

Walton-on-the-Naze

Regeneration Framework
Executive summary
January 2010



**“Realising the Potential,
Delivering Prosperity”**

It's my town, AND I WANT...

A strong year round economy

*A unique destination which maximises its
environmental and heritage assets*

*To make Walton-on-the-Naze a place
where people will choose to live and realise
their potential*

To ensure a sustainable Walton

Contents

Introduction	Realising the Potential, Delivering Prosperity	6
Part One	The Case for Regeneration	8
Part Two	The Strategy for Regeneration	8
	The Strategic Objectives and Interventions	10
	Physical Regeneration - Key Opportunities	18
	Opportunity Sites A & B - Bathhouse Meadows and the Mere	21
	Opportunity Site C - Martello Caravan Site and Mill Lane Car Park	26
	Opportunity Site D - Former Town Hall site, Mill Lane	29
	Opportunity Site E - Station Yard	30
	Opportunity Site F - Pier, Pier Hotel and adjacent area	32
	Opportunity Site G - Millennium Square Car Park	34
	Opportunity Site H - Crag Walk/Naze Tower	36
	Economic Impact Assessment	39
Part Three	Delivering the Regeneration Strategy	41
	High Level Delivery Programme	42

This project has been supported with funding from the Haven Gateway Partnership

INTend is the trading name of Tendring Regeneration Ltd, Tendring District Council's regeneration company.

INTend is currently co-located with the District Council.

CONTACT DETAILS

INTend
Thorpe Road
Weeley
Clacton on Sea
Essex
CO16 9JH

Tel: 01255 686181
Fax: 01255 831291
Email: info@in-tend.org



Supported by New Growth Point Funding

Developed by:



List of abbreviations

CLG	Communities and Local Government	IDP	Integrated Development Plan
CPO	Compulsory Purchase Order	LDF	Local Development Framework
CWS	County Wildlife Site	LSP	Local Strategic Partnership
DEFRA	Department for Food, Environment and Rural Affairs	MUGA	Multi Use Games Area
DTA	Development Trusts Association	NNR	National Nature Reserve
EA	Environment Agency	NPS	Naze Protection Society
EEDA	East of England Development Agency	ONS	Office for National Statistics
EET	East of England Tourism	POS	Public Open Space
ECC	Essex County Council	RNLI	Royal National Lifeboat Institution
ETA	Essex Tourism Association	SFRA	Strategic Flood Risk Assessment
EWT	Essex Wildlife Trust	SMP	Shoreline Management Plan
GTBS	Green Tourism Business Scheme	SPA	Special Protection Area
HCA	Homes and Communities Agency	SSSI	Site of Special Scientific Interest
HERS	Heritage Economic Regeneration Scheme	TDC	Tendring District Council
HGP	Haven Gateway Partnership	TDLP	Tendring District Local Plan
HMO	Houses in Multiple Occupation	TRC	Tendring's Regeneration Company
HRA	Habitat Regulations Assessment		



Introduction

The Regeneration Framework for Walton-on-the-Naze; Realising the Potential, Delivering Prosperity

The Regeneration Framework is an ambitious attempt to realise the huge potential of the Town, and deliver long term prosperity for its community.

The Core objectives of the Regeneration Framework, which have been agreed through public consultation, are to:

- **Build a strong year round economy** – diversifying and extending the local economy to create new business and employment opportunities
- **Create a unique destination which maximises its environmental and heritage assets** - realising the largely untapped potential of Walton, presented by its natural environment and heritage, to create a destination unlike any other in the region
- **Make Walton a place where people will choose to live and realise their potential**- a town with a good range of housing, retail, community and leisure facilities which will attract people of all ages and encourage them to stay
- **Ensure a sustainable future for Walton** - maintaining a balance between economic growth and environmental management

The Framework has been prepared with delivery as the focus. A strategy, 10 year action plan, and spatial masterplan have been prepared to deliver a range of economic, physical and social interventions, which are intrinsically linked to the core objectives above.

Encouraging Investment

Tendring's Regeneration Company, TDC and its partners will need to use this Regeneration Framework as a statement of intent and a tool for lobbying both public funding providers and the private investment market. By understanding the full range of issues and opportunities the document provides an invaluable basis with which to take these conversations forward and sets a strong foundation for their implementation.

The Framework provides comprehensive and holistic development proposals, with a clear vision that the market can buy into. Spatial development proposals are clearly linked to a comprehensive strategy for delivery, which if all partners work together to implement, will increase investment in Walton and the wider Tendring area.

Partnership with the Community

Consultation with the community has been an integral part of developing the framework. The aim has been to deliver regeneration proposals where community support and partnership working are a key part in taking forward the ambitious proposals.

Delivery of the Regeneration Framework

This is a Plan for the whole Town. A scheme of this complexity cannot be delivered by one agency alone. Tendring's Regeneration Company, via the Clacton and Coastal Towns Project Group has been the lead organisation in setting the ambition for the project to the consultants, and it is proposed that they continue to project manage delivery against the project programme. They will lead only on a proportion of the programmes and projects – those most closely and directly linked to the regeneration agenda. Complete success depends on all partners delivering their part of this ambitious programme.

These are bold, large-scale goals. If they can be achieved, the Town will realise its potential and the community will prosper.

Outputs

The Physical Interventions proposed aim to deliver the following outputs:

Location	Output	Economic and Social Impact
The Mere	circa 200 new homes circa 4,196 sq ft of retail circa 8,763 sq ft of leisure	380 economically active people (1.9: 1 dwelling) 23 jobs (1:215 sq ft) 23 jobs (1:390 sq ft)
Bathhouse Meadows	20 holiday homes 11 new homes	Extending visitor offer and season 20 economically active people (1.9: 1 dwelling)
Martello Caravan Park	250 new homes circa 5,000 sq ft of retail 50 holiday homes 20+ bedroom hotel circa 25-30,000 sq ft food store	475 economically active people (1.9: 1 dwelling) 23 jobs (1:215 sq ft) Extending visitor offer and season 10 jobs (1 employee per 2 bedrooms) 116-139 jobs (1:215 sq ft) 1.12-2.68M annual visitor spend to economic and social impact
Mill Lane / Former Town Hall site	14 new homes circa 4,300 sq ft of retail	26 economically active people (1.9: 1 dwelling) 20 jobs (1:215 sq ft)
Station Yard Car Park	60 new homes 21,850 sq ft of employment	114 economically active people (1.9: 1 dwelling) 64 jobs (1:340 sq ft)
Pier, Pier Hotel and Adjacent Beach	Retirement homes/20+ bed hotel (alternative to 28 new home permission) circa 1,600 sq ft of retail	20 jobs (or 53 economically active people) 7 Jobs (1:215 sq ft)
Millennium Car Park	30 new homes circa 9,688 sq ft of retail/hotel improved market square	57 economically active people (1.9: 1 dwelling) 45 jobs (1:215 sq ft)
Combined Framework Proposals		565 residential units £6.4M retail spend

Structure of the Regeneration Framework

The Regeneration Framework is split into three sections

- **The Case for Regeneration** – this gives a baseline assessment of Walton as it is today and the aspirations of the local community
- **The Strategy for Regeneration** – this details the range of social, physical and economic interventions which are proposed to meet the regeneration aspirations for the Town
- **Delivering the Regeneration Strategy** – this sets out the 10 year programme and action plan for delivery

Production of the Regeneration Framework

BNP Paribas Real Estate, AECOM Design and Planning and WSP were commissioned by Tendring's Regeneration Company, INTend, to develop the Regeneration Framework.

The project has been overseen by the Clacton and Coastal Towns Projects Group, which is led by INTend, and contains officers from Tendring Council, and Essex County Council.

Part one.

The case for regeneration

Prior to preparing a strategy for the regeneration of any town, it is critical to gain a thorough baseline understanding of the area in question. This has been undertaken via a baseline study and initial stage 1 consultation with key stakeholders and residents in Walton. The full baseline study was published in June 2009 and was the first output of the Walton-on-the-Naze Regeneration Framework. A full version of the baseline study can be found on the website of Tendring's Regeneration Company (TRC) www.in-tend.org, and a summary is provided in the full document. This executive summary focuses on the strategy for regeneration and how this is to be delivered.

Part two.

The strategy for regeneration

This strategy has been developed through a four stage process as outlined in the left hand boxes in Figure 1. As the figure shows, a fundamental part of the process has been consulting with local residents and stakeholders. Consultation has been undertaken at each stage of the process and informed the next stage of developing the strategy.

Full details of each stage of consultation are included in the Appendix of the main document.

The aim of this Regeneration Framework has been to focus upon delivery. A Masterplan for Walton has been prepared which details the spatial development framework for the regeneration of the area. It is important that this is linked very closely with the strategic objectives of the regeneration framework and provides a spatial interpretation of these. This will set a sound spatial policy framework for the future development of Walton, which is linked very closely with the overarching regeneration policy framework for the Ward. This is in accordance with government planning and regeneration guidance.

By linking spatial planning techniques with a delivery strategy, the objective of the regeneration framework for Walton will be to tackle many of the challenges to regeneration of Walton in a coordinated manner with Tendring's Regeneration Company, the Council and key delivery partners working together to deliver an integrated strategy which has been prioritised in terms of meeting strategic objectives locally, regionally and nationally.

The remainder of this chapter sets out the strategy for the regeneration of Walton-on-the-Naze.

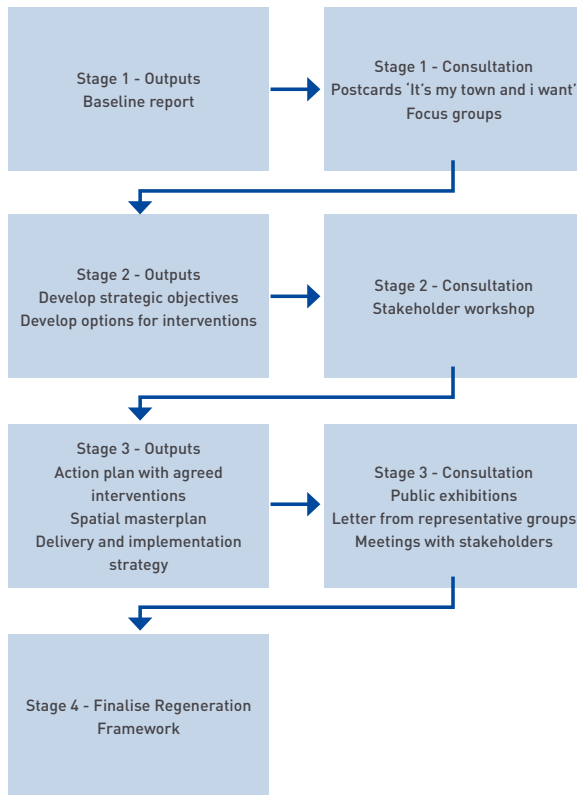


Figure 1 Developing the strategy with the community



Stage 3 Consultation



Consultation postcard

The proposals are summarised in the following tables and spatial diagrams.

OBJECTIVE 1

Building a strong year round economy

Objective aim

Diversifying and extending the local economy to create new business and employment opportunities.

The interventions

- 1 An urban beach at Bathhouse Meadows**
Create new 'urban beach' at Bathhouse Meadows next to Columbine Centre to include activities like beach volleyball, rock climbing/bouldering wall, improved play facilities, additional Multi Use Games Area (MUGA) linked to the swimming pool, café and outdoor seating, flexible space for events and children's paddling
 - Creative use of vacant shops**
Work with landlords and local artists to make creative use of vacant shops
 - Shopfront grant scheme**
Develop a shopfront grant scheme to support improvements to retail units and leisure facilities in the town
 - 2 Bad weather activities at Columbine Centre**
Work with the Columbine Centre to develop bad weather activities for tourists and locals
 - Branding and marketing strategy**
Develop a branding and marketing strategy to advertise Walton's existing and emerging assets to the surrounding regions, including London – to dovetail with tourism strategy
 - 3 Hotel and chalets at Martello Caravan Park and retail at Town Hall site**
Redevelop Martello Caravan Site to include a hotel and new holiday chalets to improve visitor accommodation offer in town
 - 4 Improve pier façade**
Work with Pier owners to improve façade
 - 5 Extend the town market**
Extend the town market through improved promotion and increasing variety on offer
 - 6 New workspace at the former Avon works (next to Station Yard Car Park)**
Promote new employment units on site of former Avon works as part of a scheme to redevelop Station Yard Car Park
 - 7 Redevelop Pier Hotel**
Redevelop Pier Hotel and surrounds to include hotel, residential, commercial uses and beach huts. Expand the site to include some of the existing beach huts in redevelopment area
- Introduce free WiFi**
Introduce free WiFi across the town centre to encourage flexible working patterns and new people to the town

(numbers refer to Figure II)



New retail and leisure interventions will contribute to diversifying Walton's economy

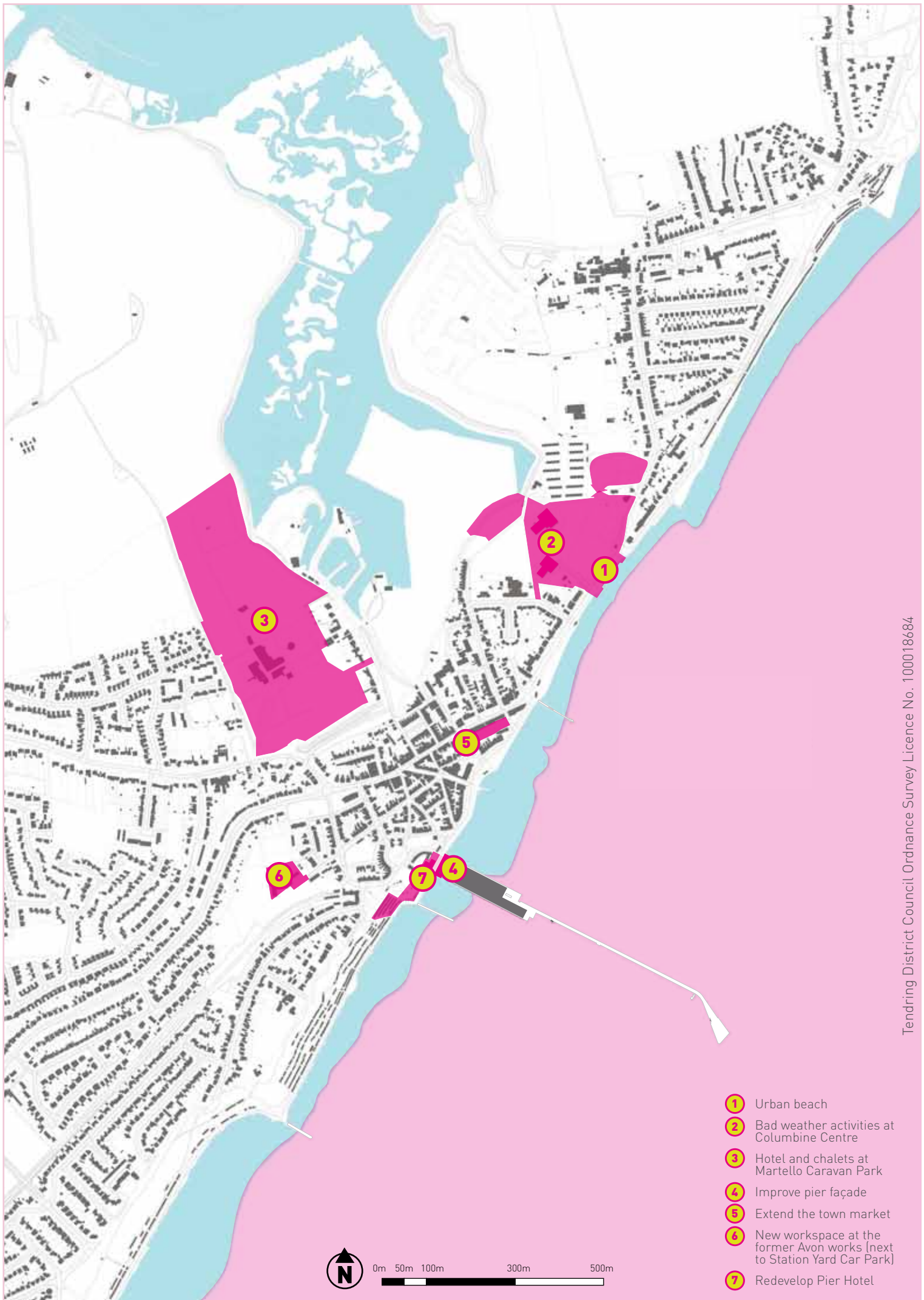


Figure II Building a Strong Year Round Economy: Interventions

OBJECTIVE 2

Creating a unique destination which maximises its environmental and heritage assets

Objective aim

Realising the largely untapped potential of Walton presented by its natural environment and heritage to create a destination unlike any other in the region.

The interventions

- 8 **Crag Walk scheme**
Support the Crag Walk scheme and establish visitor centre facilities to explore the nature and heritage of Walton
- 9 **String of Pearls Strategy**
Develop or improve a range of spaces from the station to the Naze, including public art, sport, heritage and culture, to act as a 'string of pearls' along seafront
- 10 **Paint beach huts**
Paint the beach hut scheme to add colour and vibrancy to seafront

Improved streets and squares in the town

Public realm and streetscape improvements throughout the town

Improved paths and new signage in Walton and across Tendring

Improved paths, facilities and new signage, information leaflets, and audio tours to improve access to land and water based environmental and heritage assets

- 11 **Restoration of the Mere**
Restoration of the Mere as a water sports/educational facility and dredge the channel to the Yacht Club
- 12 **Establish key link from beach to the Mere**
Establish key link from beach to the Mere through Bathhouse Meadows and the urban beach

Upgrade toilet facilities

Upgrade toilet facilities where possible to include shower and changing rooms

(numbers refer to Figure III)



Capitalising on Walton's built heritage and environmental assets will help to attract visitors all year round



- 8** Crag Walk scheme
- 9** String of pearls strategy
- 10** Paint beach huts
- 11** Restoration of the Mere
- 12** Establish key link from beach to the Mere

Figure III - Creating a unique destination: Interventions

OBJECTIVE 3

Making Walton a place where people will choose to live and realise their potential

Objective aim

A town with a good range of housing, retail, community and leisure facilities which will attract people of all ages and encourage them to stay.

The interventions

Courses & placements in renewable energy sector

Work with Tendring Technology College, Essex University and renewable energy sector to develop student courses and placements

Explore how offer to young people in Walton can be improved

Explore how Walton's youth offer can be improved by establishing links with new proposed activities in the town

13 New homes at Martello Caravan Site and former Town Hall

New residential accommodation as part of redevelopment of Martello Caravan Site, along with visitor accommodation

14 New residential development at the Mere

New residential, commercial and leisure development as part of reclaimed southern section of the Mere and potentially adjacent to the Mere as part of enabling development for restoration

Taster & full courses linked to Walton's economy

Work with Tendring Adult Community College to develop taster and full courses in skills linked to Walton's economy, such as watersports, ecology and conservation, eco-tourism, tourism and leisure and the care industry

15 Residential at Station Yard Car Park

Consider new residential units on Station Yard Car Park

(numbers refer to Figure IV)



New housing will help to address population decline and provide a catalyst for delivering new social infrastructure

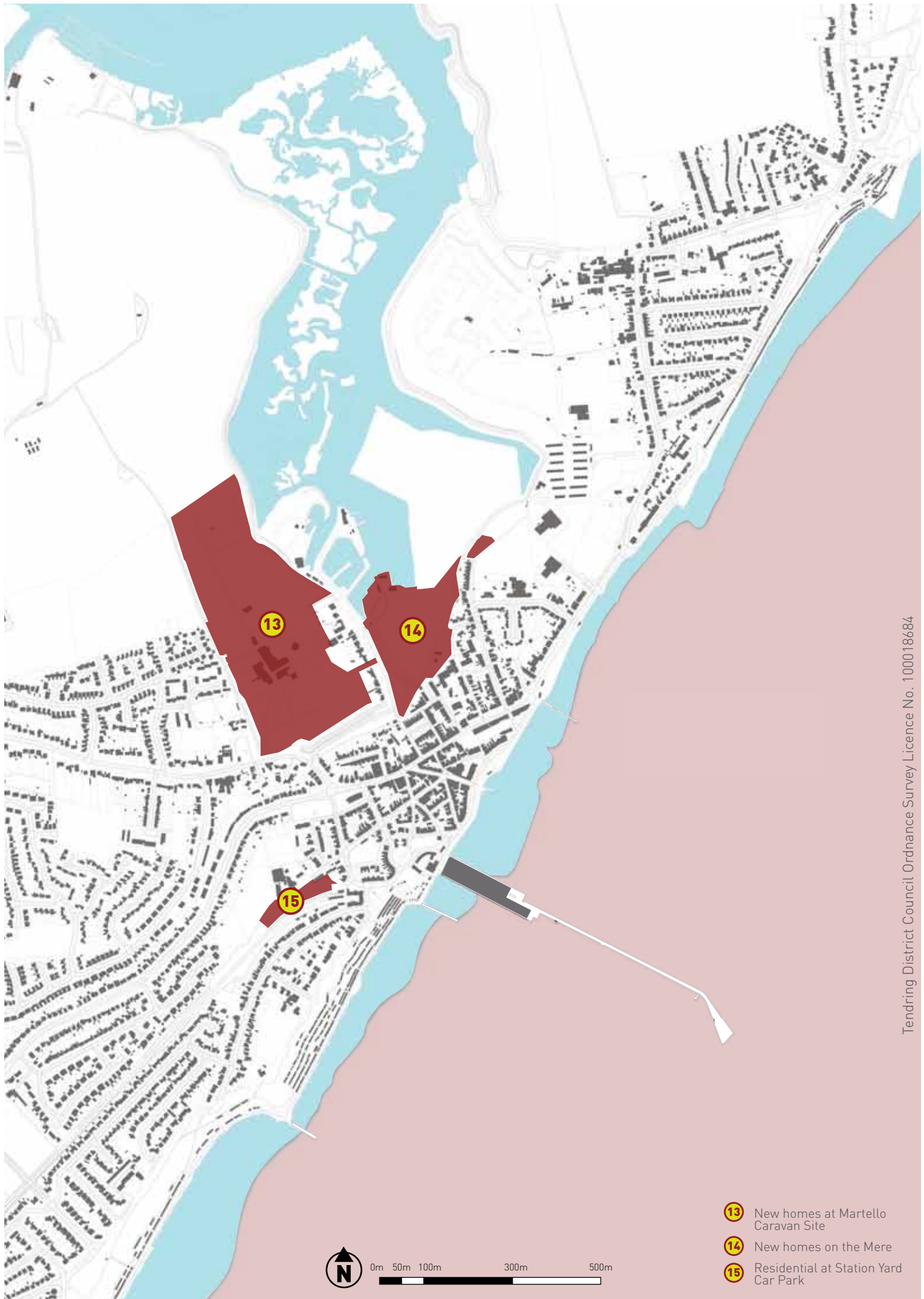


Figure IV - Making Walton a place where people will choose to live: Interventions

Ensuring a sustainable future for Walton

OBJECTIVE 3

Objective aim

Maintaining a balance between economic growth and environmental management.

The interventions

Car parking strategy

Develop a car parking strategy, which includes improved signage to key car parks and pricing

Green tourism business schemes

Promote green tourism business schemes

16

A new larger car park at Mill Lane Car Park

A new larger car park as part of redevelopment of Martello Caravan Site and Mill Lane Car Park, with access from Kirby Road. This should facilitate development at Station Yard

Transport and social infrastructure improvements in the town

Promote transport and social infrastructure improvements as part of future residential and leisure development in the town

Support to flood defences and shoreline management

Ensure flood defences and shoreline management are co-ordinated to protect Walton against climate change

(numbers refer to Figure V)



Sustainable Design and Green Tourism will be vital to minimising impacts on Walton's sensitive ecology



Figure V - Ensuring a sustainable future for Walton: Interventions

Physical Regeneration – Key Opportunities

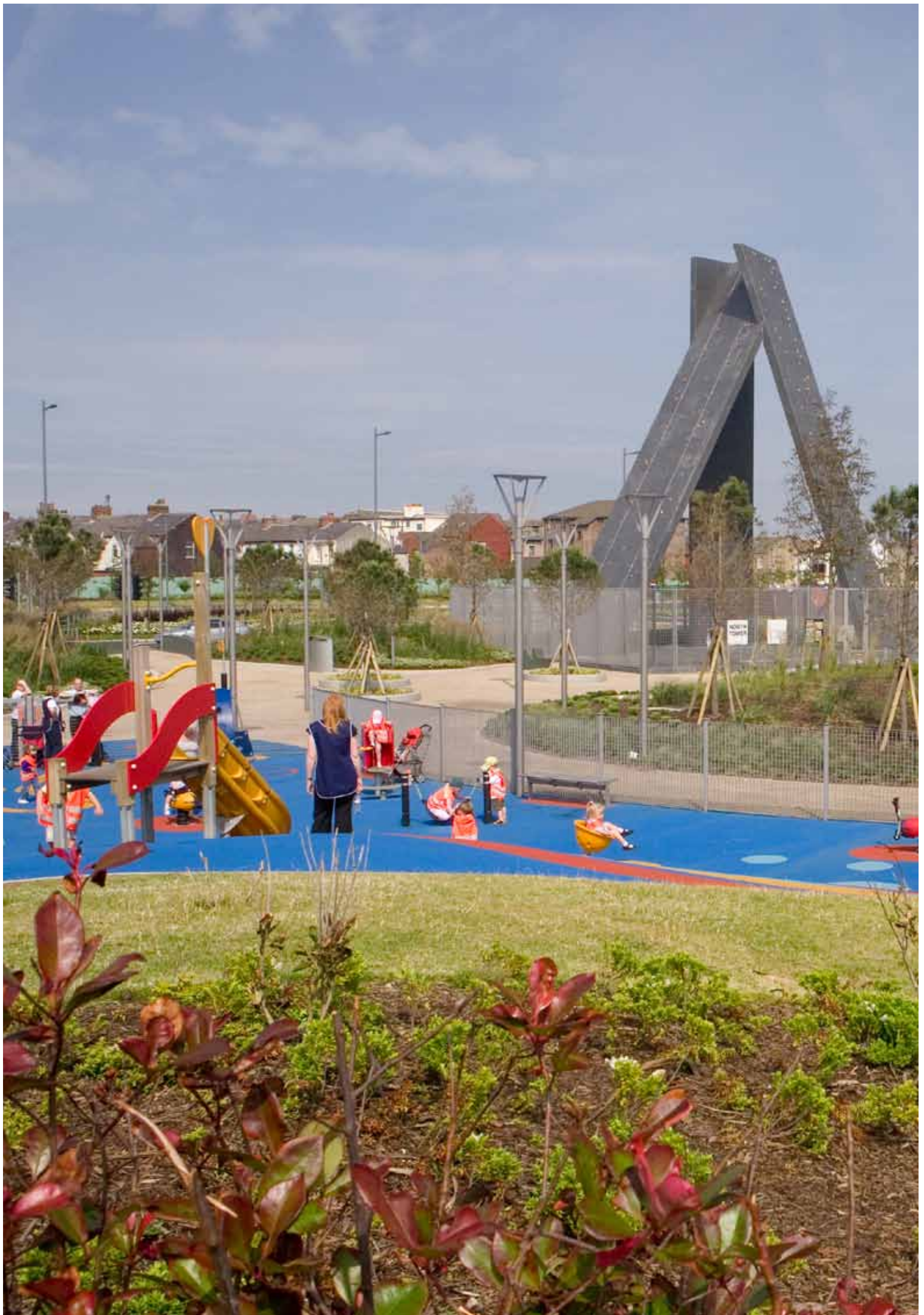
The physical interventions proposed have been grouped together as opportunity sites, to enable focused delivery. These are:

- Opening up a second waterfront and new leisure offer around the Mere (site A)
- Establishing a new leisure attraction at Bathhouse Meadows (site B)
- Extending the town and its tourism capacity at the Martello Caravan Site and Mill Lane Car Park (site C)
- Redevelop the Former Town Hall to improve key links between the Town Centre and the Mere (site D)
- Developing the town's gateway at Station Yard Car Park (site E)
- Revitalising the Pier, Pier Hotel and Beach Front (site F)
- Creating a New Market Square at Millennium Square Car Park (site G)
- Delivering the Crag Walk and Naze Tower Project (site H)

An overview of these sites is set out in the overall masterplan framework diagram. For each of these areas we have considered the form of development opportunity. Furthermore, we have looked at how that development can be taken forward in practical terms. A fundamental part of the regeneration strategy has been to produce physical proposals which, not only meet the strategic objectives for regeneration of Walton, but have been tested for viability and deliverability. This section describes further each of the opportunity site proposals, and the steps needed to deliver them.



Figure VI: Overall Masterplan Framework



Opportunity Sites A & B - Bathhouse Meadows and the Mere

This area lies at the heart of Walton and contains two key sites which offer significant opportunity for development:

- The Mere
- Bathhouse Meadows (the area around the Columbine Centre)

Together the Mere and Bathhouse Meadows are identified as offering significant potential to act as a catalyst for regeneration, and to bring about a step change in the tourism and leisure offer of the town by, for example, providing activities and attractions for visitors at times when high tides prevent the use of the beach as an attraction. The Tendring District Local Plan 2007-2011 ('TDLP') allocates this area for 'Tourism and Leisure Uses' and, under Policies QL6, FW1 and ER16, supports the development of new and enhanced visitor facilities and attractions in support of the wider goal of strengthening Walton's tourist industry.

Concept

The primary aim of the proposals for Bathhouse Meadows and the Mere is to create a consolidated visitor and community attraction, featuring leisure activities for people of all ages. The development should act as a vehicle for reconnecting the waterfronts at the Mere with the seafront and act to provide additional activities when high tides prevent use of the beach as an attraction. Opportunities for beach volleyball could also build on Tendring Technology College volleyball team's national and international success in the sport.

The new attractions proposed, which are described in more detail below include:



The Mere

The Mere

- New watersports and associated education facility
- Spectator viewing 'amphitheatre'
- Enabling residential development
- New inner promenade

Bathhouse Meadows

- Adventure meadows playground
- Bouldering / climbing wall (4-11yrs)
- 'Toddler pool' playground 0-3yrs
- 'Wildflowers' cafe pavilion
- Events lawn
- Urban beach & paddling pool
- Climbing centre
- Tennis courts
- 'Hang-out' space
- Retained skate park
- New multi use games area (MUGA)
- New swimming pool entrance plaza
- New car park and coach drop-off
- Possible new holiday lodges

The design proposals take inspiration from the local natural environment; namely the dendritic patterns of the surrounding estuarine mudflats as well as the nearby Naze cliffs. The character, organic structure and materials should reflect these natural features to ensure that the new Meadows are rooted in the town.



Bathhouse Meadows

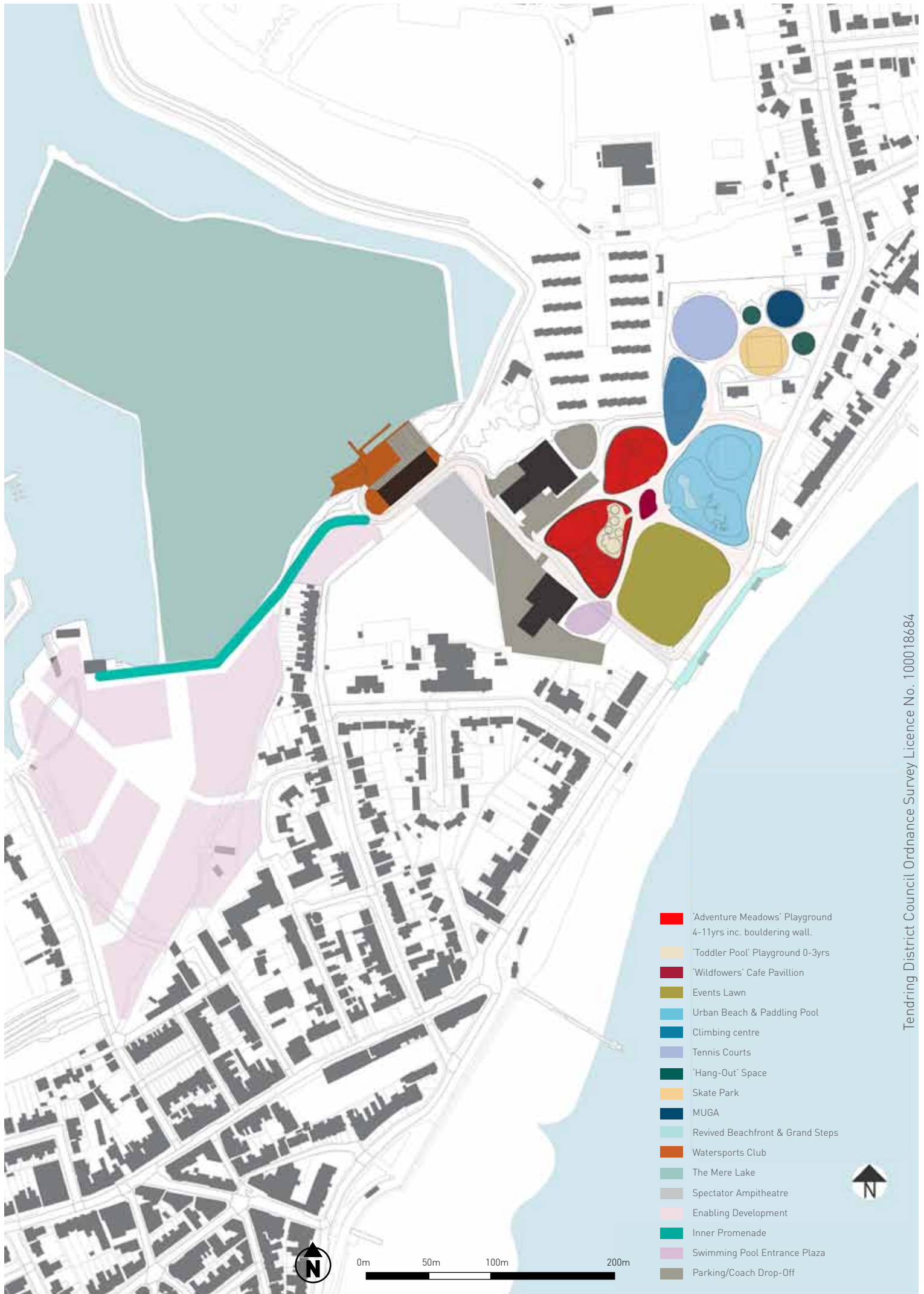


Figure VII Activities



Tending District Council Ordnance Survey Licence No. 100018684

Figure VIII Illustrative Masterplan: Bathhouse Meadows and Mere

Mere/Bathhouse Meadow's Opportunities Key

The Opportunities diagram (Figure IX) sets out identified opportunities for development at the Mere and Bathhouse Meadows. These should help inform future development on the site.

- ① The Mere refurbished to re-create a non-tidal lake for watersport activities.
- ② New Inner Promenade connecting into a wider recreational 'loop' via new restaurants and a new watersports/educational venue. Opportunity to connect into the wider public footpath network.
- ③ Active inner waterfront with consistent, well defined edge and some A3/A4 uses to serve activities on the Mere
- ④ Enabling residential development
- ⑤ Pedestrian connection between new Promenade, extended Mill Lane Car Park and town centre.
- ⑥ Existing Mill Lane Car Park expanded
- ⑦ Enabling residential development accessed by new link from Saville Street
- ⑧ Informal 'amphitheatre' seating/viewing area for spectators to watch watersports activities.
- ⑨ New watersports/educational venue and launch area. Includes parking for visitors and involves realigning the seawall to connect into Bathhouse Meadows and the new Promenade.
- ⑩ Potential to acquire part of the school playing fields in order to secure a better connection between Bathhouse Meadows and the Mere.
- ⑪ Wider recreational footpath realigned to accommodate watersports/education venue and create continuous connection.
- ⑫ Reconfiguration of parking to create larger consolidated area tucked into the edges of site and allowing the swimming pool to be better integrated into the main Bathhouse Meadows site.
- ⑬ Creation of new entrance plaza for the swimming pool.
- ⑭ Improve the connection from Standley Road to help establish a community activity hub, including youth centre, primary school and new facilities.
- ⑮ Create a compact coach drop off area at the rear of the site and maintain exit for coaches onto Hill Lane.
- ⑯ 'Activity Cells' distributed to create a cohesive, well integrated attraction which enables easy interchange between features. To include: urban beach, rock climbing and bouldering walls, sports facilities - such as tennis courts, adventure playground, younger children's play area, flexible events space, cafe pavilion, outdoor seating areas and teen-zone with improved skate park and Multi Use Games Area (MUGA) facilities.
- ⑰ Central Focus - cafe pavilion/landmark. Highly visible and draws visitors into centre of site and is positioned to capitalise on movement corridors.
- ⑱ Primary movement 'spine'. Pedestrian 'causeways' which will deliver users to all key amenities and can be slightly raised above ground level to prevent issues of flooding and/or saturated ground conditions.
- ⑲ Physically integrate northern sector with central Meadows site.
- ⑳ Capitalise on existing change in level from Prince's Esplanade by creating 'cliff' feature to improve enclosure.
- ㉑ Improve connections to the Beach from Bathhouse Meadow – a new gateway
- ㉒ Retain and integrate the existing skate park into new attraction.
- ㉓ Buffer planting to ensure a good sense of enclosure and improve privacy of adjacent properties



Figure IX - Mere/Bathhouse Meadow's Opportunities

Opportunity Sites C - Martello Caravan Site and Mill Lane Car Park

This area lies to the North West of Walton town centre, adjacent to the Kirby Road (B1034). It contains 2 key sites which offer significant opportunity for development as an effective 'gateway' to Walton with potential for positive impact on those approaching the town centre and as a visible sign of change:

- Martello Caravan Site & Mill Lane Car Park; and
- Mill Lane and Former Town Hall site

Martello Caravan Site & Mill Lane Car Park Introduction

Martello Caravan Site and the Mill Lane Car Park occupy an important location for Walton, lying at the gateway to the town centre.

The Martello Caravan Park is the largest (circa 13.5 ha) of 3 caravan parks in Walton with capacity to accommodate circa 600 caravans (although existing numbers are substantially below this and anecdotal evidence suggests that the park has been in decline for some years). The site is privately owned and the Caravan Park is operated by another party under a lease which is due to expire in March 2011. Upgrading the existing buildings, facilities and site infrastructure would, we understand, require significant investment. In the middle of the Caravan Park is a Martello Tower, a heritage asset which is not presently used to its full potential and which would benefit from restoration and future maintenance.

Adjacent to the Caravan Park site is the TDC-owned Mill Lane Car Park. This is presently a tarmac/gravel car park with capacity for 160 spaces, accessible from Mill Lane, via the High Street. Direct exit to Kirby Road is provided via the one way street which is safeguarded by the Council for potential widening and improvement. At present the only access to the Mere is from Mill Lane via the High Street, as Mill Lane Car Park only allows access out onto Kirby Road and not to traffic coming into the site.

Aims of Development

The two sites offer significant opportunity to provide a range of new mixed-use development, including:

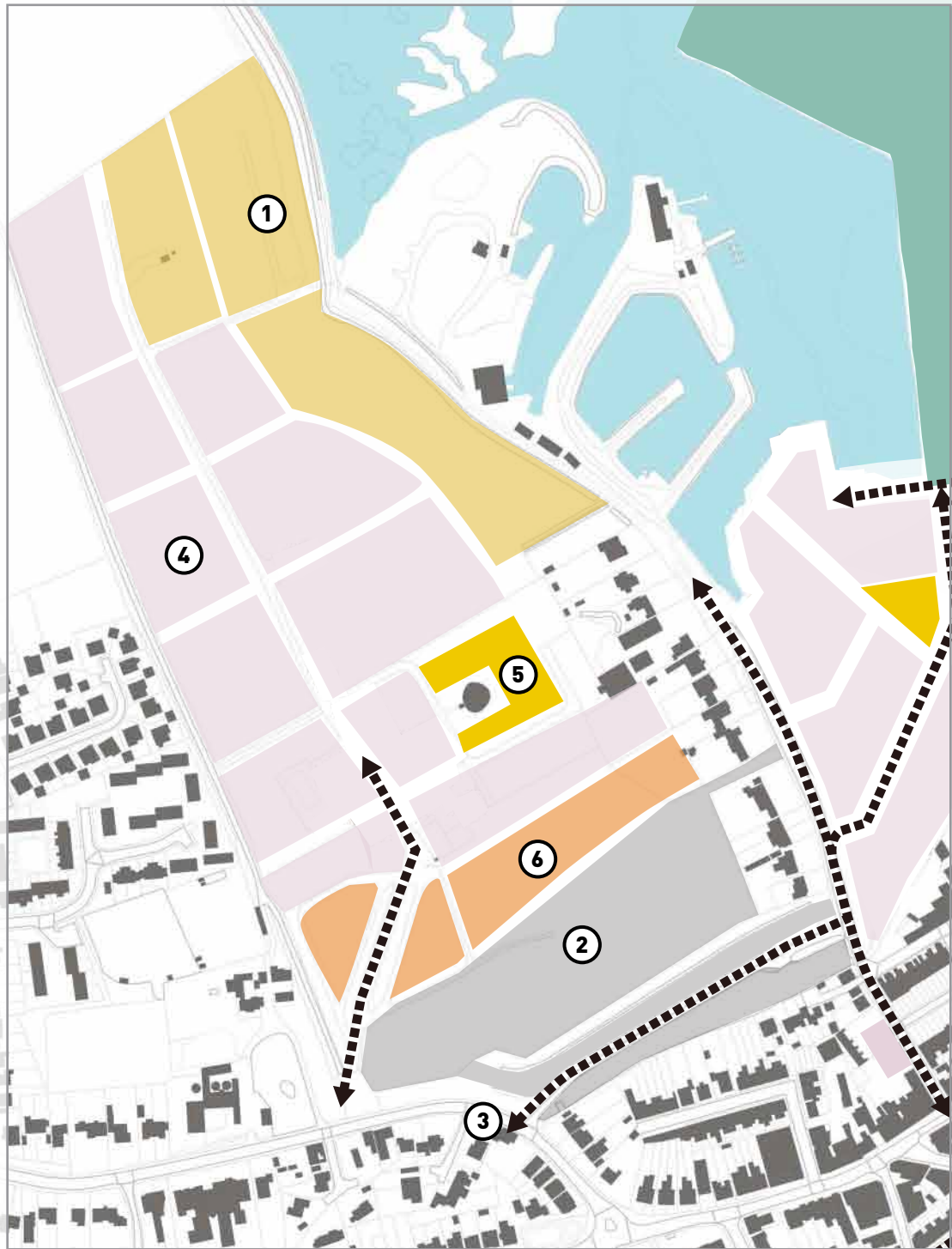
- Hotel and commercial uses close to the town centre
- New lodge-style holiday homes/chalets (with outlooks to the Mere and Backwaters)
- Improved access to the Mere from Kirby Road
- Potential employment expansion land for existing boatyard operators and new marine-related businesses in the vicinity of the Town Hard
- Residential development of approximately 250 dwellings
- The potential for a new food store (subject to a Retail Impact Assessment)
- Improve setting of Martello Tower











Figure X sets illustrates the key elements of the proposals

- ① Hotel and lodge-style holiday homes/chalets
- ② Expansion of the existing Mill Lane Car Park
- ③ Improved 2 way vehicle access from Kirby Road
- ④ New housing
- ⑤ Improved setting for Martello Tower
- ⑥ Commercial/employment uses (including a potential new food store adjacent to the car park)



The Martello Caravan Site from the Mere



- | | |
|--|--|
|  Residential Led Area |  Improved Public Space - Hard Landscaping |
|  Visitor Accommodation Area |  Improved Public Space - Soft Landscaping |
|  Commercial Led Area |  Improved Car Park |
|  Leisure Led Area |  Key Routes (all modes) |
|  Mixed Use Development |  Key Pedestrian & Cycle Routes |



0m 50m 100m 300m 500m

Figure X Martello Caravan Site: Masterplan Framework

Opportunity Site D - Former Town Hall site, Mill Lane

Aims of Development

Improvements to the environment of Mill Lane should be secured to enhance the linkage between the High Street and the development sites to the north, including the Mere. Development of this site presents the opportunity to enhance the appearance of the area and introduce new (secondary retail) uses as an extension to the High Street, adding vibrancy to this link area.

Proposals for ground floor retail units with flatted accommodation above have previously been considered for the site, presenting the opportunity for a development of circa 7 retail units at ground floor level and circa 14 residential units above. The remainder of the site could be given over to car parking and a turning area to allow vehicles to access to the retail units.

We recommend that these proposals are re-visited and brought forward. Our initial assessments indicate that a development of this type would be viable and, subject to market demand, could be delivered in the short term.

This site is located within Flood Zone 3 and as such, special precautions may have to be made when considering its development, specifically the foundations of the units and the need for a safe exit strategy from the site if the area floods. There would appear to be a potentially safe access route through existing properties to the south of the site, which are situated on land above the future flood level of 4.9m AOD.

Potential Outcomes and Development Capacities

- circa 14 residential units (circa 40% affordable)
- circa 7 retail units totalling approximately 4,300 sq ft (57 sq m)

Figure XI illustrate the key elements of the proposals.

① Mixed use residential and retail development



Former town hall



Figure XI Former town hall site - Masterplan framework

Opportunity Site E - Station Yard

Aims of Development

Subject to agreement to the removal or re-provision elsewhere of its car parking capacity, the Station Yard Car Park site offers potential for early development, either in isolation or as part of a wider scheme encompassing the adjoining Sea Cadets Station site and employment allocation land. Development should revitalise this 'backland' area, substantially improve the appearance of what is otherwise a heavily underutilised brownfield site, provide for enhancement to the area around the Station ticket office, perhaps providing a drop-off/pick-up area with a number of time-limited parking spaces, a taxi rank and a more attractive landscaped area, and enhance the access route to the Sea Cadets Station site and the allocated employment land (improving their profile, and potentially their market attraction).



Station Yard Car Park

Figure XII illustrates the key elements of the proposals

- ① New residential 'gateway' development
- ② Adjoining residential and employment development
- ③ Enhancement to the area around the station ticket office
- ④ Enhancement of the access route to the Sea Cadets Station site

Potential Outcomes and Development Capacities
(total scheme)

- circa 60 residential units (circa 40% affordable)
- Environmental enhancement of the Station forecourt
- circa 2,000 sq.m (21,850 sq.ft) of employment space

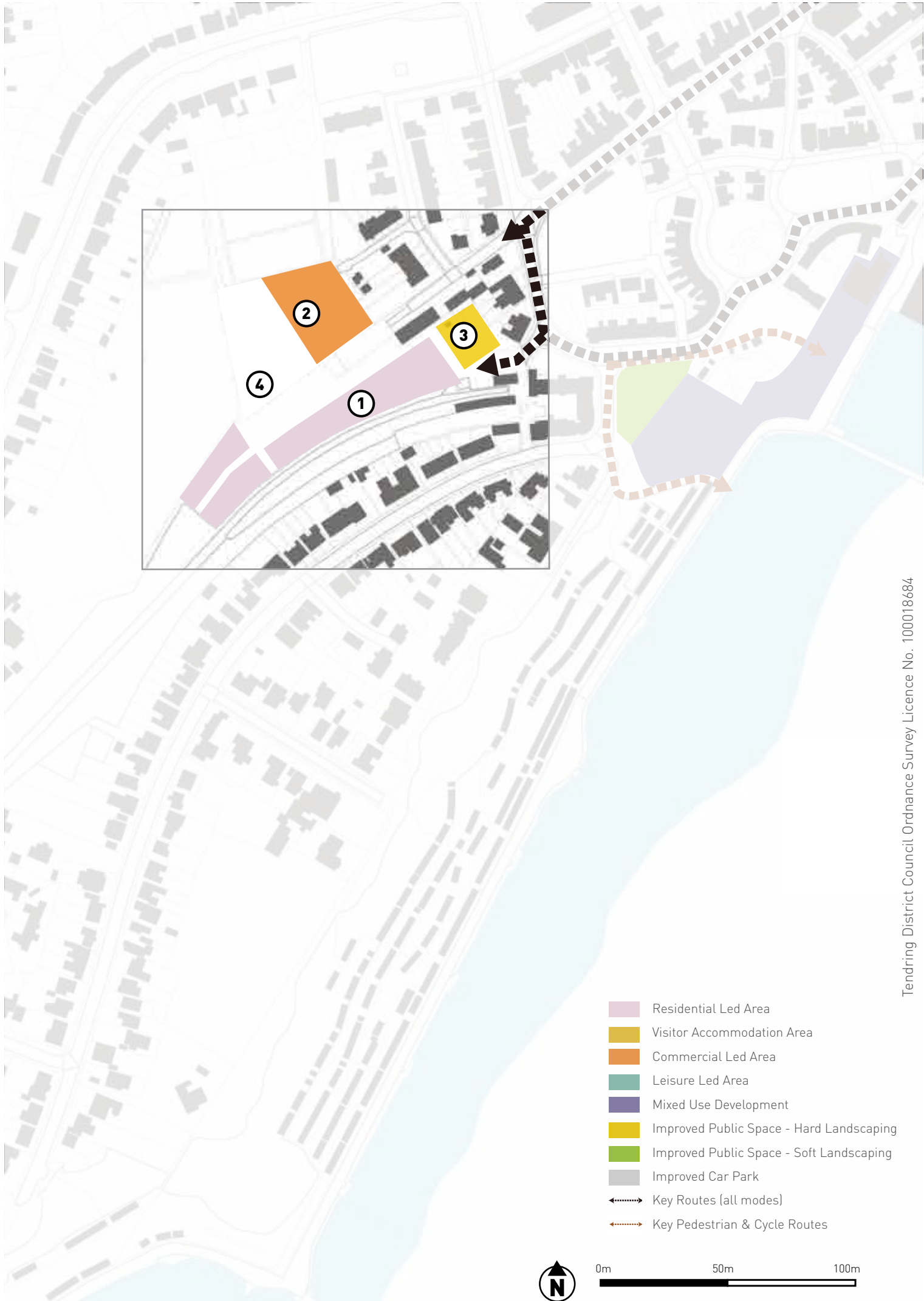


Figure XII Station Yard: Masterplan Framework

Opportunity Site F - Pier, Pier Hotel and adjacent area

Aims of Development

The Pier, the promenade and the Pier Hotel are all identified as crucial to maintaining and extending Walton's visitor offer. To promote them, schemes to improve the Pier façade, paint the beach huts and improve the amphitheatre and public gardens are recommended. However, central to the regeneration of this area is the derelict former Pier Hotel.

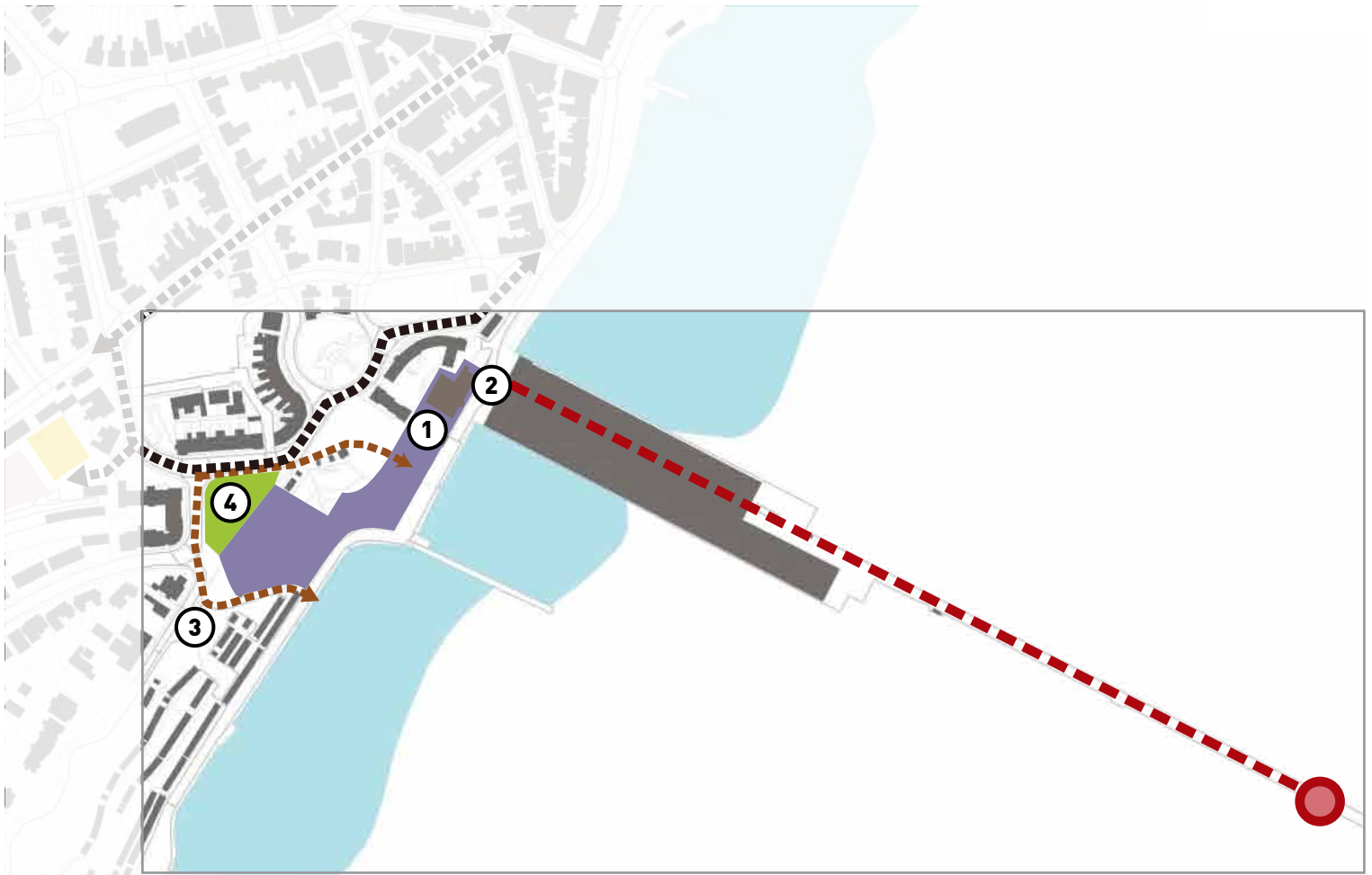
Figure XIII illustrates the key elements of the proposals:

- ① Mixed use residential or hotel-led scheme
- ② Opportunities for improvements to the area between the former Pier Hotel and Pier
- ③ Improvement to the links between the station and beach
- ④ Opportunities to improve the amphitheatre and green space

The ongoing preparation of the Tendring LDF offers the opportunity to incorporate any proposals developed through the feasibility study into the LDF as it emerges.



The Pier Hotel



- Residential Led Area
- Visitor Accommodation Area
- Commercial Led Area
- Leisure Led Area
- Mixed Use Development
- Improved Public Space - Hard Landscaping
- Improved Public Space - Soft Landscaping
- Improved Car Park
- Key Routes (all modes)
- Key Pedestrian & Cycle Routes
- Public Art



0m 50m 100m 300m 500m

Tendring District Council Ordnance Survey Licence No. 1000186684

Figure XIII The Pier Hotel Area: Masterplan Framework

Opportunity Site G - Millennium Square Car Park

The Millennium Square Car Park is an 'L'-shaped site fronting onto the High Street and extending around the rear of the Albion Public House to the junction of Saville Street and the Parade on the seafront. Although the site occupies a central location within the town, its configuration and character (between the backs of two rows of properties) is poor.

The site should continue in the short to medium term to be used as a town centre car park, with its key role to accommodate the town market, but with the long term proposals also to include residential and retail/hotel development.

Figure XIV sets illustrates the key elements of the proposals

- ① Improved market square
- ② Residential and Retail / Hotel
- ③ Associated car parking on forecourt on seafront



Millennium Square Car Park on market day

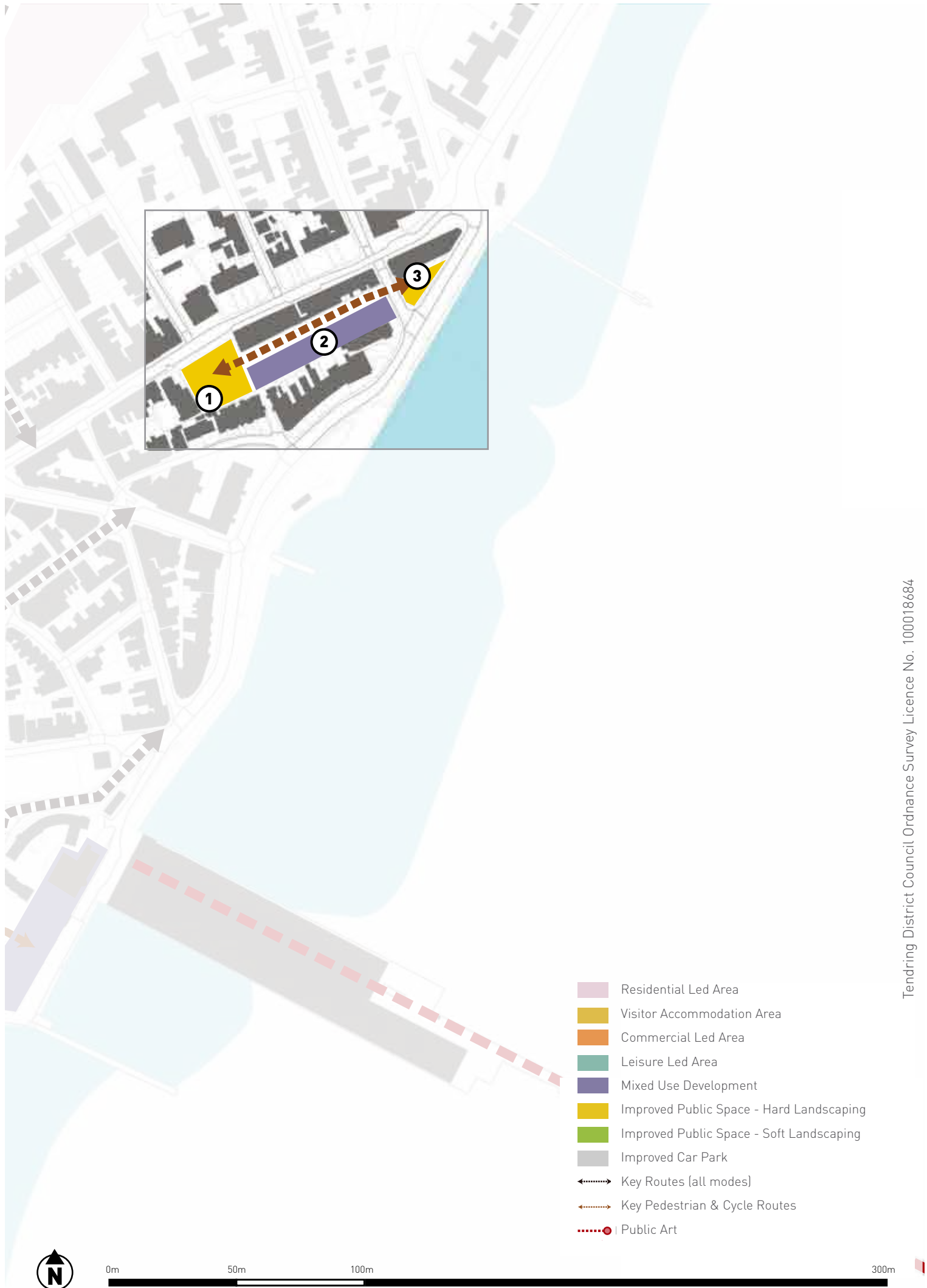


Figure XIV Millennium Square Masterplan Framework

Opportunity Site H - Crag Walk/Naze Tower

The Naze is a large public open space and is a key site for environmental education in terms of both geology and wildlife. In addition to the John Weston Nature Reserve, the principal wildlife value of this area lies in the eroding cliffs, but it is this very erosion process, and in particular the rate of erosion, which is putting buildings such as the Naze Tower at risk. The grade 2* listed Naze Tower houses a museum, art gallery and small cafe. The rooftop viewing platform provides spectacular panoramic views across Hamford Water and the surrounding countryside and seascape.

“Crag Walk” is a proposed educational public access and viewing platform along the beach in front of the southern end of the Naze cliffs. The design involves the construction of a retaining wall supporting a 4 metre wide access to a rock viewing platform at the base of the Naze cliffs. Interpretation will be placed around the cliffs and open spaces, highlighting important issues of coastal change. A bat hibernaculum, an outdoor classroom for visiting school groups and additional benches and picnic benches will also be placed at the Naze. To promote accessibility, the scheme should incorporate best practice inclusive design standards.

The proposal is being developed by the Naze

Protection Society (NPS) in partnership with TDC, Natural England and English Heritage. To support the project, capital funding of £520,000 has been applied for by Tendring’s Regeneration Company, on behalf of the District Council, under DEFRA’s Coastal Change Adaptation Pathfinder grant scheme. This sum is in addition to funds raised by the Naze Protection Society to bring this scheme forward and commitments from the Haven Gateway Partnership and ECC.

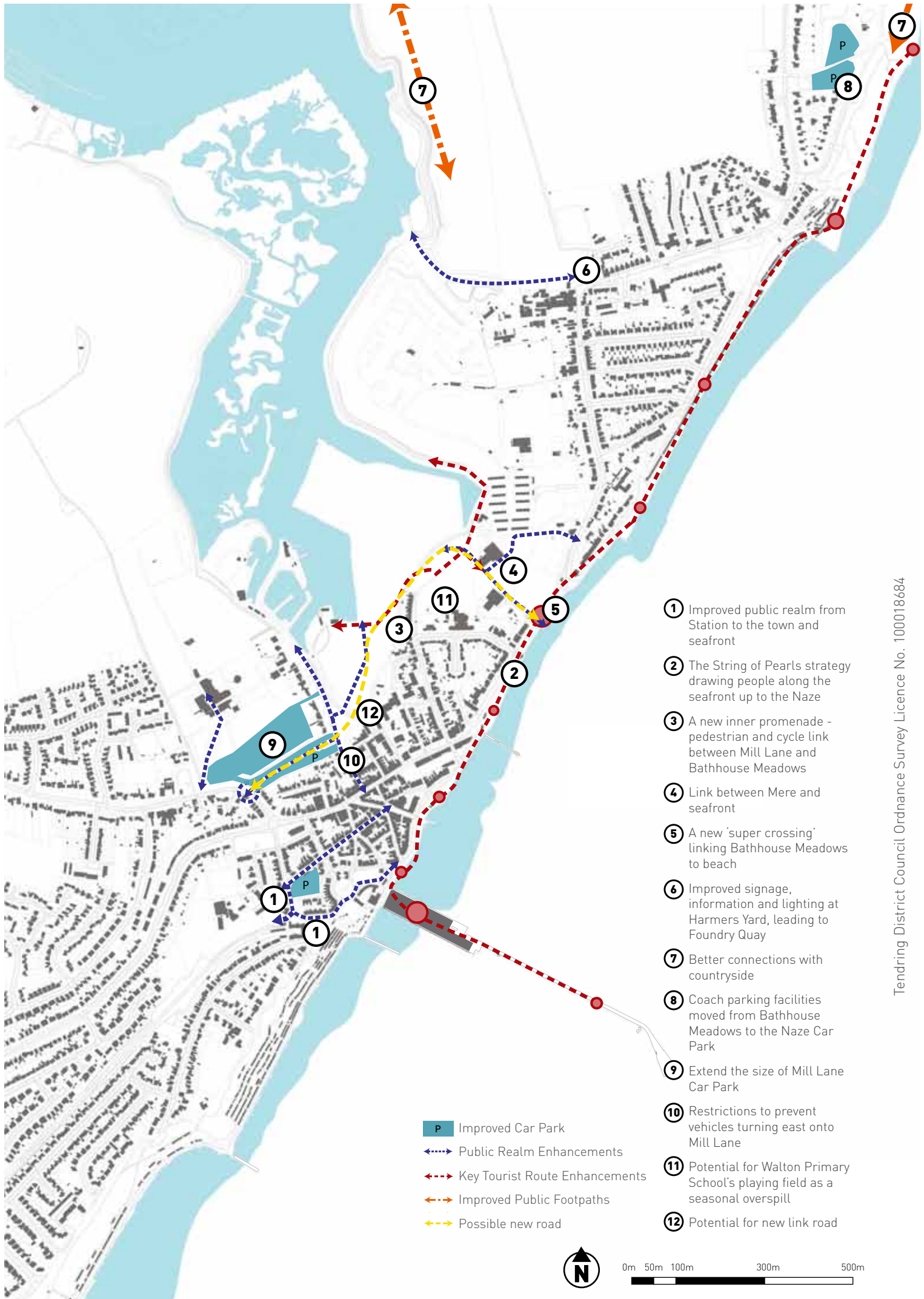
Tendring’s Regeneration Company/TDC should continue their support for the Crag Walk scheme as a vital contribution to maximising the tourism benefits of the Naze and landmark Naze Tower which will in turn support the regeneration of Walton.



Coastal erosion at the Naze



Figure XV The Naze Masterplan Framework



- ① Improved public realm from Station to the town and seafront
- ② The String of Pearls strategy drawing people along the seafront up to the Naze
- ③ A new inner promenade - pedestrian and cycle link between Mill Lane and Bathhouse Meadows
- ④ Link between Mere and seafront
- ⑤ A new 'super crossing' linking Bathhouse Meadows to beach
- ⑥ Improved signage, information and lighting at Harmers Yard, leading to Foundry Quay
- ⑦ Better connections with countryside
- ⑧ Coach parking facilities moved from Bathhouse Meadows to the Naze Car Park
- ⑨ Extend the size of Mill Lane Car Park
- ⑩ Restrictions to prevent vehicles turning east onto Mill Lane
- ⑪ Potential for Walton Primary School's playing field as a seasonal overspill
- ⑫ Potential for new link road

- P** Improved Car Park
- Public Realm Enhancements
- Key Tourist Route Enhancements
- Improved Public Footpaths
- Possible new road

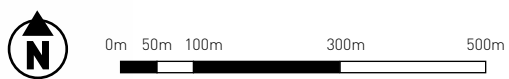


Figure XVI Transport and Movement Interventions

Transport and Movement Interventions

The proposed transport and movement interventions set out opposite should guide future development proposals within Walton. The interventions both respond to and shape the wider interventions set out in the Regeneration Framework. Figure xvi illustrates the key interventions.

Economic Impact Assessment

The Regeneration Framework interventions outlined in this document will generate economic stability and growth for Walton. This is achieved through extending the offer of the existing economic drivers, predominantly led through tourism, and by introducing measures to facilitate the development of other new economic drivers.

The baseline assessment identified a need to diversify Walton's economic base, whilst recognising that tourism would remain an important source of employment and prosperity in the future. The Local Plan encourages development which will provide new attractions and facilities, and the interventions respond positively to this, providing year round tourist offers that reduce the reliance on the limited 'bucket and spade' market that exists at present.

A key driver for the economy will be the increased number of residents delivered under the proposed interventions. A total of 565 new homes could be delivered which will benefit the economy directly. This will contribute to the top range housing target (within the emerging Core Strategy Options) of 1000 for Frinton and Walton and would generate an additional population of 1,356 (based on 2.4 people per dwelling) of which 1,072 would be economically active (based on 1.9 people per dwelling).

In many cases the opportunity sites are currently undeveloped and therefore the delivery of schemes will result in a direct increase in homes without any loss of existing properties. However, in the case of the Martello site, the delivery of commercial space, holiday homes and permanent residential units will be

delivered at the loss of the existing caravans.

This will result in revenue being lost from the visitors who use the caravan park, but the proposed holiday lodges will appeal to a wider and more affluent market, whilst the residential homes will provide demand all year round which will support the Walton economy.

The commercial space will assist in extending Walton's offer whilst also providing jobs to encourage people to live and work in Walton. The potential for a food store at the Martello Site would also provide the opportunity for another major retailer to enter the market.

The proposed hotel will provide visitor accommodation which is currently lacking in Walton, encouraging visitors to stay overnight and increase their spend in Walton, extending the tourist season and providing jobs.

The existing visitor spend generated from the caravan parks is believed to be low, with a significant proportion of food/drink brought to the site and much of the current visitor spend being concentrated within each caravan site. We estimate the current average offsite spend in Walton to be no more than £10 per person per day.

The proposed holiday lodges on the Martello site, and possibly on the Bathhouse Meadows site, are intended for use over a longer season, with 40 week occupancy feasible. Assuming a higher level of spending on food, eating out of £20 per person per day will generate between £1.12 million and £2.68 million per annum, dependent on the number of lodges brought forward (between 50-120)

Figures from the Felixstowe Visitor Economy Report indicate the potential for significant growth in visitor spend, with Felixstowe receiving 554,000 visitors a year (452,000 day trips, 102,000 stay trips) with a spend of £35,153,500 equating to £63.50 per person. A 2005 English Leisure report on visits showed that the average expenditure at seaside coastal towns was £35.31 per person.

If all the development sites are delivered there could be 565 residential units. With an average occupancy rate of 2.4 persons accommodation would be provided for circa 1,356 new residents within walking distance of Walton's town centre. Assuming that their average spending is as per the ten minute catchment area, i.e. £4,719 per capita per annum, this will generate £6.4 million of retail spending potential within the local area. It is unlikely that all of this spending will be retained in Walton, but with the anticipated improvements to the retail offer, starting with the introduction of Tesco on the High Street, it is expected that a significant proportion of the potential retail spending can be retained, and it is anticipated that a higher level of retention, not only from the new homes, but from existing residents who will be encouraged to shop more frequently in the town centre as facilities continue to improve.

The latest Core Strategy Options paper proposes up to 1000 new jobs in Frinton and Walton, and the proposed interventions will contribute to this target, providing a minimum of 354 jobs. There could also be the opportunity for further commercial and industrial employment development to be brought forward on sites such as at Harmers Yard.

In addition, there will be temporary jobs created during the construction of the developments. Based on construction data from the Census of Production and construction industry employment data from the Annual Business Inquiry, we estimate that 'one person year of construction employment' will be supported by approximately £125,000 of construction spend.

Therefore, as per the costs outlined in the appraisals and intervention costings, if all the interventions were brought forward a total of approximately 480 'one person years' of construction employment could be delivered.

Many of the homes proposed are aimed at attracting young families to Walton with the prospect of employment being generated in Walton. In addition, where economically viable, residential development sites will deliver affordable housing which the Tendring Strategic Housing Market Assessment identifies there is an acute shortage of in Tendring.

The increase in homes and therefore residents will increase the demand on local education and health facilities, which will result in the need for further local jobs. Again, this is putting in place a year round requirement which stabilises the Walton economy and reduces the reliance on the traditional seasonal trade.

In other words, physical regeneration is a necessary, but not sufficient condition, to improve the socio-economic environment for residents. Therefore, the interventions as a whole need to be implemented alongside the individual development schemes for the overall socio-economic benefit to Walton to be realised. This strategy aims to deliver a framework of regeneration opportunities that will tackle not only the physical but the socio-economic regeneration of Walton, to realise the significant potential of the area and deliver prosperity for the future. Delivery is the focus of the next chapter.

Part three.

Delivering the regeneration strategy

Delivery strategy

This section sets out how Tendring's Regeneration Company, TDC and its partners should take forward the interventions set out in the Regeneration Framework. It covers:

- Involvement of local community, key stakeholders and partners going forward
- Details on project management of delivery
- Action plans for delivery

Involvement

A fundamental part of the development of the Regeneration Framework has been consultation and involvement with the local community, key stakeholders and partners. Taking the Regeneration Framework forward into actual delivery, it is considered critical that the involvement of these key groups is maintained and promoted. The delivery strategy recognises this and various suggestions are put forward for joint working.

Project Management of Delivery

Proactive and sustained project management in the delivery of the Walton Regeneration Framework is critical. It is proposed that this important function will be undertaken by Tendring's Regeneration Company and TDC, through the Clacton and Coastal Town's Projects Group, as the planning authority (for securing S106 contributions/land/works in kind) and as the local authority (for supporting grant funding applications), with the support of ECC and the newly established Coastal Renaissance Board.

The Clacton and Coastal Towns Projects Group contains a working group of key officers from the regeneration company, TDC and ECC. This group has been instrumental in overseeing the production of the regeneration framework for Walton, and also the delivery of other key regeneration projects in the Clacton and Coastal Towns area.

The Coastal Renaissance Board is a newly proposed partnership between ECC and TDC. It is proposed that officers from TDC and Tendring's Regeneration Company attend the Coastal Renaissance meetings to ensure effective coordination between the two groups.

Delivery Programme and Action Plans

Crucial to the success of the Regeneration Framework is that the spatial masterplan and high level objectives of the community are intrinsically linked to an action plan for delivery in the future. This action plan needs to be realistic and founded on detailed assessments of what is deliverable and viable. This has been the basis for the production of the Regeneration Framework.

The following is a high level programme, summarising the timelines for delivery of the Regeneration Framework.

Providing more detail for the delivery teams and partners, a 10 year action plan has been prepared. This action plan can be found in the full document, in addition to a 3 year action plan, specifically focused towards Tendring's Regeneration Company. This provides further advice on the practical steps that they need to focus on in the first 3 years of the strategy to initiate the delivery of the framework.

These actions are consultant suggestions at present and are subject to submission to, and approval by, Tendring District Council & key partners. It is recognised that regeneration proposals on this scale require constant review and monitoring of actions. Should this Regeneration Framework be approved, it is recommended that the projects form part of the annual delivery plan of Tendring Regeneration, which is monitored by the Tendring Council.

High Level Delivery Programme

Project work in progress ■
Project Completed ■

Our Objectives	How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10	
Objective 1: Building a strong year round economy	1.1 Maximise opportunities for economic growth through the development of key opportunity sites	Urban Beach	Clacton & Coastal Towns Group - Tendring District Council - Leisure Dept & Technical & Procurement				
	1.2 Diversify the existing leisure based economy and extend seasonal activity	Creative use of Shops	Creative Partnerships - Haven Gateway - Tendring Technology college - Clacton County High School				
	1.3 Improve educational attainment and the skills base of the resident population	Shop front Grant Scheme	Tendring's Regeneration Company - Tendring District Council - Heritage and Conservation - ECC				
	1.4 Provide new facilities and accommodation which will attract a wider range of visitors and increased visitor spend throughout the year	Bad Weather activities at Columbine Centre	Columbine Centre with support from Clacton & Coastal Towns Group - Essex CC Youth Services				
	1.5 Develop the local retail market and make Walton a viable alternative to other shopping destinations	Branding and Marketing Strategy	Tendring District Council (Leisure and Culture) with support from ECC, ETA and EET				
	1.6 Provide suitable sites and premises to meet the needs of expanding and new businesses	Hotel and chalets at Martello Caravan Park	Land owner				
	1.7 Build business and employment networks and support	Improve Pier Façade	Land owner				
		Extend the Town Market	Frinton and Walton Town Council (with support from TDC) - Chamber of Trade & Commerce				
		New workspace at former Avon Works	Land owner				
		Re-develop Pier Hotel	Clacton & Coastal Towns Group and land owner (including adjoining land owners)				
		Introduce free WiFi	Clacton & Coastal Towns Group - RCCE - Private sector				

Our ambitions	How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10	
Objective 2: Creating a unique destination which maximises its environmental and heritage assets	2.1 Reinforce the variety and distinctiveness of Walton as a destination	Crag Walk/ Naze Tower scheme	Naze Protection Society - Essex Wildlife Trust - Environment Agency - Natural England - TDC - Essex County Council -				
	2.2 Create a more welcoming destination which is attractive to visitors and easy to access and move around	String of pearls along seafront	Tendring Regeneration Company - Walton Forum				
	2.3 Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze	Paint beach huts	Hut Owners association - Town Centre Manager -				
	2.4 Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters	Improved streets and squares in the town	TDC Planning - Tendring Regeneration Company - ECC				
	2.5 Improve the physical environment of the town centre and seafront	Improved paths and new signage in Walton and across Tendring	Tendring Regeneration Company - ECC				
	2.6 Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach	Restoration of the Mere	Land owner - TDC - Tendring Regeneration Company				
	2.7 Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history	Establish key link from beach to the Mere	TDC (Planning)				
		Upgrade toilet facilities	TDC (Environmental services)				

Our ambitions		How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10
Objective 4: Ensuring a sustainable future for Walton	4.1 Reinforce the variety and distinctiveness of Walton as a destination	Car parking strategy	TDC Estates				
	4.2 Create a more welcoming destination which is attractive to visitors and easy to access and move around						
	4.3 Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze	Green tourism business schemes	Business Link - Town centre manager				
	4.4 Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters	A new larger car park, Mill Land Car Park	Landowners				
	4.5 Improve the physical environment of the town centre and seafront	Transport and Social infrastructure improvements outside the town	TDC				
	4.6 Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach						
4.7 Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history	Flood defences and shoreline management	Developer contributions where appropriate - EA - TDC - Coastal Pathfinder - Princes Trust					

Our ambitions		How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10
Objective 3: Making Walton a place where people will choose to live and realise their potential	3.1 Reinforce the variety and distinctiveness of Walton as a destination	Courses & placements in renewable energy sector	Clacton & Coastal Towns Group via the Tendring renewable energy education group - Essex University				
	3.2 Create a more welcoming destination which is attractive to visitors and easy to access and move around						
	3.3 Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze	Improve youth centre	ECC - TDC - Tendring Technology College - Clacton county high school				
	3.4 Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters	New homes at Martello Caravan Site	Land owner				
	3.5 Improve the physical environment of the town centre and seafront	New development adjacent to the Mere	Land owner				
	3.6 Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach	Taster & full courses linked to Walton's economy	Tendring Adult Education Centre - ECC - Business Link - Colchester Institute				
	3.7 Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history	Residential at Station Yard Car Park	TDC (as landowners) - Network Rail and Train Operation companies				

CONTACT DETAILS

INTend
Thorpe Road
Weeley
Clacton on Sea
Essex
CO16 9JH

Tel: 01255 686181
Fax: 01255 831291
Email: info@in-tend.org