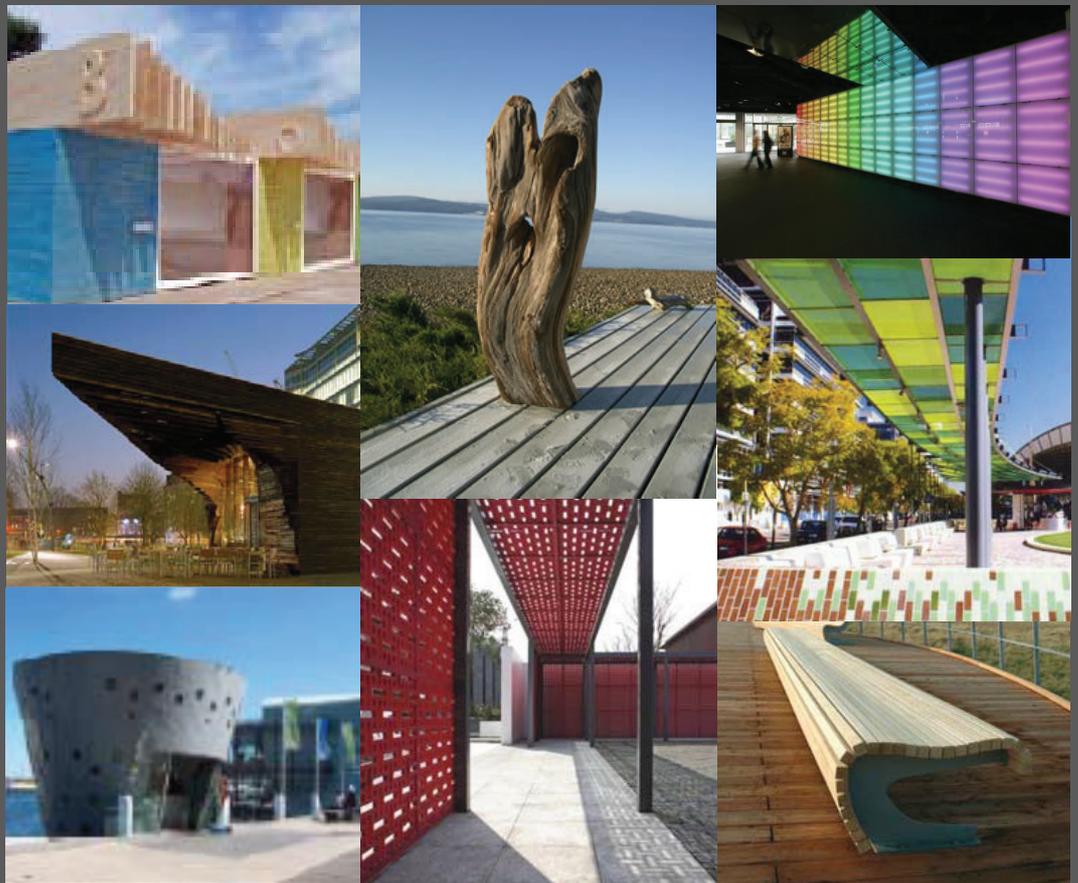


Skegness Foreshore: Development Principles





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1.1 - Context

East Lindsey District Council's strategic ambition is to ensure 'increased choice in the visitor economy with an extended season'. The Council is committed to supporting the delivery of high quality year-round sustainable growth on Skegness Foreshore.

As the major landowner and Local Planning Authority, the Council has developed this document to guide potential development so that it responds well to its unique setting, supports renaissance in the existing built fabric, and respects the natural environment.

In 2010, the Council commissioned a master-planning exercise for the Foreshore area to suggest opportunities for future development and outline the composition of a coherent foreshore offer. Subsequent consultation has tested the master-plan's concepts and informed the development of this document.

1.2 - Purpose

The purpose of this document is to outline the Council's expectations for the development of the foreshore to help guide its regeneration to attract successful investment and new occupiers and employment into a high quality, sustainable, environment.

1.3 – Vision

'Our Fabulous Foreshore: for Everyone, for Every Season'

Skegness Foreshore: National Planning Policy



1.4 – National Planning Policy

Our ambitions for the future development of Skegness's Foreshore mirrors the Department for Communities and Local Government's National Planning Policy Framework which was launched in April 2012.

The National Planning Policy Framework sets out the Government's planning policies for England, the Council has to be in conformity with this framework.

The Framework is part of the Government's wider ambition to create conditions which deliver **sustainable development**. There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:

- (a) **an economic role** – contributing to building a strong, responsive and competitive economy;
- (b) **a social role** – supporting strong, vibrant and healthy communities; and;
- (c) **an environmental role** – contributing to protecting and enhancing our natural, built and historic environment.

At the heart of the National Planning Policy Framework is a **presumption in favour of sustainable development**. Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

- making it easier for jobs to be created;
- moving from a net loss of bio-diversity to achieving net gains for nature;
- replacing poor design with better design; and;
- improving the conditions in which people live, work, travel and take leisure.

Skegness Foreshore: Objectives



1.4 – Objectives

The Council expects new development on the Foreshore will help:

- to ensure the realisation of the full potential of the Foreshore for the benefit of the town's residents as well as its visitors;
- to improve the connections between the parts of the Foreshore, and between the Foreshore and the Town Centre;
- be built on a strong economic/commercial case – schemes should be achievable, deliverable and sustainable;
- to maintain and enhance the viability and vibrancy of the existing tourism market offer; and;
- To deliver an offer which attracts a diverse customer base through-out the year.

The following table summarises the Council's objectives with a development specific focus, suggesting best practice for all proposed development schemes:

Objectives:

1. Broadened offer
2. Improved Quality
3. Enhanced Public Realm
4. Multiple Visits
5. Provision of Open Space
6. Improved Access and Movement
7. Realising the potential of the Foreshore's Natural assets

New schemes should:

Develop the Foreshore's offer in a way that leads to season extension and enhanced product appeal to a wider audience to ensure the Foreshore offers 'something for everyone'
Set the 'quality agenda' both in terms of design and leisure offer for both current and future commercial activity on the Foreshore.
Provide visual impact and amenity through-out the year. Promote the development of a key 'attractor' – a unique building that provides the Foreshore with a focal point.
Encourage multiple visits to the Foreshore through-out the year from both local residents and visitors
Compliment open space delivered through other developments or include multi-use space which will enhance the usability of the Foreshore for multiple activities
Be designed in order to deliver 'coherent space', 'sight lines' and 'intuitive movement'
Maximise the potential of the Foreshore's natural assets such as the Beach, Gardens and Green Spaces



Skegness Foreshore: Constraints

1.5 – Development Constraints

There are no restrictive covenants which apply to development on Skegness's Foreshore (e.g. restricting the height of development).

The Council has suggested use classes for the future development of the Foreshore. Within the **red zone**, activities will be supported in principle under the following use classes:

- A3 – Food and Drink
- C1 – Hotels and Hostels
- D1 – Non Residential Institutions (d, e & g)
- D2 – Assembly and Leisure

A1 (non-food) retail may be supported but only if accompanied by evidence to show that the proposed development would not affect the viability of the existing town centre, this would include ancillary uses on the Foreshore.

Within the **green zone** A3, C1, D1 and D2 activities will be considered only if they have strong linkages with the environment and green tourism.

All developments proposals should be cognisant of the need for a sterile strip between the beach and the foreshore (9m gap between the sea wall and commercial development) – in practice, the gap should be around 20m to ensure room for trade-out space.

It is critical that any new development plans do not interfere with established sea defences on the easterly boundary of the foreshore.

There is potential for new developments to utilise the beach for the staging of events and/or delivery of activities.



Skegness Foreshore Development Class Zones

New developments should consider ways in which views of the beach and the sea beyond could be opened up and exploited from within the Foreshore and from the upper floors of buildings along Grand Parade.

Development should protect views of the iconic Clock Tower and offer un-broken sightlines between the Clock Tower and the Beach.



Skegness Clock Tower



Protected view



1.5 - Design Principles

The Council will support well-designed, sustainable development which maintains and enhances the character of Skegness's Foreshore by:

- 1) Using the highest quality of materials and design so that the layout, scale, massing, height and density of proposals reflect the character of the surrounding area;
- 2) Retaining or incorporating buildings, features or characteristics, which are important to the quality of the local environment or its historic context;
- 3) Sustaining and enhancing the quality of the Foreshore's historic built environment;
- 4) Incorporating roads, cycle-ways and footways that provide safe, attractive and convenient access to and linkages between Foreshore attractions, gardens and other community facilities, as well as the town centre; and;
- 5) Providing appropriate on-site landscaping to integrate the development into its wider surroundings and make appropriate provision for open space.

All proposed development, excluding minor development, should be accompanied by a completed East Lindsey Place Making Checklist. The Council will support development on design grounds that satisfy the check list.

1.6 – East Lindsey Place Making Checklist

Good design goes with good planning, the two are interlinked and both lead to making places better for people. Good design is not just about buildings, it is also about pleasant, safe, usable, public and private spaces.

The East Lindsey place-making checklist has been developed as a tool kit to be used by parties involved in both the planning application process and decision making to ensure that there is a consistent approach to design principles across the District. It aims to support improvement in the quality and design of the built environment.

The place-making checklist is based on six key design principles. Those principles include:

- A Sense of Character;
- Streets and Spaces shaped by Buildings;
- Architectural Quality;
- Easy for everyone to get around;
- Interesting Places; and;
- Built to last Generations.

All development, excluding minor household development, in the District should be able to satisfy the Councils place-making checklist. There is a simple traffic-light tool kit which will help developers achieve consistent high quality development outcomes across the District irrespective of architectural styles or tastes, this includes development on the Skegness Foreshore.

Developers can use the checklist to explain how their development meets the standards the Councils expects with regard to design and submit it with their Design and Access Statement. Both the Check List and its accompanying guide can be found on the Councils website at www.e-lindsey.gov.uk

For more information please contact Economy and Tourism on 01507 601111
or edu@e-lindsey.gov.uk
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