



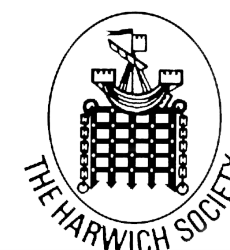
THE REGENERATION OF OLD HARWICH

BY

The Fairhursts Design Group



IN ASSOCIATION WITH



Trinity House



Tendring
District Council

COVER PAGE



OLD HARWICH REGENERATION

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Harwich Masterplan - Strategic Environmental Assessment

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Old Harwich Conservation Enhancement Scheme - by Tendring District Council

First Stage Masterplan Report - S1719-09-01



1.0 BACKGROUND

In November of 2004, Royal Haskoning and the Fairhursts Design Group were appointed to develop a long term strategy for the regeneration and enhancement of the fabric of the old town of Harwich. This process has been carried out over 6 months in partnership with:

Haven Gateway Partnership
East of England Development Agency
Trinity House
Harwich Haven Authority
Tendring District Council

The area of study mainly centres on, but is not limited to, the historic centre of Old Harwich, as indicated by the red area on the map opposite. Where reference is made to 'Old Harwich' in this document it should be interpreted as the red area.

Old Harwich is a mix of recreational, commercial/industrial and residential uses and is recognized as a Priority Area for Economic Regeneration in existing regional strategies.

An opportunity for redevelopment has arisen through the recent decision of a local major private landholder and employer to remain in the area and relocate along the waterfront. This provides the catalyst to initiate the regeneration of the area.

The public and private vision is to create a vibrant and active town that will become the focus of new employment, housing, tourism, commercial and leisure activity.

The aim of this process was to produce a short, medium and long term regeneration strategy and vision for Old Harwich, which in its final version will be included in the Tendring District Council Re-deposit draft Local Plan, and will set the framework for any future development proposals.

Although the process has consulted with local residents, businesses, key stakeholders and land holders, the strategy presents the framework

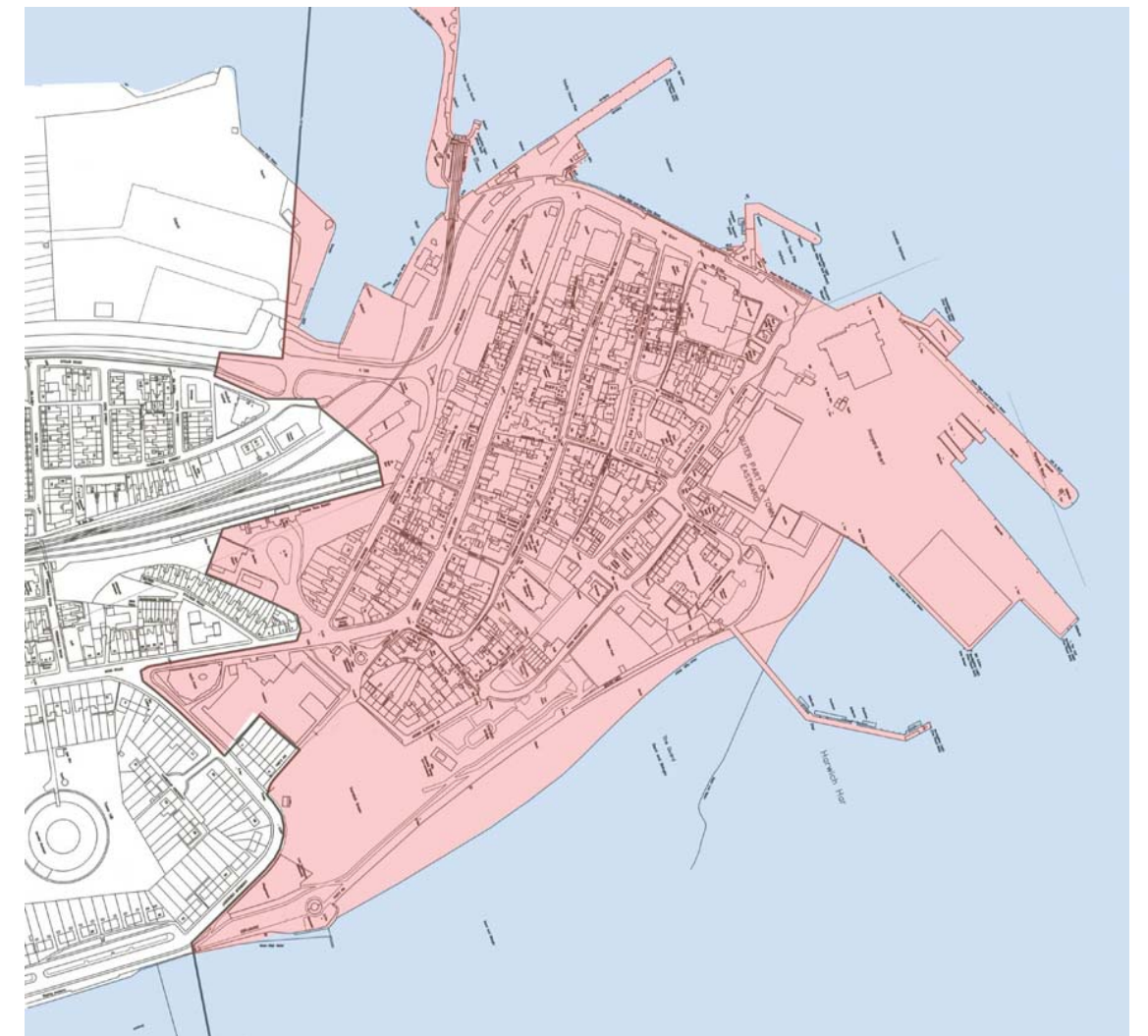


OLD HARWICH REGENERATION

for regeneration by public and private investment and development; it does not represent actual firm, funded proposals.

Integrated within the process is a Strategic Environmental Assessment.

It should be noted that this process has the support of not only the Steering Group, but at a Local, District and County Council level, which sets these proposals apart from previous plans.



Masterplan Study Area



2.0 EXECUTIVE SUMMARY

Old Harwich is a unique place with a rich nautical history and a wealth of fine architecture, which tells a fascinating story of a vibrant and prosperous past. Past centuries have left a great legacy of listed buildings and a diversity and quality of built form, which in parts, is the equal of anything in Europe. The Harwich lighthouse was famously captured on canvas by John Constable in the early 1800's, an image which continues to be enjoyed by visitors to the Tate Gallery in London. The streets of Harwich also relate the lives of diarist Samuel Pepys and Christopher Jones, the Captain of The Mayflower, central figures in the history of the nation. Shifts in global transport patterns and the restructuring of the regional economic base have left Harwich in need of regeneration to stimulate the local economy, improve the quality of life for residents, enhance the built environment and provide Harwich with a sustainable future to match its illustrious past.

The primary intent of this document is to provide a strategic plan for the short, medium and long term regeneration of Old Harwich. An overall vision for the town has been developed, building on the existing strengths to achieve sustainable mixed use development, whilst providing overall themed areas where specific uses will be concentrated.

In simple terms, Industrial activities would be concentrated along the western edges of the quayside, merging into a central quayside area where commercial uses such as restaurants, hotels and retail would be concentrated, moving through to the eastern end of the quayside where residential use would predominate. A visitor mooring facility has been suggested in the short term, to encourage leisure boat visitors to the town and to raise its profile as a attraction in preparation for the long term aim of developing a marina. Proposals to the existing beach and foreshore to the east of the town are focussed on improving recreational and public amenity.

The overall intent however, will be for a mixed use pattern of development with elements of differing use types in each area. A range of options has also been developed for specific key areas of Old Harwich, which are critical to the regeneration of the town namely:

- **The bus/train station and western approaches.**
- **The quayside.**
- **The waterfront/marina.**
- **The beach/foreshore.**
- **The townscape.**

A range of thorough and expansive background work has underpinned this exercise, from the appraisal of all the town's key features and buildings, to the evaluation of all relevant policy and guidance, to a detailed assessment of how the town actually functions in terms of its transport and pedestrian movements. The final proposals illustrated in this document have been developed through a comprehensive analysis, appraisal and a series of development options. The illustrated proposals have been selected and refined through the two consultation periods.

These plans have been established with regard to existing and emerging national, regional and local policy and have been developed to provide the actual fabric for the long-term sustainable development of Harwich, rather than a short term 'face lift' fix. The plans have all been devised in an attempt to focus on the many positive attributes of Old Harwich, and to maximise the environmental, social and economic benefits of these features rather than to introduce any radically new elements into the town. In this way, the character of the existing town can be enhanced and the strong identity of Old Harwich maintained.



OLD HARWICH REGENERATION



OLD HARWICH REGENERATION

3.0 APPROACH TO MASTER PLANNING PROCESS

The aim of the master planning process was to create a short, medium and long term regeneration strategy that will be economically, socially and environmentally sustainable. It provides a framework to the future planning process within the town and gives the people of Old Harwich the vision for the future.

The process of generating the strategy was divided into sections, with an emphasis on involving everyone, from the local council to residents, in the decision making process, thus ensuring that everyone shares the vision.

The staged approach used allowed for a carefully managed process, with each stage representing a progression in the developing design. This enabled key decisions to be taken at the end of each stage, giving a firm foundation to start the following stage.

The stages and timescales were as follows:

	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
Stage One - Analysis Gathering of Baseline information on Old Harwich as it is today.	<div></div>	<div></div>					
Stage Two - Appraisal Appraisal of Baseline information, identification of issues and development of conceptual solutions.		<div></div>	<div></div>				
Stage Three - Public Consultation			<div></div>	<div></div>			
Stage Four - Draft Detail Master Plan and Report Review feedback, develop detailed master plan and report in draft.					<div></div>		
Stage Five - Public Consultation						<div></div>	<div></div>
Stage Six - Final Detail Master Plan and Report Review feedback, finalise master plan and report.							<div></div>
	2004						2005



4.0 STAGE ONE - ANALYSIS

4.1 BACKGROUND

During this stage of the master planning process, the team undertook an analysis of Old Harwich as it is today, based on extensive visits and investigations. The following analysis sheets (Figs. 01_01 - 01_11) show the issues studied under each of the following headings:-

- Arriving in Old Harwich
 - by Road
 - by Ferry
 - by Rail
- Places of Interest
- General perception of land use
- Open space and Public Realm
- Pedestrian movement
- Form and Materials
- Townscape
- Scale
- Navyard Wharf

This process allowed the team to identify those unique aspects that form the foundation of any regeneration and to isolate weaknesses to build upon and evolve into strengths.

As the master planning process developed it was necessary to revisit certain aspects of the analysis and investigate different areas, to help inform the master plan.

4.2 SUMMARY

Old Harwich is an extremely interesting and surprising town; for its size and scale, its mixture of rich heritage and working quayside, it must be almost unique in the UK. Because the area has so many strengths and attractions it is perhaps surprising that it finds itself in need of regeneration.

However once you scratch the surface, it is clear to see that Old Harwich needs regeneration to stimulate the local economy, improve the quality of life for residents, enhance the built environment and provide Harwich with a sustainable future to match its illustrious past.



OLD HARWICH REGENERATION

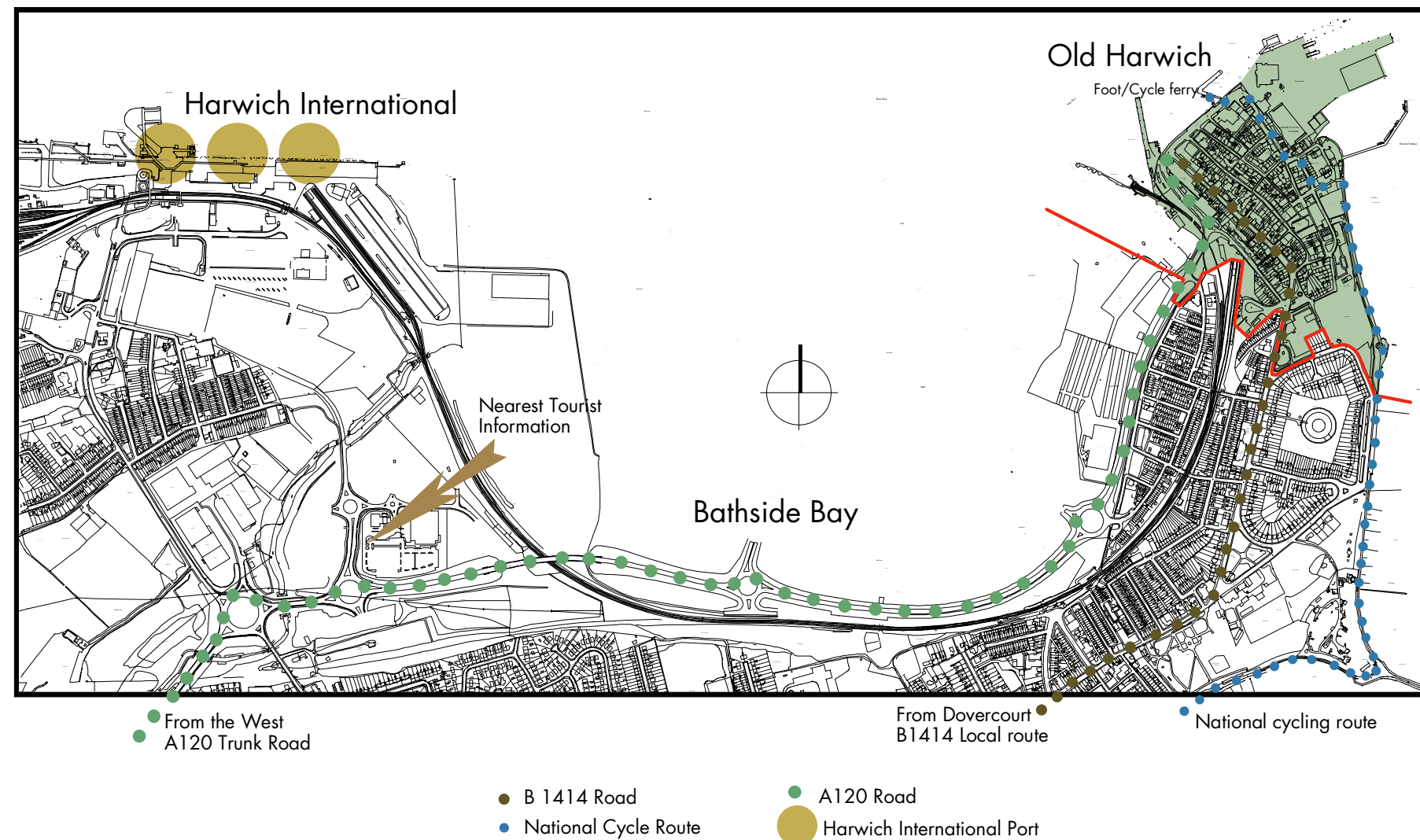
From the analysis it is evident that the key to regenerating the town is to build on its many strengths and continue the work already under taken by the Local Authority, The Harwich Society, English Heritage and local residents and businesses.

The following points provide a summary of the main opportunities or constraints highlighted in the study:

- **Eastern edge of town is disconnected from the rest of the town.**
- **No sense of arrival by road, rail, foot or cycle.**
- **Very little awareness of Old Harwich from Harwich International.**
- **Rich and varied heritage.**
- **Many unique buildings.**
- **Poor quality public realm and facilities around the railway station, quayside and promenade.**
- **Poor image / perception of Harwich.**
- **Dispersed parking.**
- **The biggest issue that faces Old Harwich today is the future of the Navyard Wharf. Development of this area is likely to have a far greater impact on the success and sustainability of any regeneration proposal than any other aspect of Old Harwich.**



Location



Arrivals - Old Harwich by Road and by Cycle

The following is an analysis of the strengths and weaknesses of arriving by road and by bike to Old Harwich.

There are two main routes into Old Harwich, the A120 trunk road brings the majority of national traffic from the west, whilst the B1414 serves for more local access mainly from Dovercourt.

Parking is available in a number of locations, but mainly around the quay side, the railway station and the promenade. There is some limited local signage directing traffic to these areas.

Strengths

Sign posting from distance - Harwich is sign posted on the A14 from almost 150 miles away.

A120 Trunk road takes travellers directly into Old Harwich.

Approach from Dovercourt takes visitors into the heart of Old Harwich.

Approach from Dovercourt picks up on major local attractions; Redoubt, Beacon Hill

Old Harwich is on main cycling route, mainly using the route along the promenade.

Weaknesses

Only two tourist signs are used on the A120 trunk road as you approach the Harwich area, giving only minimal information regarding the attractions.

Minimal signage on approach from Dovercourt.

No delineation from leaving Dovercourt to entering Harwich.

Because of the nature (industrial) and geography of the approach to Old Harwich, beginning at the port roundabout and then on alongside Bathside Bay, there are almost no clues as to any interest or activity past Harwich International.

Most road signage is dominated by port information.

Limited parking, with limited signage directing visitors.

No clear or obvious arrival point for visitors by car or by cycle.

A120 is very inhospitable for cyclists.



Approach to Old Harwich A120
Limited signage
No sense of arrival
Cyclist Unfriendly

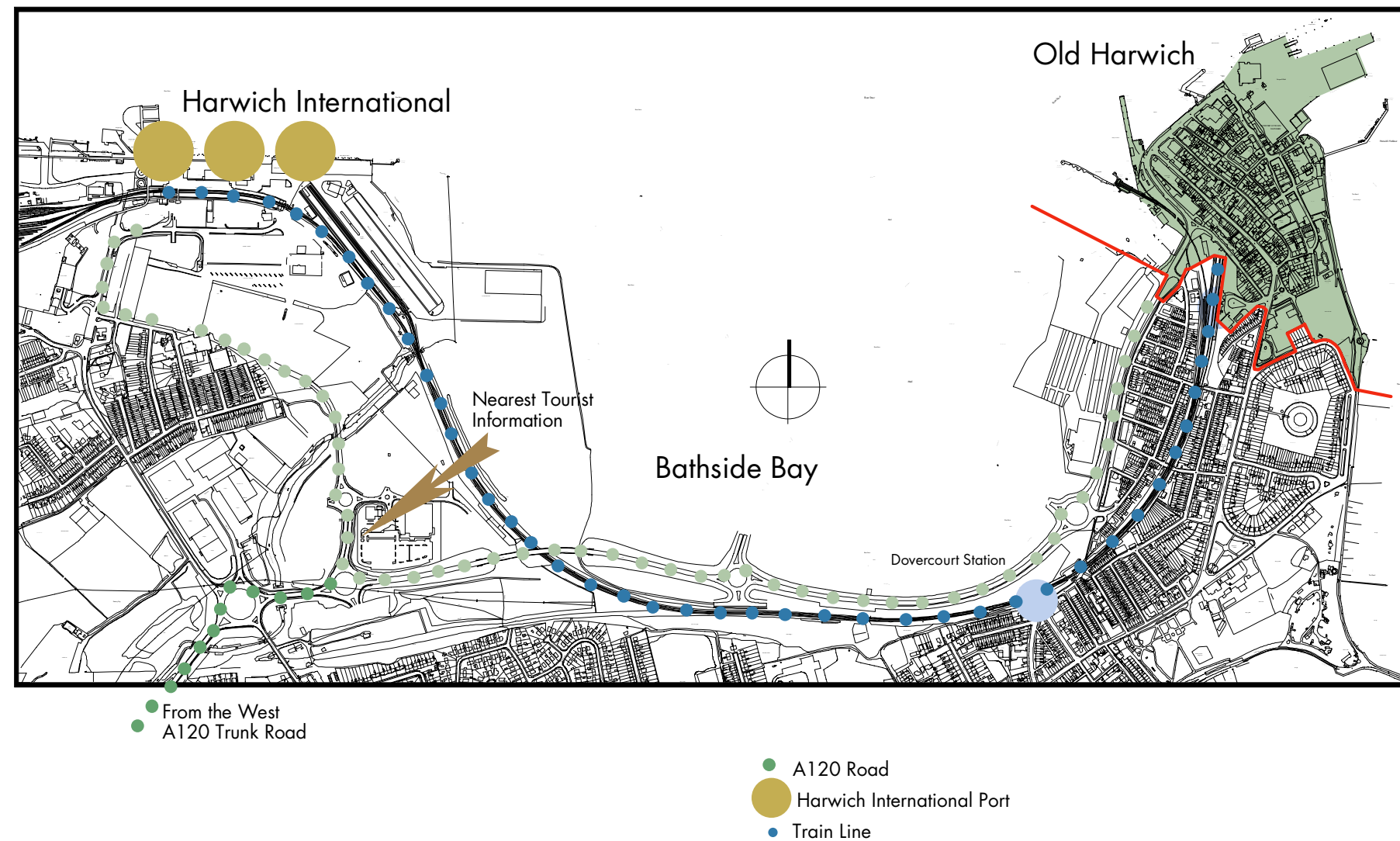


Approach to Old Harwich B1414
Limited signage
No sense of arrival
No delineation between Harwich and Dovercourt



Approach to Old Harwich Cycle Route
Good Signage
Good sense of arrival
Cyclist friendly

Location



Arrivals - Harwich International

The following is an analysis of how Old Harwich relates to people visiting the area as a result of Harwich International.

Harwich International supplies foot, car and haulage passage to the continent.

Harwich International has good connections to Old Harwich, 5 minutes by car along the A120 and 5 minutes by train.

Passengers using the port arrive either by road or by train.

The port itself has car parking facilities, waiting lounge, bar and cafeteria. The car park is £6 per day.

Strengths

Major source of people coming in to the area from the rest of the UK.

Major source of tourists coming in to the area from the continent.

Weaknesses

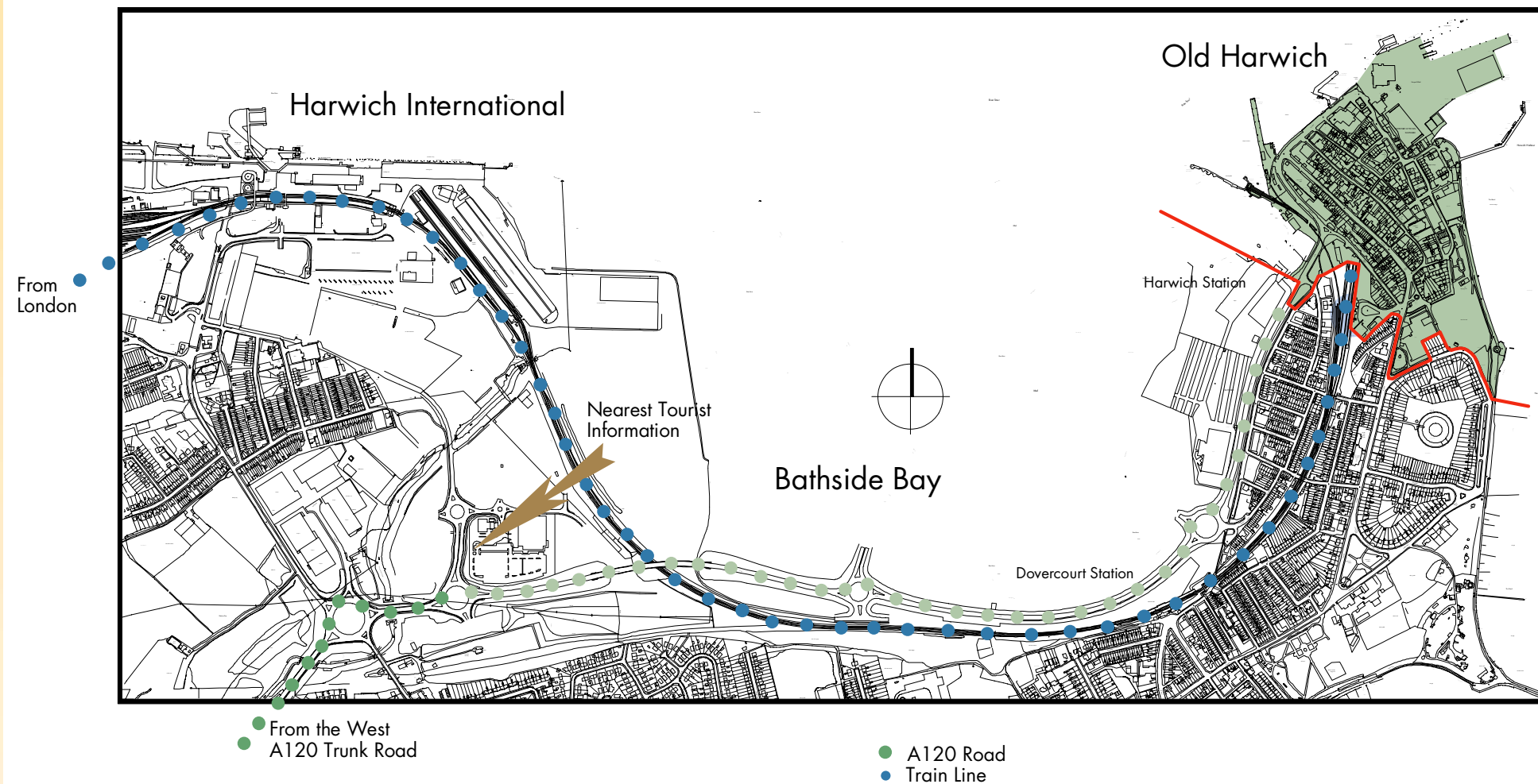
Within terminal buildings there is minimal information on Old Harwich and local tourist attractions.

Due to weakness in approach road signs and the nature of the A120 trunk road, travellers arriving to the port by car have very little concept of anything of interest past the port.

Web sites for the port and travel guides make little or no mention of Old Harwich, of local places to eat/shop/stay.

Nearest Tourist information is approximately half a mile from the port, situated in a supermarket car park. It supplies tourist information for most of the UK and can organise tickets and travel arrangements - although information on Old Harwich is very limited considering its nearby location.

Location



Arrivals - By Rail

The following is an analysis of the strengths and weaknesses of arriving by train to Harwich.

Harwich is 90 minute journey to London by a direct connection in to Liverpool Street.

Strengths

- Direct link to London
- Commuter distance to London
- Same line as Harwich International
- Station is in the heart of Old Harwich
- Bus stops outside station

Weaknesses

- No waiting facilities at station
- Unmanned station
- Almost no signage from station to Harwich or surrounding areas.
- No perception of connection with Old Harwich
- Station backs onto large areas of vacant land giving a feeling of insecurity and vulnerability to visitors and commuters.
- Car and coach workshop give a poor image to people arriving by train.



View from platform
Open, vacant land - insecurity/vulnerability
Poor first image for visitors



View from Station towards Quay
Open, vacant land
Although in heart of Old Harwich, lack of connectivity



Station Approach
Poor Image
Lack of connectivity
Unsuitable uses adjacent to each other



The Guild Hall
Grade I listed
Good Setting
Identifiable



Christopher Jones House
Good setting
Identifiable



High Lighthouse
Scheduled Monument
Landmark
Small toilet block spoils setting



Navigation House
Landmark
Poor connectivity
Barrier to promenade



Low Light House
Good setting
Good accessibility
Landmark
Museum with limited opening times



OLD HARWICH REGENERATION

Photo Survey / Places of Interest

The following is an analysis of some of those places and buildings of interest around Old Harwich. It aims to identify those key examples, within a setting that is clearly full of historical buildings.

Old Harwich is richly endowed with heritage, some of which is either unique or the best example in the UK.

General Strengths

Huge historical and archeological interest

Huge cultural interest

The Old Harwich heritage trail identifies many of the those buildings and places of interest on tourist information maps, backed up by directional signs throughout the area.

Majority in good to very good condition and easy to view and all in close walking distance from each other.

General Weaknesses

Many poorly identified in their own setting.

Although some have attractions inside, many have limited opening hours.

Terminology

Setting - The building surroundings; does it have a negative or positive effect.

Landmark - A building or monument that is synonymous with its place. Also used for orientation when navigating the town.

Connectivity - How easily is building or monument located and visited.



Beach and Promenade
Leisure Interest
Major link to Dovercourt and through Old Harwich
No link to quayside
Area of Environmental Interest



Beach and Promenade
Major Link
Activity and interest
Blocked link to quayside
No perception of connectivity with quaysie



Electric Palace Cinema
Unique and working
Focal point for some culture events
Excellent setting



St' Nicholas Church and Vicarage
Landmark
Good setting except approach from the north
Poor relationship to promenade



Naval House and Navyard Wharf
'Industrial Heritage'
Barrier to northern end of town
Negative impact from haulage vehicles



Ha'Penny Pier and Foot Ferry
Leisure activity
Visitor information limited opening times
Poor setting alongside quayside road



Pier Hotel and Quayside Court
Landmark
Historic Building
Poor setting alongside Quayside Road



Mural, Angelgate and Timber Fields
Good setting
Poor relationship to Harbour House and Life boat museum



Trinity House Pier
Landmark
Working landscape



Life Boat Museum
Average setting
Poor connectivity
Limited opening times



Train Ferry Gantry
'Industrial Heritage'
Landmark
Poor access
No access



Quayside
'Industrial Heritage'
Working landscape
Poor access
Poor setting alongside Quay side Road



Bathside Battery
Scheduled monument
Poor setting next to trunk road
Very difficult to locate



Redoubt Fort
'Unique military heritage'
Very poor setting
Poor connectivity



Tread Wheel Crane
'Unique industrial heritage'
Landmark
Poor setting
Difficult to view lifting wheel



OLD HARWICH REGENERATION

Perceptions of Land Use

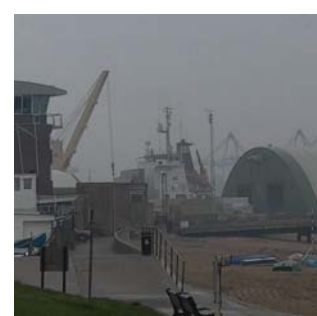
Old Harwich is predominantly made up of a few distinct land uses - residential, industry and leisure / amenity.

Residential land use occupies most of Central Old Harwich while industry is prominent on much of the waterfront.





Leisure and tourism within the town is currently fragmented and stagnant. Despite a good grounding, the town is clearly not making use of many of the assets available to it.

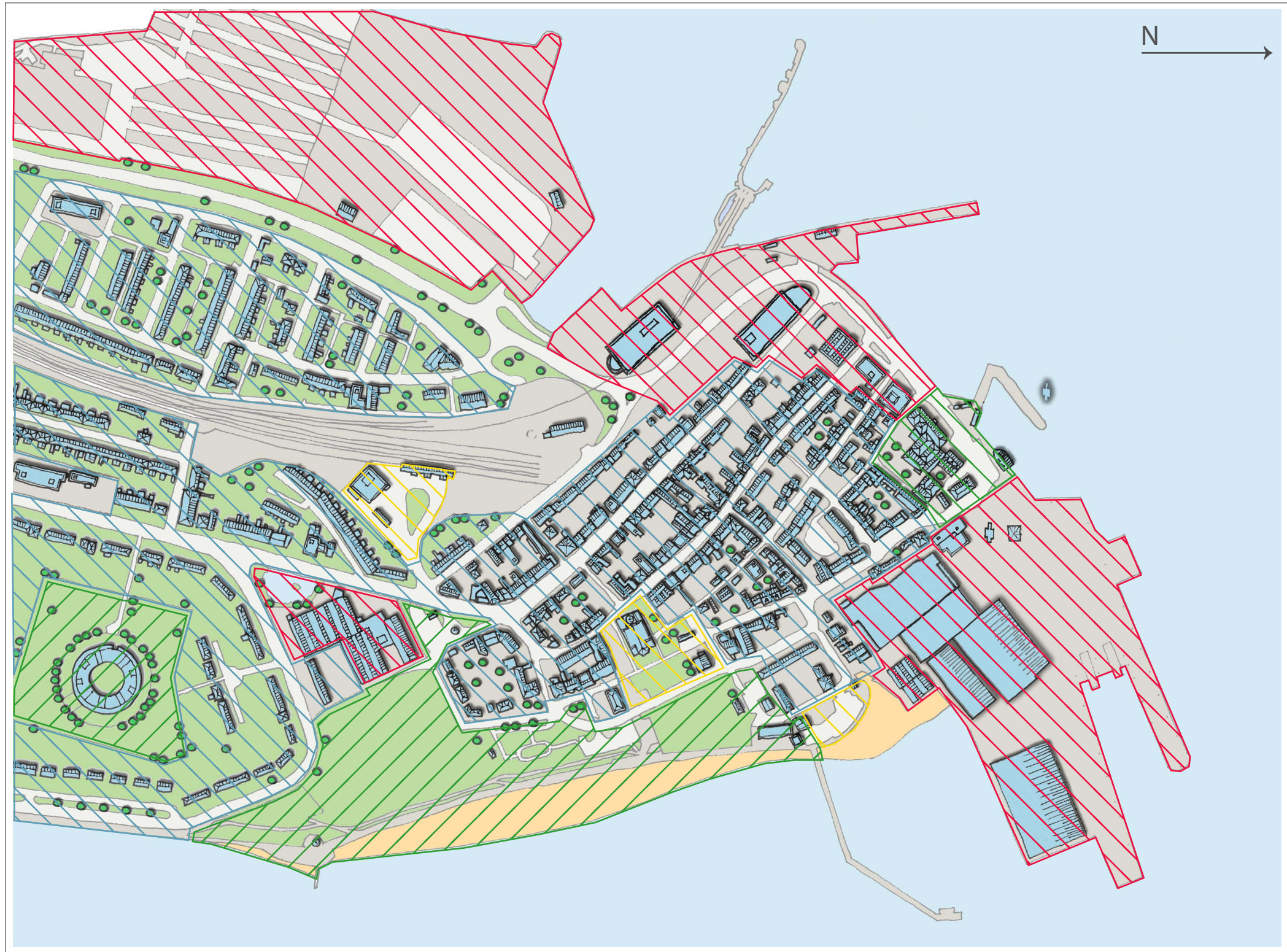


The heart of Old Harwich is predominantly residential. A low level of local retailers and eateries highlights the need to attract activity into the town.



Maritime industry occupies a significant presence in and around the town. Much of the prime water front sites are blighted by unsightly uses and are the cause for heavily trafficked roads.

-  Residential
-  Industry
-  Leisure / amenity
-  Other



Perceptions of Land Use	Stage One - Analysis	Job Number S1719	Drawn by RP	Date Jan 05
		Drawing Number 01.05	Checked by MCA	Scale N/A



OLD HARWICH REGENERATION

Open Public Space & Public Realm

There are large areas of open space in and around Old Harwich, however much of this is for industrial purposes and restricted from public access.

The park, gardens and beach provide the bulk of open public realm in Old Harwich, with smaller areas outside the station, the church and the quayside.



Train & Bus Station Foreground

Beach

Car Park

St Nicholas' Church

Boat Yard

Lifeboat Museum

 Principle Public Open Space

 Public Exclusion

 Area of Scientific / Environmental Interest

Open Space & Public Realm

Stage One - Analysis

Job Number
S1719

Drawing Number
01.06

Drawn by
RP

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MCA

Date
Jan 05

Scale
N/A



OLD HARWICH REGENERATION






Pedestrian & Vehicular Movement

The A120 running through Old Harwich is a major source of severance. It is the main route for all national locations and carries a large number of vehicles, particularly heavy goods vehicles to and from the Navyard.

Elsewhere, light levels of congestion and a lack of parking can be experienced, particularly on sunny days when an increased number of people are visiting the town for the beach. Generally though, the town is relatively quite in traffic terms. Pedestrian access along many of the roads is very good, with a number designated routes for pedestrians only.

Many of the smaller roads and walkways form an important part of the town centre. They provide vital links and if treated and maintained properly, are a distinctive characteristic of the town. There is however a lack of important links in some locations.

Harwich Town Train Station is approx 1.5 hours direct to London. The bus station serves local needs.

-  Pedestrian only routes. There is a variety of designated walkways, though some more successful than others.
-  Excellent pedestrian access shared with only a low level of vehicle use. Perceived as pedestrian friendly roads.
-  Good pedestrian access and walkways shared with local traffic only. Perceived as pedestrian friendly roads.
-  Secondary vehicular route (B1414), from local towns and villages. Average pedestrian access / opportunity to cross.
-  Primary Route (A120), from Harwich International and other national locations. Main route for cargo hauliers. Very poor pedestrian access and crossing.





OLD HARWICH REGENERATION

Form & Materials



The town of Old Harwich has a very distinctive form and character. It predominantly consists of small grain development, a great deal of which originates from the 18th and 19th centuries. Though building styles vary, most are either stone, brick or render and are no higher than two or three stories. Good quality restoration has been carried out to many of the older buildings, giving a pleasant 'small town' feel to the heart of the town.

Walking the narrow streets in the centre, presents continued trails of interesting findings. Toward the edges however, poorly located industrial buildings dominate much of the townscape and detract from the overall image of the town. These buildings have not been considered within their context and lack quality. A scattering of other comparatively modern buildings also lack physical quality and purpose within the landscape.



Examples of housing styles from many of the previous decades is evident throughout the town, though there are no notable examples of modern contemporary architecture.



As the town stretches out towards Dovercourt, it becomes much more suburban in its appearance and feeling and feel.



Form & Materials	Stage One - Analysis	Job Number	Drawn by	Date
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OLD HARWICH REGENERATION

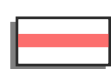






Townscape



The best is made of an imposing wall on a central road. This interesting mural however does not fully detract from the fact the wall gives an unwelcome feel to the road.



The highly visible Navyard is an industrial use and a blockade to moving around the sea front. It is also a large generator of heavy traffic, causing severance from the town to the sea front.

-  Edge / barrier
-  Key local connecting route
-  Desired connection
-  Severance
-  Landmark
-  Node
-  Amenity



Townscape	Stage One - Analysis	Job Number S1719	Drawn by RP	Date Jan 05
		Drawing Number 01.09	Checked by MCA	Scale N/A



OLD HARWICH REGENERATION

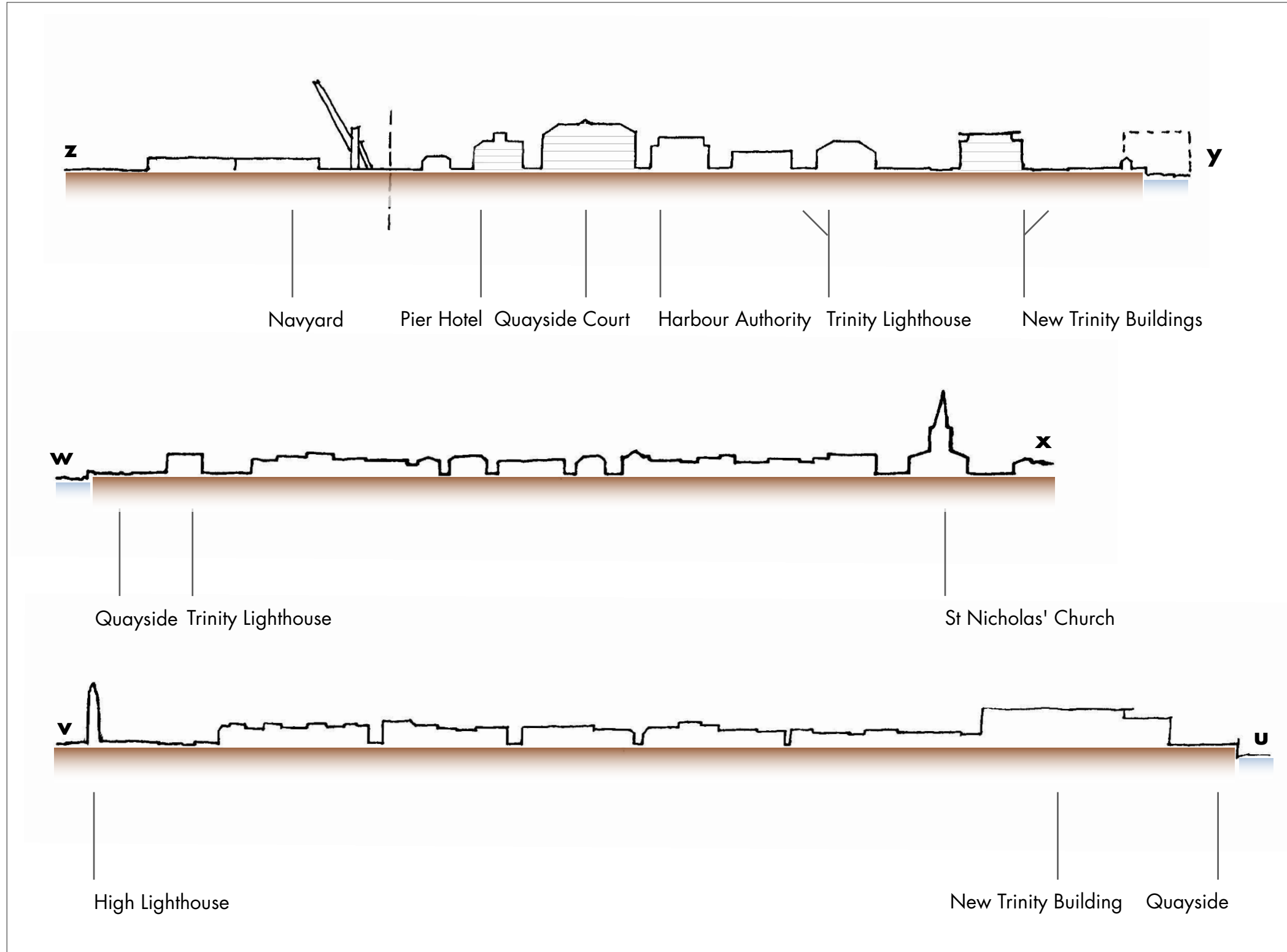
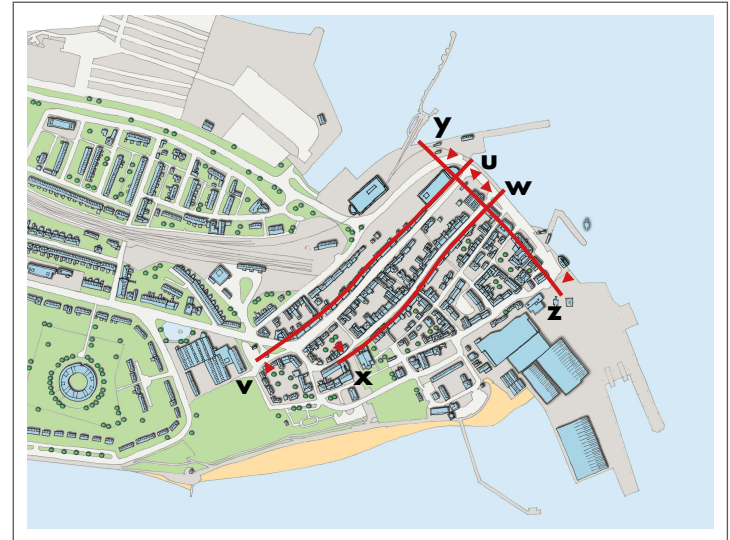
Scale

Old Harwich is typically very low scale in its development with most buildings either two or three stories.

Quayside Court on the quayside stands at four stories, although its neighbors along the front fall to two or three. Due to its location and prominence, the quayside would be appropriate for higher scale development, approaching this height, although a building nearer the height of the Pier Hotel may well give a better relationship with the smaller scale buildings behind.

Within the close knit grain of the town centre, higher buildings on the periphery would not be visible. This would certainly be beneficial in the event of the proposed development at Bathside Bay. Changing the direction that Old Harwich faces would also help detract attention from this potentially large scale development.

Views must be maintained or improved of the higher scale landmarks of St. Nicholas' Church and the High Lighthouse.



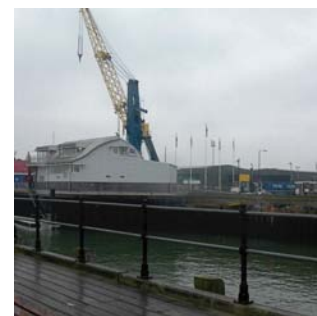
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OLD HARWICH REGENERATION

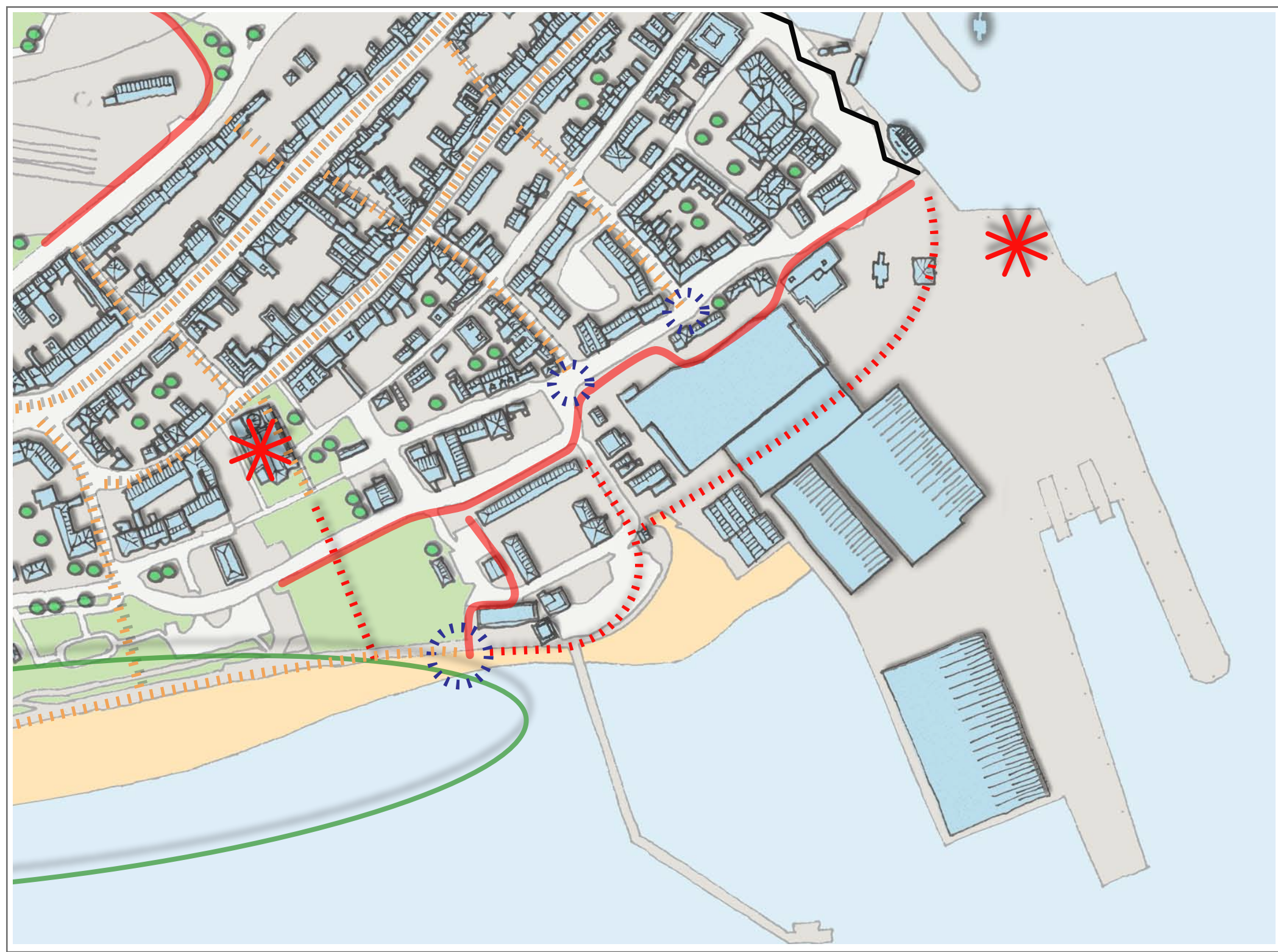
Navyard

The Navyard represents one of the biggest issues facing Old Harwich. Its use conflicts with the general mixed uses of residential and leisure. It is serviced by a large number of heavy goods vehicles that cause noise and disturbance to Quayside and local roads. Its location causes a visual block when looking east, and acts as a barrier to connections from promenade to the Quayside.



The large crane on the Navyard is a significant landmark in the area. Though it is lacking in any real aesthetic value, it can be seen from afar and marks the far corner of Old Harwich.

-  Edge / barrier
-  Key local connecting route
-  Desired connection
-  Severance
-  Landmark
-  Severed route / barrier
-  Amenity



Navyard	Stage One - Analysis	Job Number S1719	Drawn by RP	Date Feb 05
		Drawing Number 01.11	Checked by MCA	Scale N/A

5.0 STAGE TWO - APPRAISAL



OLD HARWICH REGENERATION

5.1 BACKGROUND

With the baseline data collected in stage one, the appraisal process allowed the team to pinpoint the issues facing Old Harwich and identify conceptual solutions.

The land use study identified the four main uses within the town; industrial/commercial, residential, leisure/retail and amenity. Early in the appraisal process the team identified that it was necessary to generate an overall strategy for how Old Harwich organises itself with respect to its main activities.

During the appraisal stage the team generated a number of options that addressed these issues. The options were conceptual, in the sense that they suggest ideas and uses, rather than actual built forms.

5.2 SUMMARY

From the analysis it was clear that the town has an existing structure, organising uses generally into zones. However the industrial uses on the eastern edge of the town were clearly in conflict with the general distribution of uses in the area.

Fig. 02.01 illustrates how the team envisaged Old Harwich could organise its uses in the future. This can be summarised as follows:

- **Reorganise and reinforce the commercial/industrial activities to the western end of the town.**
- **Promote and develop leisure and retail activities on the eastern end of the town.**
- **Develop the quayside to become the interface between the residential, retail, leisure and commercial uses - creating a mixed use, vibrant working quay side.**

- **Extend the amenity activities further north, overlapping with the leisure uses.**

This strategy became the keystone for the development of more detailed option studies for regeneration in key areas, and should be seen as the first principle adopted by the Steering Group.

In establishing this zoning principle, activities such as the proposed marina development (first identified in the 'Harwich Waterfront Regeneration' feasibility study) could be located accordingly.

Another benefit from restructuring of the land uses will be the re-focusing of leisure/visitor activity to the east and north, rather than the existing focus from the quayside looking west and north. Activity and views, along the quayside, will change from industrial in the west to leisure in the east, creating a truly unique mix of activities along the waterfront.

Figures 02-02 to 02-05 show the appraisal and proposals made for the other main issues identified in Stage One. These can be summarised as follows:-

- **Reinforce the perception of "arrival" in Old Harwich.**
- **Encourage visitors coming into the area via Harwich International to visit Old Harwich.**
- **Improve the overall image of Old Harwich.**
- **Build on existing links to bring together the promenade, quayside and the centre of the old Harwich.**
- **Reinforce the connectivity of all the major places of Interest.**





OLD HARWICH REGENERATION

- Rationalise parking and reduce impact of heavy traffic.
- Improve car parking provision and allow for increased number of visitors by car.
- Improve the quality of public realm and facilities at the railway station, quayside and promenade.
- Build on work already carried out on the upgrading public realm external finishes.
- Redevelop quayside to promote greater activity
- Redevelopment of Navyard Wharf.
- Encourage a 'cultural revolution' building on established heritage, attractions and events

These objectives were used to inform the various options developed for the First Public Consultation exercise.

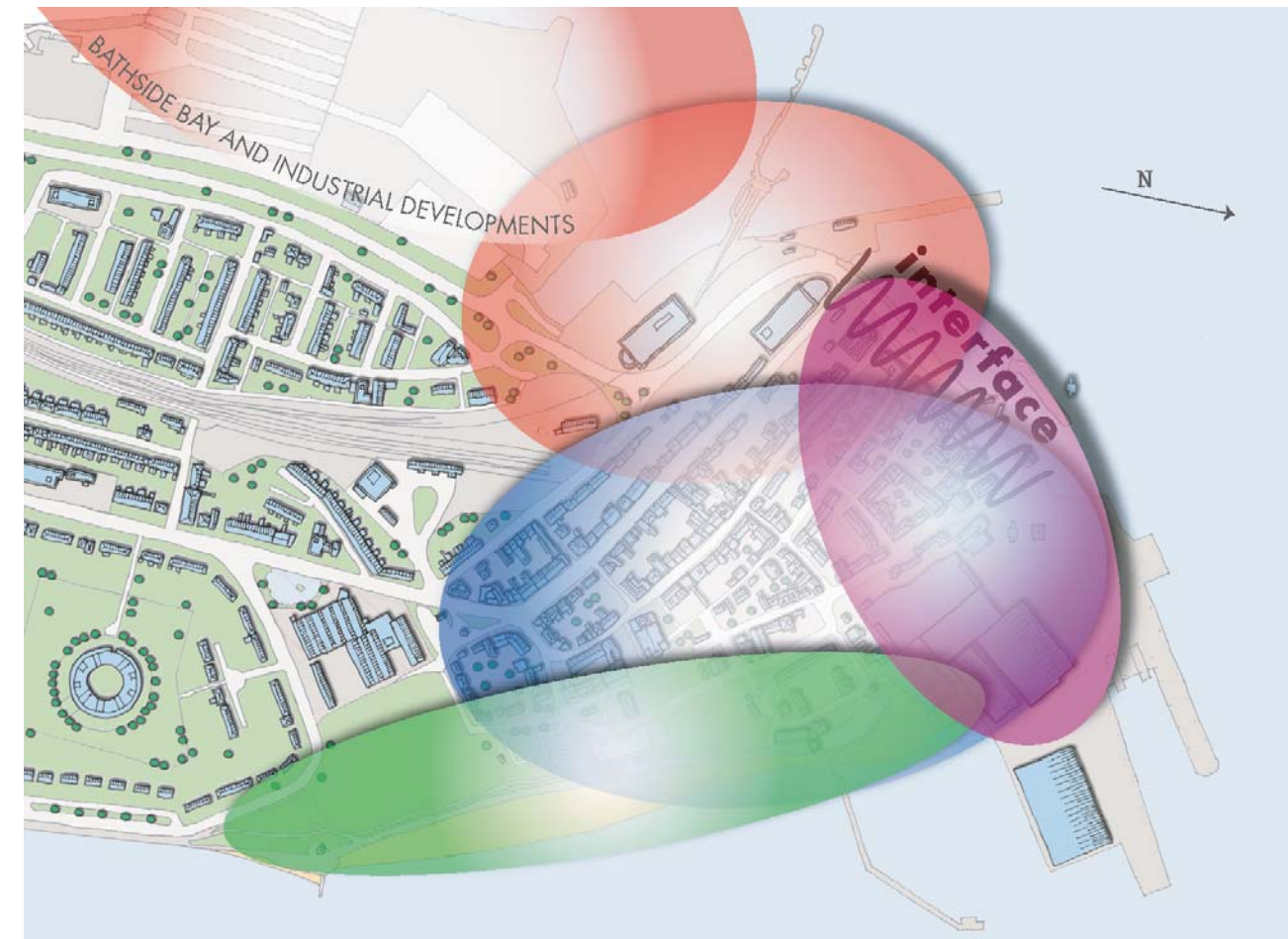






Fig 02.01 Extract





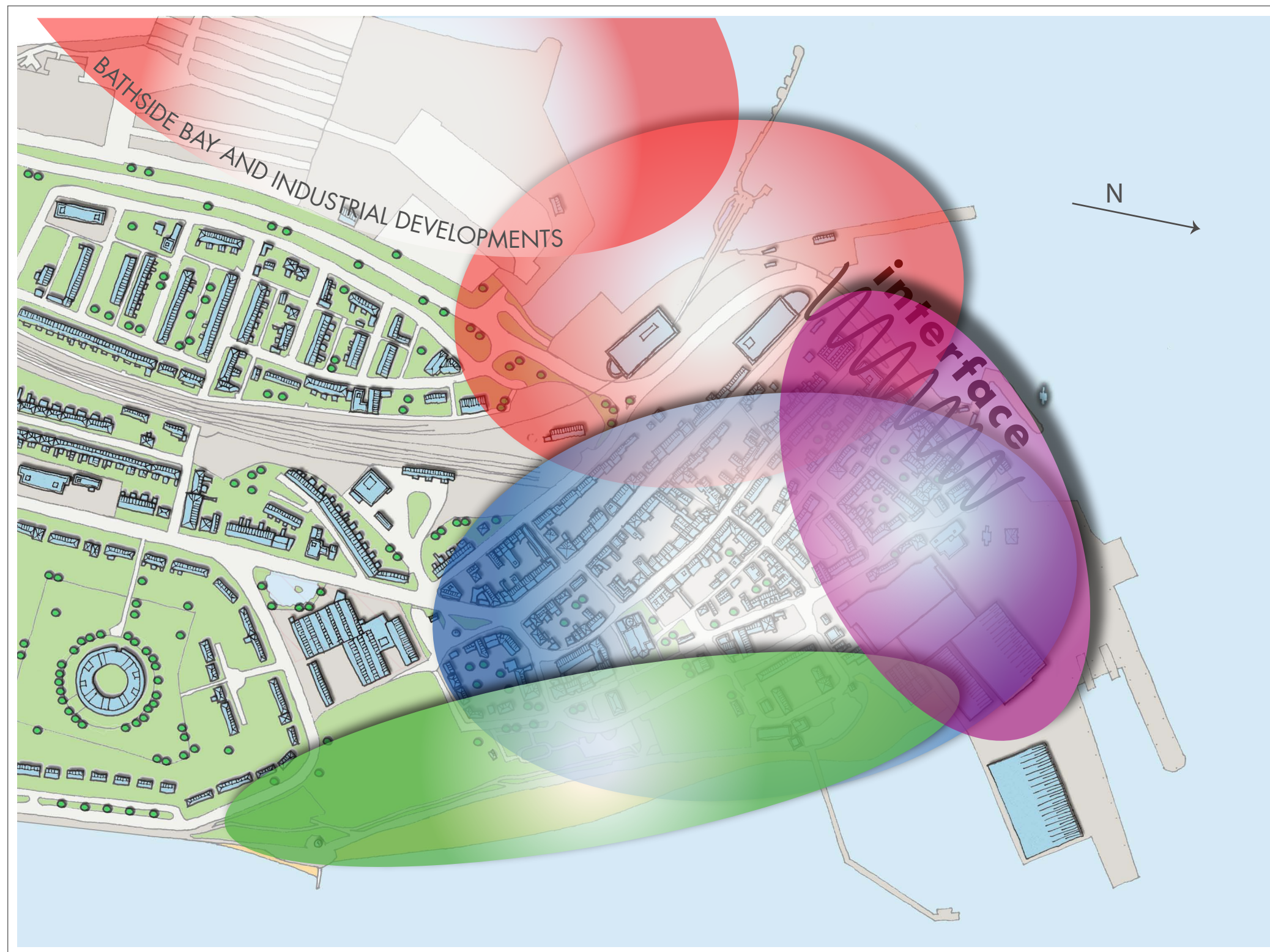
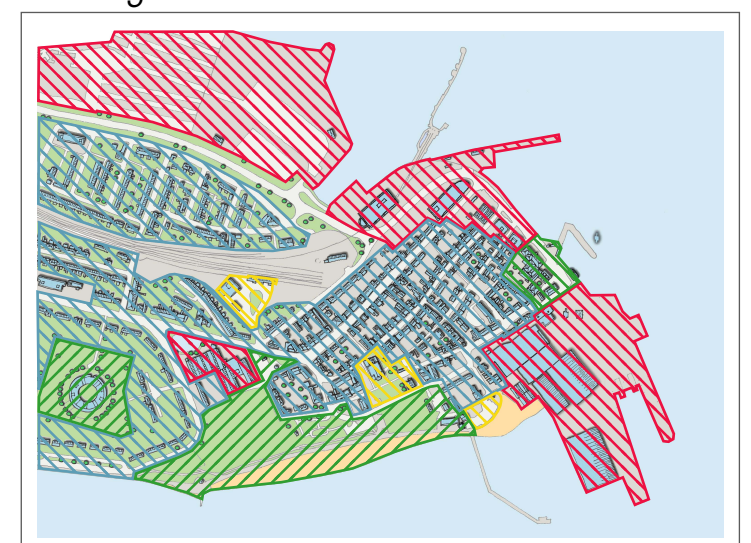
OLD HARWICH REGENERATION

Proposed Land Use

-  Residential
-  Industry
-  Amenity
-  Leisure & Retail

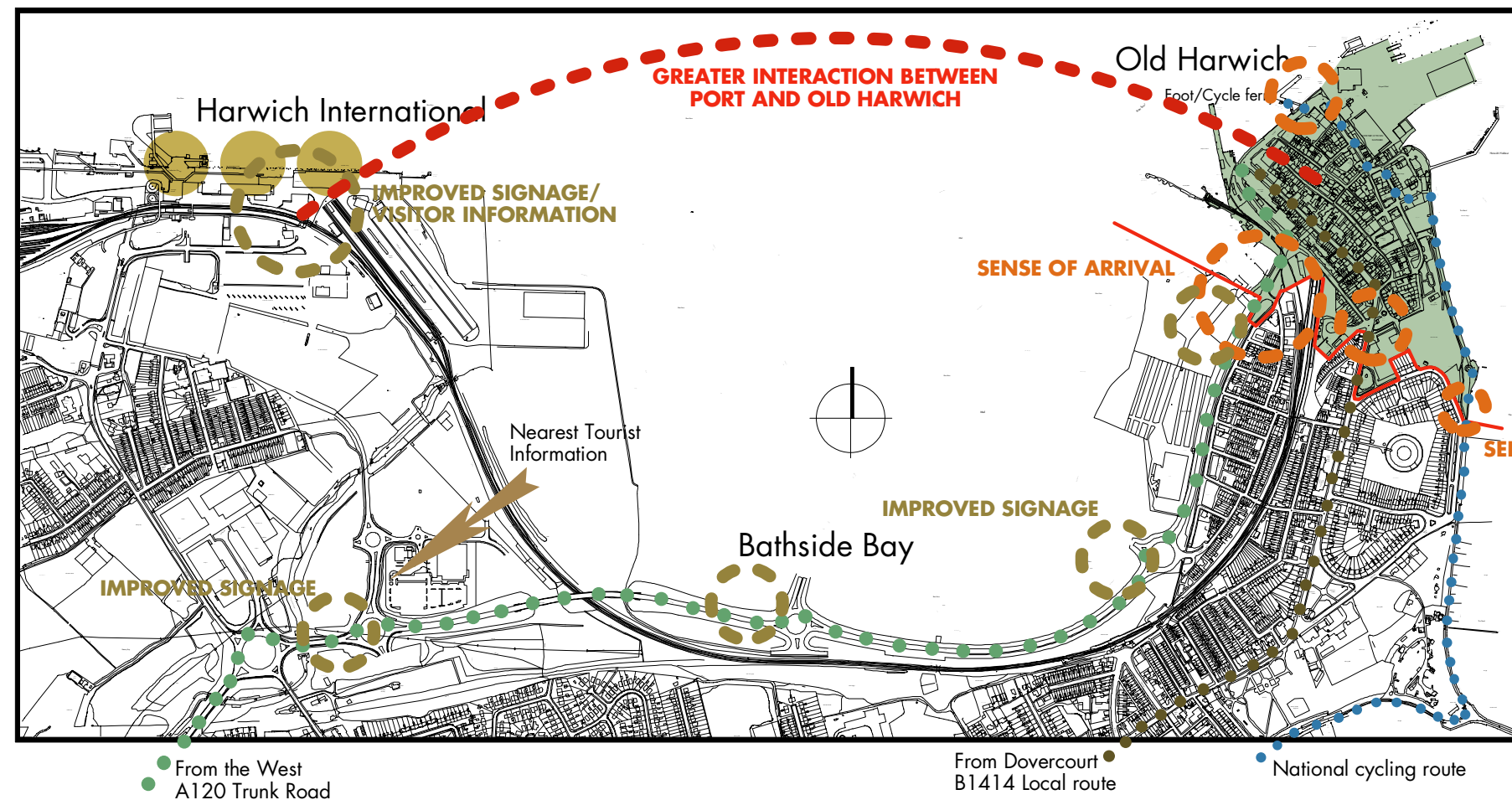
- The focus is on maximising opportunities while retaining necessary land uses
- Housing will remain at the heart of the town
- Industry will be focused towards the harbour, providing access and a transition into any possible Bathside Bay developments
- A new retail and leisure focus will front the quayside and link in with the beach
- The same principle of development would apply with or without the redevelopment of the Navy Yard

Existing land use



Proposed Land Use	Stage Two - Appraisal	Job Number S1719 Drawing Number 02.01	Drawn by RP Checked by MCA	Date Jan 05 Scale N/A
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Location



OLD HARWICH REGENERATION

Arrivals - Appraisal Stage 1

- Improve signage along A120
- Improve signage and visitor information at ferry port.
- Create sense of arrival at main entry points into Old Harwich for road, rail, bus, ferry and cycle.
- New Old Harwich information centers/ boards at ferry port and entry points.
- Improve interaction between Harwich International visitors and Old Harwich



Approach to Old Harwich A120
Limited signage
No sense of arrival
Cyclist unfriendly



Approach to Old Harwich B1414
Limited signage
No sense of arrival
No delineation between Harwich and Dovercourt



Approach to Old Harwich Cycle Route
Good Signage
Good Sense of arrival
Cyclist friendly



OLD HARWICH REGENERATION







Pedestrian & Transport Movement

Pedestrian and vehicular movement around the town is a key issue to be addressed. It can be viewed with two main objectives in mind. 1) The general downgrading of road classification to ensure a pedestrian friendly environment and 2) Improving and creating key routes (this is looked at more closely in 'townscape opportunities').

In creating a pedestrian friendly town centre, considerations must first be given to the redistribution of traffic. Other than residents and servicing, it is intended that the majority of parking be accommodated outside the pedestrian friendly zone, within easy walking distance of most attractions. In the event of the Navyard not relocating, traffic calming measures will be employed, but will cater for large vehicle usage.

Connection from the train and bus stations into the town will be considered to encourage sustainable transport use and to help improve first impressions of the town. Along with a visitor centre, this could also be the location for a shuttle link to a possible cruise liner port.

Additional parking with shuttle service could be considered for Harwich International. This would aim to further encourage footfall into the town.

-  Pedestrian friendly zone
-  Pedestrian only
-  Shared surface - pedestrian priority with vehicular access to residents only
-  Local access only - slow routes with excellent opportunity for pedestrian access and crossing
-  Average pedestrian and vehicular usage
-  Predominantly vehicle useage.





OLD HARWICH REGENERATION





Parking

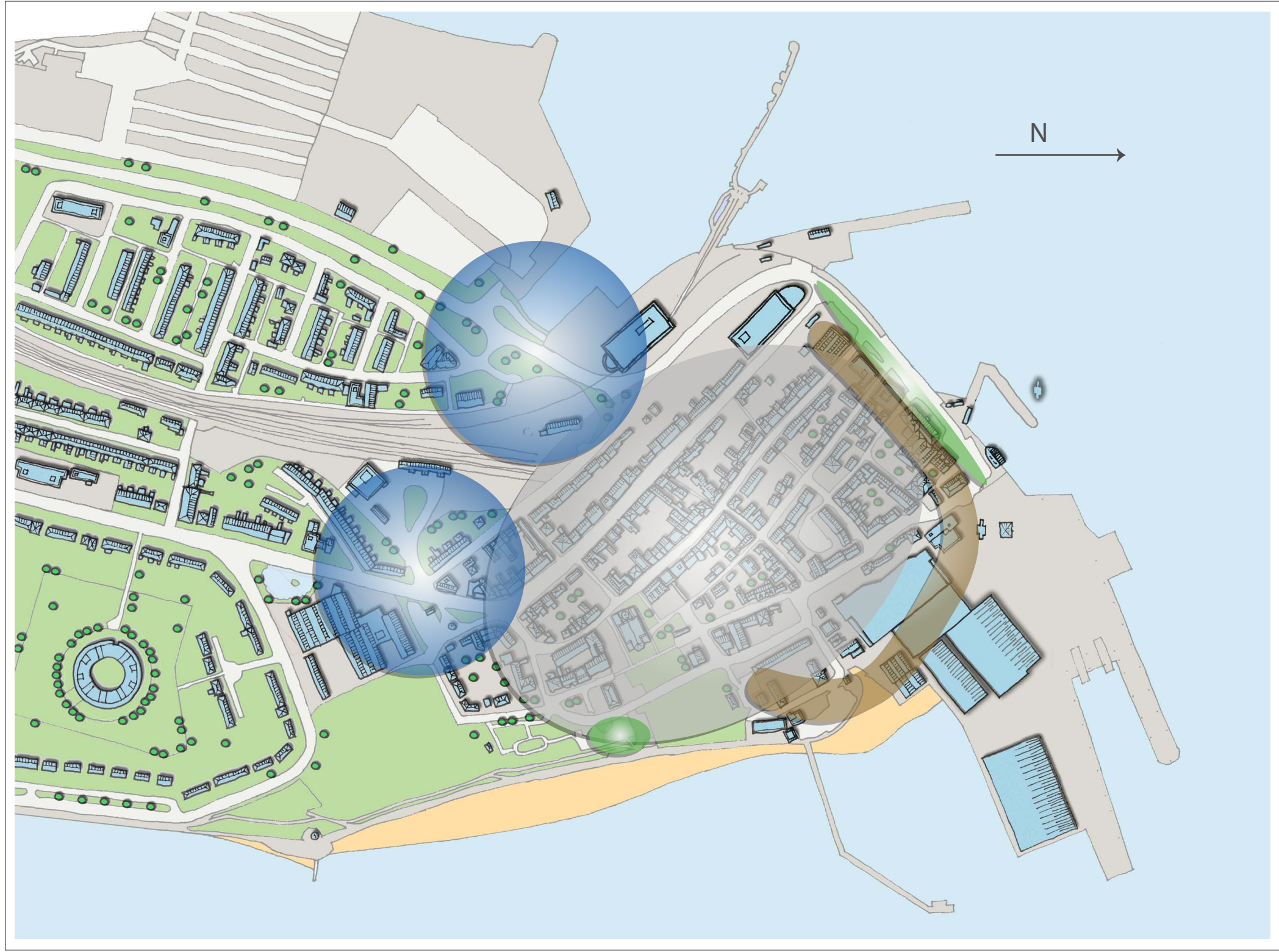
Car parking within Old Harwich mainly relies on small pockets of public 'pay and display' spaces and on street parking. Obviously with a mixed of uses, there are demands on parking from Residents, employees, tourists and visitors.

Although no formal analysis has been carried out it, evidence would suggest that residents parking is under pressure from people visiting the area, which must be at its worst during peak demand in the summer months.

Any new strategy that aims to bring more people to the area, must make provision for those who will use the car or use the car to gain access to alternative transport, i.e. the train.

The regeneration of Old Harwich gives the opportunity to restructure the car parking into the following categories:

-  Gateway / Interchange Parking
parking provision at the main points of entry into Old Harwich - Long Stay
-  Pay and Display - Short Stay
-  Leisure Related Parking - Long Stay
-  Residents Parking
with pockets of parking provided for employment uses - Long stay







Car Parking Opportunity	Stage Two - Appraisal	Job Number S1719	Drawn by RP	Date Jan 05
		Drawing Number 02.04	Checked by MCA	Scale N/A



OLD HARWICH REGENERATION

Townscape

-  Full length promenade to wrap around the town
-  Improved connection
-  New connection
-  New landmark / gateway

The main emphasis is to improve connectivity, particularly to the sea front. A series of improvements and new routes would enhance views and increase legibility.

A full length promenade and upgrading of the existing walkway would be an impressive attraction but would also encourage people between the different attractions / eateries / shops etc.

When you arrive from Dovercourt, the High Lighthouse announces your arrival in Old Harwich. Similarly, when approaching from the A120, a gateway / landmark should welcome you entering into the town.

Existing townscape



Townscape Opportunities

Stage Two - Appraisal

Job Number S1719	Drawn by RP	Date Jan 05
Drawing Number 02.05	Checked by MCA	Scale N/A

6.0 STAGE THREE- DESIGN OPTIONS and FIRST STAGE CONSULTATION



OLD HARWICH REGENERATION

6.1 BACKGROUND

The regeneration of any town involves a mixture of issues and solutions; in the analysis of Old Harwich it was clear that different parts of the town had differing requirements. With this in mind the town was broken down into four distinct study areas. As indicated in fig. 03.01

Through this stage a number of options were generated, each illustrating regeneration with a greater or lesser impact and through the consultation process, feedback was received as to which, if any, were appropriate options for regeneration.

As part of the consultation process, each option was assessed using sustainability indicators and compared against local, regional and national planning and development policies. This ensured that a clear way forward was identified that not only met the aspirations of local residents and businesses but would be sustainable and in accordance with local and national policy.

6.2 SUMMARY

The consultation process identified the following preferred options, that in combination with the feedback received during the consultation process, were used as a basis to develop the final regeneration plans.

Those items noted with an * show specific comments received through the consultation and acted upon.

The proposals illustrated by the following drawings are conceptual, and are not intended to show actual built form or firm, funded proposals.



Fig 03.01



OLD HARWICH REGENERATION

6.2.1 Railway Station and Approach Fig. 03-02

For this area the more dramatic option was developed, there being no strong opinion expressed against it following the first stage public consultation. The key proposals for this option were:-

- **Create new landmark, iconic building that serves as a transport interchange, tourist information centre and museum. Will announce the arrival from A120 into Harwich and create a dynamic gateway into the town.**
- **Reduce length of platform overrun and use new space as public realm.**
- **Utilise currently vacant land to the west for new visitor car parking.**
- **Utilise vacant land to the south of the station for long stay parking creating new one way road link.**
- **Relocate industrial activities in station forecourt to the south corner of the vacant land.** * During the consultation a preference was made for locating these activities near the other industrial activities at Gas House Creek.
- **Utilise vacant land to the south, north and the existing station for new residential development.**
- **Improve links from landmark building east into town, filling in any vacant land with new residential development.**
- **Create public realm space linking in Bathside Battery.**

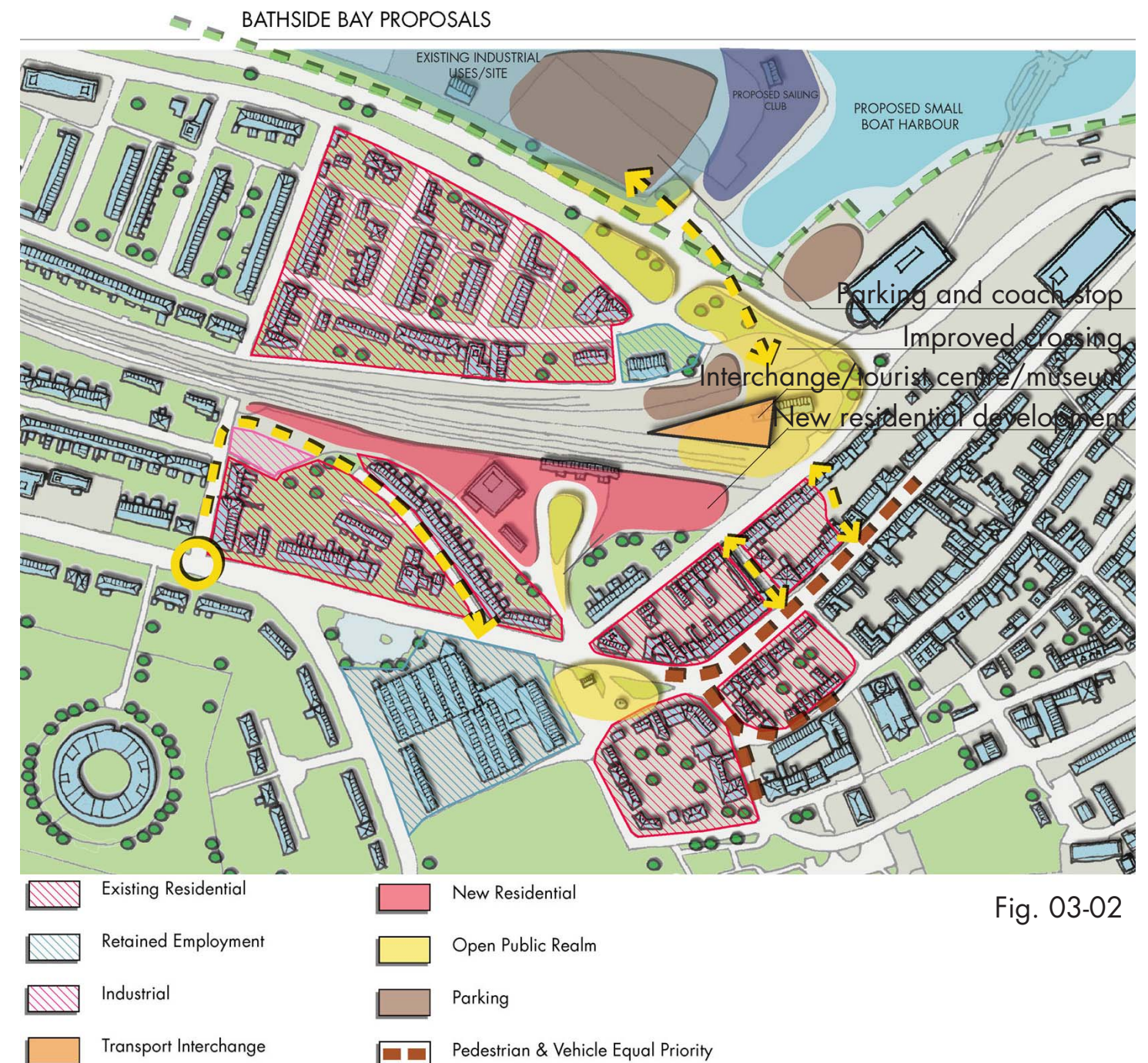


Fig. 03-02



OLD HARWICH REGENERATION

6.2.2 Quayside Fig. 03.03

Only one option was proposed for this area, as the principles were similar whatever development went on elsewhere. There were no major concerns expressed at consultation and the need for improvements generally supported. The key proposals were:-

- **Upon arrival in Old Harwich road surface and character to be changed so that highway/pavement is shared in equal priority with pedestrians.**
- **Parking on the water side of the Quay road to be removed, the pavements rationalised and extended.**
- **New development on the vacant Trinity House sites will be retain the northern building line of the existing buildings.**
- **The existing forecourts to be removed and the public realm extended to the line of new buildings.**
- **Shortstay visitor parking to be provided in this area.**
- **A mix of retail, residential and leisure developments to be encouraged along the quayside.**
- **Junctions to the North South town roads to be improved. To increase pedestrian safety and calm traffic speed.**
- **New 'seed' marina will be created on the quayside.**
 * During consultation the issue of a 'seed marina' was thought to be commercially unviable, however an alternative would be to create visitor berths for leisure craft. Which would have the effect of promoting the town as a leisure craft destination.
- **Incorporation of a floating maritime exhibit.**

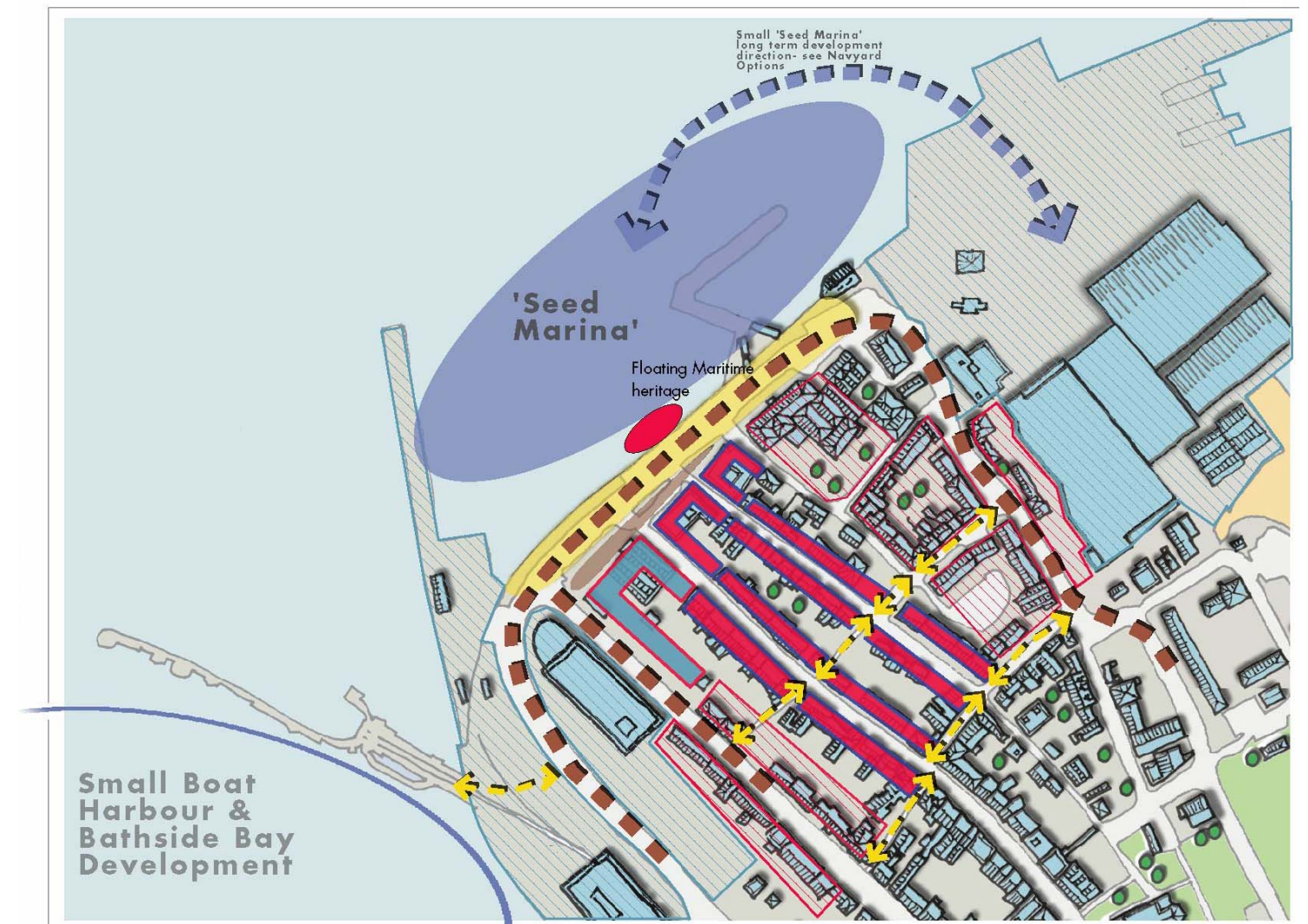


Illustration indicates quayside without redevelopment of the Navyard

Fig. 03.03

- | | |
|--|-------------------------------------|
| Existing Residential | Open Public Space |
| Retained Employment | Parking |
| Mixed Use - Retail / Leisure / Residential | Pedestrian & Vehicle Equal Priority |
| Mixed Use - Retail / Leisure / Employment | |





OLD HARWICH REGENERATION

6.2.3 Navyard and HHA Pier Fig.03.04

Again the more dramatic of the options proposed was taken forward. There was strong support for the redevelopment of the Navyard, though concern was expressed that the size and scale of development should be harmonious with the scale, grain and character of Harwich.

The key proposals were:-

- **Regenerate the area of the Navyard Wharf for mixed use residential, retail, leisure activities.**
- **Link The Quay road to Wellington road, creating a new active waterfront.**
- **Link the Promenade and beach to the new quayside.**
- **Create new public realm space for quay side activities, cultural activities, exhibits and leisure opportunities.**
- **Large scale marina development. ***
- **Visitor berths to be provided to promote the town as a leisure craft destination.**

* The future of the various Harwich Haven Authority buildings around Old Harwich was discussed throughout the consultation period. The conclusion was that although HHA had no current plans to move any of its operations, they would be prepared to look at relocating all of their operations into one single building.

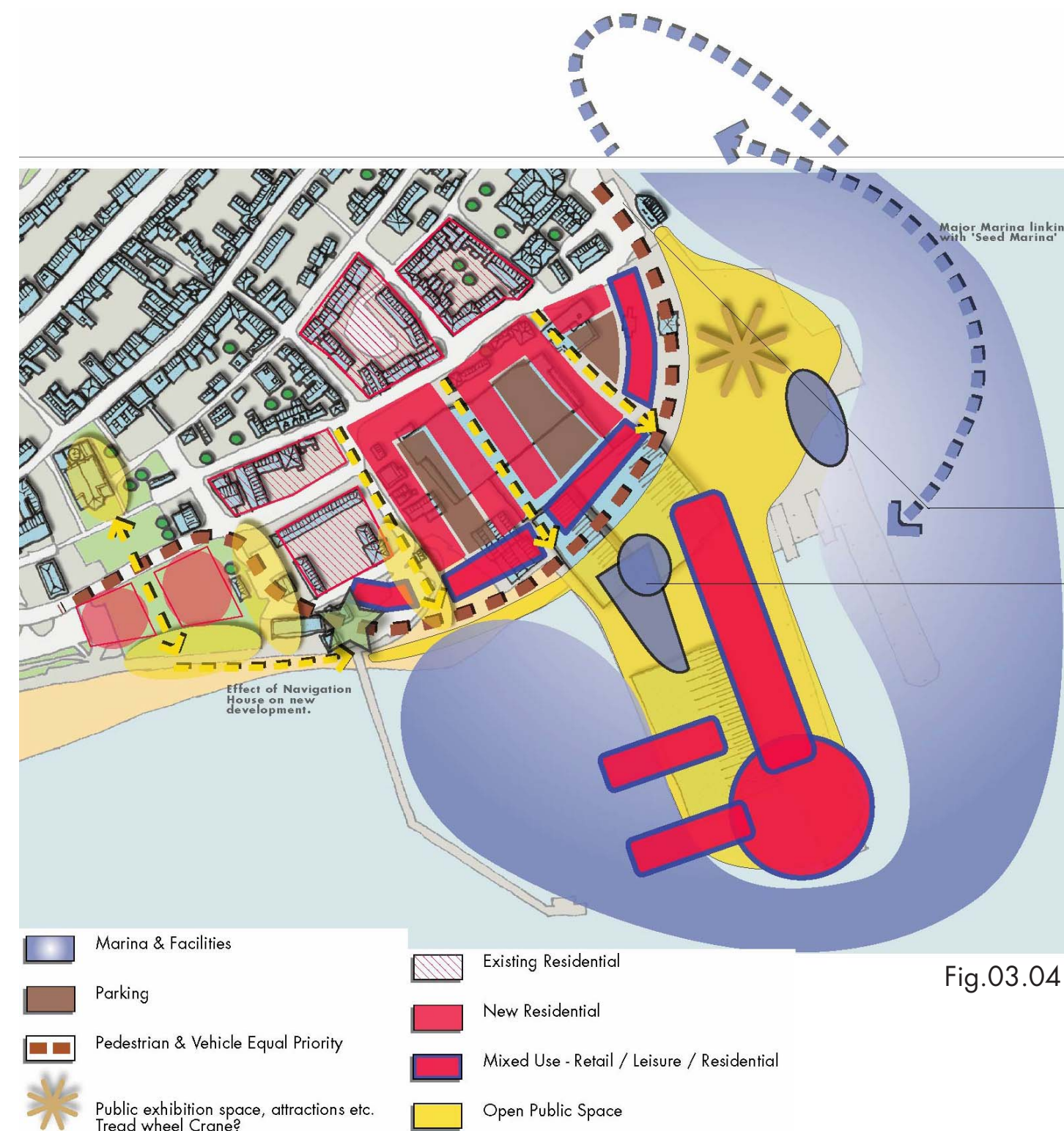


Fig.03.04





OLD HARWICH REGENERATION

6.2.4 Harwich Green, Promenade and Beach. Fig 03.05

The least contentious option was developed for this area as there were concerns over the extent and position of development on the more radical scheme. However there was universal recognition of the need to enhance the public realm areas adjacent to the foreshore.

The key objectives were:-

- Reinforce links from the Station to the Promenade.
- Create public realm spaces either side of Angel Gate/Timberfields to improve connection from the end of the promenade to the town.
- Link promenade into beach adjacent to the Navyard.
- Relocate Sailing club to area adjacent to the Navyard.* discussions with Sailing club concluded that they would prefer to remain in their current position.
- Create a new link from St. Nicholas' church to the promenade. * found to be impractical. Alternative route to be incorporated utilising existing routes and open space to the west of the Vicarage.
- Relocate Treadwheel crane to new public realm space in redeveloped Navyard.
- Redevelop existing industrial site into residential incorporating a new link from the Redoubt to the High Lighthouse.
- Create greater connectivity from Redoubt to Low Lighthouse.
- Special care to be taken to incorporate area of scientific interest on the beach.



Fig 03.05



7.0 STAGE THREE- POLICY CONTEXT



OLD HARWICH REGENERATION

7.1 BACKGROUND

The production and the evaluation of options was undertaken in reference to a comprehensive policy matrix. The policy matrix was produced with the following objectives:

- **To account for all relevant policies, at the national, regional and local level.**
- **To provide a system for describing the policy requirements relating to the Masterplan in a simple, useable, and condensed manner.**
- **To enable the evaluation of all Masterplan components and/or options against all relevant policy in a transparent and efficient manner.**

7.2 SUMMARY

Over 220 relevant policies were identified from a number of Regional County and Local documents. The requirements of all relevant policies were condensed to provide a list of 64 key actions against which options were developed and evaluated. Whilst the majority of the key actions could be addressed in developing Masterplan options, several issues remain outstanding which need ongoing consideration in the development and implementation of the Masterplan. The outstanding key issues relate to the following:

Location of New Hotels

The need to ensure that any new hotel/holiday flat development is not located in residential areas and is in keeping with the character of the local area. This needs consideration in regard to the use of mixed-use proposals.

Location and Impacts of Tourism Development

The need to ensure that all tourism related development is located in areas that will not compromise amenity or detract from the character of the local area. This needs consideration in regard to the use of mixed-use proposals.

Affordable Housing

Need to provide a component of affordable housing if thresholds in Policy HG4 of the Tendring Replacement Local Plan are exceeded. Amount to be negotiated with Tendring DC (could be 40% of total)

Mixed Use Development

Need to clarify with Tendring Council if they would support mixed use beyond the small areas of mixed use shown on the existing proposals map. Need to ensure that mixed uses are compatible and complimentary. Explore use of upper floors of buildings for new uses and prevent loss of mixed use buildings by single use.

Port Development

With regard to Policy HAR16 or the Tendring Replacement Local Plan. Any loss or reduction in such facilities, could be contrary to this policy. Any proposals relating to the relocation of the Navyard would therefore need to clearly provide for the use of an alternative local site.

Freight Distribution Centre

The need to address the road based approaches to the Navyard in the context of its role as a freight distribution centre so that the requirements of the Navyard in terms of transport access are not compromised.



OLD HARWICH REGENERATION

None of the suggested options are fundamentally contrary to the principles outlined above, however actual compliance with the root policies which drive these requirements would be dependent on ongoing actions in Masterplan development. The key actions would therefore continue to shape the development of the Masterplan.

The benefits of using a comprehensive policy matrix in this process relates to the provision of options that are actually rooted in policy compliance and have regard to the broader environmental, economic and social considerations particular to Harwich. The options developed therefore are all broadly compliant with policy and the evaluation of options has therefore been a process focused on the merits of each option rather than establishing whether a desired option is policy compliant. This process should also enable a smoother transition of the Masterplan into Tendring's District Council's forthcoming Local Development Framework.



Tendring
District Council



8.0 STAGE FOUR - SECOND STAGE CONSULTATION



8.1 BACKGROUND

This stage of the process was carried out over a six week period in May and June. It was expanded to include key meetings with other major stakeholders outside of the Steering Group and to gauge levels of interest from Developers.

The core elements of the second phase of consultation were:-

- Public Exhibition at the 1912 centre.
- Harwich Masterplan Website.
- A Public meeting.
- Feedback Forms.
- Focus group meetings.
- Stakeholder dialogue.

8.2 SUMMARY

8.2.1 Public Exhibition

14 days of exhibition spread over three weeks at the 1912 Centre in Harwich. Dawn Cooper and Mat Cork were in attendance on 28 May 2005 to answer any queries.

A 111 people signed the attendance list, though observed footfall appeared to be much higher than this and 137 Copies of the report were taken by residents

Feedback:

- **Almost entirely positive feedback on the revised concepts.**
- **Positive feedback on provision of model.**
- **Concern over scale of buildings and need to 'ramp' the height of buildings gradually towards the Navyard.**
- **Need to include the area between Harwich and Dovercourt.**
- **Scepticism - 'will it really happen?'**

8.2.2 Website

Easily downloadable copies of the report and the feedback form were available from the website. Even without the benefit of broadband, the report was easy to download in its component elements.

8.2.3 Public Meeting 6pm Saturday 28 May 2005

A formal presentation of the core elements was provided followed by an open question session and a 30 minute informal question and answer session (to enable quieter people to discuss the scheme).

Feedback:

- **Satisfaction with the development of the masterplan.**
- **Acknowledgement that comments raised in the previous round of consultation had been addressed.**
- **Support for the core concepts of the masterplan - particularly the quayside, open space areas and Navyard.**
- **Recognition that the second phase of consultation was more inclusive.**
- **Scepticism of the feasibility/reality of the concepts**
- **Concern over the provision of supporting services (health care and schools).**

8.2.4 Feedback Form

The overall trends within the 43 submitted forms were relatively easy to establish and can be summarised as follows:

Support:

- **Scope and content of masterplan.**
- **Provision of overnight moorings along the quayside.**
- **Provision of new high lighthouse toilets.**
- **Need to improve impression on access.**





OLD HARWICH REGENERATION

Suggestions:

- **Need for public viewing in the HHA building or in a high level building along the quayside.**
- **Provision of residents permit parking.**
- **Standardisation of street signage.**
- **Possible subsidisation to attract a celebrity chef restaurant.**
- **Provision of a new arts centre.**
- **Location of LV18 as a permanent museum on Ha'penny Pier.**
- **Need to maintain and improve Esplanade Hall.**
- **Provision of an annexe to the Low Lighthouse Museum.**
- **Extension to the Lifeboat Museum.**
- **Provision of a transport museum in the railway interchange.**

Concerns:

- **Feasibility of options**
- **Lack of exact timelines**
- **Access and parking for the disabled along the quayside**
- **Concern over adequacy of residents parking**
- **Need for Navyard employment to stay local**
- **Extent of pedestrianisation (continued car access desired)**
- **Need for provision of affordable housing**
- **Demolition of council garages**
- **Loss of existing railway building**
- **Need to maintain public open space adjacent to the Wellington Road mural**
- **Loss of Fishing berths**
- **Scale of new development**

8.2.5 Focus Groups

Following on from the Phase One consultation work, key focus groups were identified for direct contact. The groups were not intended to cover every activity or interest within the town, rather they were developed from the Phase One work, as representing critical interests relating to core components of the masterplan.

Key focus groups were as follows:

The Harwich Society

The Harwich Society are represented on the steering group, but have also provided the following written comments:

Suggestions:

- **Provision of a viewing building in the HHA building**
- **Provision of enhanced facilities at Esplanade Hall**
- **Potential creation of an annexe at the Low Lighthouse**
- **Potential creation of an annexe at the Lifeboat museum**
- **Retention of the Station Building for museum purposes**

Recreation Group (6 June 2005 at the 1912 Centre)

Attended by representatives of the Harwich Sailing Club, Harwich Town Council and local residents.

Feedback:

- **Need to clearly articulate the needs of the sailing community;**
- **Support for revised approaches shown to open space and access around the town.**

Details of the Sailing Club requirements are contained in the Appendices



OLD HARWICH REGENERATION

8.2.6 Transport Group (Individual Meetings)

Theo Steele (One Railway)

Supportive of masterplan;
 Passively supportive of new transport interchange
 Supportive of the retention of the existing station building for housing etc.

Steve Smith (First Buses)

Supportive of masterplan;
 Happy to support new interchange providing that adequate space around the building is made available for the bus depot and overnight parking etc;
 Need for removal of on street parking adjacent to new interchange.

Jon Wilson (Network Rail)

Supportive of masterplan;
 Accept in principal the sale of the existing station forecourt and sidings area.

Les Double (Harwich Conexxions)

Supportive of the masterplan. Have raised concern over the level of provision for community transport.

Have offered the parcel of land fronting Wellington Road and to the rear of the Life Boat Museum for the provision of an Art Centre. LD has stressed that the provision of community services should be at the heart of regeneration.

Alan Sage (Footferry)

Supportive of the development of the quayside aspects

8.2.7 Commercial Group

Alan Robson (Chair) Chamber of Commerce

Meeting on 24 May 2005 in The Pier Hotel -
 Supportive of masterplan.
 Concern over existing pubs being driven out by franchise operators, but otherwise, eager to see implementation of plan.

Fishermans Association

Meeting on 7 June 2005 in The Hanover Public House, attended by Matt Cork and ten local commercial fisherman.
 The fishermen were asked to specify their requirements in the context of the redevelopment of the quayside and have requested the following:

Capital assets:

- Exclusive and dedicated berthing for all local commercial fishermen, the area marked in the proposed plans as 'visitors berths' to be exclusively for commercial fishermen.
- Parking spaces for fishermen equal to 50% of berths
- Berths from pontoons
- 24-hour access to pontoons to allow for safe transshipping and transcending, loading and unloading.
- The proposed new arm to the proposed "new visitor area" to have a right angled extension to limit entry of rough seas during NE gale
- Lifting davit capable of lifting 15 tons

Services:

- Accessible Electric supply
- Pressure washing facilities
- Accessible Fresh water
- Adequate lighting to enable safe loading/unloading at night
- Fuel tank to be relocated to new fuelling berth.

These requirements should be considered in any detailed development of the Quayside facilities as they will provide an interesting and active addition to the quayfront.





OLD HARWICH REGENERATION

8.2.8 Local Groups

In addition to the discussions with the focus groups, local groups with an interest in the masterplan were engaged and the following feedback obtained.

Pharos Trust (Lightvessel LV18)

Suggested the use of LV18 to be moored on the landward side of Ha'Penny Pier on permanent pile berthing. The vessel and the Pirate Radio museum were suggested as major potential tourism attractions to the area. It was also suggested that funding could be sought within a regeneration initiative for improvements to the exterior of the vessel, the interior being in excellent condition.

*The use of LV18 in this manner was also supported by four written responses.

National Vintage Wireless + TV Museum (High Lighthouse)

Need to recognise the building and the museum as a central consideration in the masterplan. Supportive of the provision of a new toilet block and visitors centre next to the High Lighthouse.

Friends of the Earth

Several written submissions from Friends of the Earth have been received, such submissions are also forwarded on behalf of "Residents Against Port Expansion" (RAPE)."

Concerns:

- **Inadequate consideration to parking provision; Environmental impacts of infrastructure central to the masterplan**
- **Preference for an enhanced footferry service over the suggested car ferry (since a footferry is accessible to pedestrian passengers).**
- **Remain concerned over the timing of the masterplan, suggestion being that the plan is being progressed too quickly.**

- **Accept principle of high density new development (in line with FoE policy) but also stress concern over impacts of this on character of town.**

- **Stress concern over any loss of commercial employment land to provide for housing.**

- **Unsure of the merits of a new marina, given the scale of traffic that this may generate.**

- **Suggest that the station forecourt area is a valuable open space area that they would not wish to see lost to residential development.**

- **Unhappy about scale of development, with over 5+ floor buildings being suggested as not acceptable in Harwich.**

- **Suggest the use of eco-friendly development wherever possible as a positive asset and attraction to the area.**

Many of these points, such as "Green Issues" and traffic generation, will be considered in greater detail when proposals for development areas are submitted. All new development in Harwich should seek to be environmentally and economically sustainable and as well as adding to the grain and character of the existing Old Town.



9.0 STAGE FIVE- REGENERATION PROPOSALS



9.1 BACK GROUND & TIME SCALE

The following section illustrates the final schemes for the regeneration of Old Harwich. The proposals have been arranged into three categories, based on the timescale required to complete the proposal. The categories are as follows:

Short term regeneration

- **Proposals delivered within 1 to 3 years**

Medium term regeneration

- **Proposals delivered within 3 to 6 years**
(up to 2011)

Long term regeneration

- **Proposals delivered within 10 years**

These timescales reflect the anticipated time to complete the proposals, however in order to meet these, work would need to begin almost immediately.

The plans show indicative plot layouts that respond to the issues raised within this document. however they should be viewed as creating the framework for development based on the established principles and therefore not as fixed final layouts or fixed building forms or scale.

Through the consultation process we have noted a number of different views as to how certain sites could be developed, therefore the masterplan must not be so restrictive that it prevents interested parties from developing their own ideas but it does give the underlying principles that any new development should attempt to meet.

9.2 SUMMARY OF MASTERPLAN PRINCIPLES

The aim of the masterplan proposal is to ensure the future development of Harwich enhances and regenerates the existing urban fabric and character of this historic 'Gem' town.

The key guiding principles in the consideration of any new development proposals are:-

- **Improve first impressions and visitor appreciation of the town.**
- **Enhancement of Quayside for pedestrians and visitors.**
- **Provision of improved Public Realm.**
- **Improve Visitor and Resident parking facilities.**
- **Improve Public Transportation links.**
- **Provide vehicular and pedestrian routes around the seafrontage, linking the Promenade to the Quayside.**
- **Enhance connectivity and permeability of town from west to east.**
- **Retain and enhance grain and character of the Old Town.**
- **Respect and enhance the settings of the Listed Buildings and Scheduled Monuments.**
- **Enhance commercial/retail activity at street level to seafrontages.**
- **Provision of facilities for visiting leisure craft.**





OLD HARWICH REGENERATION

9.3 SHORT TERM PROPOSALS Fig. 05.01

These proposals represent the design intentions for both private development plots and public realm areas. They should be seen as a whole rather than in isolated projects with private and public works being carried out to the mutual benefit of each. How the funding of the public realm works is secured will be a matter for Tendring District Council and the Future Steering Group to decide when considering Planning Applications for private development sites.

9.3.1 Regeneration of Trinity House sites.

On the two sites made available due to Trinity House relocating to new buildings, a mixed use, three to four storey commercial (retail, restaurants etc.) and residential scheme should be developed.

Aligned to the same position as the existing buildings, the public realm is extended to meet the new buildings, creating additional space for pavement side activities and parking.

9.3.2 Quayside Refurbishment

The existing parking along the Quay Road should be removed/relocated to the opposite side of the road in conjunction with the redevelopment of the Trinity sites.

Existing planters, bollards and other street furniture should be replaced with integrated seating/lighting/bollards to create more public realm space against the sea wall. Public realm surfaces should be upgraded in line with the 'Old Harwich' standard.

A new walkway on the seaward side of the sea wall will form the access to a new visitor leisure craft moorings/pontoons.

Landward side of the sea wall will be clad to give a softer visual emphasis.

9.3.3 New visitor leisure craft mooring

New short term visitor moorings should be developed to actively promote Old Harwich as a leisure craft destination., accessed from the new seaward walkway.

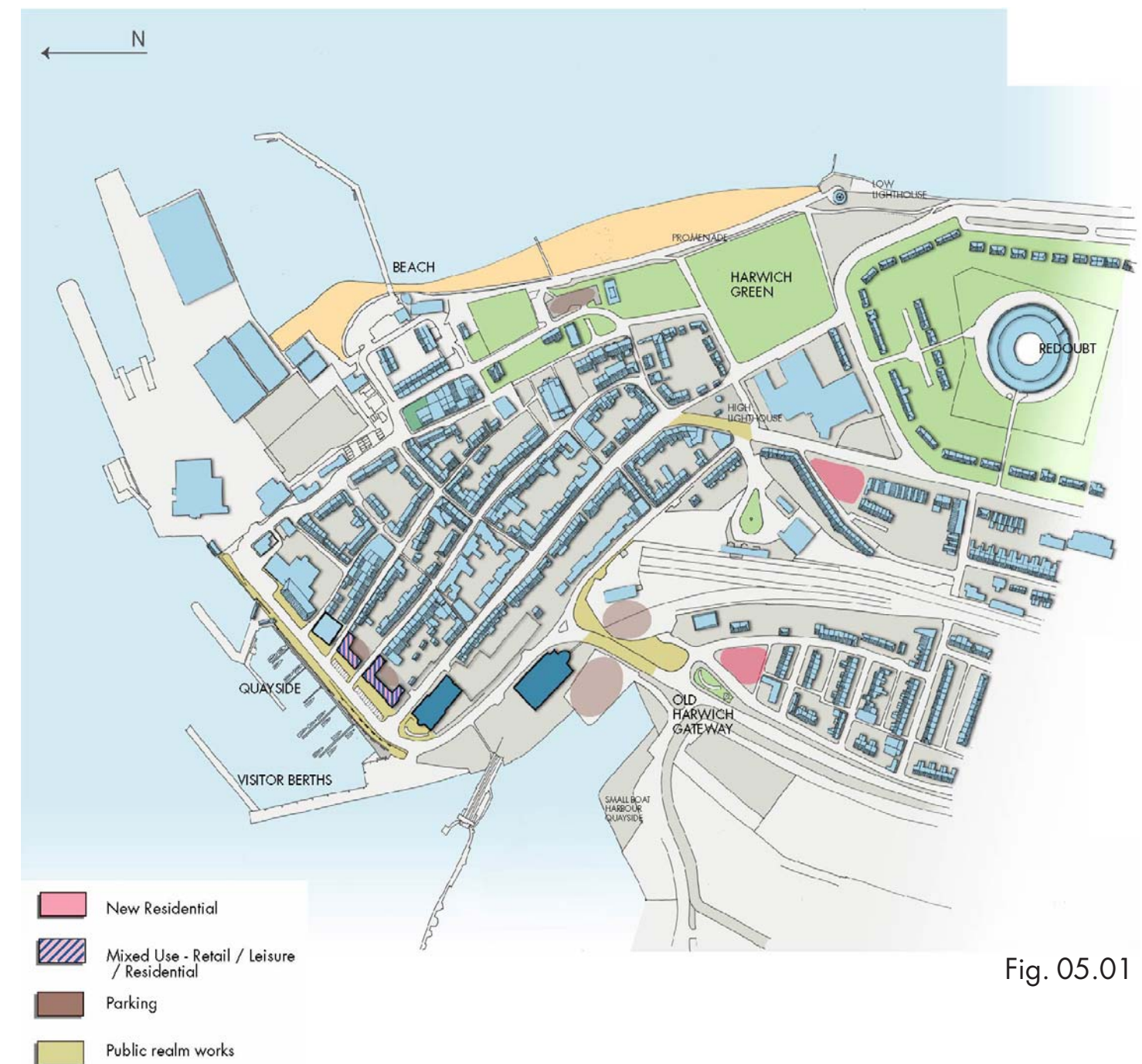


Fig. 05.01



OLD HARWICH REGENERATION

New wave defences to Trinity pier and a new breakwater would be constructed to form protection to the moorings.

Space would be allocated for a floating maritime heritage museum.

9.3.4 Gateway parking

Approximately 150 spaces for long term visitor parking should be created at the entrance to Old Harwich from the A120. These would be located on land adjacent to Gas House Creek and around the existing railway sidings.

Public realm space should be created on the corner of George Street, surfaced in line with the 'Old Harwich' standard. This will provide better access from the new car parks to the town.

The road surface on the A120 around the location of the car parks should be changed to announce to car visitors and commercial vehicles that they were entering Old Harwich.

9.3.5 High Lighthouse Gateway

The road surface on the B1414 around the location of the high lighthouse should be changed to announce to car visitors and commercial vehicles that they were entering Old Harwich.



View along Quayside





OLD HARWICH REGENERATION

Short Term Regeneration Overview

Quayside Refurbishment

- Existing parking removed / relocated and replaced with an extended quayside pavement.
- Existing planters and bollards replaced with integrated seating, lighting and bollards.
- New walkway on the seaward side of flood wall, giving access to the visitor berth pontoons.
- All new and existing paths resurfaced to Old Harwich standard.
- Reclad landward side of the flood wall.

New Visitor / Leisure Craft Mooring

- New visitor berths for short term mooring.
- Pontoon access from Quayside walkway on seaward side of flood wall.
- New wave defences to Trinity pier and new breakwater.

Regeneration of Trinity House Sites

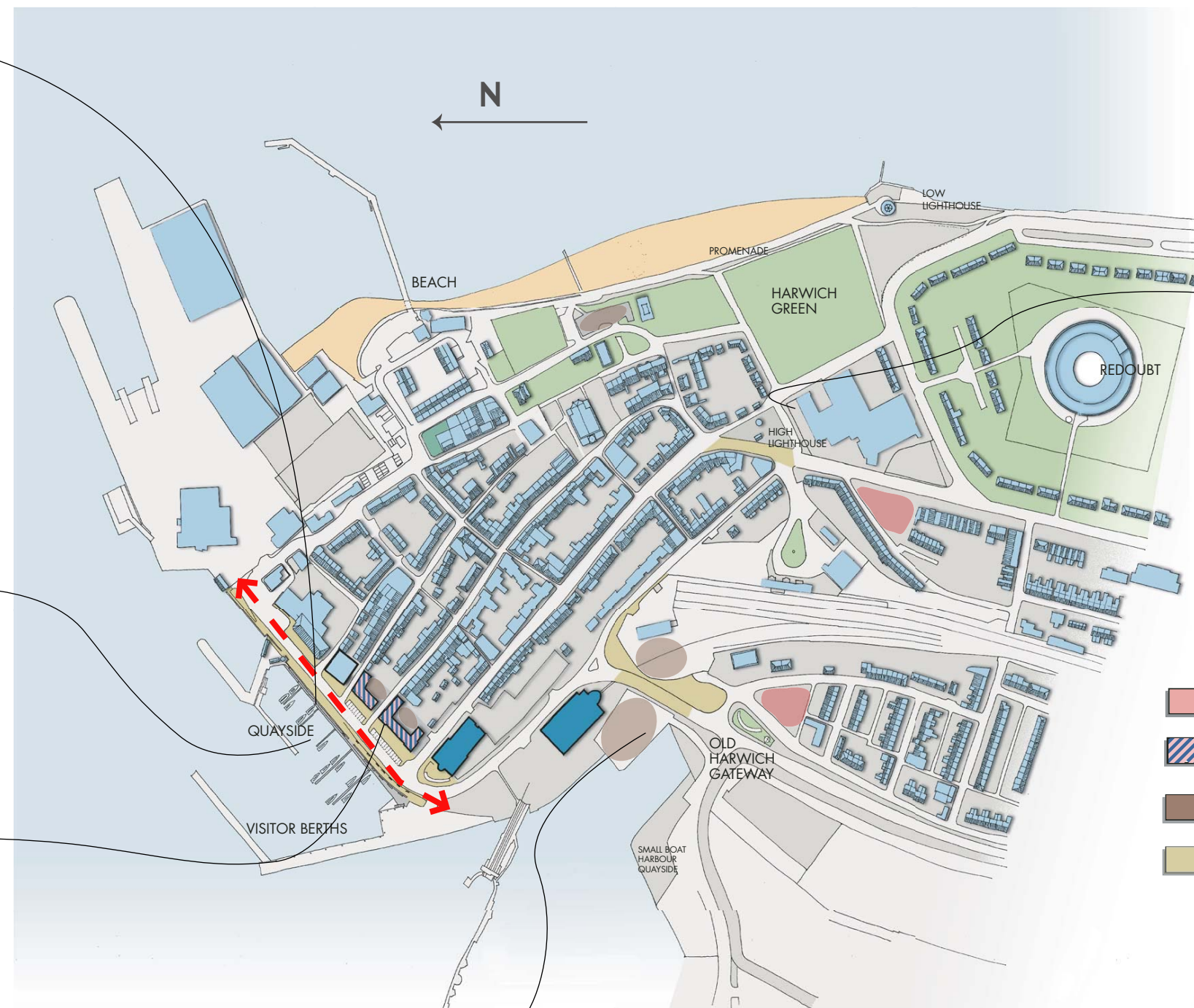
- New mixed use four storey developments with ground floor retail / leisure and upper floors commercial / residential.
- Pavement extended to the building line for public realm and active frontage ie: eating and drinking.
- Quayside parking relocated to pavement edge.

New Gateway Parking

- Approximately 150 new parking spaces.
- Public realm increased at the corner of George Street.
- Change in road surface announcing to vehicles, they are entering Old Harwich.

New Gateway

- Change in road surface to announce to vehicles that they are entering Old Harwich.



- New Residential
- Mixed Use - Retail / Leisure / Residential
- Parking
- Public realm works

Short Term Regeneration Overview

Stage Five

Job Number S1719	Drawn by RP	Date May 05
Drawing Number 05.13	Checked by MCA	Scale N/A



OLD HARWICH REGENERATION

9.4 MEDIUM TERM PROPOSALS Fig. 05.02

As with the short term proposals, these proposals represent the design intentions for both private development plots and public realm areas. They should be seen as a whole rather than in isolated projects with private and public works being carried out to the mutual benefit of each. How the funding of the public realm works is secured will be a matter for Tendring District Council and the Future Steering Group to decide when considering Planning Applications for private development sites.

9.4.1 Anglegate Pier

New high and low tide access should be provided around the pier to give greater access to the beach opposite Anglegate Cottages, in conjunction with new signage to promote access to and along the Promenade and the beach.

9.4.2 Harwich Town Sailing Club and Life Boat station

The existing dry berth enclosure should be refurbished with new external surfaces and facilities to improve the use and the quality of the setting. The existing fence replaced, with the line of the fence adjacent to the promenade realigned to give better access to Anglegate.

Promenade and public realm external surfaces around the Old Life Boat station should be replaced in the 'Old Harwich' standard to improve setting and reinforce links from the promenade into the centre of the town.

The beach slip way should be improved to maintain access.

9.4.3 Old Harwich Beach

The existing single storey building (current meeting place of the Sea Scouts) should be demolished to create a better view and setting to the beach opposite Anglegate Cottages. Temporary meeting facilities should be provided in the short term, possibly the sailing club or Esplanade hall.

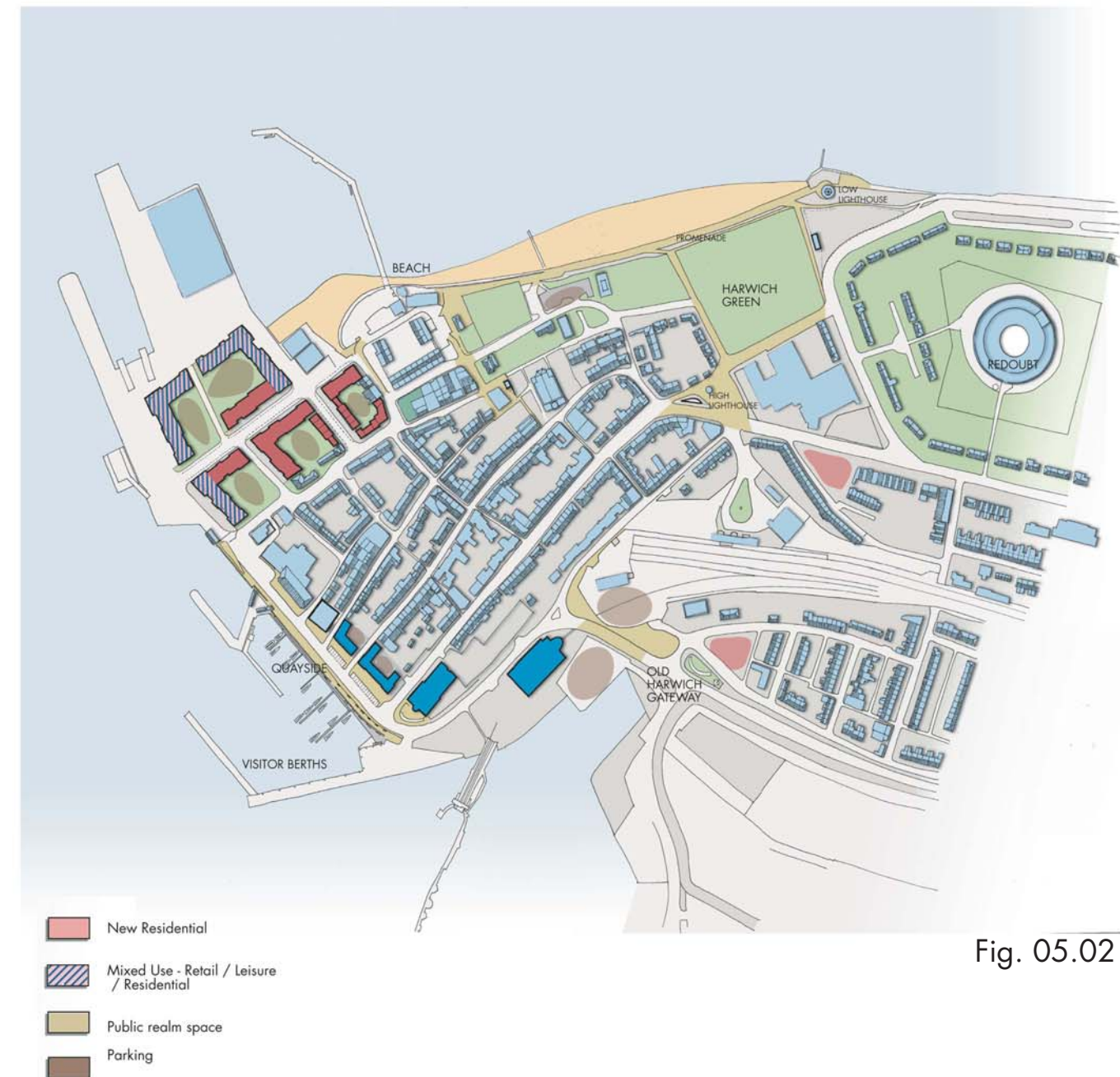


Fig. 05.02



OLD HARWICH REGENERATION

Surrounding public realm should be resurfaced to 'Old Harwich' standard and additional signage installed to improve access to the beach and to the promenade.

9.4.4 Bathside Battery

The existing public realm around the scheduled monument should be resurfaced in 'Old Harwich' style, with new information boards to give greater presence and access to monument.

A new landmark/public art feature should be provided adjacent to the Battery to announce to visitors they are entering Old Harwich and to help locate the Battery.

9.4.5 Low Lighthouse, Promenade and Garden

New lighting, seating and external surfaces to the 'Old harwich' standard should be provided to improve the setting around the promenade and the Low Lighthouse.

New lighting, seating and planting to the 'Old harwich' standard should be provided to improve the setting of the 'formal garden'.

9.4.6 Playground and Harwich Green

New routes and resurfaced routes around the edge of The Green should be provided, with tree planting to create a better sense of enclosure and place to The Green.

A new facilities building should be developed to help support activities such as fairs, exhibitions and concerts held on The Green.

The existing childrens playground should be extended, the setting improved and new equipment installed to help provide better social facilities for young children living or visiting the area.

9.4.7 High Lighthouse

Existing public realm space around the High Lighthouse should be resurfaced in the 'Old Harwich' style to help improve the general setting around the lighthouse. This will also reinforce the resurfacing of the B1414 in the same area undertaken in the short term.

The existing WC block should be demolished and replaced with a new WC block and small visitor centre, supporting the High Lighthouse museum.

9.4.8 Navyard Development

It is envisaged that the Navyard redevelopment will be started within this timeframe, how much is completed will be a factor of development economics and market trends.

The formation of the connecting links between the Quayside and the Promenade should be a feature of the first phase. Distinct development plots should be formed to allow discreet phased development, allowing public usage of the waterfront during construction.

Using the land bank of the former Navyard side, the existing Quay road should be extended and joined up with Anglegate to create a new link to the eastern side of town. From this a mixed use commercial and residential development should be developed from a mix of four, five and six storey apartment and town house style buildings.

The new developments will form an extended quayside that wraps round and fronts onto the marina and then the beach area. The new public realm space will be used for a mixture of visitor car parking, display/exhibition space and active frontage used by the ground floor commercial uses.





OLD HARWICH REGENERATION

Medium Term Regeneration Overview

Angel Gate Pier

- New high and low tide access around pier.
- New signage to promote access along promenade and beach.

Harwich Town Sailing Club and Life Boat Station

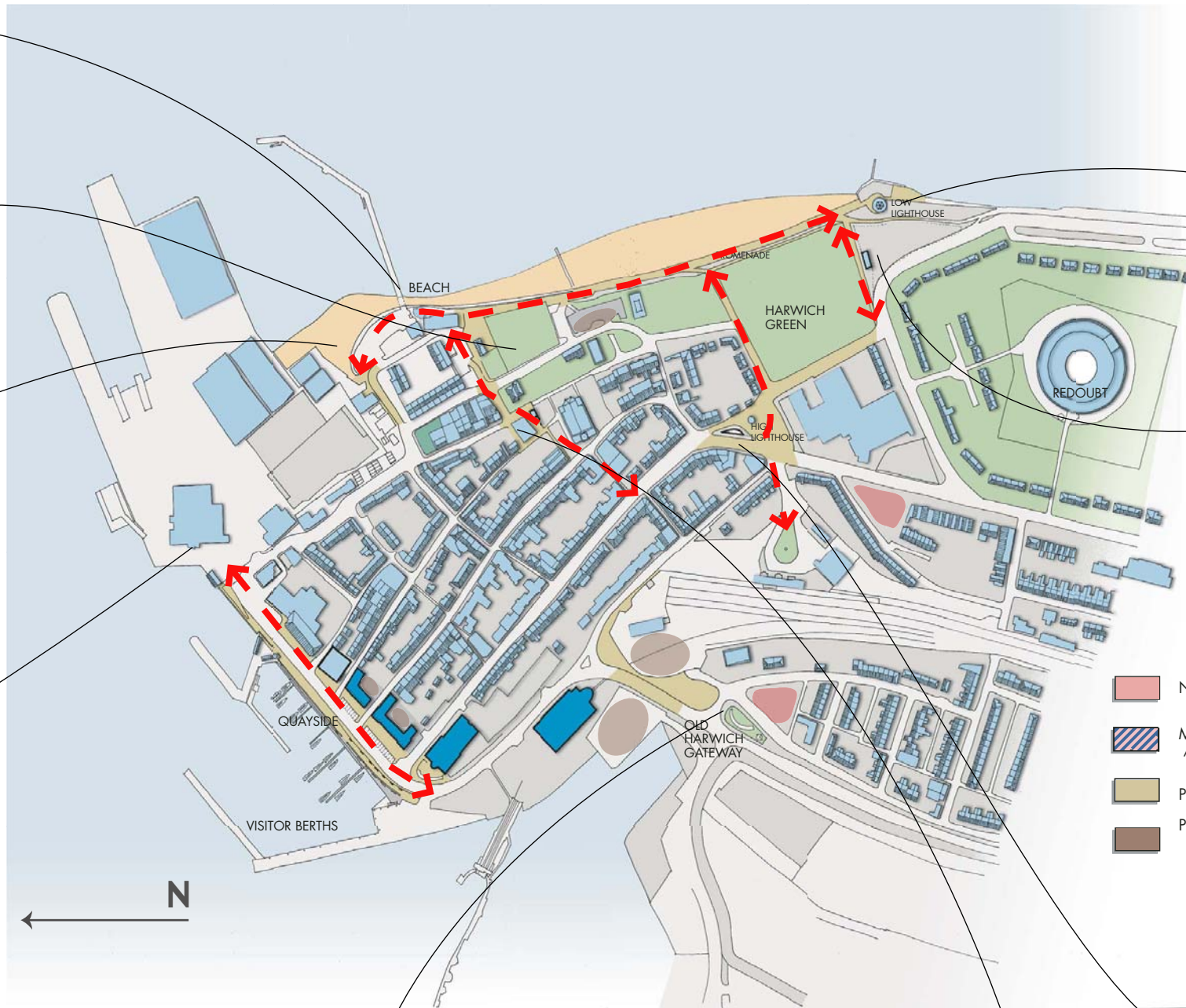
- Existing dry berth enclosure refurbished with new surfaces and utilities.
- Fence line adjacent too promenade realigned and replaced.
- Promenade and pavements around old lifeboat station replaced and setting improved.
- Beach slipway improved.

Old Harwich Beach

- Existing single storey building demolished to improve view. Temporary replacement facilities to be established; possibly the Sailing Club or Esplanade Hall.
- Paths and roads resurfaced in Old Harwich standard.
- Additional signs to advertise beach access.

Navyard to 2011

- Existing single storey building demolished to improve view. Temporary replacement facilities to be established; possibly the Sailing Club or Esplanade Hall.
- Paths and roads resurfaced in Old Harwich standard.
- Additional signs to advertise beach access.



Low Lighthouse, Promenade and Garden

- New lighting, seating and improved setting to promenade.
- New planting, lighting and seating to create a greater sense of 'formal garden'.

Playground and Harwich Green

- New facilities building for facilitating leisure uses on the Harwich Green ie. exhibitions, fairs, concerts etc.
- Existing playground extended with new equipment.
- Create sense of enclosure to green with tree planting to the edge and new / resurfaced routes.

Bathside Battery refurbishment

- New landmark features to announce entering Old Harwich and the location of the Battery.
- Footpaths and verges resurfaced and new information signs installed.

Adjacent St. Nicholas's Church

- Improved setting to area adjacent to the church.
- Surrounding footpaths resurfaced in Old Harwich standard to create a new east / west link to the promenade.

High Lighthouse

- Existing WC block replaced with new public convenience and High Lighthouse visitor centre.
- Existing paths and roads resurfaced to improve setting.
- New road surface across main road to 'announce arrival at Old Harwich'

Medium Term Regeneration Overview

Stage Five

Job Number S1719	Drawn by RP	Date May 05
Drawing Number 05_14	Checked by MCA	Scale N/A



The Fairhursts Design Group



Tendring District Council





OLD HARWICH REGENERATION

9.5 LONG TERM PROPOSALS Fig. 05.03

Again, these proposals represent the design intentions for both private development plots and public realm areas. How the funding of the public realm works is secured will be a matter for Tendring District Council and the Future Steering Group to decide when considering Planning Applications for private development sites.

9.5.1 Navyard Regeneration

The existing Navyard facilities having been relocated and with new residential development being built on the landwards part of the wharf, a new 400/ 500 berth marina and supporting facilities should be developed on the remaining wharf area. Facilities such as short term parking, drop off, drying, changing facilities will be provided within the marina development. Whilst long term parking, dry berths, workshops etc. will be provided within the industrial development adjacent to the new small boat harbour, to the west of the town. This movement between the marina and the small boat harbour will add to the visual activity along the Quayside.

9.5.2 Harwich Haven Authority

All of HHA activities should be consolidated into a single new seven storey landmark building. HHA waterside activities would be relocated to the eastern Navyard pier, within the protection of the marina environment. The deep channel mooring on this pier would be retained for any future berthing. The existing Navyard slipway would be retained for HHA and public (by arrangement) use.

9.5.3 Quayside

The HHA quayside site should be redeveloped into a four storey commercial / residential development. The existing public realm to the front of the new development would be improved in line with the 'Old Harwich' standard and to match the developed Trinity sites.

The reduced demand from heavy vehicles would allow the Quay road to be narrowed, allowing the public realm space to the land side of the sea wall to be increased and resurfaced. With the seating/lighting/bollards used in the short term scheme continued along the length of the Quayside.

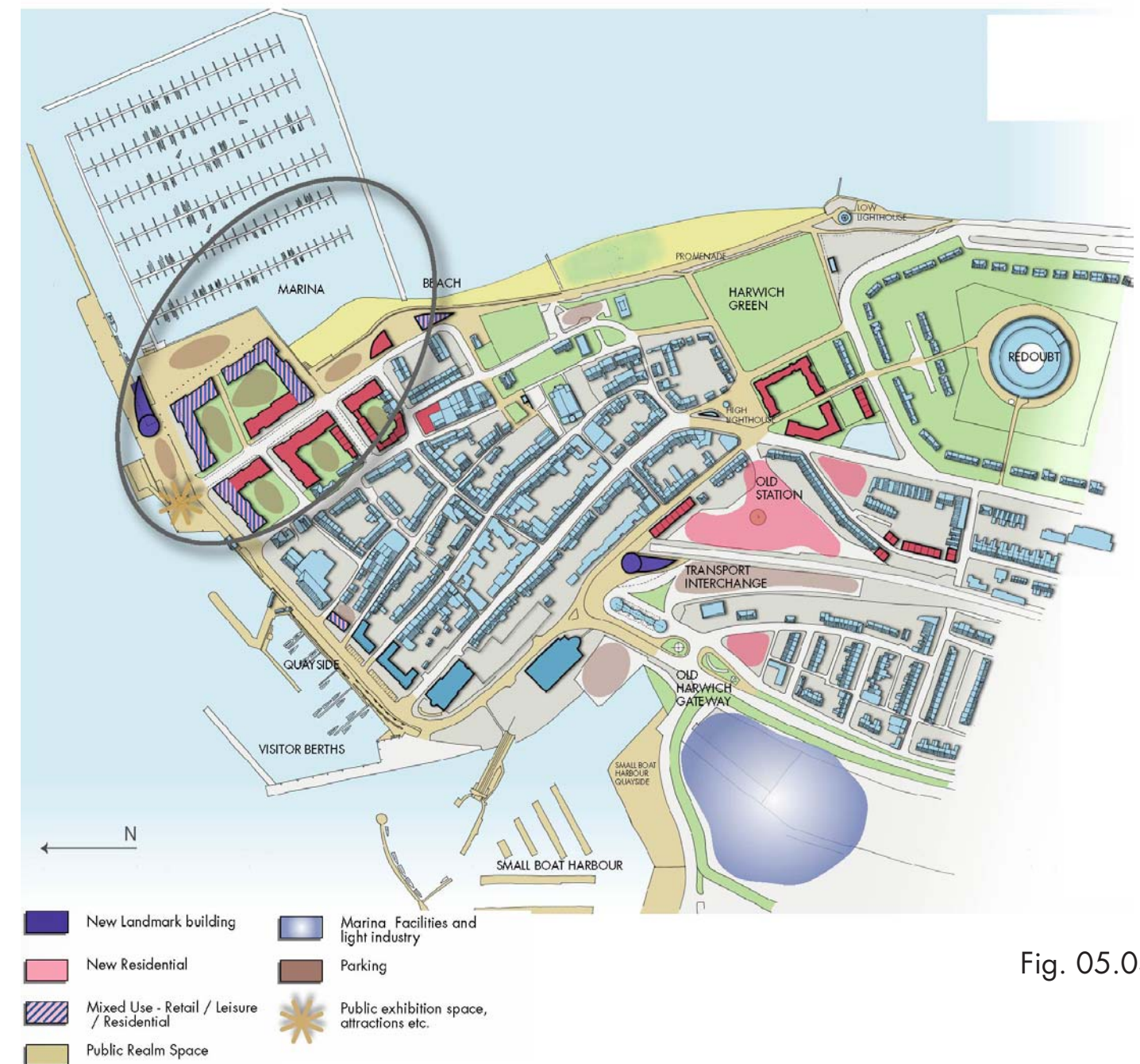


Fig. 05.03



OLD HARWICH REGENERATION

9.5.4 Old Harwich Beach

Within the development of the marina, the existing beach is enlarged and new new car park and public access created.

The existing HHA site/Sailing club site should be redeveloped to create two mixed use four storey buildings, with a ground floor of commercial in one and leisure/public space in the other. Residential apartments will be on the three upper storeys in both. The public realm space could be used as the new sailing club.

9.5.5 Industrial Site and Redoubt

The existing industrial site adjacent to Main Road should be redeveloped into a mixed two and three storey residential development with apartments and town houses.

A major new pedestrian link would be created to join the High Lighthouse with the Redoubt through the new residential development. The public realm space around the Redoubt is increased to give it a better setting and improve access and presence.

9.5.6 Transport Interchange

The existing station facilities should be relocated and form part of a new integrated transport interchange, visitor/tourist information centre and transport museum on the vacant/sidings area to the west of the railway lines. This interchange will include visitor parking and coach drop off and parking.

9.5.7 Old Station regeneration

Station Road should be extended to meet Ferndale Road to create better access for the existing residences and to allow new town houses to be developed.

With the relocation of the station facilities to the west of the sidings and the mechanics workshop to the industrial development adjacent to the small boat harbour, the existing station forecourt, station building, bus depot and garage can be redeveloped using a mix of two and three storey town houses. The listed fountain will be retained.

9.5.8 Marina / Industrial development

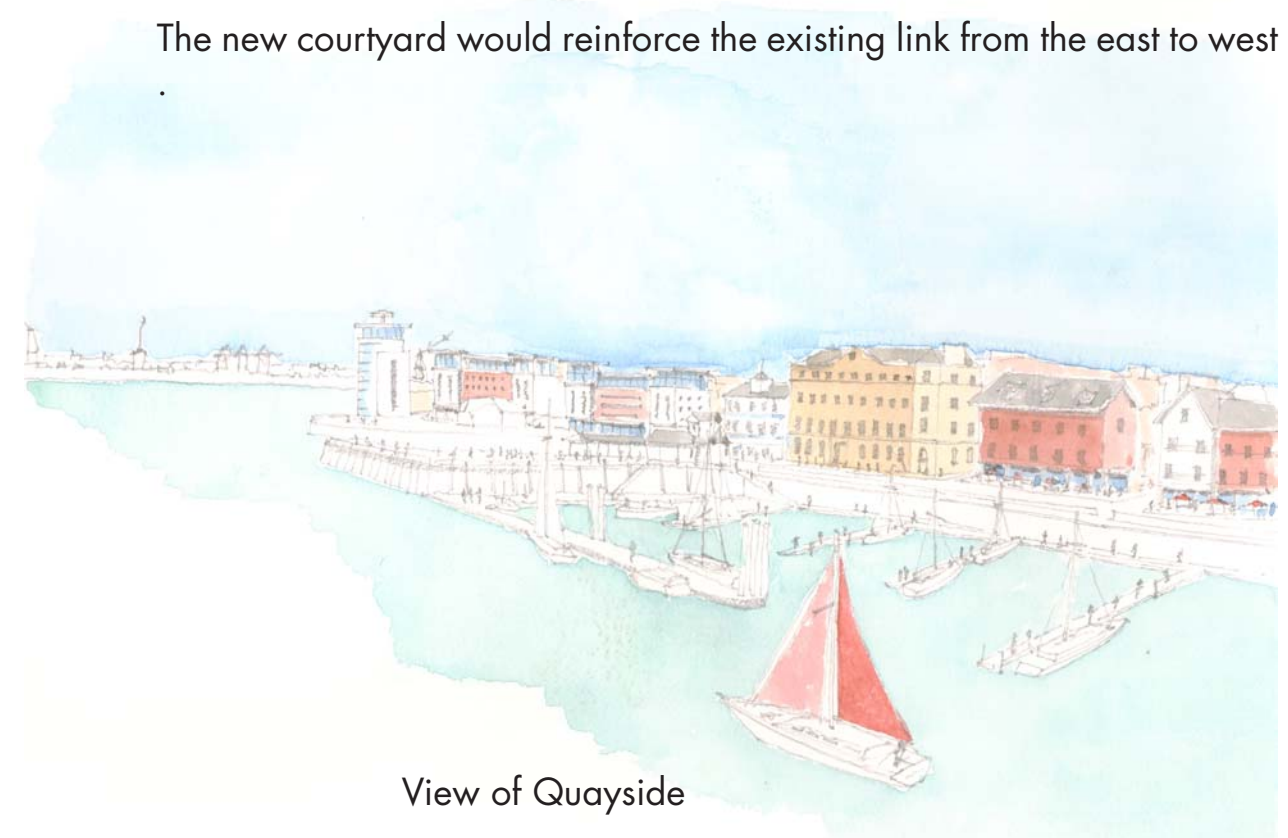
To support the marina activities along the Quayside and the new small boat harbour, long term parking, dry berths, workshops etc should be provided within the industrial development adjacent to the new small boat harbour.

Relocated industrial sites such as the mechanics in the station forecourt should be relocated with the marina facilities.

9.5.9 Adjacent St. Nicholas's Church

The existing garages should be demolished and existing industries relocated to the area adjacent the small boat harbour or into new craft workshops with visitor facilities around a new landscaped public realm space adjacent to the church. This landscaped space would be multifunctional with a small cafe supporting both leisure and craft/ visitor attractions in the courtyard and facilities such as the cinema.

The new courtyard would reinforce the existing link from the east to west .



View of Quayside





OLD HARWICH REGENERATION

Long Term Regeneration Overview

Navyard Regeneration

- New 500 berth marina and facilities accessed from new Quayside public realm.
- Temporary loading / drop off space provided for marina activities.

Harwich Haven Authority

- All of HHA activities in Old Harwich relocated and consolidated in new seven storey landmark building.
- Existing HHA waterside activities relocated to eastern Navyard pier.
- Existing slipway retained for HHA and public use.

Quayside Regeneration

- New extended Quayside with public display space.
- New visitor parking spaces to the Quayside.
- Mixed 4,5 and 6 storey development to Navyard providing residential units, car parking and ground floor retail / leisure uses.

Quayside

- Former HHA site redeveloped into five storey mixed use development with ground floor retail / leisure and upper floors residential.
- The Quayside road narrows in width while the Quayside pavement is increased in width to give greater public realm to the quayside.
- New lighting and seating to the Old Harwich standard.

Marina / Industrial development

- New land side facilities for new marina including parking, workshops, dry berths etc. to support the new marina.
- New workshops to replace relocated facilities from the bus station.

Old Harwich Beach

- Improved beach area within marina.
- New beach access and 40 space car park.
- New four storey residential development to the former HHA site, including a new sailing club house & hall.

Redoubt

- Major new pedestrian access to the Redoubt, linking through new residential development, to the High Lighthouse.
- Existing setting around the Redoubt improved with new paths, lighting and seating.
- Improved signage.
- New 3/4 storey residential development.

Old Station Regeneration

- Station Road extended to join Ferndale Road.
- New 2 and 3 storey residential development.
- Existing fountain setting retained.

- New Landmark building
- New Residential
- Mixed Use - Retail / Leisure / Residential
- Public Realm Space
- Marina Facilities and light industry
- Parking
- Public exhibition space, attractions etc.

Adjacent St. Nicholas's Church

- Existing single storey buildings demolished.
- New multifunctional landscaped courtyard created with cafe facilities.

Transport Interchange / Visitor Centre / Museum

- 200 new spaces for visitor car parking.
- New integrated transport interchange with visitor centre transport museum and bus depot.
- Long stay coach parking, coach and visitor drop off.





OLD HARWICH REGENERATION

9.6 DESIGN GUIDE

This section aims to give an impression of what the proposals may look like, the scale and character of any development and how they effect the grain and character of Old Harwich.

9.6.1 Public Realm Improvement Fig. 05.04

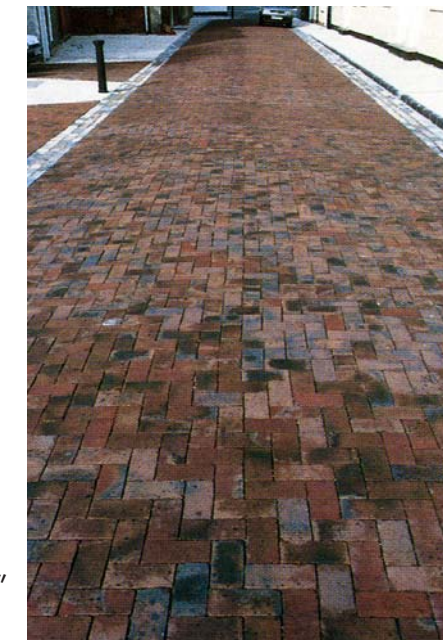
This drawing identifies the short, medium and long term improvements to the pedestrian routes and public realm.

Utilising the same mix of traditional and modern materials and street furniture already established, the aim is to create a distinctive appearance for the Old Harwich area.(see Fig. 05.05)

The first phase will be to improve and highlight the principle arrival points into the centre and the quayside zone. Following this the paving around Harwich Green will help create a unified space, improving existing routes and developing new routes linking the Promenade to the centre. Finally, an extensive new streetscape zone around the proposed Marina development will link together with further improvements to the Quayside, the new Transport Interchange and the Redoubt.



View along Promenade



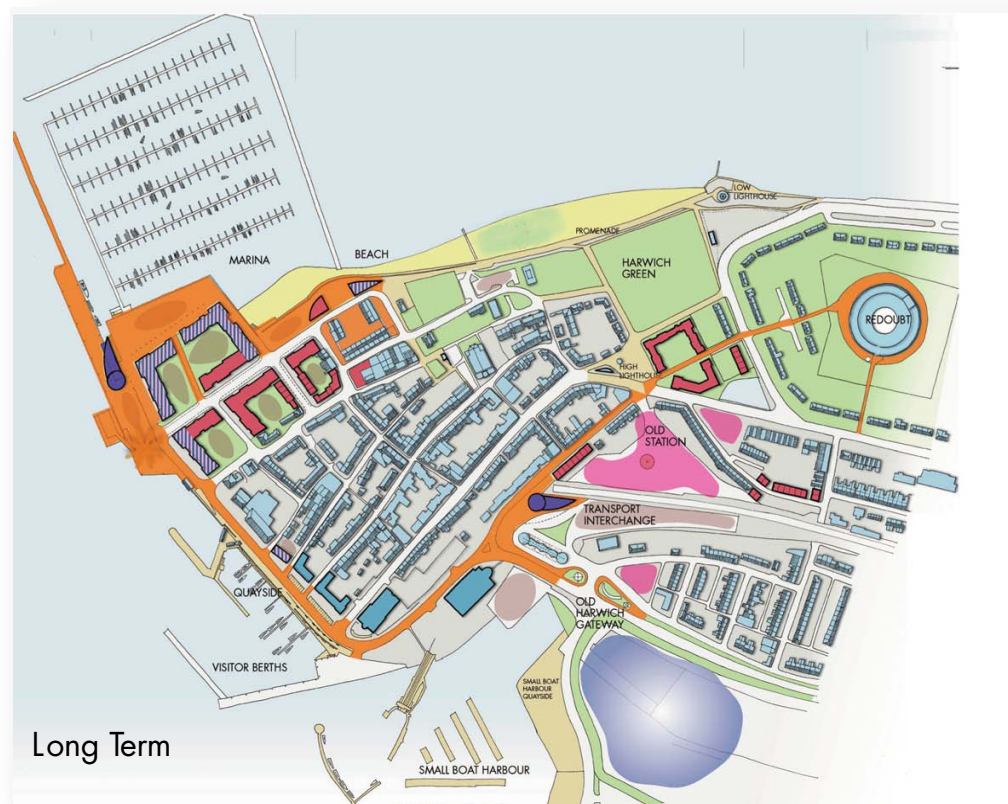
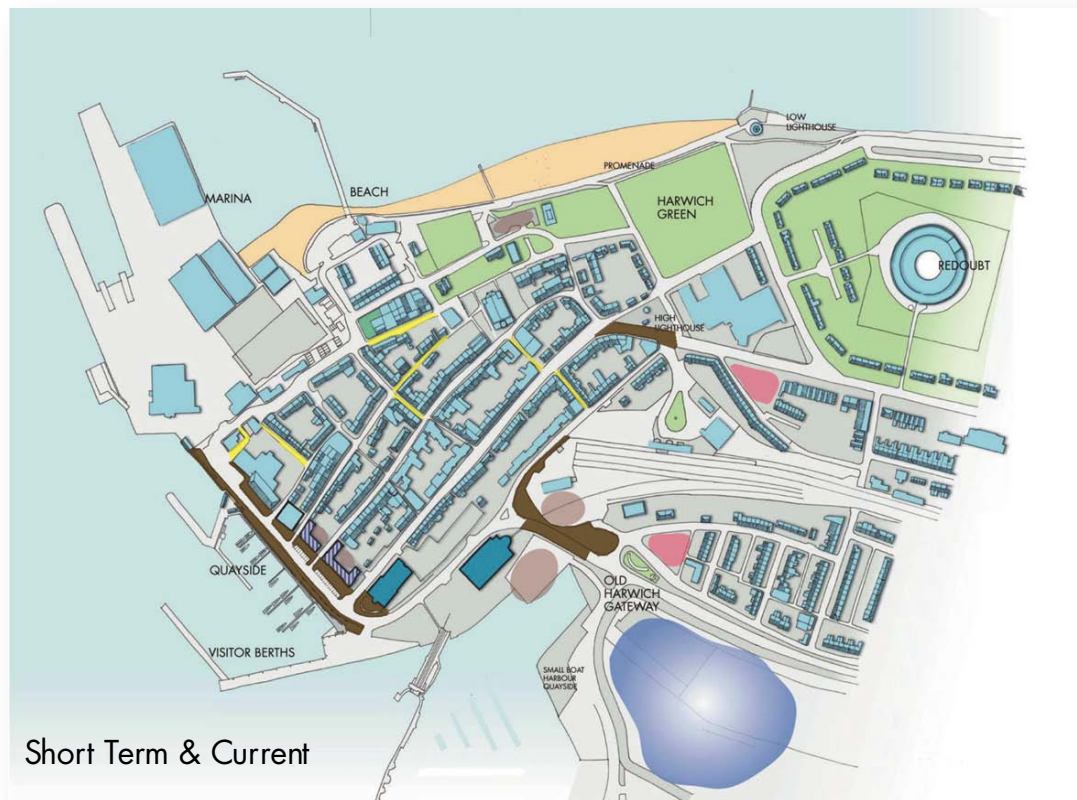
examples of existing "Old Harwich" public realm improvements





OLD HARWICH REGENERATION

Public Realm Works



- Existing improvement schemes
- Short term improvements
- Medium term improvements
- Long term improvements



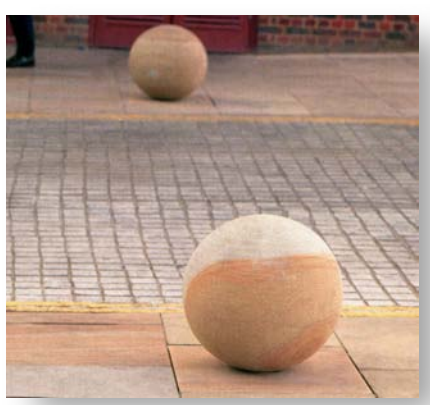
Following on from public realm improvement schemes carried out by the District and County Councils, the aim is to create a network of streets where quality of life for residents takes precedent over ease of traffic movement.



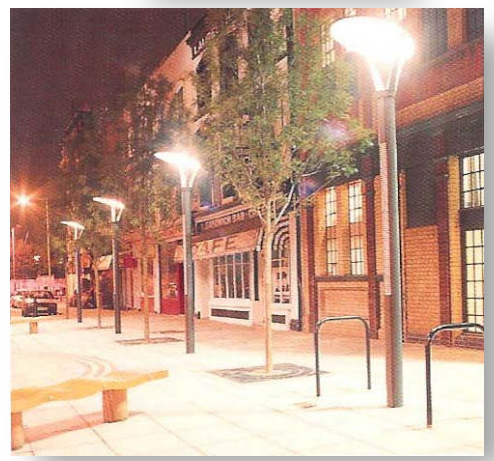
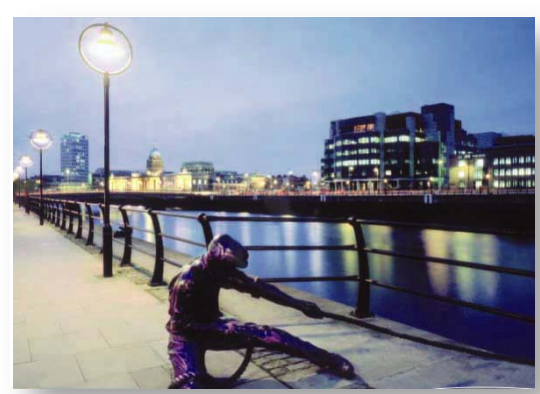
OLD HARWICH REGENERATION

Proposed Public Realm Character

- High Quality Finishes & Public Realm
- Pedestrian Priority
- Maritime Character
- Contemporary in a Traditional Context
- Sense of Place
- Night Time Character
- Ease of Movement
- Enjoyable & Pleasant Setting



top: high quality contemporary and traditional finishes



middle: quayside art and contemporary yet sympathetic street furniture



bottom: marina / quayside

Proposed Public Realm Character	Stage Five	Job Number	Drawn by	Date
		S1719	RP	May 05
		Drawing Number	Checked by	Scale
		05.05	MCA	N/A



OLD HARWICH REGENERATION

9.6.2 New Building Character

Any new development, within the Masterplan area, should seek to reinforce the principles of the plan in form, scale, use and character.

Uses should comply with the zoning outlined in fig.02.01

Form and Scale should seek to achieve the principles outlined in option studies (figs.03.02 - 05) and the Masterplan proposals (figs.05.01 - 03)

There is a rich mix of existing styles within Old Harwich that give a contextual background to which the new proposals must respond.

Fig. 05.06 shows examples of the types of materials and styles appropriate to the various zones.

New developments to the historic conservation area of the Old Town heart, should respect their setting and be of a more traditional style, adding to and completing streetscapes, where appropriate.

Towards the Quayside and on the outer edges of the town, there is a mixture of style and form. In these areas transition style buildings would be appropriate combining traditional and modern materials.

To new development areas such as the Navyard and the Transport Interchange, high quality modern design would be appropriate. Massing and scale should respect the Old Town values but new styles and materials could be used.

Fig 05.07 shows the scale of the proposed new developments in relationship to existing features.



examples of existing "Old Harwich" mix of style and materials





OLD HARWICH REGENERATION

Proposed Building Examples

- Traditional Style Buildings - to central residential area
- Transition Buildings - edge of tram, quayside
- Contemporary Buildings - marina, navyard
- Progression Out From Conservation Area
- High Quality Architectural Finishes
- Maritime Character
- Sustainability
 - use of local materials
 - well insulated buildings
 - renewable energy
 - grade A energy efficient



top: factory site, conservation area



middle: quayside, transition areas



bottom: navyard

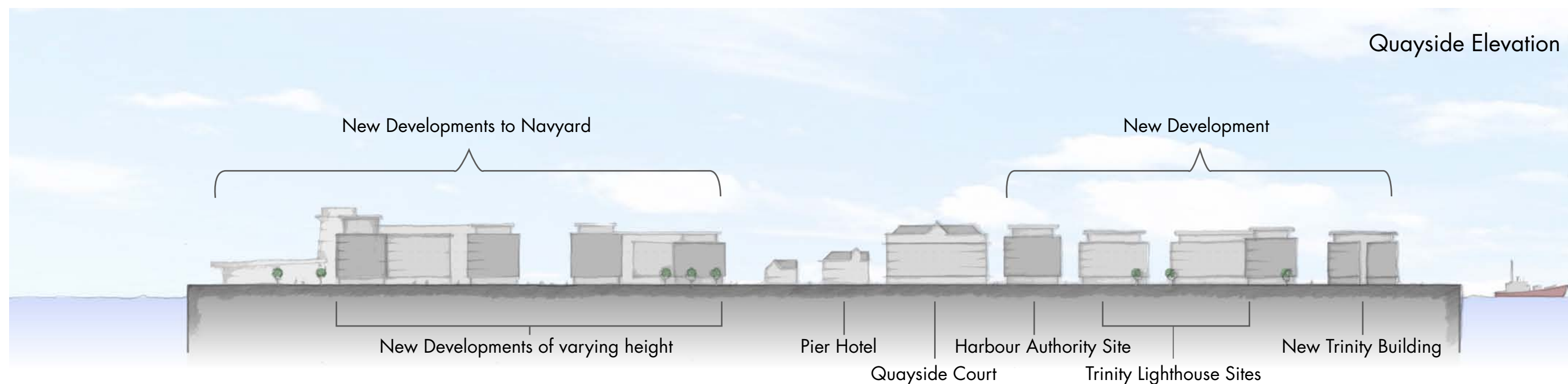


Proposed Building Examples	Stage Five	Job Number S1719	Drawn by RP	Date May 05
		Drawing Number 05.06	Checked by MCA	Scale N/A

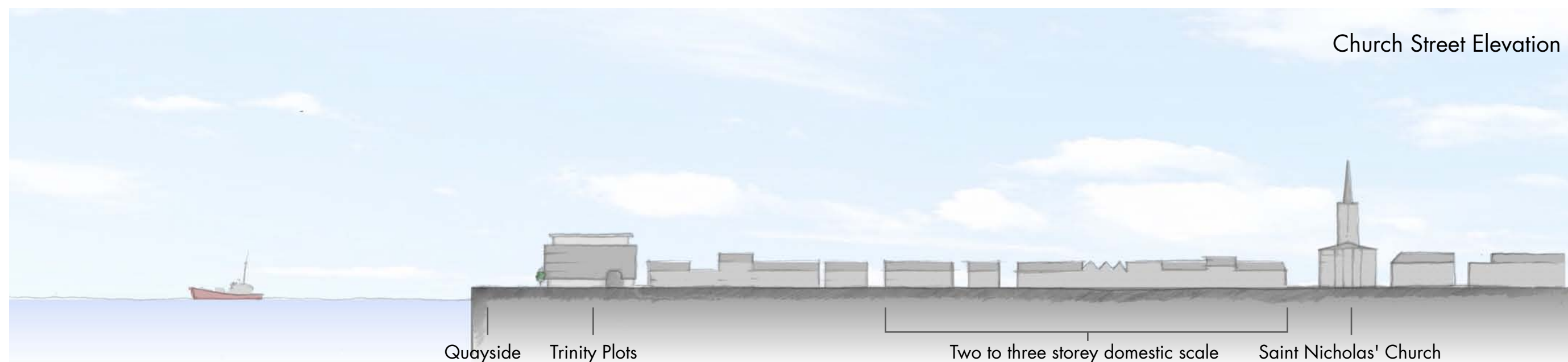


OLD HARWICH REGENERATION

Quayside Elevation



Church Street Elevation



Scale of New Developments

Stage Five

Job Number S1719	Drawn by RP	Date June 05
Drawing Number 05.07	Checked by MCA	Scale 1:1500 @ A3



The Fairhursts Design Group





OLD HARWICH REGENERATION

9.6.3 Development Potential

To assess the development potential and residential numbers feasible within the key sites identified by the masterplan, outline development schemes were produced for each of the following areas:

Fig 05.08 - The Quayside - Trinity Lighthouse sites - Meridian and Mermaid plus HHA site - Harbor House.

Fig 05.09 - The Navyard

Fig 05.10 - HHA - Navigation House and Sailing Club

Fig 05.11 - Factory Site - adjacent to Main Road

Fig 05.12 - Station - Existing Station forecourt

These schemes illustrate the scale and mix that is considered to be in context with the surroundings, the urban grain and scale, whilst commercial realities have been considered the schemes do not necessarily represent the maximum possible development.

Suggested public realm works associated with each of the development areas has also been indicated, where appropriate.

These schemes are for guidance only and do not preclude, applications being made for alternative designs.





OLD HARWICH REGENERATION

Harbour House, Mermaid & Miranda Trinity Buildings

- Harbour House
130sqm Retail/Commercial
Residential
10 2 bed @ 70sqm
10 Parking spaces
- Miranda House
200sqm Retail/Commercial
Residential
21 2 bed @ 70sqm
3 penthouse @ 84sqm
2 3 bed town house
17 Parking spaces
- Mermaid House
330sqm Retail/Commercial
Residential
27 2 bed @ 70sqm
4 penthouse @ 84sqm
4 3 bed town house
64 Parking spaces





OLD HARWICH REGENERATION

Harbour House, Mermaid & Miranda Trinity Buildings - Alternative Option

- Harbour House
130sqm Retail/Commercial
Residential
9 2 bed @ 70sqm
1 1 bed @ 53sqm
2 2 bed penthouses @ 75sqm
10 Parking spaces
- Miranda House
200sqm Retail/Commercial
Residential
12 2 bed @ 70sqm
3 1 bed @ 50sqm
3 2 bed penthouses @ 70sqm
15 Parking spaces
8 Visitor spaces
- Mermaid House
330sqm Retail/Commercial
Residential
14 2 bed @ 70sqm
2 1 bed @ 50sqm
4 2 bed penthouses @ 00sqm
5 3 bed town house
17 Parking spaces
12 Visitor spaces

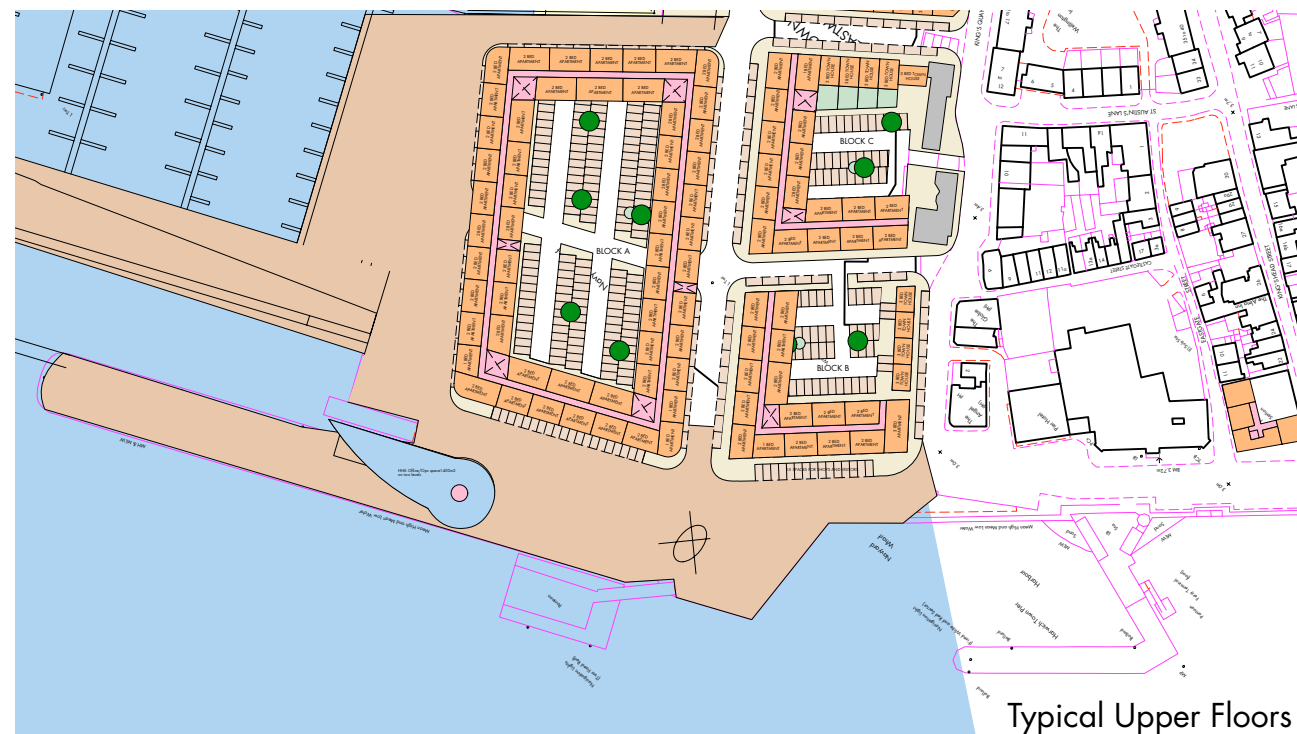




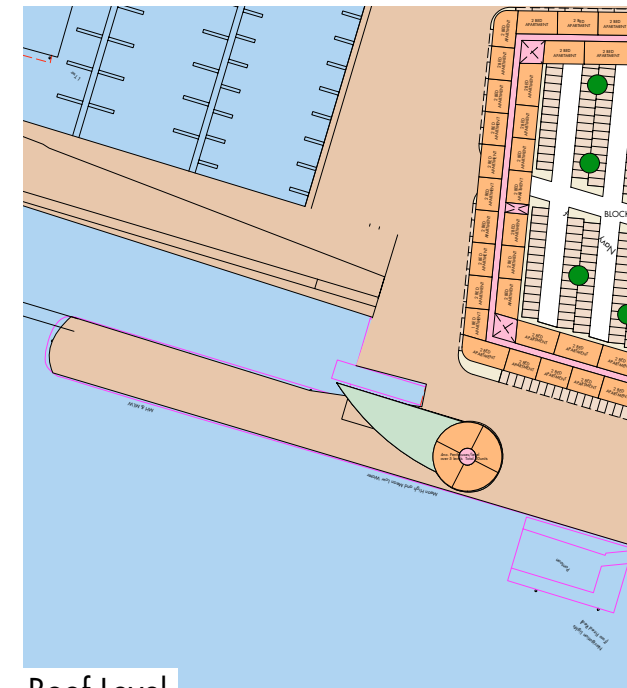
OLD HARWICH REGENERATION

The Navyard

- Block A
Commercial = 1200 sqm
Residential
Ground level = 11 units
4 levels of full residential = 220 units
Level 5 + roof = 47 units
Penthouses = 19
Total = 297
- Block B
Commercial = 500 sqm
Residential
Ground level = 3 units
+ 4 town houses
4 levels of full residential = 64 units
Roof = 8 units
Total = 75 units
+ 4 town houses
- Block C
Residential
Ground level = 11 units
+ 4 town houses
+ 7 refurbishments
3 levels of full residential = 51 units
Roof = 8 units
Total = 77 units
+ 4 town houses
- HHA/Landmark
8 levels of which 5 are residential = 20 units



Typical Upper Floors



Roof Level



Typical Lower Floors



OLD HARWICH REGENERATION

Navigation House and Sailing Club

- Block D (Navyard)
 - Residential
 - 9 3 bed town house
 - 2 2 bed town house
 - 15 2 bed @ 70sqm
 - 7 1 bed @ 50sqm
 - 33 Parking spaces
- HHA Navigation House
 - 350sqm Retail
 - 415sqm Sailing Club
 - Residential
 - 26 2 bed @ 70sqm
 - 26 Parking spaces
- New public promenade around beach edge.
- Visitor parking facilities to expanded beach area.



Upper floors proposed

Ground floor proposed



OLD HARWICH REGENERATION

Factory Site Plots

- Factory Site Plot
 - Residential
 - 41 2 bed @ 70sqm
 - 22 3 bed town house
 - 63 Parking spaces
- Public realm improvements to the tall lighthouse building.
- New WC block.
- New tourist information centre.
- Visitor parking facilities.
- New streetscape.
- Public link improvements to the Redoubt.
- Landscape edging to Harwich Green.



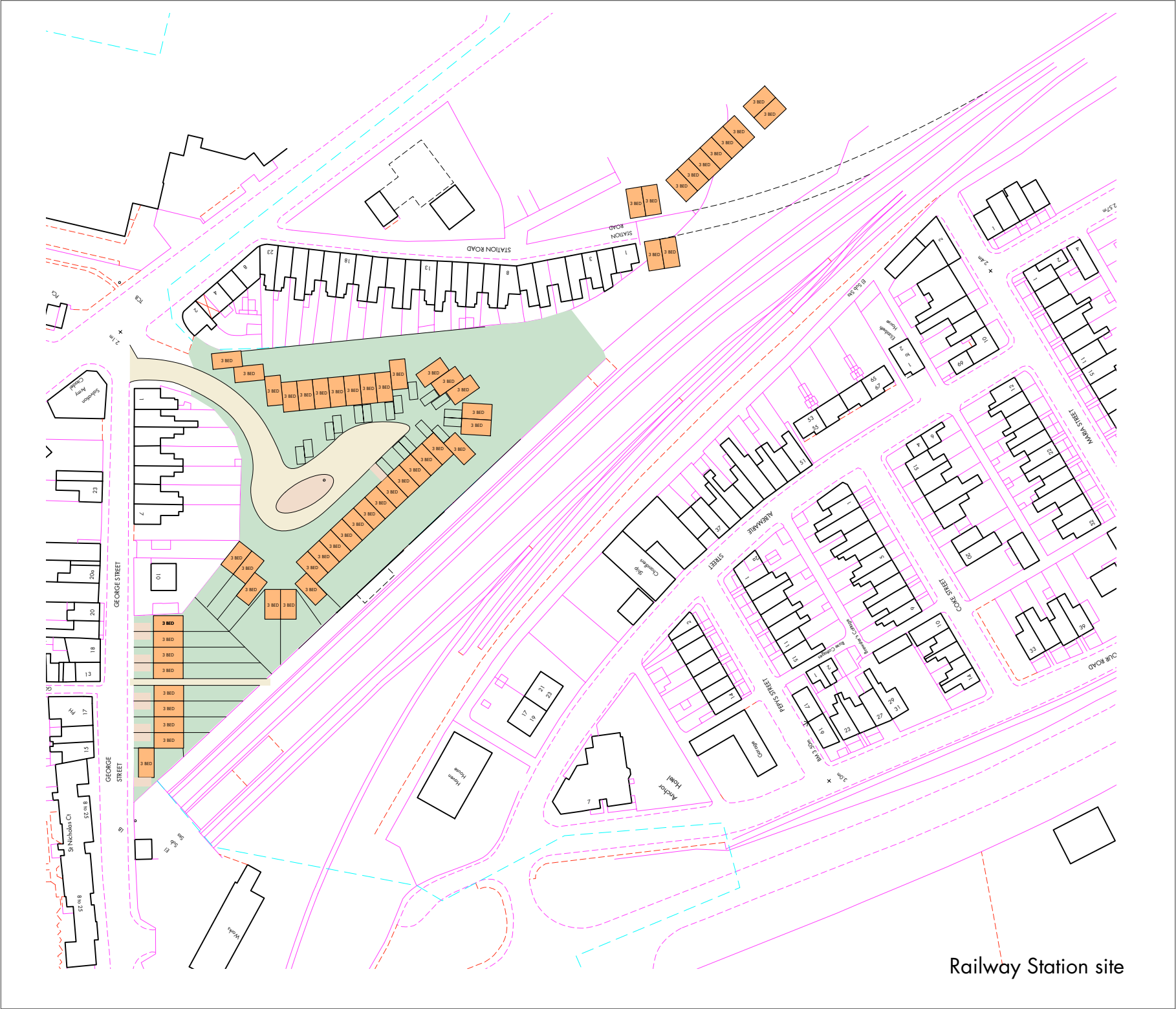
Factory Site Plots	Stage Five	Job Number	Drawn by	Date
		S1719	DAC	June 05
		Drawing Number	Checked by	Scale
		05.11	MCA	N/A



OLD HARWICH REGENERATION

Railway Station

- Railway Station
 - Residential
 - 56 3 bed town house
 - 56 Parking spaces



Railway Station Forecourt	Stage Five	Job Number	Drawn by	Date
		S1719	DAC/KV	June 05
		Drawing Number	Checked by	Scale
		05.12	MCA	N/A

10.0 STAGE FIVE - ECONOMIC APPRAISAL



10.1 Background

A number of positive impacts arise from the proposed developments. Nameley, a significant creation of new jobs will occur in the maritime, construction and service sector, with a ripple effect into secondary sectors, such as the retail and service sectors, in other quarters of Harwich. This will not only provide sustainable employment opportunities for occupiers of the new homes, but may also contribute to a reduction in local unemployment.

The potential will exist for the creation of jobs relating to the construction phase in the short to medium term (6 to 10 years). Whilst a significant proportion of these are likely to be sourced from the outside the immediate area, the national shortage in construction trades-persons will present an opportunity to meet some of the requirement locally, if appropriate skills training were made available.

The development of the marina and associated commercial sectors also present a sustainable opportunity for new jobs within the area in the long term. In addition, the size and nature of the development will act as a spur to other economic activity in the local area.

There could well be national supermarket chains and other national retailers (including gyms), interested in Old Harwich, which would extend the choice for local residents. Others likely to benefit would include local doctors's surgery, local bar and restaurants, newsagents and other local services.

10.2 Development Sites Economic Analysis Summary

Preliminary economic analysis of the development sites identified within this master plan have identified that they are economically viable within themselves, based upon reduced or no affordable housing and minimal remedial and infrastructure (transport and public realm) works. However, if each development site were required to achieve the Councils affordable housing target, then the proposals are unlikely to be viable.

As such, Tendring District Council must be a key instigator in allowing the sites to be realised. This may be achieved by carefully identifying local needs, judiciously accepting a flexible approach to affordable housing thresholds and percentages, and accepting that Section 106 payments will be required, but in some instances identifying needs within the development proposal for said funds to be directly utilised.

As an alternative, there may be the opportunity to secure grant funding for remedial and infrastructure (principally transport related) works that would otherwise render some of the developments uneconomic and which would then enable the economic re-appraisal to increase affordable housing percentages within the development sites. In addition, funding will certainly be required for the development of the proposed new Transport Interchange.



Fig. 05.08A Extract