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If you would like to receive this information in another language or in another format such as large print, braille or on audio tape please contact Ian King (contact details in Section 10.1 at rear of the document).
1.0 Introduction

1.1 Context
North East Lincolnshire Council has identified an exciting new development opportunity to support the delivery of high quality sustainable growth in Cleethorpes. Working in partnership with private sector interests and public bodies such as Yorkshire Forward, North East Lincolnshire Council is acting as a catalyst to regeneration, by helping to prepare sites for development through land and property acquisition, site remediation and masterplanning.

As the Site (see Plan 1.0) landowner, North East Lincolnshire Council has commissioned this Development Brief to guide potential development that responds well to the existing urban context, supports renaissance in the existing built fabric, attracts suitable occupiers and respects the natural environment.

1.2 Purpose of the Development Brief
The purpose of this Development Brief is to assist North East Lincolnshire Council in the potential development of this important Site in Cleethorpes and to secure a high quality employment generating development that achieves locally agreed regeneration objectives, of benefit to the local community and future visitors.

The Brief therefore:
- provides a background to the planning and regeneration context;
- establishes development constraints and opportunities;
- sets out a vision for the Site; and,
- provides a development framework.

This brief has been adopted by the Council as a Supplementary Planning Document (SPD) for use in the determination of planning applications.

This SPD comprises a suite of documents including
- the Development Brief;
- the Property Market Appraisal;
- the Report on Consultation; and,
- the Sustainability Appraisal Report.
2.0 Context

2.1 Site Context

An exciting sea front opportunity has been identified by North East Lincolnshire Council as part of the wider renaissance of Cleethorpes and in order to support dramatic improvement of the area.

North East Lincolnshire is located to the south side of the Humber Estuary. Grimsby is the main settlement in the district and Cleethorpes is a coastal town and resort to the east of Grimsby as shown in Plan 2.0.

Cleethorpes has benefited from recent investment in the resort including new residential, employment, leisure facilities such as Meridian Point and improved cafe/bar culture.

The site comprises land and buildings adjacent to Sea Road and Central Promenade and extends to 0.29 ha (0.72 acres). Contained within the curtilage of the site is a public house, public toilets, Beach Rescue, First Aid post, Cleethorpes Lifeboat Organisation and seven small retail and restaurant/take-away units. It is bounded by Central Promenade to the east, Sea Road to the north, Pier Gardens on Alexandra Road to the southwest and King Pin amusement arcade to the south. A brick retaining wall separates the site from Pier Gardens, which could provide an opportunity in terms of an access point for a future development.

Located adjacent to the Pier 39, the local landmark, and the beach, the Site is at the heart of Cleethorpes’ vibrant leisure and tourism area. The site is surrounded by visitor attractions including the well maintained Pier Gardens, the Ross Castle folly and amusement arcades. The Site is visible from the Pier and from Central Promenade with notable public realm of new paving, street lighting and iron railings.

The Site is accessible by a range of transport modes. The bus terminus is adjacent at Sea Road and the railway station is less than one minute walk away. The railway links to millions of people who live in Yorkshire and the East Midlands as demonstrated in Figure 2.1. On street parking is provided along the promenade.

As illustrated in Plan 3.0 leisure and tourism uses dominate the area, generally amusement arcades, hot food take-aways, eat-in restaurants and licensed bars and pubs. The area has both day and evening economies and caters for a wide range of people including young families, senior citizens and party goers.

2.2 Background/History

For more than a century visitors have flocked to Cleethorpes to enjoy the resort attractions, the golden beach and sea views. Families have come for the traditional seaside holiday and have enjoyed donkey rides, candy floss and the very many attractions.

As early as 1826 Cleethorpes was regarded as ‘now restored as a bathing place’. With the arrival of the railway in 1863, 30,000 visitors came to town over the first August Bank holiday weekend. The Victorians developed the pier and ornamental gardens along the promenade and physical attractions including Ross Castle and the Empire.

Hotel and guest house accommodation began to appear to cater for the staying visitor. The Dolphin Hotel was built in the late 18th Century and is red-brick with Flemish bond. Through this a distinct local

<table>
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<tr>
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<td>2h 13m</td>
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<tr>
<td>Nottingham</td>
<td>98</td>
<td>2h</td>
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Figure 2.1 - Communications
architectural style was developed along Alexandra Road and is now recognised through a Conservation Area designation.

The coast at Cleethorpes is designated under the European Habitats Directive and European Birds Directive. It hosts a Site of Special Scientific Interest (SSSI), Special Protection Area (SPA), Special Areas of Conservation (SAC) and Ramsar (wetlands designation) status due to importance of the natural environment and the wildlife it supports. Nearby there are further attractions including Grimsby's National Fishing Heritage Centre, Waltham Windmill and the Lincolnshire Wolds.

Pleasure Island Family Theme Park is a relatively recent addition to Cleethorpes improving the traditional visitor offer of crazy golf, road train, light gauge railway, ice cream parlours, and deck chairs. Cleethorpes despite the increasing popularity of foreign travel retains significant, and increasing visitor numbers. There is a variety of accommodation including guest houses, hotels, chalets and caravan parks.

Cleethorpes was a finalist in the Britain in Bloom 2005 competition. The beach has 'Blue Flag' status in recognition of its cleanliness - the highest international standard.
3.0 Planning & Regeneration

3.1 Planning Policy

The North East Lincolnshire Local Plan (2003) and the Regional Spatial Strategy provide the statutory development policy background for the Site. Two specific policy areas that affect the Site are identified in the Local Plan: the designated ‘Resort Area’ of Cleethorpes, covered by Policy LTC9; and the designated Conservation Area of the Central Sea Front.

Policy LTC9 states a preference for proposals that are likely to increase the attraction of the Resort Area where they:

☑ contribute to the range and quality of tourism uses;
☑ are appropriate in scale; and,
☐ do not adversely affect the character of the area, cause visual, environmental or infrastructure problems, or harm residential amenity.

The Local Plan notes that tourism in the District is centred on Cleethorpes. The Site presents an opportunity to create compatible tourism/leisure uses near to the pier.

Any development will be required to have special regard to the desirability of preserving or enhancing the character appearance of the Conservation Area.

Elements such as scale, bulk, height, materials, impact on the surrounding environment and views will all be material factors in the consideration of any proposals.

The estuary is an internationally important staging post for migratory and wintering birds. Recognising its significance as a wildlife habitat as a designated SSSI, SPA, SAC and Ramsar site, the estuary is afforded a degree of protection. The site is in close proximity to these designations, and although not within the boundary of the designated Ramsar site, any proposed development or use should have regard to its potential impact on the integrity of the estuary’s nature conservation interest.

3.2 Regeneration Policy

The Community Strategy, Cultural Strategy, Local Transport Plan and Corporate Plan are key background documents when considering the future use of the Site. They set out the key priorities for the Council to improve the area in a sustainable way.

The North East Lincolnshire Regeneration Strategy 2006/22 sets out the following vision for the area:

‘By improving the physical appearance of the area and the quality of life for its residents, North East Lincolnshire will become a place in which we are proud to live, work and welcome visitors.’

The tourism product in Cleethorpes is based on its past reputation as an elegant Victorian resort and there are a number of quality buildings in the core of the resort that give character to the town. The growing trends towards taking several short breaks a year means that day or weekend trips are likely to remain the current source of income for tourism sector business in the area, the vast majority of visitors being domestic.

3.3 Socio-economic Characteristics

In 2001, Cleethorpes had a resident population of 21,942. This equalled 13.9% of the North East Lincolnshire population. The population is becoming skewed towards older age groups and more retired people. In 2004, there were 4,200 employee jobs in Cleethorpes, some 6.1% of the district total. The dependence of the resort’s economy on tourism is reflected by the fact that 46.3% of jobs in the town are in the Distribution, Hotels & Restaurants Sector (see Figure 3.2).

A finer level of analysis reveals that the tourism and leisure sub-sector accounts for 26% of all jobs in Cleethorpes compared to 7% in North East Lincolnshire, 8% in Yorkshire & the Humber and 8% in England & Wales.

Visitor monitoring figures from the industry standard of measuring tourism impact, Scarborough Tourism Economic Activity Monitor (STEAM), reveal that between 2001/04 the total number of visitors to Cleethorpes increased by 303,300, or 12.5%, resulting in 2.7 million people visiting the resort during 2004 (see Figure 3.1) and spending a combined total of £200m in 2004. This trend is being fuelled by an increase in day visitors to the resort. The volume of overnight visitors has remained stable at around 737,000 pa.

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Figure 3.1 - Trends in Total Visitor Numbers to Cleethorpes

Figure 3.2 - Cleethorpes Employment Structure: 2004
4.0 Urban Design & Environment

4.1 Design Analysis

Following good urban design principles and codes will ensure that any new development will create a high quality, positive and sustainable addition to Cleethorpes in this most important and high profile of locations. Best practice guidance on planning and urban design is available including DETR/CABE publication, By Design: Urban Design in the Planning System – Towards Better Practice.

The local urban context is varied and presents a variety of built form and public open space ranging from three and four storeyed elegant arcaded Victorian terraces along Alexandra Road to the more recent low rise amusement developments which front the Promenade and Pier. Such development is characteristic of so many English seaside resorts.

The Site is prominently located along the Promenade adjacent to the Pier (see Plan 4.0). It has a unique and distinctive landscape setting backed to the west by the mature planting of Pier Gardens and tucked in front of a significant retaining wall which separates the Site from the Pier Gardens and prevents access from them.

The Site has a sloping topography and falls several metres from Alexandra Road to the Promenade.

The Site also benefits from expansive seascape views to the north, east and south, which include the adjacent Promenade and Pier as well as long range-views including active shipping lanes and across the Humber estuary.

The Promenade hosts a number of attractions including amusements, the Pier, a 1930s ice cream kiosk, a water cascade and a folly (Ross Castle) which are all backed by lawns, planted embankments and terraces which divide the Promenade from Alexandra Rd. The new Point development, a mixture of residential and retail, acts as a clear focal point to the south of the site. The area also plays host to numerous lighting columns, signage, litter bins, seating and associated street furniture which contributes to a cluttered visual horizon.

Any scheme should reflect the surrounding natural environment.

Key

- Site
- Buildings
- Open Space
- Listed Buildings
- Conservation Area
- Mature Vegetation
- Key Node
- Poor Links to Park
- Views
- Poor Elevation
- Prominant building
- Key Vista View
- Distinctive Elevation
- Traffic Direction
- Entrance to Park
- Retaining Wall
5.0 Accessibility

5.1 Movement & Transport

The Site lies to the south of the junction between Sea Road and Central Promenade. Pedestrian and vehicular access and movement are therefore prominent around the Site’s frontage and will undoubtedly increase if development is intensified on the Site.

There is parking along the Promenade frontage and excellent links to the railway station which lies 150m to the north and the bus drop which is immediately adjacent (see Plan 5.0). It is also within walking distance of the retail and residential cores of the town.

The Promenade offers car parking facilities overlooking the estuary and for which the main vehicular access is through Sea Road which operates as a traffic loop. Traffic on the Promenade runs both ways and parking bays are marked on both sides of the road. Parking charges apply on the Promenade Monday to Sunday 8am to 6pm all year.

Sea Road is also used as a terminus for three local bus services. Services terminate at the bus stop located opposite the site and start again from the bus stop located to the south-west of the site. Other local services stop on Alexandra Road, to the south west of the site and High Street to the north east. All services are operated by Stagecoach.

Cleethorpes’ train station is located 150 metres from the site, to the north, and accessed on foot along North Promenade. Vehicular access is through Grant Street where car parking facilities are provided.

Cleethorpes is at the start/end of three train service routes with about 70,000 people arriving by train each year:

- Cleethorpes, Grimsby, Doncaster, Sheffield Manchester and Manchester Airport operated by First TransPennine Express;
- Cleethorpes, Grimsby, Barton-on-Humber, operated by Northern Rail; and
- Cleethorpes, Grimsby, Lincoln, operated by Central Trains.

Sea Road also provides a direct pedestrian link between the Promenade and the town centre. Raised pedestrian crossing facilities are provided on Central Promenade, directly to the north-east of the site and at the south end of North Promenade. Paths through the Pier Gardens also provide pedestrian access to the Promenade.

Key

- Site
- Pedestrian Crossing
- Bus Stops
- Car Parking
- Pedestrian Areas
- Pedestrian Movements
- Traffic Direction
- One Way System
- Cycle Parking
- Station
- Bus Services 3, 45
- Bus Services 9, 13, 14
- Summer Service 17
- Road Train
- Taxi Ranks
6.0 Property Market

6.1 Overview
Cleethorpes’ property market has evolved over time in direct relation to its coastal location. A more detailed property market appraisal has been prepared to support this development brief; this is available as a separate document.

The dominant property market sectors are retail, leisure and residential, demonstrating a profile which reflects the influence of tourism. Industrial and office sectors are less affected by tourism activity although the coastal location and the proximity of the fishing port of Grimsby remains an influence. This is illustrated by the importance of the food and food processing industries locally.

In recent years, the resort has seen considerable new development, particularly residential as people choose a ‘coastal living’ lifestyle. Also, in line with national trends, the retail and leisure sector is catering for more ‘contemporary’ tastes, including new bistro and bar venues which is supporting growth in visitor numbers.

Given its sea front location, we anticipate that the Site will generate most interest from the community (local residents and business) as well as occupiers, developers and investors across the leisure and retail sectors, although residential interest is also a possibility. These markets therefore form the basis for this assessment.

6.2 Retail
The prime retail areas are St. Peters Avenue, followed by High Street. There are multiple operators, together with a wide range of individual local operators, in these locations. Close to the Town Centre, Sea View Street offers antique shops, designer fashions, a themed tea room, craft shops and traditional pubs catering for residents and visitors.

Past trends indicate that demand for retail units will mainly be from local operators, although some large national high street retailers are currently looking for representation in the Cleethorpes area.

Tourism-related retail is concentrated on the sea front in locations such as Alexandra Road and Station Road. It is from this sector that any retail demand on the Site is likely to be generated.

6.3 Leisure
The leisure offer in the town focuses on tourist’s needs both during the day and in the evening. There are a large number of tourist facilities including amusement arcades, restaurants, cafes, guest houses, hotels and nightclubs. The majority of operators in the leisure market provide a relatively traditional sea side resort offer, many in outdated premises. The Site represents an opportunity for a sea front development which could appeal to a range of operators in this sector.

Cleethorpes is home to a number of visitor attractions, including Pleasure Island Family Theme Park, Discovery Centre and The Jungle. The resort has also recently benefited from the newly constructed Parkway multiplex cinema, along with other leisure and retail attractions at the Meridian Point site. The Site may appeal to a small-scale operator in the visitor attraction market although it is likely to be secondary to a more mainstream leisure operator.

There is also evidence to show that bird watchers visit the area all year round to view indigenous and migrating species contributing to the local economy.

Several national restaurants and bar chains are looking for premises in the Cleethorpes area and the Site would present an ideal opportunity. In addition this Site would generate interest from a nightclub and/or casino operator. There is a requirement in the market at the present time for this type of use. If private developer led, this mix of uses presents the most likely development scenario for the Site.

6.4 Residential
Increasingly, Cleethorpes has become a popular residential area that has attracted ‘empty nesters’ and retirees from Hull, Doncaster, South Yorkshire, and the East Midlands. The purchase of ‘holiday homes’ by investors and second homes by holiday makers has also recently increased.

The Cleethorpes market is capital value led, with a ceiling price applicable dependent upon the type of dwelling, regardless of floor size. Values of between £80,000 and £300,000 have been experienced in the resort, however it is considered that the Site is not well suited to residential development due to neighbouring uses which may generate noise as a result of night time activity.

6.5 Summary
The Site is suitable for commercial development and could accommodate a mix of uses including family restaurant, café bar, entertainment venue, nightclub or casino.

Alternatively, the Site could be brought forward for development with a focus on enhancing the town’s existing tourism offer although the final outcome will be determined by market demand.

This section is a summary of the full Market Appraisal document prepared by Knight Frank which is available as a freestanding report.
7.0 Statutory Bodies & Utilities

7.1 Contact Details

The information on Plan 6.0 is indicative. It should not be used for anything other than a broad assessment of the Site. The following agencies can supply more detail:

**Gas**
National Grid
Lakeside House
Bedford Road
Northampton
NN4 7HD
Tel: 0800 111 999 (24 hours)

**Sewerage/Water**
Anglian Water
Geodesys
PO Box 486
Huntingdon
PE29 6YN
Tel: 08457 145 145 (24 hours)

**Telephone**
BT Group plc
BT Centre
81 Newgate Street
London
EC1A 7AJ
Tel: 020 7356 5000 (General Enquiries)

**Electricity**
NEDL/YEDL
Connections Centre
Cargo Fleet Lane
Middlesbrough
TS3 8DG
Tel: 08450 702 703 (Mon-Fri 8:30am-4:45pm)

**Flood Risk**
Environment Agency
Waterside House
Waterside North
Lincoln
LN2 5HA
Tel: 0845 988 1188 (Floodline)

**Highways**
Highways Strategy
North East Lincolnshire Council
Origin One
1 Origin Way
Europarc
Grimsby
DN37 9TZ
Tel: 01472 324500 (General Enquiries)
8.0 Development Framework

8.1 Vision
A future vision for the site is to bring forward a development which:

- significantly enhances the visitor offer at Cleethorpes;
- provides a high quality focal point and destination linked to its setting;
- fully exploits the views, levels and seafront location in a sensitive manner; and,
- is designed so as to minimise impact on the environment over the life of the development.

8.2 Design Guidance
In order to contribute to good urban design any new development should acknowledge the issues described in this section of the development brief.

Frontages and massing of built form should be developed in order to provide good relationships between the Site and its surroundings, encouraging access movement and use both into and around the Site from all aspects and to provide an attractive and welcoming place around the Site.

A variety of storey heights are appropriate on this Site ranging from one, immediately adjacent to the Pier Gardens to two and possibly three where levels drop away from the gardens and at the junction of Sea Road and the Promenade / Pier. This would establish good views to the sea from Alexandra Road and the Pier Gardens, enhancing and encouraging movement to the Site, whilst also providing a landmark and focus to the development away from the more sensitive areas immediately adjacent to the gardens.

Opportunities should also be explored to provide direct links from the Pier Gardens to rooftop terraces to help improve permeability onto the Site. This could be reinforced by more access into the Gardens Park off Alexandra Rd.

All potential upper storeys should be capable of hosting viewing areas, platforms or terraces as per the Boaters building to exploit views along the beachfront, further promoting use and interest in the Site. In this way the levels could be used positively, removing the existing barriers, to influence the built form of the Site whilst respecting the local context. Any new roofscape would need sensitive location of plant machinery.

8.3 Design Cues
Design cues should be drawn from the local context with the aim of providing a distinctive and appropriate architectural response, which could create an enduring focal point, whilst setting the tone for any further seafront development. Inspiration should be drawn from:

- the maritime architectural themes;
- the location adjacent to the pier gardens and the seafront;
- recent developments which display a curvilinear form;
- the ecological importance of the foreshore and estuary beyond; and,
- best practice examples of coastal development as referenced in CABE’s ‘Shifting Sands’ guidance.
### 8.4 Essential Development Criteria

Potential options illustrated in Plan 7.0 and 8.0 have followed on from the information gleaned through the appraisal process. This has helped to shape two relevant approaches. These are schematic and zonal but illustrate the need for any new development to take account of its role in the urban context by respecting its surroundings. More detailed aspects are listed below.

- The site must be developed with character to create a place with its own identity and that promotes continuity and enclosure of the resort's historic seafront area;
- Development must respect the existing urban grain of the street layout but maximise opportunities to install a higher quality public realm;
- Height, massing and detail of the building must be in line with the surrounding area so that it is both complimentary to the existing built form and creates an exciting new landmark for Cleethorpes;
- With the potential to create a new hub for the tourism sector the development must be at the same time legible and recognisable and promote accessibility to the services along the promenade;
- The site marks an important intersection between the park and beach consequently, the development will need to respect the character of the surrounding environment and enhance the general appearance of the landscape; and,
- Cleethorpes Rescue is currently on site holding long leasehold interest. Options for appropriate relocation will be looked at by North East Lincolnshire Council in conjunction with Cleethorpes Rescue.

Issues around movement and transport which need to be considered include:

- Car parking facilities for staff, customers and visitors to the Site;
- Service access;
- Safety issues;
- Potential for cycle parking facilities;
- Use of the road fronting the Site by bus services and how this should be managed in future; and,
- Improved Public Realm and community safety.

The Site accommodates public conveniences at present and any future development for the proposed site must make allowance for public toilet provision of an equal size to the existing, to deal with the large volume of visitors these facilities cater for.
8.5 Landscape & Boundary Treatments

These should be high quality and integral to the development, emphasising links to the garden setting and in robust, durable materials, possibly referencing to nearby buildings. Forecourts should be flexible spaces and should be paved in high quality, attractive materials with safe, level and non-slip qualities. Lighting and street furniture should be considered along with the potential for public art as important elements of the public realm which should blend with existing provision and support an uncluttered environment.

8.6 Sustainable Design

Following the principles set out in national planning statements, developers will be expected to demonstrate how they have considered, and where appropriate, incorporated, environmentally sustainable design techniques and technologies in the design of the fabric of the building. In doing so, development should:

- be durable and adaptable to the demands of a changing climate;
- maximise the use of natural light and ventilation;
- minimise energy (electricity, heat) and water use by incorporating the use of renewable energy technologies and water recycling techniques;
- minimise the need to consume resources over the life of the development by making more efficient use or reuse of existing resources;
- minimise production of waste and pollution during construction and use;
- utilise materials or methods of construction that have a low environmental impact. For example, materials should be non-toxic, could have a low embodied energy or be sourced from renewable and sustainable sources; and,
- make a positive contribution to the location, to surrounding biodiversity, and the built environment.

Any development should strive to achieve a BREEAM excellent rating.

8.7 Inclusive Design & Accessibility

Designs will ensure that all the internal and external environments of the Site are accessible and useable by all and are in compliance with current DDA, building regulations 2000 Part M and CABE Principles of Inclusive Design publication.

8.8 Safety & Security

The internal and external environment of any new development should ensure the safety and security of all users, promote good access and natural surveillance with clear approaches, exits and well lit public and private areas. This will reduce potential for anti social behaviour and design out crime.

8.9 Movement & Transport

Possible options are set out below and relate to the coloured circles on Plan 9.0.

Bus Stops & Servicing Access (Orange Circle)

The bus stops could be relocated to avoid busses standing in front of the Site. However, bus stops are still required on both sides of Sea Road. There may also be scope to integrate a bus waiting facility into the development site. In order to avoid conflicts, an area for servicing the development will be expected to be provided within the site.

Sea Road and Central Promenade Junction (Green Circle)

The garden area in the middle of Sea Road could be altered at the end near the sea to increase the area for turning vehicles and thereby further segregate vehicle movements from pedestrians. This would make the junction of the north-eastern part of Sea Road and the Promenade more pedestrian friendly and improved paving and layout could give more space/priority to pedestrians over cars accessing the Promenade. Areas for cycle parking could also be sympathetically introduced in the general area.

Central Promenade Parking (Blue Circle)

Car parking on Central Promenade is busy during the summer season and at weekends. This could be an issue for staff and for events held during these periods. The developer will be required to investigate the potential for promoting sustainable modes of transport to the site for employees, customers and visitors by offering adequate facilities for all type of users and adopt a green travel plan.
9.0 Sustainability Appraisal

9.1 Sustainability Appraisal (SA)/Strategic Environmental Assessment (SEA) Process

In order to comply with the requirements of both the Planning and Compulsory Purchase Act (2004) and EU Directive 2001/42/EC, a combined Sustainability Assessment (SA) and Strategic Environmental Assessment (SEA) has been undertaken as part of the Development Brief formulation exercise. In accordance with the (former) ODPM’s guidance (2005) these have been addressed through a single appraisal and reporting process, the findings of which have been documented in a SA/SEA Report, which has been produced alongside and as part of this Development Brief.

The purpose of SA/SEA is to promote sustainable development through integration of sustainability and environmental considerations into the evolution of the Development Brief by informing and influencing that process.

Although a wide range of environmental and socio-economic topics have been considered, owing to the local spatial extent covered by the Development Brief and the nature of the proposals, which are broadly compatible with current uses, many of these topics were scoped out at an early stage in the assessment, enabling it to focus on the key issues relevant to the Cleethorpes Central Promenade area. Such key issues include the built heritage, townscape quality, nature conservation value of the adjacent internationally designated coastal areas, energy consumption, economic opportunities and reducing the risk of crime. The SA/SEA has also drawn on the ongoing SA/SEA of the Core Strategy for North East Lincolnshire. This has ensured that assessment objectives used for the Development Brief are compatible with those used for assessment at district level and therefore that the SA/SEA of the Development Brief fits in the SA/SEA hierarchy.

The SA/SEA Scoping Report was released for consultation to the relevant bodies in October 2006. Following receipt of their comments minor changes, including rewording of the cultural heritage SA/SEA objective was undertaken.

The SA/SEA considered the sustainability performance of a number of alternative development scenarios for the site, including for high street retail, residential, tourism related retail and leisure as well as the “no development” scenario. This exercise confirmed that tourism and leisure related development was the preferred option in terms of compliance with the SA/SEA objectives and performed well against all such objectives. Several recommendations were made to alter the wording of the Brief to further enhance its performance against these objectives and to maximise the extent to which the Development Brief can contribute towards sustainable development. These have been incorporated in the final Brief and include recommendations to:

- involve North East Lincolnshire conservation staff in decisions regarding site development;
- ensure the designs of terraces and balconies complement those of balconies in existing buildings in the Conservation Area;
- consideration of Defra guidance and a site based flood risk assessment in the determination of the layout of the development;
- incorporation of sustainable drainage systems in the design; and,
- achieve protection and enhancement of biodiversity value of the site.

The SA/SEA Report documents the SA/SEA process described above and also proposes a monitoring programme to measure the extent to which the Brief meets the SA/SEA objectives.

Following consultation on the Brief and SA/SEA Report a statement will be prepared summarising how the SA/SEA results were taken into account in the finalisation of the Brief.

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<th>SA Stage</th>
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<td>Identify related plans/programmes</td>
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<td>Baseline data and likely future trends</td>
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<td>Identify sustainability issues for the Development Brief area</td>
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<td>Develop SA/SEA, objectives and indicators and targets (i.e. create the SA/SEA Framework) developed from the framework for the SA/SEA of the Core Strategy</td>
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<td>Prepare Scoping Report</td>
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<td>Consult on the scope of the SA/SEA (the Scoping Report Consultation)- 5 weeks</td>
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<td>Consider Scoping Report consultation comments</td>
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<td>Assess Development Brief Framework vision against the SA/SEA objectives</td>
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<td>Evaluate/selection of preferred option(s)</td>
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<td>Predict and assess sustainability effects of options taken forward</td>
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<td>Propose mitigation measures</td>
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<tr>
<td>Stage 2: Options Testing</td>
<td>Developing and refining options</td>
<td>Propose monitoring programme</td>
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<td>Prepare SA/SEA Report</td>
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<td></td>
<td>Consultation on SA/SEA Report</td>
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<td>Revise SA/SEA Report as appropriate</td>
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<td></td>
<td></td>
<td>Preparation of statement summarising how SA/SEA results were taken into account (The SA/SEA Statement)</td>
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<td></td>
<td>Monitoring</td>
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<tr>
<td>Stage 3: Preferred Option</td>
<td>Appraising the effects of the Development Framework’s Preferred Option(s)</td>
<td>Monitor the sustainability effects of the implementation of the Development Framework</td>
</tr>
</tbody>
</table>
10.0 Further Information

10.1 Contact Details
North East Lincolnshire Council Contact
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If you would like to receive this information in another language or in another format such as large print, braille or on audio tape please contact Ian King.

10.2 Disclaimer
The accuracy of any description, dimensions, references to condition, necessary permissions for use and occupation and other details contained herein is not guaranteed and is for general guidance only and prospective developers must not rely on them as statements of fact or representations, and must satisfy themselves as to their accuracy.

Potential developers of the site should satisfy themselves in respect of any constraints associated with the redevelopment of the land, including flood risk and any geotechnical or geo-environmental constraints. In addition, developers will need to satisfy themselves that service media are appropriate to development proposals.

10.3 Glossary of Terms
Special Protection Area (SPA)
SPAs are strictly protected sites classified in accordance with the Birds Directive. They are classified for rare and vulnerable birds and for regularly occurring migratory species.

Special Areas of Conservation (SAC)
SACs are strictly protected sites designated under the EC Habitats Directive. The listed habitat types and species are those considered to be most in need of conservation at a European level (excluding birds).

Ramsar
Ramsar sites are wetlands of international importance designated under the Ramsar convention. Initial emphasis was on selecting sites of importance to waterbirds within the UK consequently many Ramsar sites are also SPAs. Increasingly non-bird features are increasingly taken into account in both the selection and reviewing of existing sites.

Regional Spatial Strategy (RSS)
The Planning and Compulsory Purchase Act (2004) introduced RSS’s as the new regional planning framework in England’s regions.

Site of Special Scientific Interest (SSSI)
SSSIs are the best examples of our natural heritage and wildlife habitats, geological features and landforms. An SSSI is an area that has been notified as being of special interest under the Wildlife and Countryside Act 1981.

10.4 References
CABE
By Design: Urban Design in the Planning System - Towards Better Practice
Principles of Inclusive Design
Shifting Sands
North East Lincolnshire Council
North East Lincolnshire Local Plan 2003
North East Lincolnshire Community Strategy
North East Lincolnshire Cultural Strategy
North East Lincolnshire Corporate Plan
North East Lincolnshire Local Transport Plan 2006-2011
Others
Regional Spatial Strategy: The Yorkshire & Humber Plan