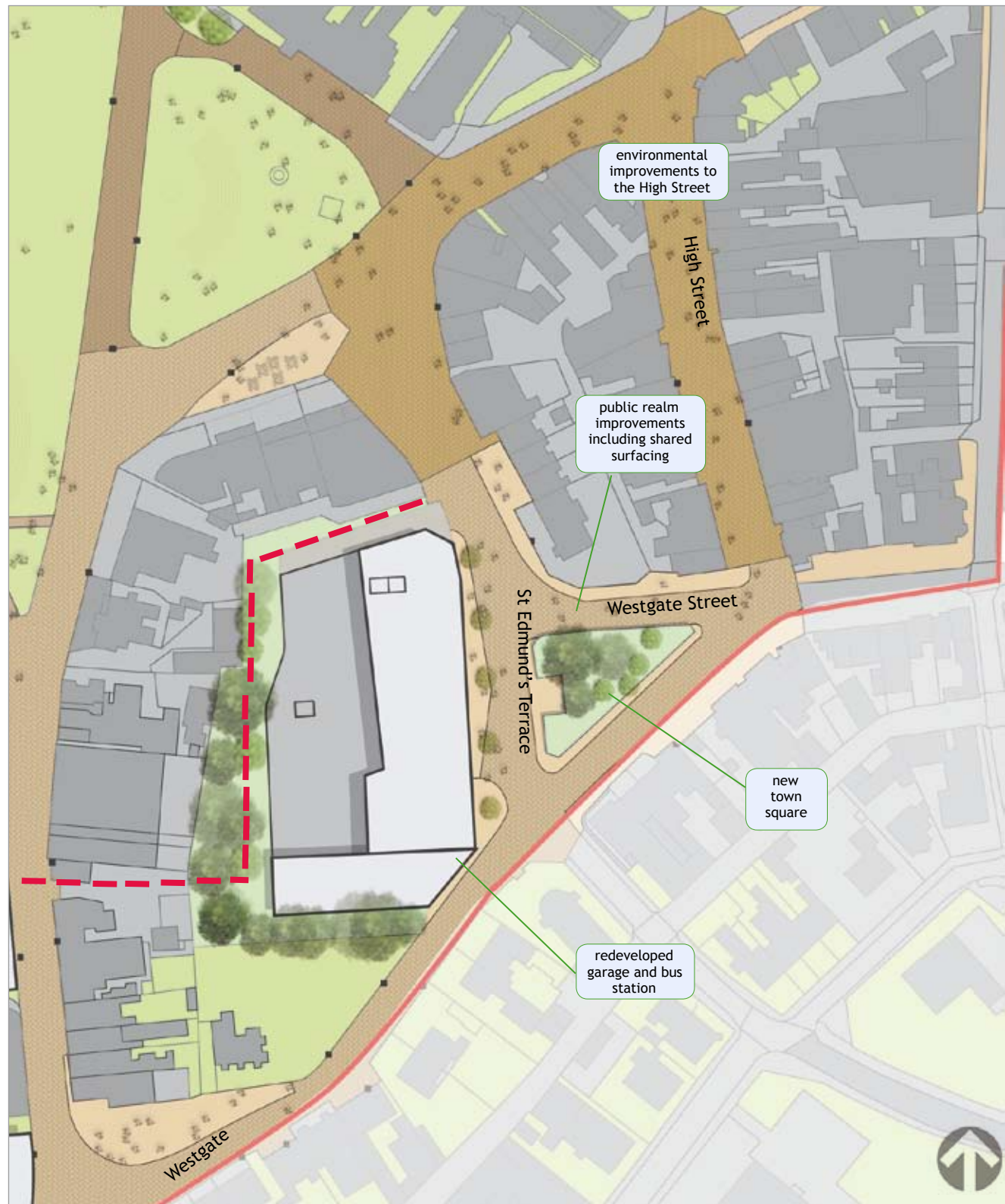
a mix of uses with commercial on the ground floor and housing above



a mix of uses with commercial on the ground floor and housing above



figure 3.17 opportunity site B: landscape plan



KEY

New or redeveloped building



Existing Building



Green space



Public Realm Improvements



Improved pedestrian link to the seafront



Although bringing the site forward in its entirety is the preferred option this may not be possible because of multiple land owners. Development may need to be phased to take account of this and a possible phasing plan is shown in figures 3.19-3.21. The Old Garage is in private ownership and so will probably come forward for redevelopment first. Early discussions with the land owner suggest that they are in agreement with the principle for redevelopment which includes providing ground floor retail with residential units above and multi-storey car parking. If the Old Garage site comes forward first, then the phasing shown on the plans will allow redevelopment of the bus station, library and associated retail to occur in the future.

Key to the delivery of this site will be the re-provision of bus infrastructure and facilities if the bus station is redeveloped as part of the proposals for the site. Further information is provided in section 3.2.

Design issues including height scale, massing and bulk of any new development will also need careful consideration. Given the fact that this is a prominent location any new development will need to be of high quality and respect the setting of the surrounding buildings. It is likely that a new building could be slightly taller than the existing context, being 3 to 4 storeys in height to make the most of level differences on the site. There may be an opportunity to break up the building frontage to create a series of spaces which allow for views towards The Wash to be maintained.

The natural topography of the site should also be utilised to capture views towards The Wash. This can be achieved by maximising the height of the Old Garage Site within reason and providing a restaurant or café on the upper floors to take in views of The Wash.

Because of its central location, site B forms an important connection point between the town centre and the seafront, sitting in a strategic location that links the two. The redevelopment of this site should seek to strengthen the site and improve connections between the town centre and seafront. Figure 3.6 shows how this might be achieved by creating stronger pedestrian links and reinforcing the existing connection through the central car park down to the seafront.

An important opportunity exists to integrate this site with the core retail area by making part of Westgate Street access only. This could be done by implementing a pedestrian priority route stretching towards the core town centre to strengthen links. A shared surface along this route would allow the road to remain open to vehicles but at the same time make it clear that the road is intended predominantly

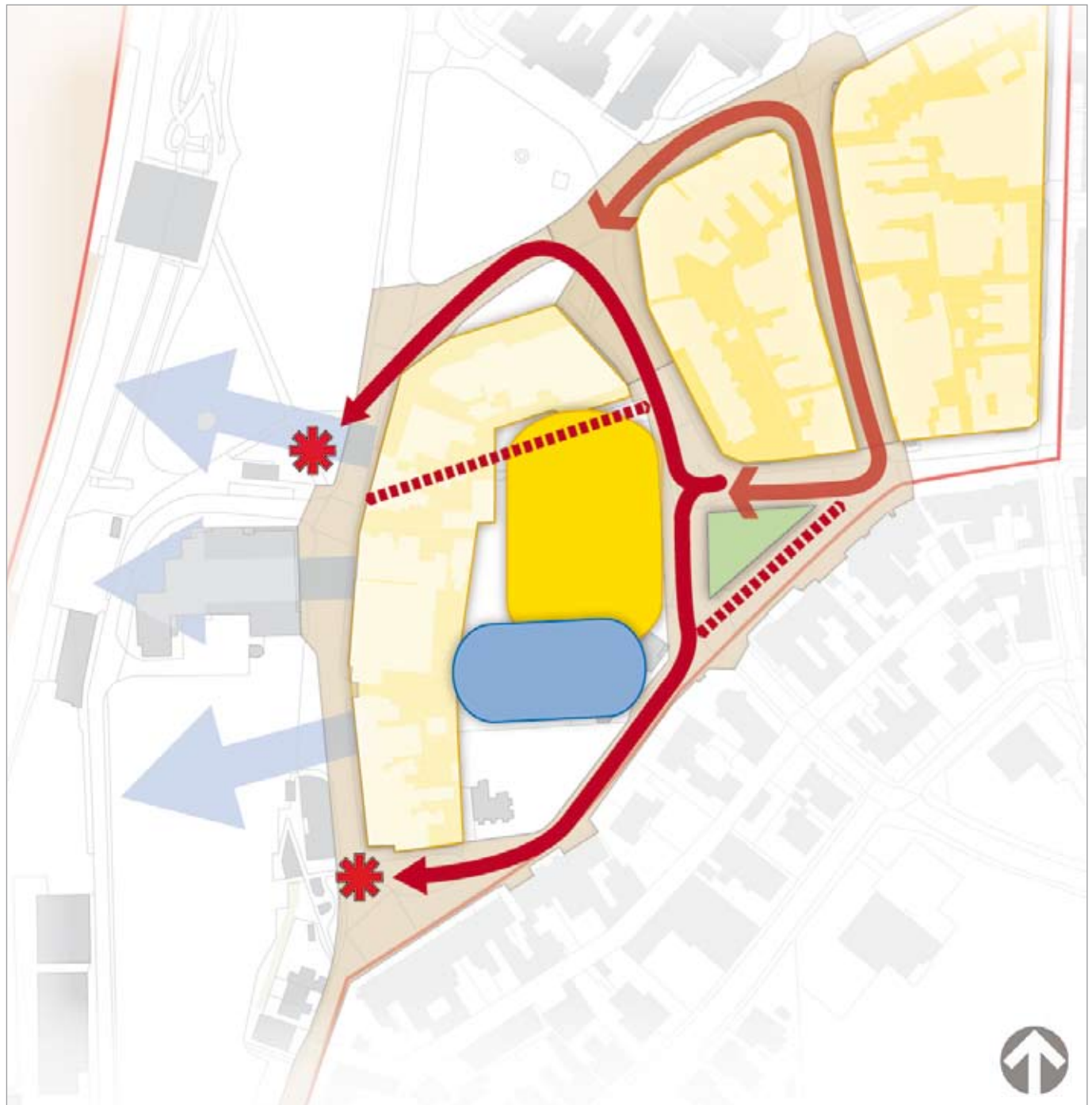
the use of shared surfaces to give pedestrians priority over cars



a redeveloped bus station



figure 3.18 opportunity site B: concept plan



KEY	
Pedestrian Route	
Views to Wash	
Opportunity Site	
Green Space	
Gateway	
redeveloped bus station	

for pedestrian use. A thorough transport assessment will be required to assess any potential impact on the junction with Westgate Street and St Edmund's Terrace. This would have benefit of providing an enhanced area of public realm which could be combined with the provision of a small public square. It was noted during consultation that the row of shops fronting Westgate Street provides an attractive frontage. However, they have suffered from a rapid turnover of ownership and vacancy in recent years. Improving the public realm will help to provide an improved setting for buildings.

Integration and design of the town centre retail core should be addressed as part of the town centre expansion. Hunstanton's retail offer has the potential to contribute more to the town's overall visitor offer. Visually, the shops on the high street are quite variable in terms of their design quality and many are in need of attention. This could be addressed through shop front improvements with the possibility of reinstated shop front grants, public realm improvements to link the whole town centre as shown in figure 3.17 and the possibility of speciality markets in the High Street during the summer months to draw visitors in to the town centre.

Dedicated Youth facilities

It was noted during stakeholder consultation that there is a lack of suitable activity for the 13-18 year old population in

the town centre itself and a lack of an area or facility that young people can call their own. There is currently a demand for improved youth facilities in Hunstanton town centre. The basement of the Town Hall has already been mooted as a possible location for a dedicated youth facility, this should be explored in more detail.

figure 3.19 opportunity site B: phase 1 development of underground car parking



figure 3.20 opportunity site B: phase 2 redevelopment of the ground floor

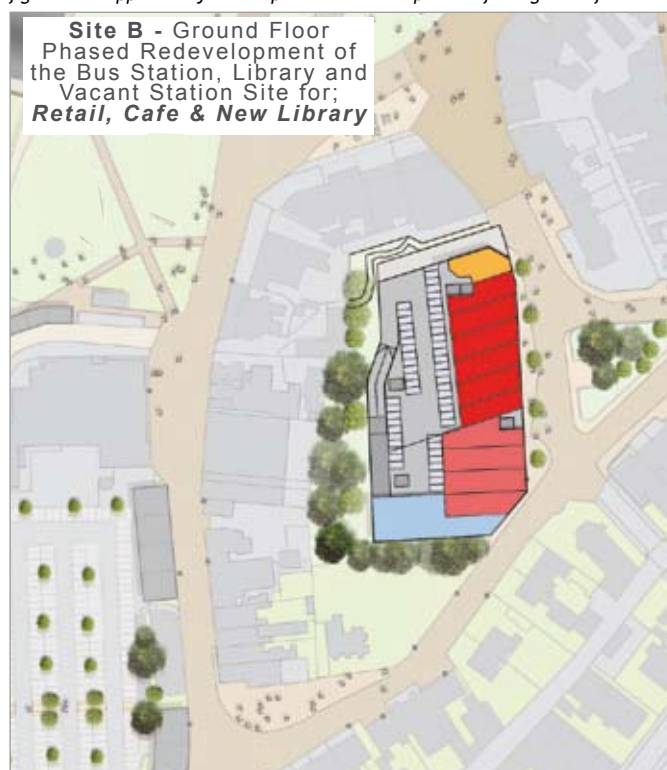


figure 3.21 opportunity site B: phase 2 redevelopment of the upper floors



RECOMMENDATIONS

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 and underground car parking with the possibility of 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. Edmunds 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

shared surfaces: give the pedestrian priority over traffic



public realm improvements



Opportunity Site C: Active Seafront

Opportunity Site C comprises the South Promenade and Southend car parks - with a total of 666 spaces available. It also includes the Oasis Leisure Centre and the adjacent public toilet (figure 3.22).

Southend car park takes up a large proportion of land and there is potential to develop some car parking space. The car park also presents a blank frontage on to Southend Road and Le Strange Terrace.

Figure 3.23 shows that site forms an important linkage with site B and can help to reinforce connections with the town centre and promenade. Providing a range of active uses will help to create recognisable routes and encourage people to venture along the promenade towards the southern seafront. Opportunity site C should be considered as an appropriate location for high quality modern architecture which would have a beneficial impact on the seafront promenade in line with strategic urban design recommendation UD3.

This site would be most suitable for active ground floor uses e.g. restaurants and cafés with residential or holiday accommodation on upper floors to take advantage of the setting close to the sea with views over The Wash. Should a seafront location be considered in the future for the town's main tourist information centre, Opportunity Site C would be the most accessible to the greatest number of visitors.

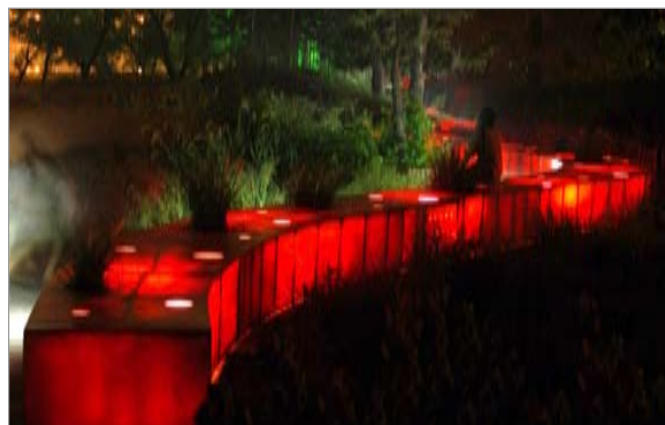
There is also an opportunity to enhance the visual appearance of the Oasis Leisure Centre as part of the redevelopment and create a more attractive frontage along the promenade. There are currently plans to provide a decked area with a café which would provide views of The Wash.

Southend car park hosts the main town centre market which is held on Wednesdays and Sundays. It is recommended that the possible relocation of the market (for one or two days a week) at a significant, or at least more defined, designated location within the town centre is considered as part of future studies.

If the South Promenade car park is developed then there is scope to consider alternative access arrangements to Southend car park rather than simply continuing to use Beach Terrace Road in its current configuration. As discussed in section 3.2, there are several alternatives for how Beach Terrace Road could be altered:

- a pedestrian only / shared surface arrangement, keeping the existing alignment of the road; or
- operating the road as one-way in the opposite direction; or
- converting the land currently taken up by Beach Terrace

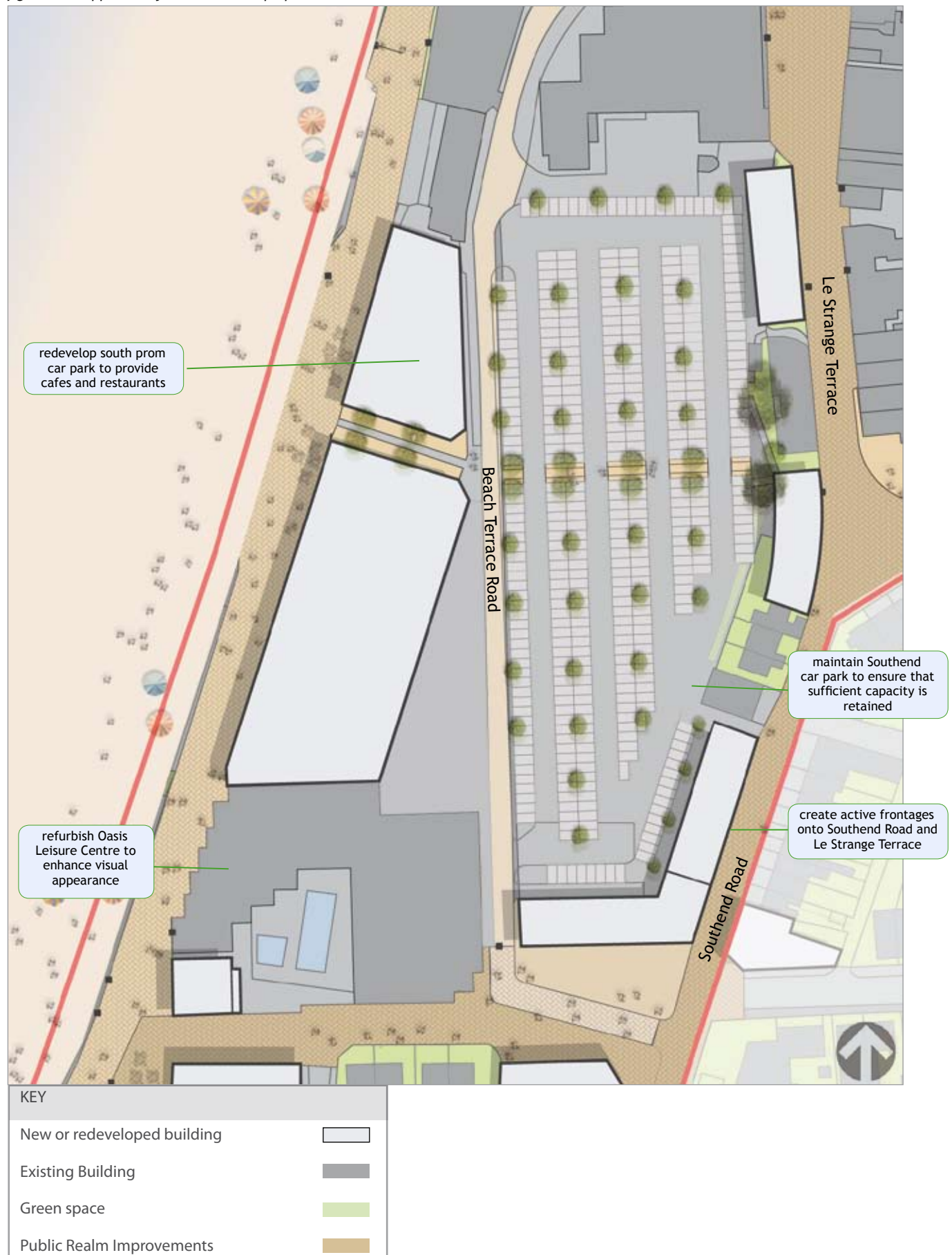
seafront public art



seafront cafes provide active uses and leisure destinations



figure 3.22 opportunity site C: landscape plan



Road into additional car parking, replacing in part some of the potential loss from South Promenade car park.

This is with the caveat that the new access arrangements should not lead to significant queues into the car park on Southend Road. Servicing requirements for the commercial properties along the seafront including the Oasis Centre also need to be considered.

A more detailed investigation of how Southend car park could operate with altered access arrangements would need to be undertaken, utilising data from the programme of car park surveys that have been recommended.

alfresco dining areas provide interesting destinations



active ground floor uses



outdoor markets



the innovative use of lighting to create an interesting car park



cafes with outdoor seating provide activity



RECOMMENDATIONS

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 and transport and movement recommendations

Hunstanton Market

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

figure 3.23 opportunity site C: concept plan



3

KEY	
Pedestrian Route	
Views to Wash	
Opportunity Site	
Gateway	

attractive pedestrian walkways encourage pedestrian movement



Opportunity Site D: Building on and diversifying the traditional leisure offer

Site D comprises the old Kit-Kat club site and adjacent leisure and entertainment facilities. It also includes the crazy golf pitch, the Sea Life centre and the adjacent amusement and leisure area to the south (figure 3.24). Opportunity site D presents an opportunity to build on and diversify the established leisure uses along the seafront.

The design concept for the site is to provide a series of active destinations along the promenade which attract people to the seafront and encourage use of the promenade. It will also help to reinforce the area as a main pedestrian route within the town centre as shown in figure 3.25. In terms of the overall design concept for the masterplan, Site D, would benefit from enhancement and redevelopment to create an area with a modern and exiting urban design architectural quality referred to in UD3.

The former Kit-Kat club site was highlighted as a key site in the town centre as part of the urban design analysis and an area that the community feel is in need of improvement. The site is currently vacant and in private ownership with significant potential for redevelopment. The urban design analysis suggests that the site would be suitable for a mixed-use development with commercial use on the ground floor and housing or holiday accommodation above. Providing active uses on the ground floor will help to animate this part of the promenade.

The design of any future development should provide an iconic landmark development to reflect the site's prominent location on the promenade. The surrounding buildings to the rear of the site are predominantly two storey housing and the site is located at the beginning of a residential road (1 Seagate road). The area in front of the site is largely comprised of leisure and entertainment uses and creates a frontage along the promenade. Plans for the site should respect the surrounding residential uses while taking account of the prominent location to provide active uses and a coherent frontage onto the promenade. It is recommended that the height of any proposed development should be no more than ground floor plus 4 additional storeys. This will ensure that the developer can provide a substantial quantum of development with the potential for a landmark building while maintaining amenity for surrounding residential properties. As part of the redevelopment it is recommended that further investigation is undertaken of the visual impact of the site, when viewed from the beach towards the town to assess the height, scale, bulk and massing in more detail. The redevelopment of the Kit-Kat club site will also provide an important opportunity to provide a building that can be used all year round and ensure that greater use is made of the promenade during the off-season.

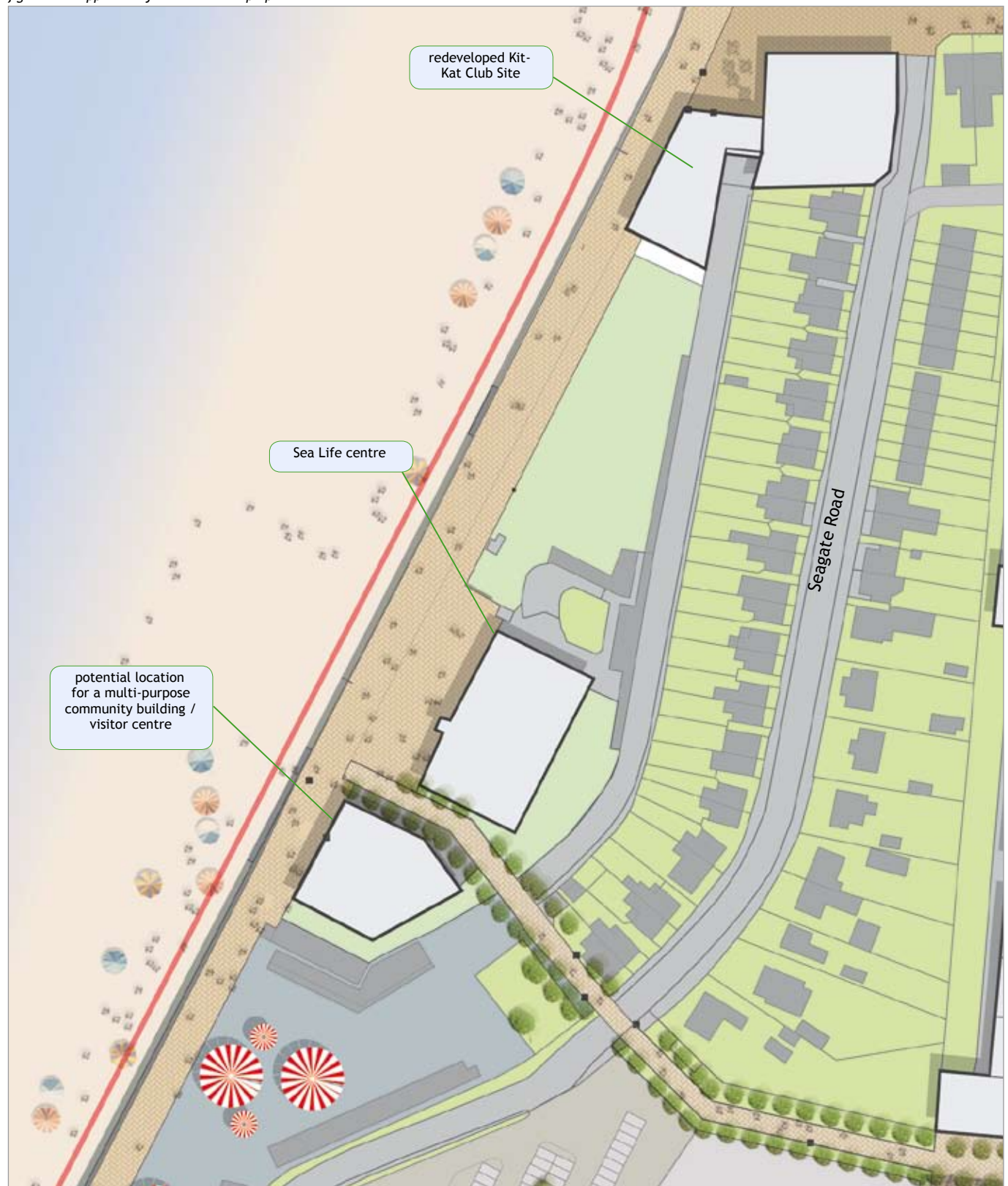
iconic buildings can help to create identity



the use of kiosks to animate the seafront promenade



figure 3.24 opportunity site D: landscape plan



KEY

New or Redeveloped Building



Existing Building



Green space



Public Realm Improvements



The Sea Life Centre is recognised as another building that would benefit from refurbishment to improve its appearance. This area could also incorporate an area of children's play space which would complement the idea of providing an educational offer as part of opportunity site D.

There is also a possibility to provide a landmark community building / visitor centre adjacent to the Sea Life Centre to help create a year-round destination. The building could be used as a multi-purpose centre which could include space for a visitors centre. Some suggestions from the consultation included:

- Flexible office space for new start up businesses
- Sustainable environmental centre
- Historic information centre
- Seasonal tourist information point during the summer months

This will need careful investigation as the costs of development are unlikely to be borne by a private developer and alternative methods of funding will need to be identified. Further consultation and more detailed studies are advisable to determine the optimal use for such a building.

One of the longer term aspirational uses for this site could be the creation of a marine lake. This could be located opposite the Sea Life centre and would reinforce the idea of an active town and help to spread interest down to the southern end of the seafront. This site will remain a longer term aspiration because funding will need to be allocated and sources identified before development can begin.

RECOMMENDATIONS

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

interesting urban features add interest to a place



a refurbished seafront promenade



a marine lake



figure 3.25 opportunity site D: concept plan



3

children's play space provides active uses and adds vitality to an area



KEY

Pedestrian Route



Views to Wash



Opportunity Site



Community Area



Possible location of Marine Lake



Gateway



Opportunity Site E: Improved Routes

This site comprises a large area of surface car parking, in the form of Seagate Road car park and the main town centre coach park (figure 3.26). It also forms one of the main entrances into the town centre and has the potential to be a major gateway.

The potential exists to provide building frontages along Southend Road and create a clear pedestrian connection into the town centre. Links with the promenade in an east west direction should also be maintained to ensure strong connections with the seafront (figure 3.27).

The coach car park is currently only used during limited periods of the year and there are alternative sites which could be developed to accommodate parking provision for coaches. One possible alternative location might be the Cliff Car Park with specific drop-off and pick-up points created within the town centre close to the seafront.

Due to the large amount of surface car parking, much of Southend road presents a blank frontage to the street. Redevelopment would animate the area and provide a series of active frontages to the street. This would create a more attractive pedestrian route linking the core town centre area with the southern seafront.

The development of a road frontage, will be important in helping to create a positive vehicle gateway into the town centre for visitors. This could include a landmark at the corner of Southend and South Beach Road to denote the main entrance to Hunstanton.

The land would be suitable for a mix of units including larger town houses with the possibility of studio or small workshop units to provide space for small businesses in the future.

Careful consideration should also be given, by the Borough Council, to address an identified short-fall in affordable housing provision. It was noted through stakeholder consultation that there is a perceived lack of intermediate housing in Hunstanton which has been a contributory factor to younger people leaving the area. This site is an opportunity to provide high quality affordable housing in a central location.

RECOMMENDATIONS

Redevelop the coach park and Southend road

- E1. Investigate the relocation of the coach park with longstay 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

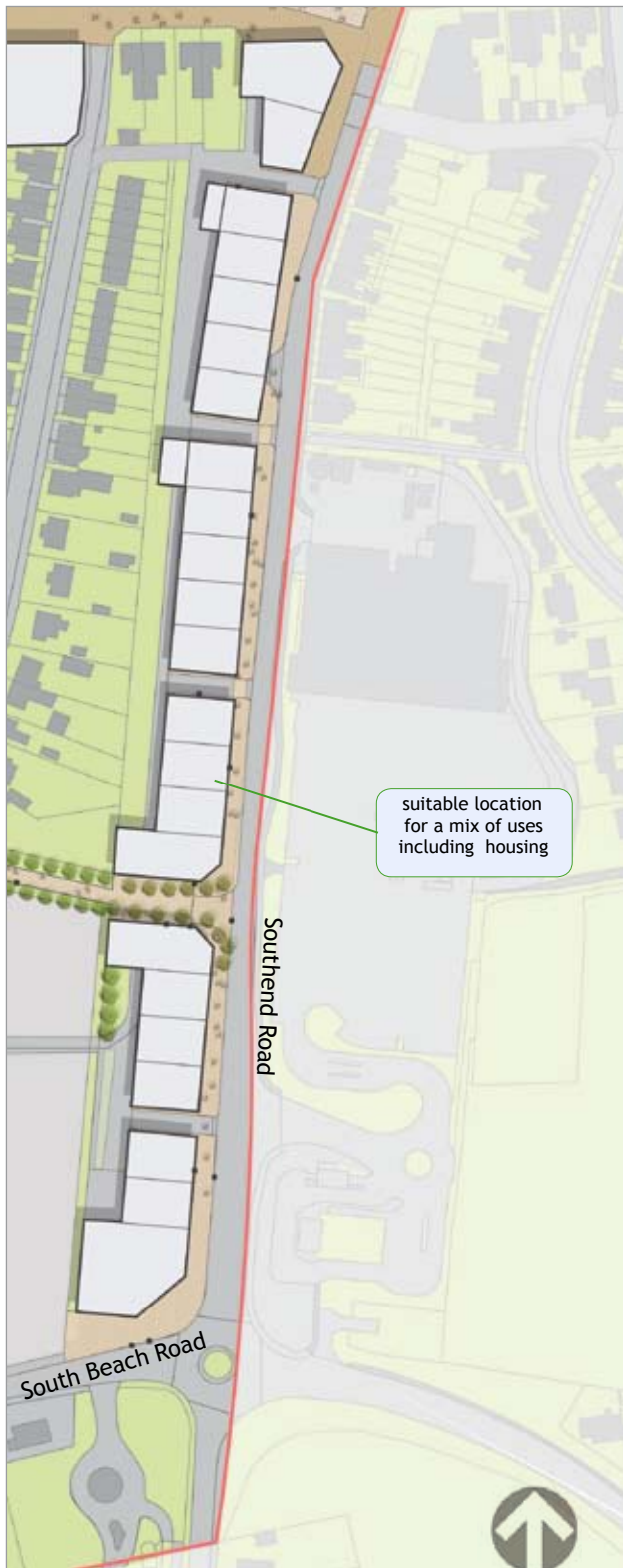
housing



retail units provide an active frontage

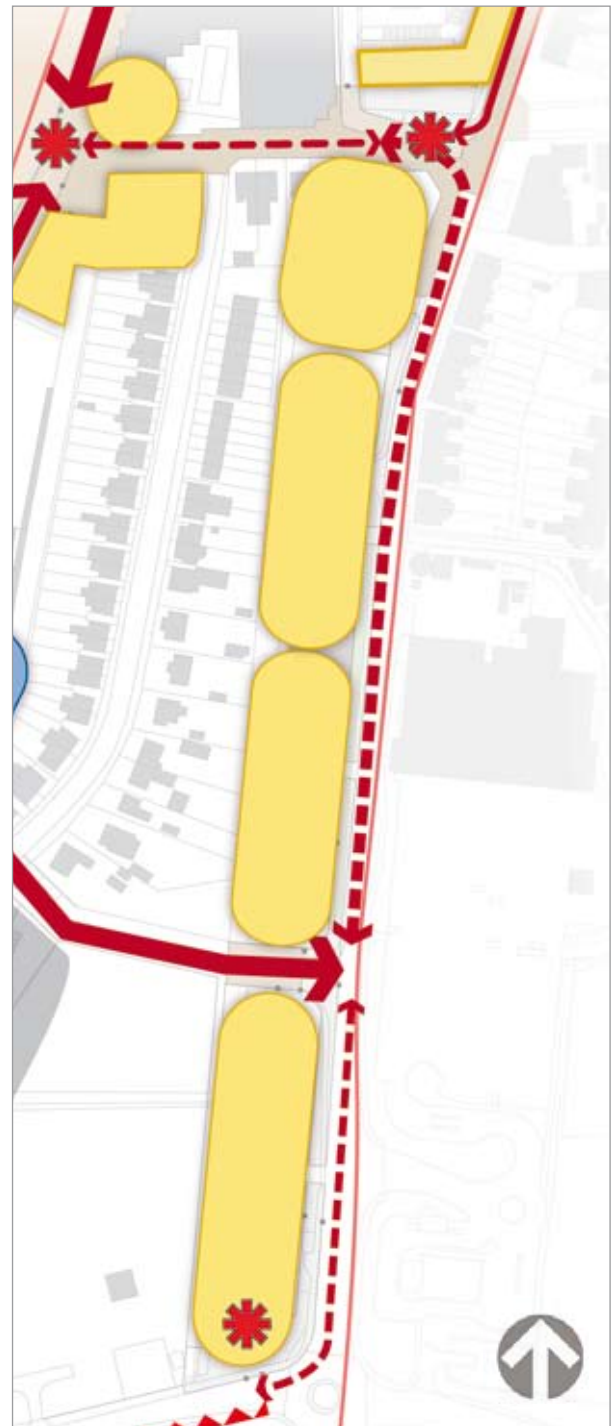


figure 3.26 opportunity site E: landscape plan



KEY	
New or Redeveloped Building	
Existing Building	
Green space	
Public Realm Improvements	

figure 3.27 opportunity site E: concept plan



KEY	
Pedestrian Route	
Views to Wash	
Opportunity Site	
Gateway	

Opportunity Site F: The Southern Seafront

This area comprises two large expanses of land including 4 Shores Caravan Park to the south and Seagate road car park to the north. The Seagate road car park provides approximately 1300 car parking spaces which are well used during the summer months (figure 3.28). It was identified in the baseline analysis this part of the seafront is at risk from flooding.

The land is owned by the Borough Council with a new lease currently being negotiated with 4 Shores Caravan Park. The Borough Council has consented to a planning application for a 'land swap' between part of the land currently used for a caravan site and part currently used for car parking, in order to reduce flood risk.

Importantly, the site also forms a major gateway into the town centre. However, as identified in the urban design analysis it is not currently clearly defined. A route through the site between the promenade and Southend road will be maintained as part of the redevelopment to ensure permeability and easy access to the promenade this is illustrated in figure 3.29.

As the planning application has been granted consent there is now an opportunity to rationalise the new land for car parking and provide more organised car parking space with marked out plots which will have the benefit of increasing the amount of car parking spaces in the town centre. This should be done in an attractive way with careful consideration given to the type of materials used to encourage surface water drainage and alleviate the risk of flooding. Thought should also be given to the need for soft landscaping which will help to improve the aesthetics of the area and absorb excess surface water should the area flood.

A longer term aspiration for this part of the seafront is to encourage the removal of the caravans located adjacent to the promenade and, in line with PPS25, encourage land-use that is more appropriate to an area of flood-risk. This might include a series of active sporting uses such as a skate park, Multi Use Games Area or football pitches in line with the vision for an active town.



multi-purpose sport pitches

RECOMMENDATIONS

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

communal open space



sport and recreation: a skate park



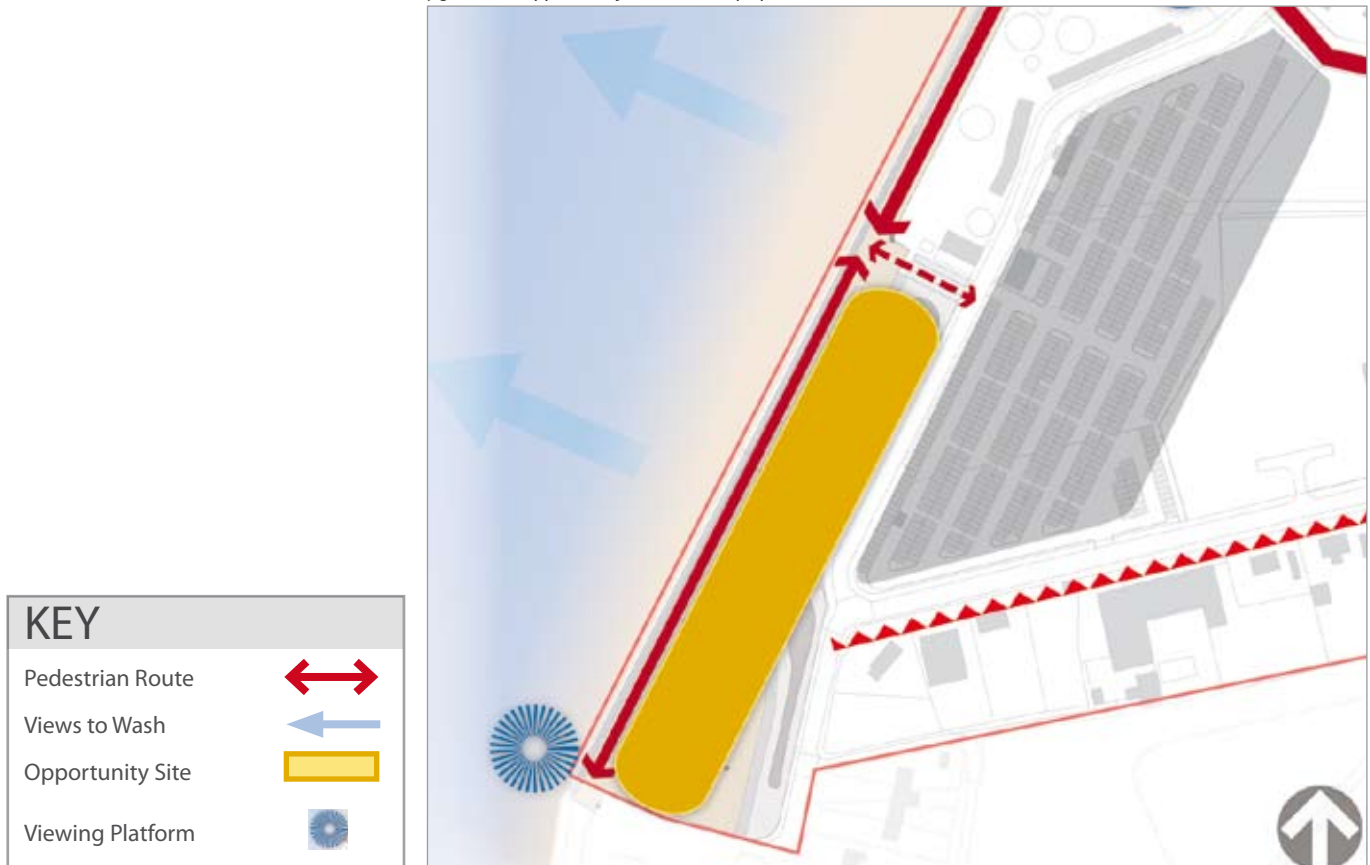
landscaping used to reduce the visual impact of car parking



figure 3.28 opportunity site F: landscape plan



figure 3.29 opportunity site F: concept plan



Opportunity Site G: Seafront Promenade

The promenade is a key focus of activity for any seaside town and helps to create a sense of identity and attractive public space for people to take part in leisure activities. The Promenade and beach are important destinations and a key attraction for people visiting Hunstanton.

Taking the promenade as a whole, the strategy for redevelopment seeks to animate the area and provide a series of active uses along the length of the promenade. This will help to create an interesting environment for people to walk along as shown in figure 3.30. The promenade would benefit from a public realm strategy to improve the aesthetic quality and provide a high quality pedestrian environment. It will also create a strong route between the town centre and the southern seafront.

Such a strategy should include a consistent approach to materials and paving treatment to create a strong sense of identity for the promenade. This could be supplemented through improved signage, external seating, lighting and planting which will help to reinforce the pedestrian link. Attention should also be paid to promoting quality kiosks and catering outlets along the expanse of the promenade. The images on this page provide examples of materials and landscape treatments that have been used in other locations to enhance the public realm.

Increasing interest and activity around the opportunity sites will help to create a vital and viable area for people to walk along. This includes proposals to build new cafés and restaurants fronting onto the promenade (opportunity site C), a water sports hub (opportunity site A), the idea of a viewing platform on the pier building (opportunity site A), improvements to the kiosks, a marine lake (opportunity site D), and new spaces and activities to encourage greater use of the seafront. This will help to revitalise the whole promenade and create a coherent route to link the north and south of the town.

RECOMMENDATIONS

Refurbish the promenade

- G1. Promote a series of active uses along the promenade including new cafés and restaurants
- G2. Carry out public realm improvements including a consistent approach to the design of kiosks

examples of public realm treatment used to create interesting public spaces





KEY

Pedestrian Route



Views to Wash



town centre Links



Opportunity Site



Green Space



Community Area



Gateway



Viewing Platform



Possible location of Marine Lake



figure 3.30 opportunity site G: concept plan

