



## PART THREE -

# Shoreham Beach Design Code

Draft 3, Oct 2020

*This document brings together elements of the Plan and several neighbourhood planning briefs to create a Design Code*

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## What is a Design Code

Good design is about more than how buildings look – it's also about creating sustainable places that function well. Design codes support the transition to a spatial approach to planning - to bring together and integrate land development policies with other policies and programmes which influence the nature of places and how they can function.

They set out design principles aimed at delivering better quality places, i.e. requirements for streets, blocks, massing and so forth.<sup>1</sup>

Preparing a good design code is about finding a balance between technical specificity and a succinct description of what is required. Some of the best, most effective codes are very short.<sup>2</sup>

Design Codes are usually a set of written and graphic rules to provide clarity over what constitutes acceptable design quality for a particular site or area, and thereby provide a level of certainty for developers and the local community alike.

## Why does Shoreham Beach need Design Codes?

Design codes often build upon a design vision in a masterplan, or other site or area-based vision:

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<sup>1</sup> [Preparing Design Codes - A Practice Manual](#)

<sup>2</sup> [Locality: Design in Neighbourhood Planning](#)

## Vision for Shoreham Beach

Shoreham Beach will maintain and enhance its eclectic character through a balance between innovative architecture, neighbourly development, and the conservation of heritage and natural habitat. The NP will meet the needs of residents, local businesses, visitors, flora and fauna, ensuring that the neighbourhood thrives as a place to live, work and enjoy a range of community and leisure activities.

It is desired that Shoreham Beach will be a peaceful, low emission neighbourhood with the flexibility to welcome and accommodate visitors during peak seasons. The flow of people on and off the beach will be safe and smooth. Young and old can choose to travel locally without relying on the car. It will be easy to choose active transport to maintain a healthy lifestyle during our daily commute - helping us to be more able in later life.



## Who will use the Design Code

- Design Review Panel
- Planners
- Architects and Designers
- Developers
- Residents' Association
- Friends of Shoreham Beach
- Sites in multiple ownership, where coordination is desirable.
- Sites likely to be developed by several different developers and/or design teams

### Shoreham Beach Design Review Panel

The Design Review Panel (DRP) will provide the Local Planning Authority (LPA) with professionally informed local comment on applications for development in the Neighbourhood Area. This will complement the work of the Adur Ward Councillors, specifically through its distinctive combination of professional experts and non-experts.

The Panel will comprise 6-8 members, including both residents with professional design and development expertise and non-expert residents with experience of the application of the statutory planning process in recent developments in the Neighbourhood Area.

Two members of the Panel will share the responsibility for identifying those planning applications which will be referred to the Design Panel and notify the LPA that the Panel will be submitting timely comments.

#### Key Functions and Tasks

The Panel will:

- Provide the LPA with comment on applications for development which affects the Neighbourhood Area by applying all NP policies - most notably Policy NR1, having regard to the Neighbourhood Design Code;
- Monitor the compliance of construction...
- Monitor the cumulative densification impact of re-developments.

### 5.1.1 Principles of Design Review

source:

<http://bit.ly/design-review-principles>

#### 1. Independent

It is conducted by people who are unconnected with the scheme's promoters and decision makers, and it ensures that conflicts of interest do not arise.

#### 2. Expert

It is carried out by suitably trained people who are experienced in design and know how to criticise constructively. Review is usually most respected where it is carried out by professional peers of the project designers, because their standing and expertise will be acknowledged.

#### 3. Multidisciplinary

It combines the different perspectives of architects, urban designers, urban and rural planners, landscape architects, engineers and other specialist experts to provide a complete, rounded assessment.

#### 4. Accountable

The Review Panel and its advice must be clearly seen to work for the benefit of the public. This should be ingrained within the panel's terms of reference.

#### 5. Transparent

The panel's remit, membership, governance processes and funding should always be in the public domain.

#### 6. Proportionate

It is used on projects whose significance, either at local or national level, warrants the investment needed to provide the service.

#### 7. Timely

It takes place as early as possible in the design process, this can avoid a great deal of wasted time. It also costs less to make changes at an early stage.

#### 8. Advisory

A design review panel does not make decisions, but it offers impartial advice for the people who do.

#### 9. Objective

It appraises schemes according to reasoned, objective criteria rather than the stylistic tastes of individual panel members.

#### 10. Accessible

Its findings and advice are clearly expressed in terms that design teams, decision makers and clients can all understand and make use of.



## 5.1.2 Neighbourhood Design Code

*The Design Code has four components*

- A. *Site-specific requirements for the redevelopment of the toilet block in the context of the Beach Green Outline Concept Master Plan;*
- B. *Neighbourhood area-wide guidance to inform small-scale cumulative, brownfield redevelopment. Infill developments by replacing dilapidated, often timber-framed buildings with new housing.*  
*[Guidance to deal with the so-called ‘two-for-one’ issue. Measures to reduce the negative impact of replacing small bungalows with large homes;]*  
*[Water recycling and repurposing solutions?]*  
***Internal note: Should the text in square brackets still be included?***
- C. *Protecting ~~and enhancing~~ the Local Nature Reserve.*
- D. *Active Transport & Movement Guidance*



## Design Code A - Redevelopment of the toilet block

There is substantial support for a community hub with the following elements:

### Cafe

- Cater for a range of residents (particularly young and elderly people)
- Locally-sourced, healthy food options
- Not too loud (both sound and visually)
- Ability for parents to watch over children playing on the green
- High enough to provide views of the sea and The Downs, if it can be designed in a sensitive way that is in proportion and not overbearing
- Any products sold via a kiosk should be sensitive to the local environment, i.e. minimal packaging, fully biodegradable and 'wildlife-friendly'.
- Refuse & recycling bins must be seagull-resistant and conveniently placed to minimise impact on the local nature reserve and marine environment.

### The provision of facilities to accommodate additional toilets for events

### Showers, lockers and changing rooms

- Encourage staff to cycle instead of drive and encourage watersports enthusiasts to use these facilities instead of needing a van parked on the side of the road

### Flexible meeting space for community groups

- An area with removable partitions, integrated into the cafe operations as much as possible
  - not just a separate locked room, not used as a storage or junk room.

### Storage facilities and booking system for Multi-Use-Games-Area.

### Sustainable building design

- Aim to generate renewable energy, highly energy-efficient, water-efficient, and high standards of waste management.

### Transport

- Improved pedestrian and scooter/ skate /cycle lane. Secure scooter and cycle-parking to minimise motorised traffic to the venue.
- Assessment of public transport impacts and provision for pick-up drop-off area for taxis etc.
- Pedestrian crossing improvements from the north side of Beach Green (parking & playground area).

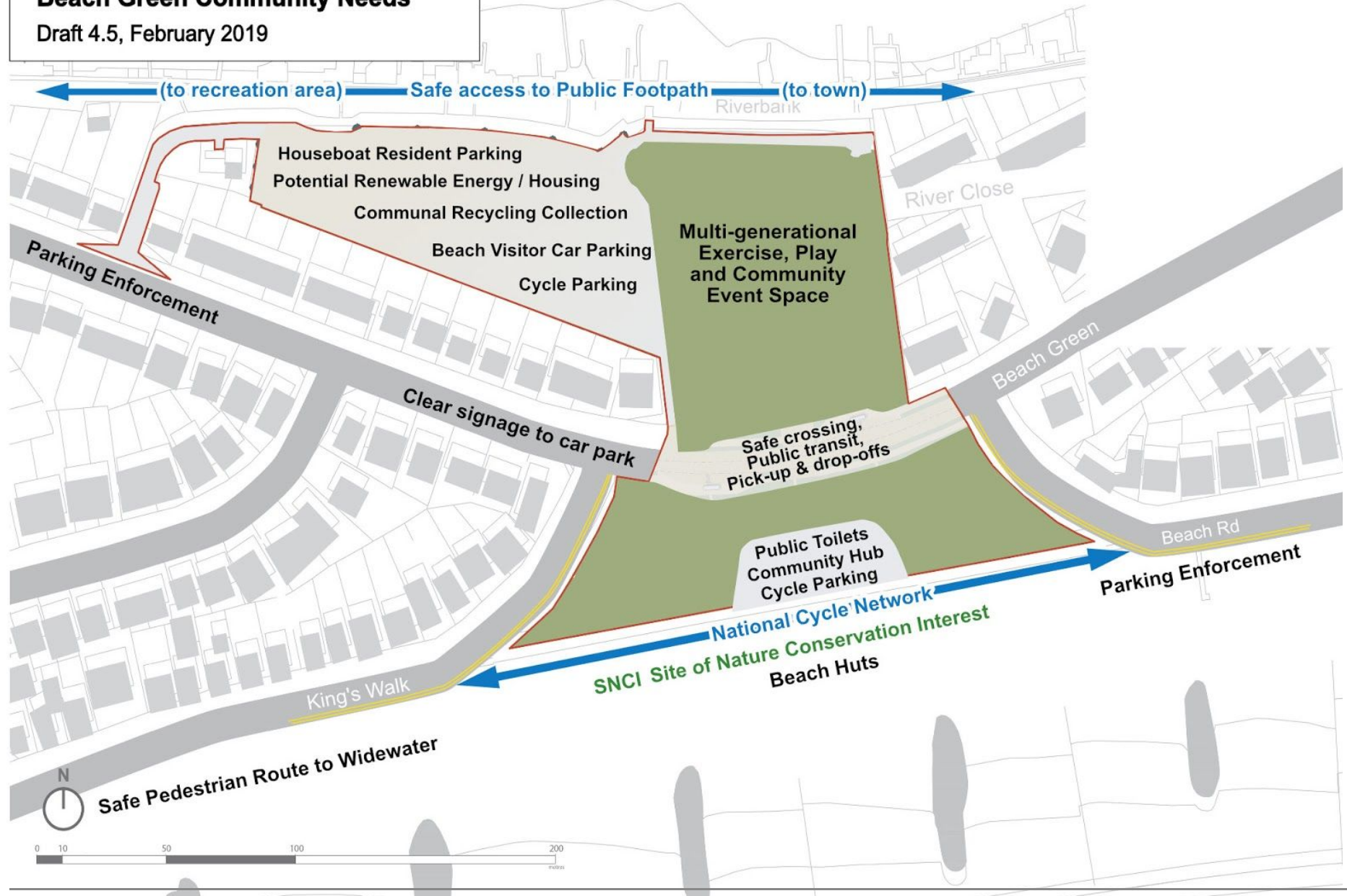


This Design Code includes a number of options which could act as conceptual master plans. In this context we are referring to a conceptual plan as a scaled drawing to illustrate possible ways to lay out the site in order to meet the needs of the local community.

It provides a starting point to help begin discussion and may be useful for future developers and consultants (engineers, landscape architects) as a base point.

These plans have been produced by the Forum with the help of independent urban design specialist firm AECOM and guidance from planning consultants.

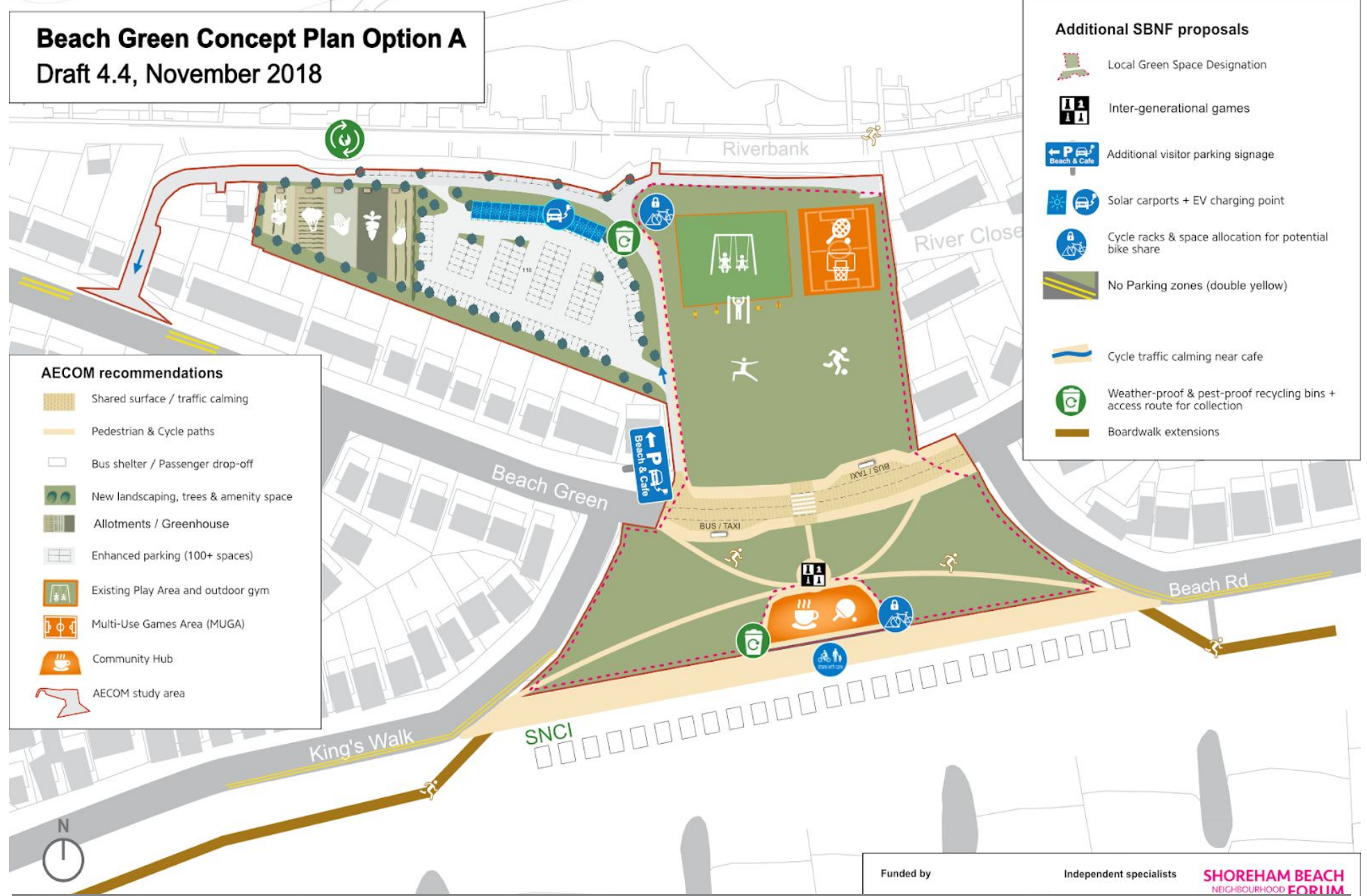
**Beach Green Community Needs**  
Draft 4.5, February 2019





# Beach Green Concept Plan Option A

## Draft 4.4, November 2018



### AECOM recommendations

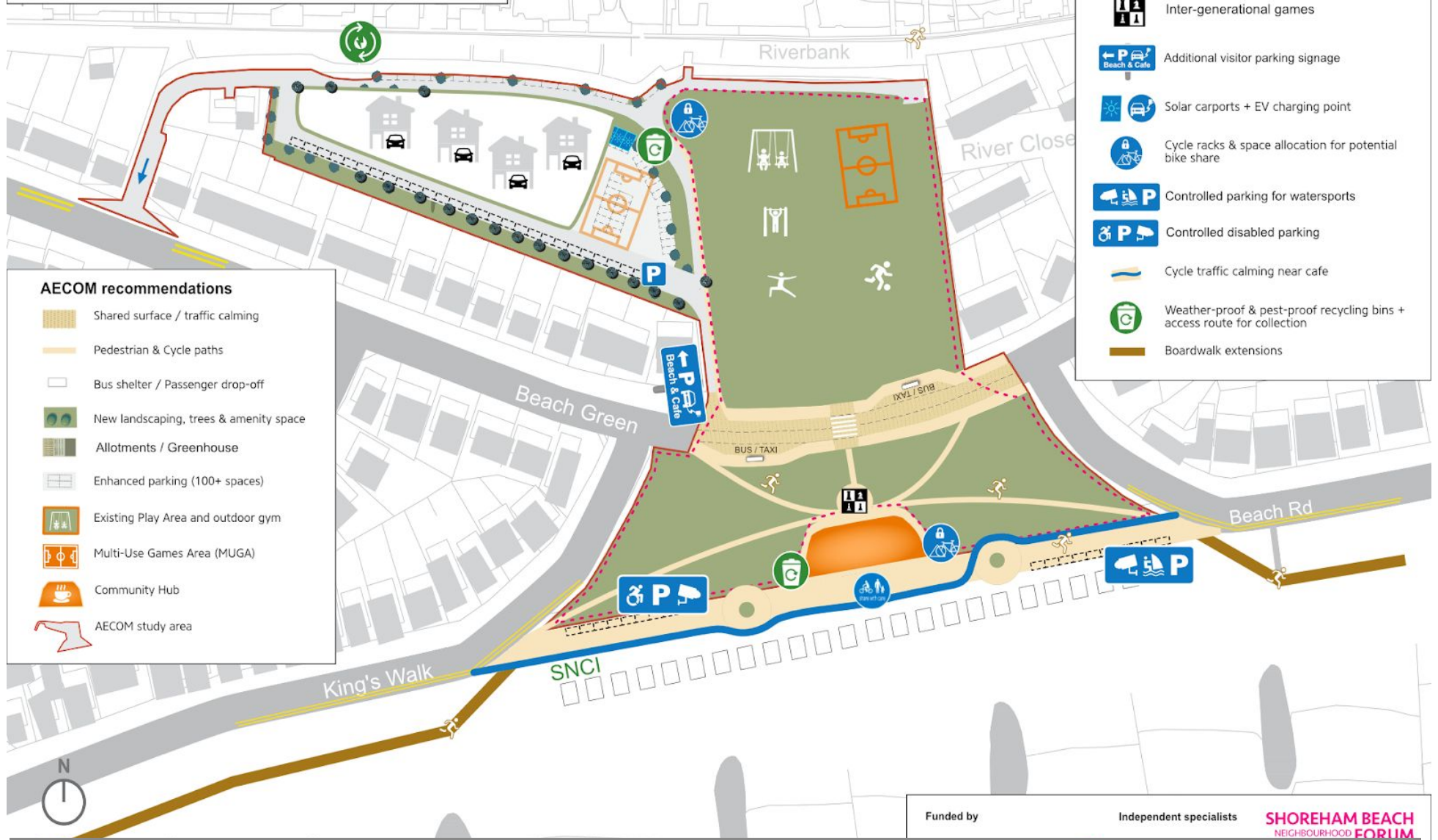
- Shared surface / traffic calming
- Pedestrian & Cycle paths
- Bus shelter / Passenger drop-off
- New landscaping, trees & amenity space
- Allotments / Greenhouse
- Enhanced parking (100+ spaces)
- Existing Play Area and outdoor gym
- Multi-Use Games Area (MUGA)
- Community Hub
- AECOM study area

### Additional SBNF proposals

- Local Green Space Designation
- Inter-generational games
- Additional visitor parking signage
- Solar carports + EV charging point
- Cycle racks & space allocation for potential bike share
- No Parking zones (double yellow)
- Cycle traffic calming near cafe
- Weather-proof & pest-proof recycling bins + access route for collection
- Boardwalk extensions

# Beach Green Concept Plan Option B

## Draft 4.4, February 2019













### AECOM recommendations

- Shared surface / traffic calming
- Pedestrian & Cycle paths
- Bus shelter / Passenger drop-off
- New landscaping, trees & amenity space
- Allotments / Greenhouse
- Enhanced parking (100+ spaces)
- Existing Play Area and outdoor gym
- Multi-Use Games Area (MUGA)
- Community Hub
- AECOM study area









### Additional SBNF proposals

- Local Green Space Designation
- Inter-generational games
- Additional visitor parking signage
- Solar carports + EV charging point
- Cycle racks & space allocation for potential bike share
- Controlled parking for watersports
- Controlled disabled parking
- Cycle traffic calming near cafe
- Weather-proof & pest-proof recycling bins + access route for collection
- Boardwalk extensions

## AECOM recommendations

-  Shared surface / traffic calming
-  Pedestrian & Cycle paths
-  Bus shelter / Passenger drop-off
-  New landscaping, trees & amenity space
-  Allotments / Greenhouse
-  Enhanced parking (100+ spaces)
-  Existing Play Area and outdoor gym
-  Multi-Use Games Area (MUGA)
-  Community Hub
-  AECOM study area

## Additional SBNF proposals

-  Local Green Space Designation
-  Inter-generational games
-  Additional visitor parking signage
-  Solar carports + EV charging point
-  Cycle racks & space allocation for potential bike share
-  No Parking zones (double yellow)
-  Cycle traffic calming near cafe
-  Weather-proof & pest-proof recycling bins + access route for collection
-  Boardwalk extensions



Model exploring potential for restricted access parking / deliveries nearer to the cafe and the beach - to avoid the current practice of parking on double-yellow lines on a blind curve, blocking access to the cycle lane.



Not a through road



Controlled parking zone for disabled / beach hut owners / watersports / taxis / deliveries to cafe (not a through road)

## Design Code B - Neighbourhood area-wide guidance

Criteria for review of applications:

The panel will refer to all NP policies, specifically the criteria set out in Policy NR1, having regard to 'Building For Life' and Policy NR2 - impact on street scene

### Policy NR 1 - High Quality Design

...Proposals for development will be expected to:

1. **Contribute positively to the neighbourhood's eclectic and idiosyncratic character and identity;** creating or enhancing local distinctiveness in ways which ~~raise the standard~~ encourage good architecture, landscaping and urban design on the Beach;
2. **Respect ~~the density of existing development and~~ the rhythm and pattern of buildings and street frontages;**
3. Respect the undulation of roofscape in level and scale;
4. **Encourage the delivery of functional public art;**<sup>3</sup> for example to define the exercise circuit and to provide sculptural equipment, signage and benches, in appropriate locations, together with functional public art on Beach Green.
5. **Incorporate design features which deter crime** in accordance with the [Secured by Design](#) police initiative;

<sup>3</sup> Not applicable to householder applications

6. **Meet the Higher Standard of water efficiency** in the Local Plan;
7. **Provide on-site cabling for electric vehicle charging points and appropriate off-street parking** in housing developments;

- ~~8. **Allow for a smooth transition from existing lower density development,** to assimilate well into the street scene;~~
- ~~9. **Protect/enhance cherished views into, out of and within the Beach;**~~

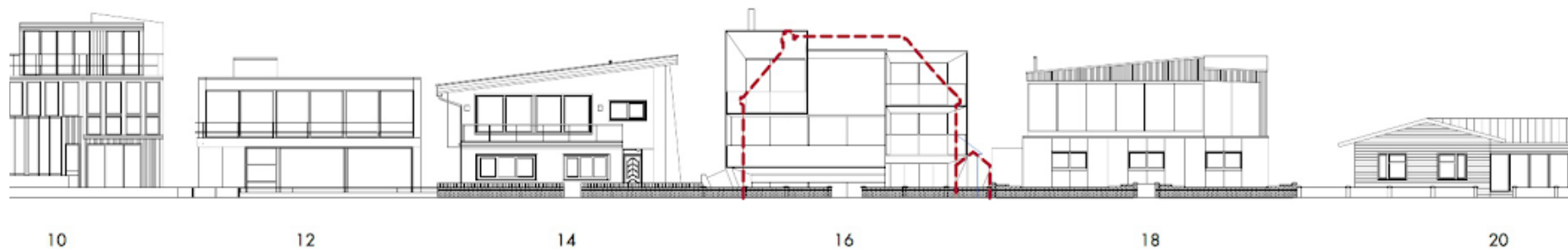
### Minimum Level of Information in Planning Applications

All applications should include all the following information to clearly demonstrate the impact of the proposed development on adjacent properties and the existing street scene and to enable full assessment of the proposal against the relevant policies of this Plan:

All drawings should show adjacent buildings with positions of openings and materials, with drawn scale and north points to be included.

## Exemplar Planning Application Drawings

In these examples, the existing house is indicated by the red lines and the proportions of the proposed house are overlaid, with neighbouring houses drawn either side, to clearly indicate the comparative proportions.



Block plan of a site showing adjacent buildings with positions of openings (e.g. at a scale of 1:100 or 1:200)

[Editor's note: working group leader requested image to be removed in case of misinterpretation]

~~Example drawings showing north point, existing and adjacent buildings, views, positions of openings and materials:~~



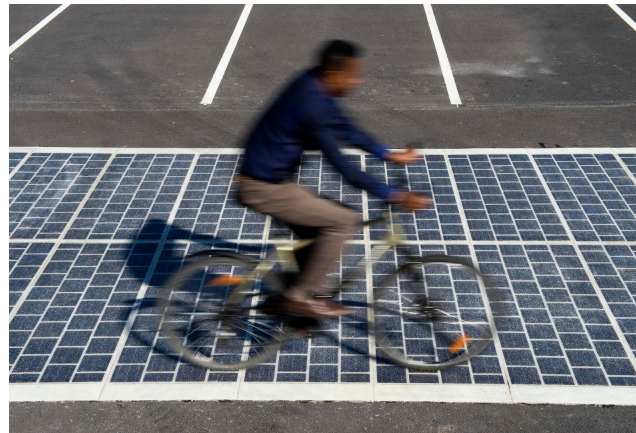
## Examples of functional public art



Art with the function of highlighting significant views and wayfinding



Sculptural cycle racks



Solar cell cycle lane



Sustrans Art Trails.

The artwork along this section of the National Cycle Route celebrates the role of the nearby Sanger Institute in decoding a vital part of the human genome. The design is laid on the path using

thermoplastic strips heat welded onto the tarmac. Trees are planted along the route to provide shade and windbreaks. The start of the route is marked by a DNA helix sculpture.  
[sustrans.org.uk/ncn/map/route/great-shelford-to-waterbeach-via-cambridge](http://sustrans.org.uk/ncn/map/route/great-shelford-to-waterbeach-via-cambridge)



Reclaimed timber sleepers reference the area's historic relationship to railway carriages. Ecological symbols CNC routed (carved) into the wood provide extra grip in wet weather. Positive, subtle messages - not preachy.

### Suggested implementation of more organised parking layouts in porous car parks



Minimal parking delineators made from durable, zero maintenance materials such as recycled plastic.



Examples of functional art to provide seating, shelter, exercise or outdoor workspace

## Design Code C - Protecting and Enhancing the Local Nature Reserve

Refer to LNR gateway Planning Brief, Policy GB 2 and GB 3 - Shoreham Beach Local Nature Reserve - Beach-Friendly Landscaping

<b>Policy GB2 Table</b>	2.1 Simple, natural, uncluttered	2.2 Accessible for easy maintenance	2.3. Accessible by cycles, wheelchairs and Class 2 vehicles in accordance with the Environment Agency's ' <a href="#">Access for All Design Guide</a> '	2.4 Family friendly and social areas	2.5 Active by design – creating healthy places	2.6. Protecting and enhancing biodiversity
LGS1 Adur Memorial Recreation Ground (AMRG)	✓	✓	✓	✓	✓	✓
LGS2 Beach Green	✓	✓	✓	✓	✓	✓
LGS3 Falcon Close	✓	✓			✓	✓



LGS4 Soldiers Point	✓	✓	✓		✓	✓
LGS5 Silver Sands	✓	✓				✓

## Signage - Issues

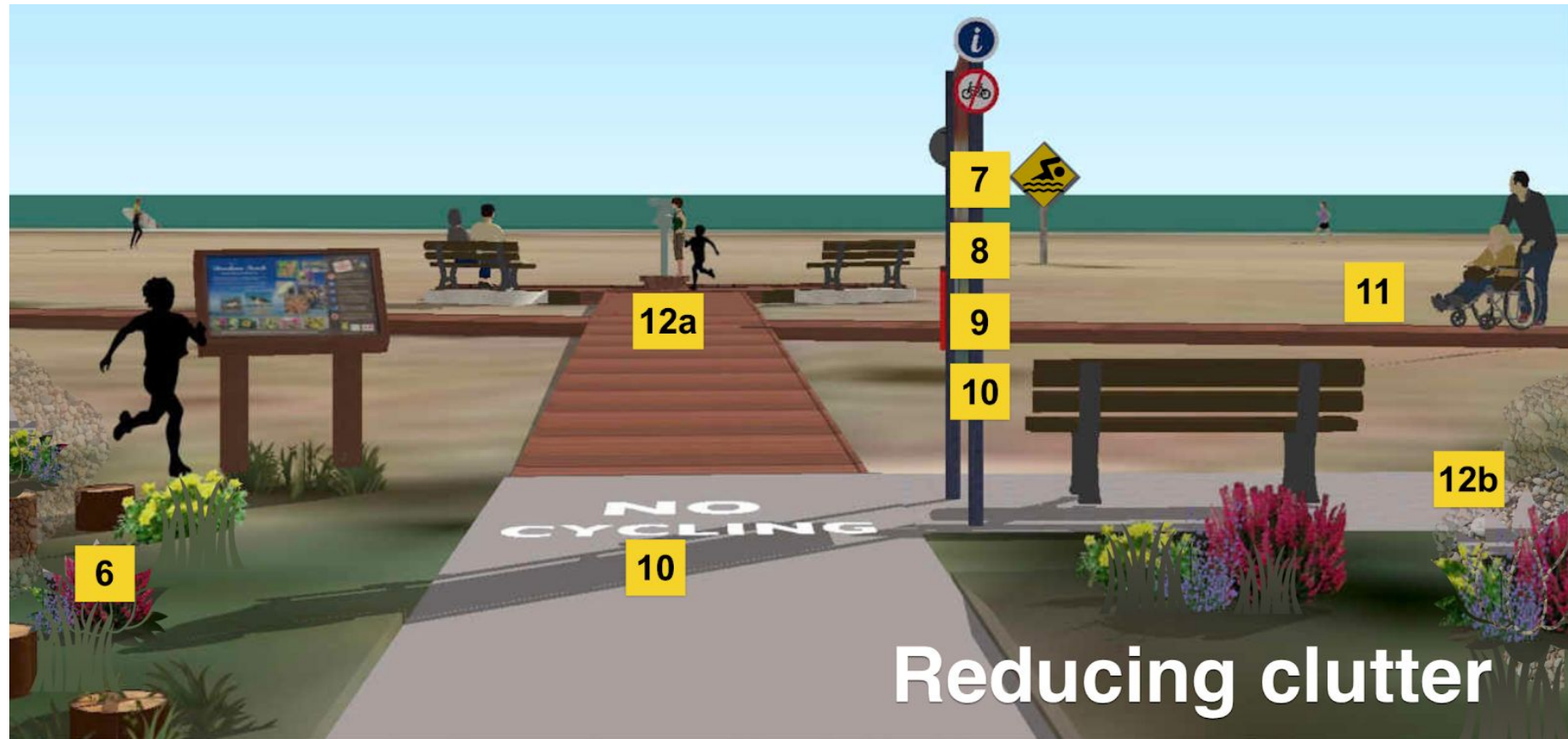


Example of disjointed, inconsistent signage at the main gateway to the local nature reserve.

One resident describes the ambiguous no cycling signs as: “...so ugly, punctuating such a beautiful view – and aren’t at cycle eye level.”



## Rationalising Signage - simple, natural, uncluttered



These images illustrate how a joined-up plan for signage could significantly reduce clutter and also improve aesthetics and communication. (2017 Beach Gateway Planning Brief <http://bit.ly/sbnf-gateway-lnr>)



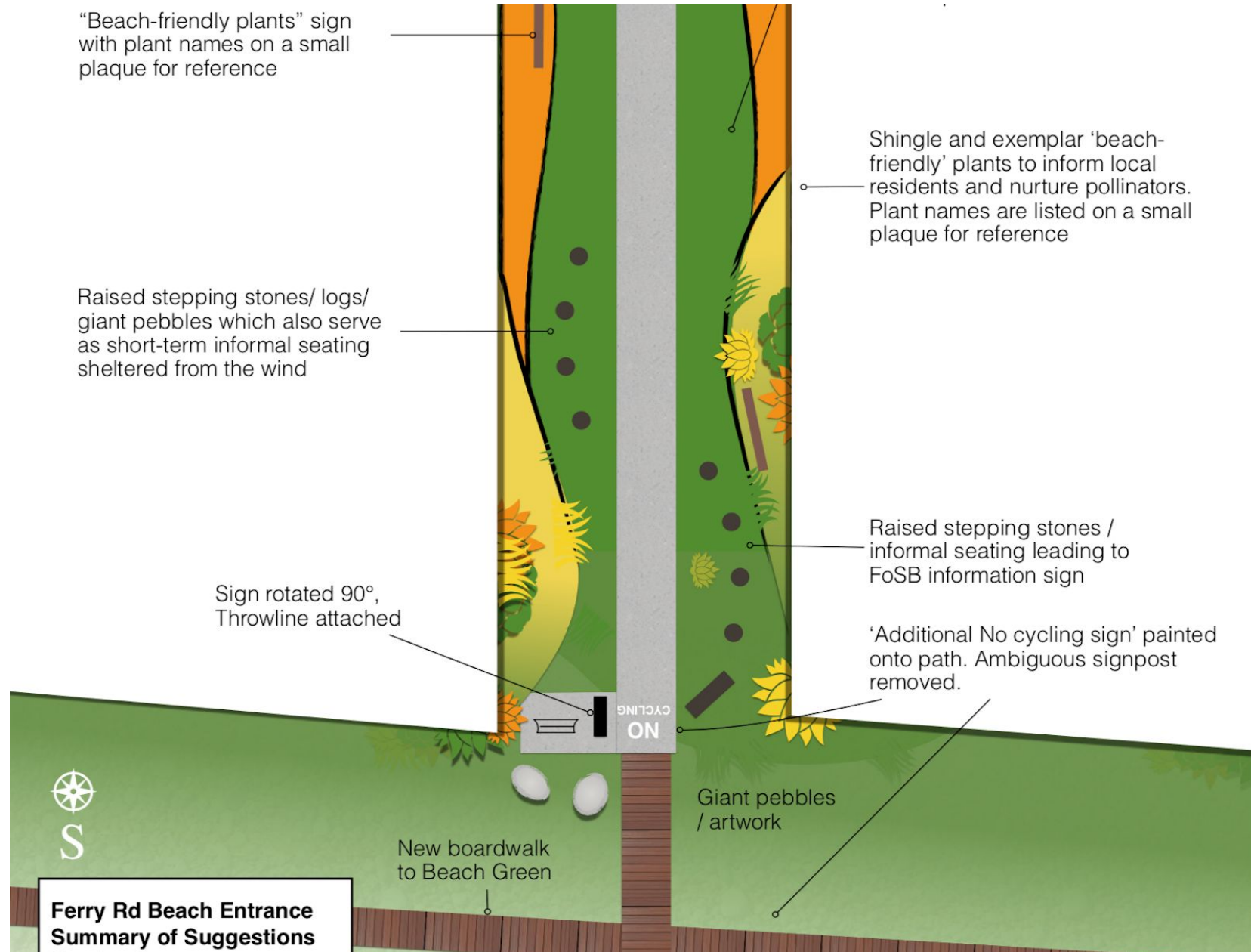
Signage should be visible at eye level where people are naturally looking. With the increasing reliance on mobile phones, pedestrians (and many cyclists) are increasingly looking down at their phones and the ground directly in front of them. Good signage is:

- Unobtrusive;
- Minimal clutter;
- Thermoplastic or inlaid road and paving markings;
- CNC etched into ground surfaces such as recycled plastic decking or timber sleepers.



## Key:

6. Raised stepping stones or logs lead the eye to the Friends of Shoreham Beach sign. Children will naturally want to hop along the stones and stop at the sign where they can discover what is special about this beach. This feature may also provide occasional seating for short periods of time, i.e. FoSB educational group tours, sheltered from cross winds.
7. The Lifeboat information sign could be rotated 90° to improve the vista. The signposts provide ample room to attach complimentary small signage and safety apparatus such as the Throwline. The yellow diamond shaped swimming sign could be enlarged to match the sign on the reverse side.
8. If a swimmer is in trouble, it is logical to consult the safety sign, therefore this is the most logical place to attach the throwline (which is currently obscured by the FoSB sign).
9. The Lifeboats sign contains a vast amount of information, with a small noticeboard at the bottom - which people may be more likely to read whilst sitting on the adjacent bench. Rotating the sign has the added benefit of sheltering the bench from side winds.
10. Ample cycle racks will free the signage from locked bicycles and other paraphernalia. The ambiguous round cycling sign could be replaced with a smaller clearer sign which is more consistent with the other symbols, i.e. bicycle with red line through it. An additional “No CYCLING” sign can be painted to the pathway, to minimise visual clutter at eye level.
11. Extending the boardwalk Westwards.
- ~~12. Telescope: position — options a & b~~
13. Alternative community noticeboard on the back of FoSB sign
14. Stepping stones / occasional seating for short periods of time



LNR Planning Brief 2017

## Beach-Friendly Planting Guide

Species approved by Friends of Shoreham Beach  
Terrestrial, formal planting transitions to natural, wild marine plants



↑ residential area

sea ↓  
S

### Terrestrial Plants

**● Species already present on the LNR that survive in low nutrient habitats**

- Echium vulgare (Vipers bugloss)
- Sedum (Stonecrop)
- Lavatera maritima (Tree mallow)

**● Species that will not suffocate, self seed, cross pollinate nor spread too widely**

- Olea europaea (Olive trees do very well on Shoreham Beach)
- Salvia officinalis (garden sage)
- Salvia pratensis
- Euphorbia epithymoides ( Cushion spurge, polychroma)
- Euphorbia characias
- Lavandula angustifolia
- 'Hidcote' (English lavender)
- Rosmarinus officinalis
- Rosa glauca (Dog Rose)

### ● Marine Plants

- Glaucium favum (Yellow horned poppy)
- Sea beet
- Crambe maritima (Sea Kale)
- Anthyllis vulneraria (Kidney Vetch)
- Silene uniflora (Sea Campion )
- Armeria maritima (sea thrift)
- Salicornia europaea (Rock samphire)
- Echinops ritro (Misty Globe Thistle)



## Design Code D - Guidance for Active Transport & Movement

Reducing on-street car parking  
and enabling active transport



### Non-motorised alternatives / 'cycle-rack' specifications [tbc]

Lockable storage areas for non-motorised vehicles to incentivise visitors to leave the car at home and use space-saving, low emission, active transportation to get to the beach.

We recommend 'shark fin' racks with an added bar to accommodate the whole family. This arrangement would allow children's bikes / scooters / skateboards and key-safe padlocks to be attached. The parking area should be large enough for tandems bikes, cargo bikes and trailers.

Cycle parking should not be positioned next to the rubbish and dog excrement bins and

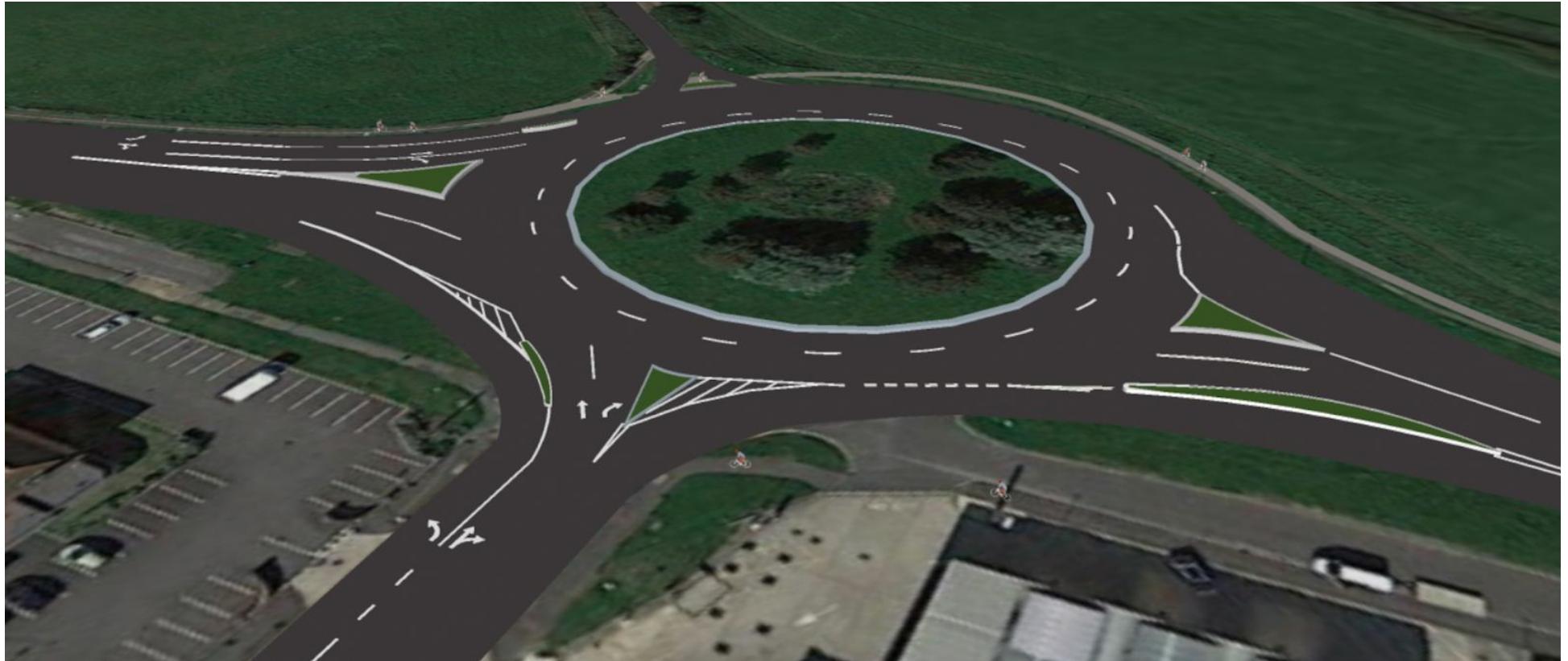
Cycle parking should not impede pedestrian traffic.

If private funding is required, cycle racks could be sponsored in a subtle manner as shown above. The sponsor wording could be a functional element to assist locking up childrens' scooters, skateboards and key-safe padlocks.

### Potential improvements to Saltings Roundabout (aspirational)

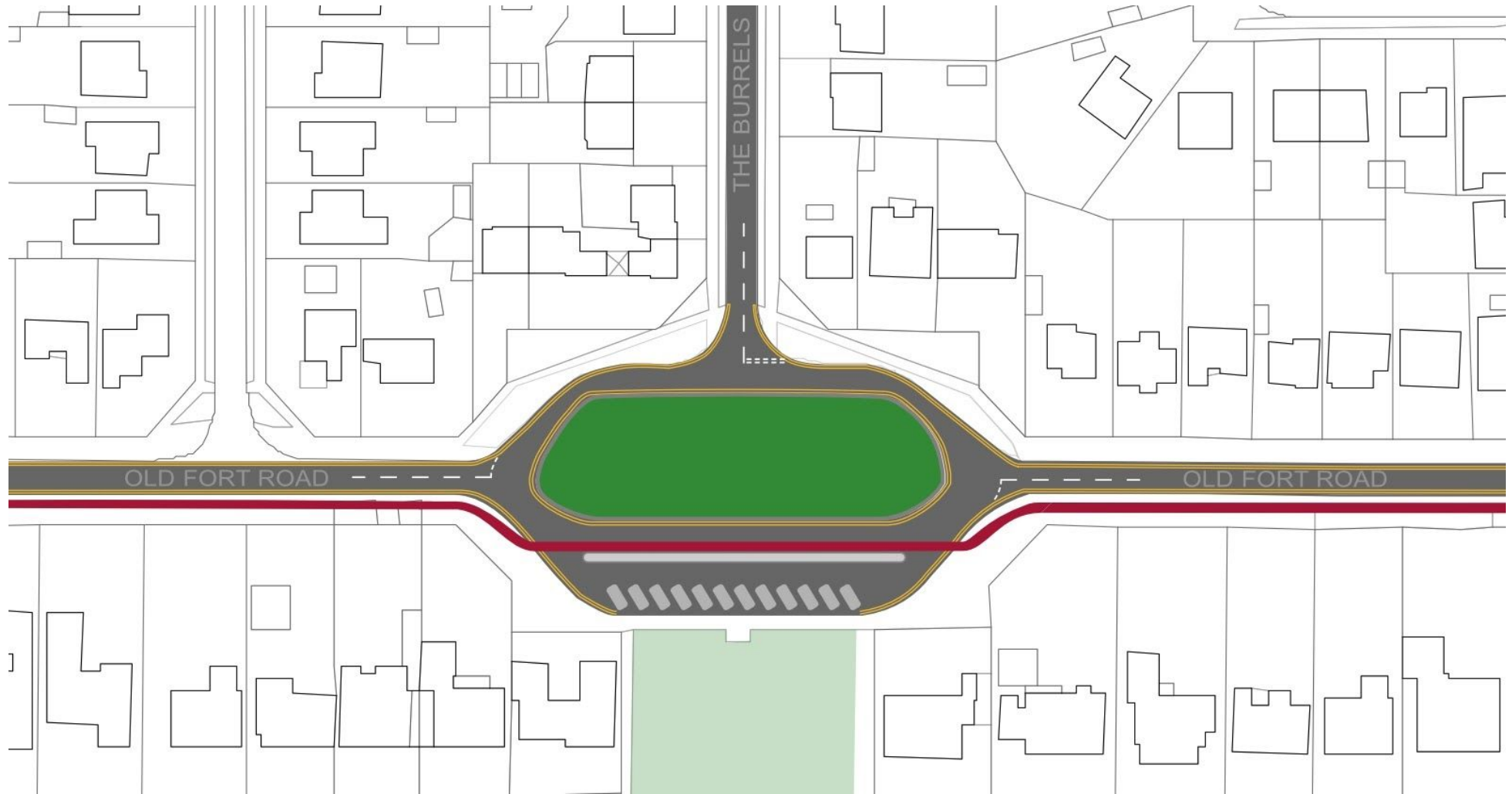


Proposal A: Possible traffic lights to pedestrian crossing and improved vehicular traffic flow on and off the beach (subject to TRO)



Proposal B: Improved layout and signage to improve vehicular traffic flow on and off the beach and towards the airport (subject to TRO)





Increase public visitor parking south of The Burrels Roundabout - to alleviate congestion on Old Fort Rd. Divert cycle lane to avoid obstruction (red line)



Proposed layout for increased public visitor parking south of The Burrels Roundabout. Divert cycle lane to avoid obstruction.



Increase public visitor parking south of The Burrels Roundabout - disabled parking next to beach entrance. Clear “visitor parking signage”  
Direct cycle lane to avoid obstruction.