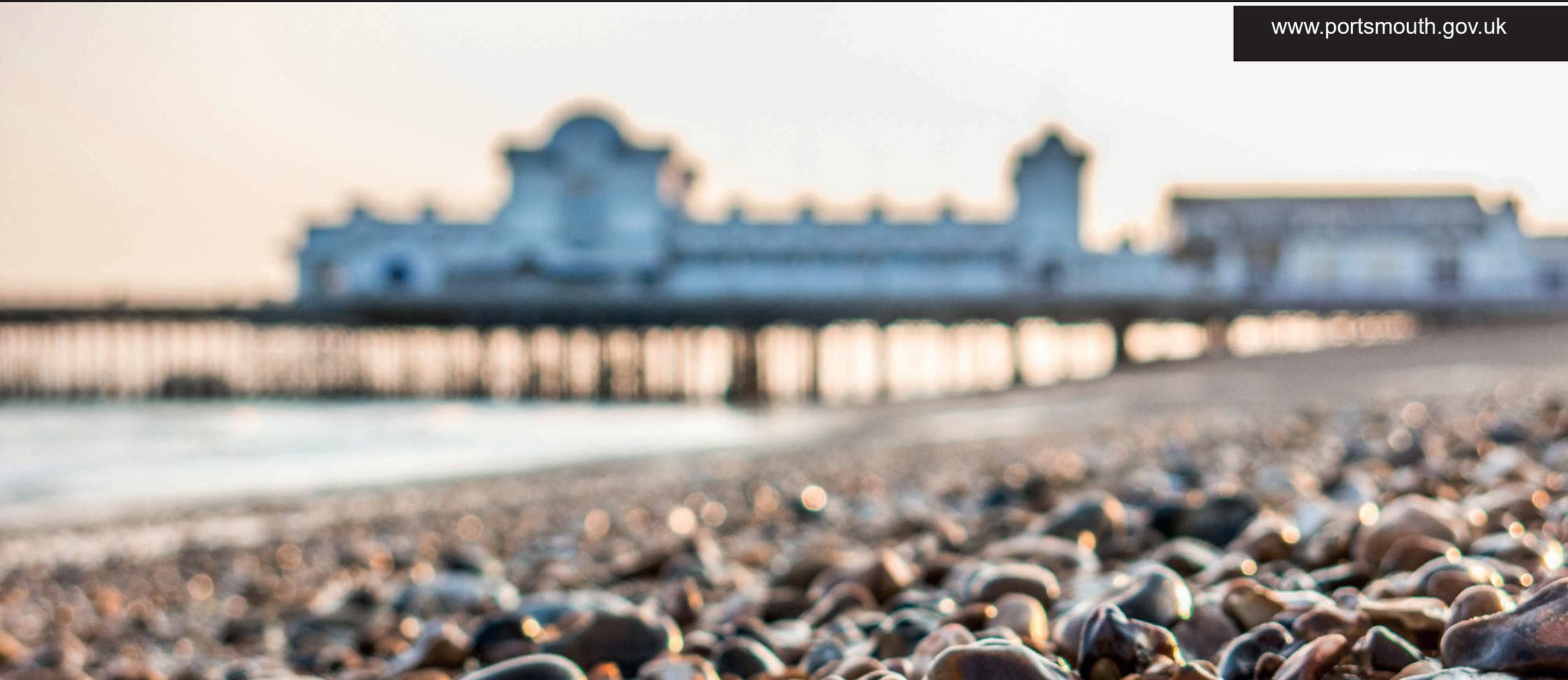


# Seafront Masterplan Engagement Report

## Feb-Mar 2019

[www.portsmouth.gov.uk](http://www.portsmouth.gov.uk)





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# Introduction

The subject of this engagement report is the February-March 2019 public consultation on the review of the Seafront Masterplan. Previous engagement took place in summer 2018 and was reported separately. This report details how we have engaged and the results and also informs further work on the review of the Seafront Masterplan.

A total of 375 responses were received during this round of consultation. These comprised of the following:

- 351 online and hardcopy survey responses
- 13 responses from individuals (not via survey)
- 11 responses from organisations

# How we have engaged

A number of methods of engagement were used, as set out below.

## Exhibitions

A series of exhibitions were held at the locations below. At all of these, information on the Seafront Masterplan and its review was available. This was in the form of large banners with images and text, a consultation document, which set out issues for consideration and other materials to help summarise issues. Attendees were able to complete paper surveys at the exhibitions, or take these away for subsequent delivery to the council, but mainly, attendees were encouraged to complete an online survey. Representations were also accepted via email and post. In addition, notes were made of matter of discussion. Planning officers from the council were present at all of these events, which were attended by over 100 people. The location of the events and number of attendees is shown below.

- St Jude's 18/02/2019
- Eastney Community Centre 20/02/2019
- Portsmouth High School 21/02/19
- Pyramids (Sat 9th March, Thu 14th March)

In addition to the above events, planning officers held two informal events at the D-Day Story and on the Promenade itself. This consisted of an officer presence within the D-Day Story, and on the Promenade. Flyers were used to raise awareness of the review of the Seafront Masterplan and discuss issues with members of the public. These took place on the dates below (one weekday, one Saturday).

- Postcards & seafront presence, D-Day Story
- 09/02/2019
- 13/02/2019

## Social media

The review of the Seafront Masterplan was promoted through social media platforms, as shown below. This consisted of a series of posts on each of the platforms. These posts were seen by at least **33,000 people**, and there were over 3,500 'interactions' ('likes', 'shares' etc).

- Facebook
- Twitter
- Linked In
- Instagram

## Targeted stakeholders

The Local Plan mailing list was used to consult stakeholders who expressed a desire to be kept informed about planning matters, as well as statutory consultees. In addition, council planning officers engaged with internal departments to compile a list of key stakeholders for the seafront to ensure they were aware of the review and to offer to discuss issues with officers. Details of those who took up the offer of a meeting are listed below.

### Meetings with external stakeholders

- Portsmouth Cycle Forum
- Historic England
- Blue Reef Aquarium
- Southsea Tennis Club
- Canoe Lake Leisure
- Southsea Seafront Campaign
- Vail Williams/Clarence Pier
- Hovertravel
- Coffee Cup

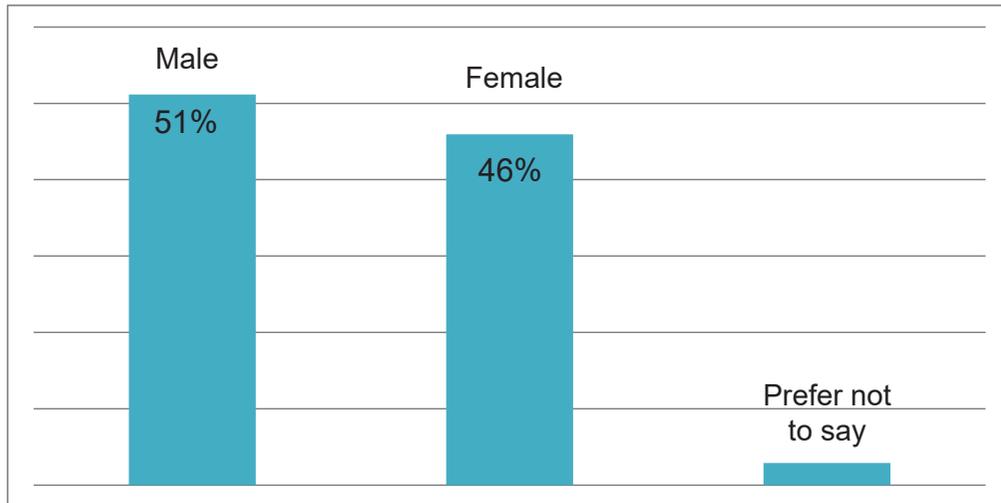
## Consultation responses

Responses were collected through multiple choice and open-ended questions in a survey, emails and verbally at exhibitions

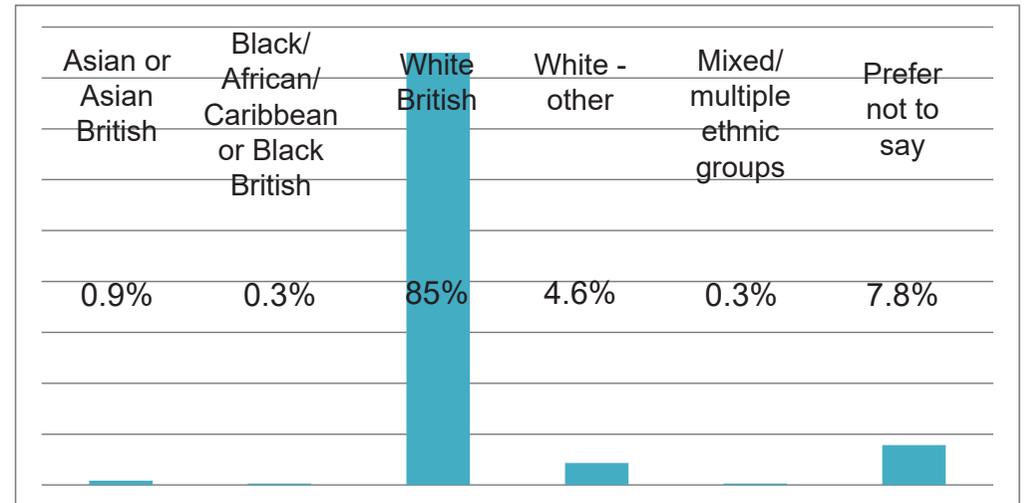
### ***Survey responses: multiple-choice***

A survey was designed around the consultation document. The survey was available through a Survey Monkey website, linked to the Seafront Masterplan page on the council's website. It was also available as a direct link in some of the social media posts. In addition, the survey was available as a paper version and a pdf. Anyone could complete the survey, though the vast majority of respondents were the general public. The survey consisted of 40 multiple choice questions (strongly disagree to strongly agree), in addition to personal characteristic, plus a facility to enter free text. The results of the 40 multiple choice questions and personal characteristics are presented next, accompanied by officer analysis of each group of questions.

# Respondent characteristics

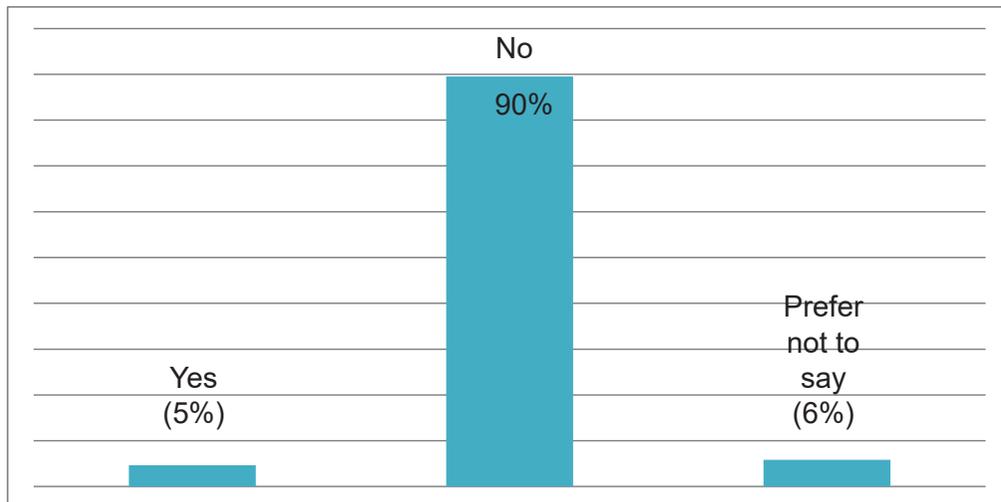


What is your sex?

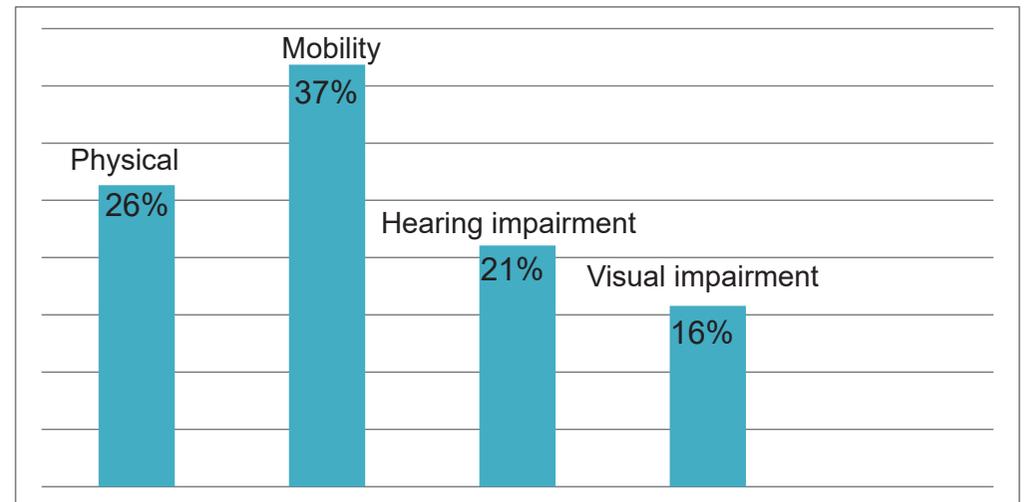


Which of the following ethnic groups do you belong to?

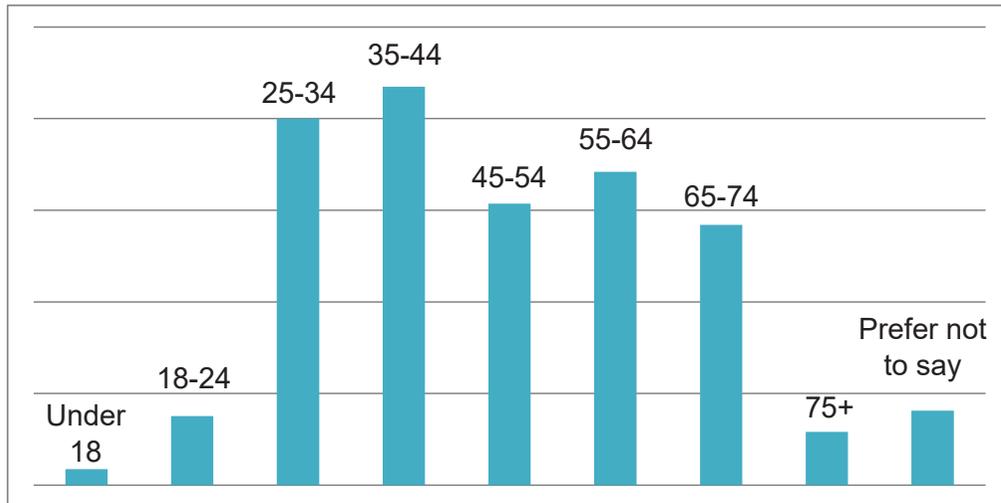
Do you consider you have a disability under the Equality Act 2010 definition?



If you have a disability, please specify.



## Officer commentary

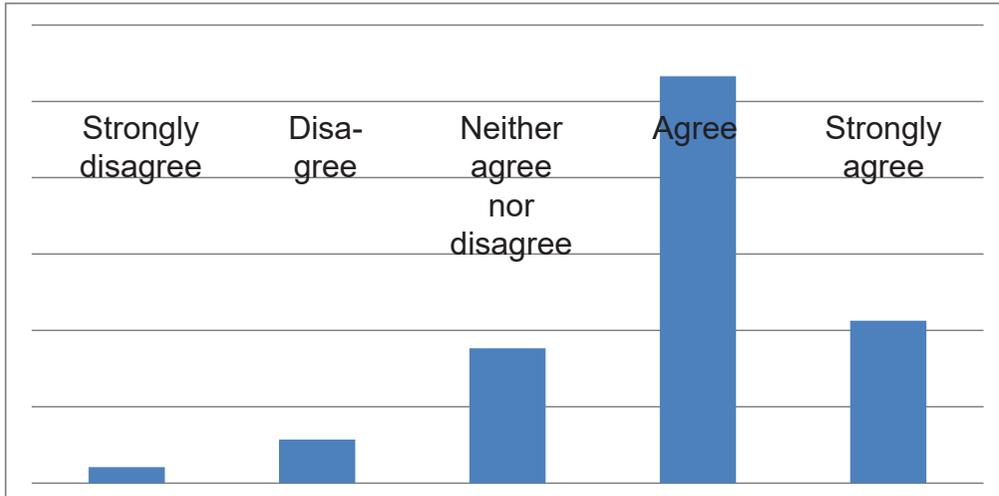


What is your age group?

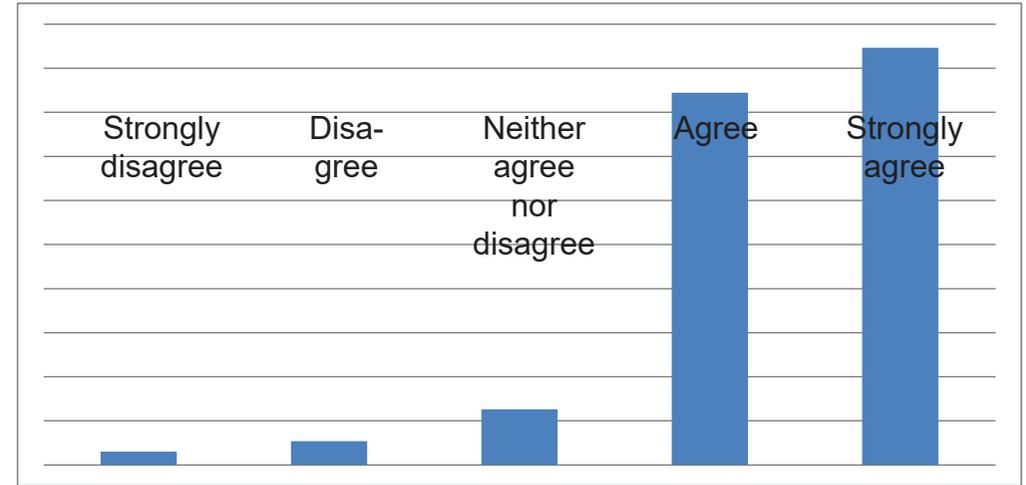
The breakdown of respondents by sex and race is similar to that reported for Portsmouth in the 2011 census. The vast majority (90%) reported no disability, and of those who did report a disability (19 respondents), 7 reported a physical disability, 5, mobility, 4 hearing impairment and 3 reported a visual impairment. The age characteristics show that a low proportion of respondents were under 24 or over 75. All the other age categories were well-represented.

The above can be considered a success for this consultation. Planning consultations often struggle to reach younger people, and, while the very young, (under 24) remain under-represented, the category 25-34 was the second most represented category (20% of the total), after the 35-44 category (22% of the total). Both of these groups could broadly be categories as 'young'. The three remaining categories, 45-54, 55-64 and 65-74, were also well represented (15%, 17% and 14% of the total respectively). The consultation was promoted quite successfully on social media (seen by at least 33,000 people), which could help explain why this consultation was successful in reaching the younger age categories. However, some work remains to be done on engaging with children.

# Public realm

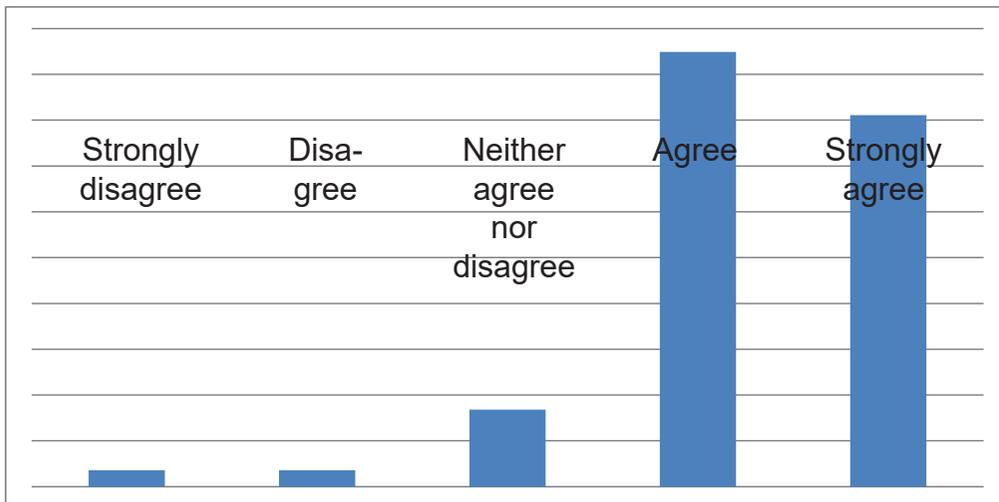


The use of memorial street furniture should be approached in a strategic way to avoid a cluttered and untidy appearance.

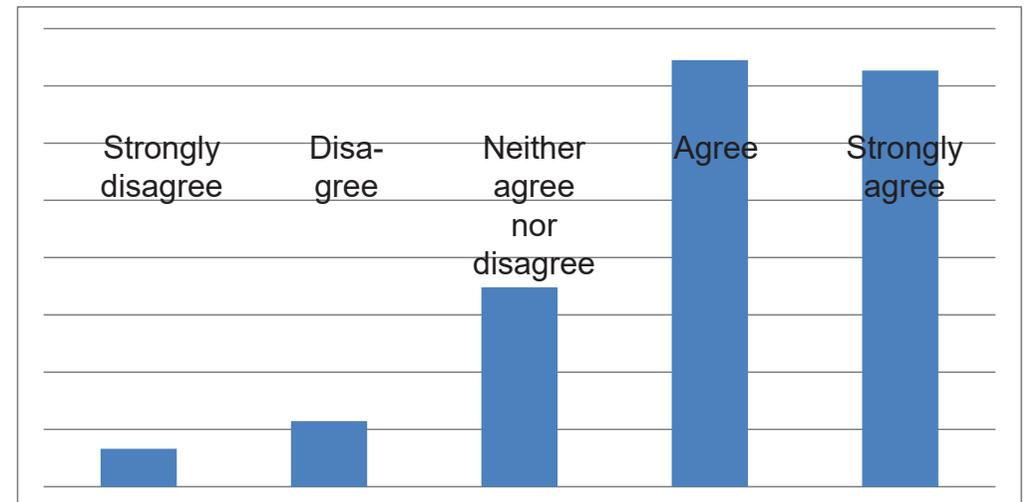


Lighting should be used to design out crime and make the seafront feel safe.

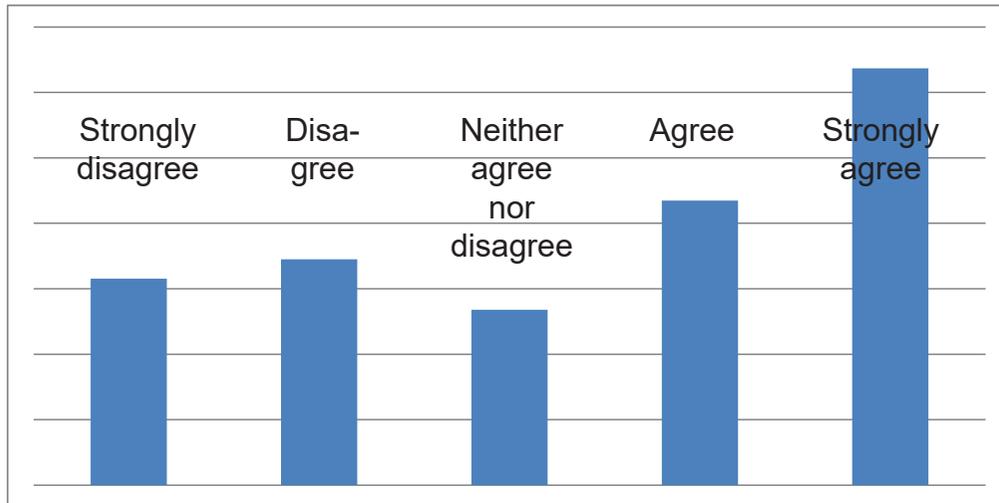
Lighting should be designed to complement and enhance the listed (heritage) lampposts.



Festoon lighting (the coloured string lighting between the lamp posts) should be improved and updated.

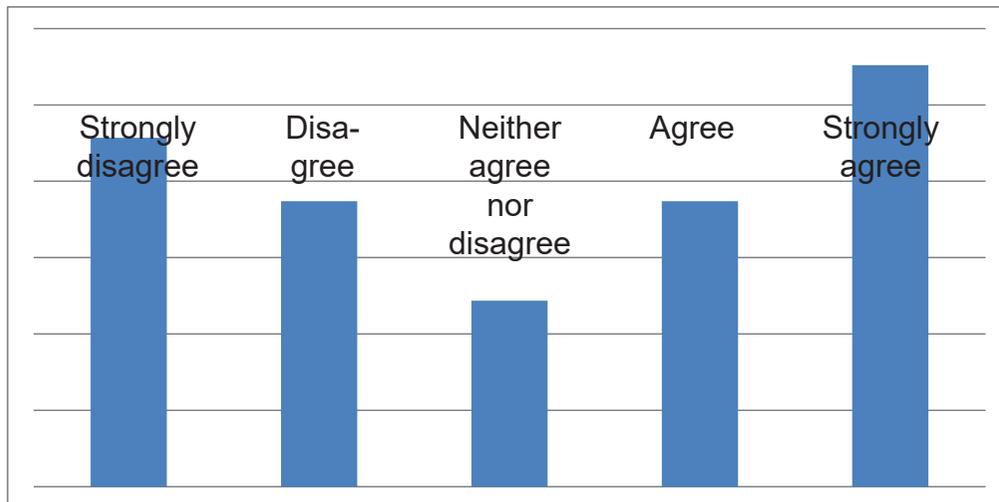


## Officer commentary



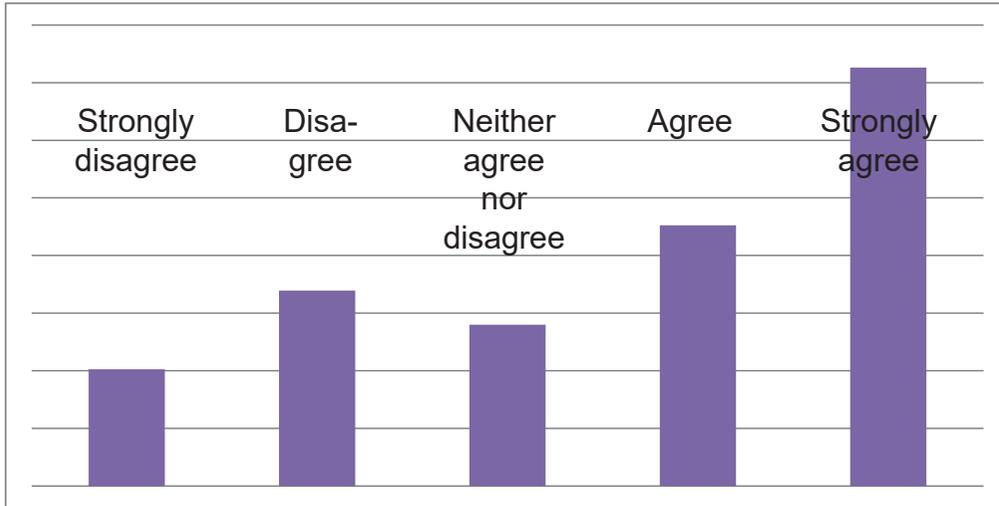
Car parking and vehicular roads should not dominate the character of the seafront.

Non-essential roads should be closed where possible to create better public spaces.



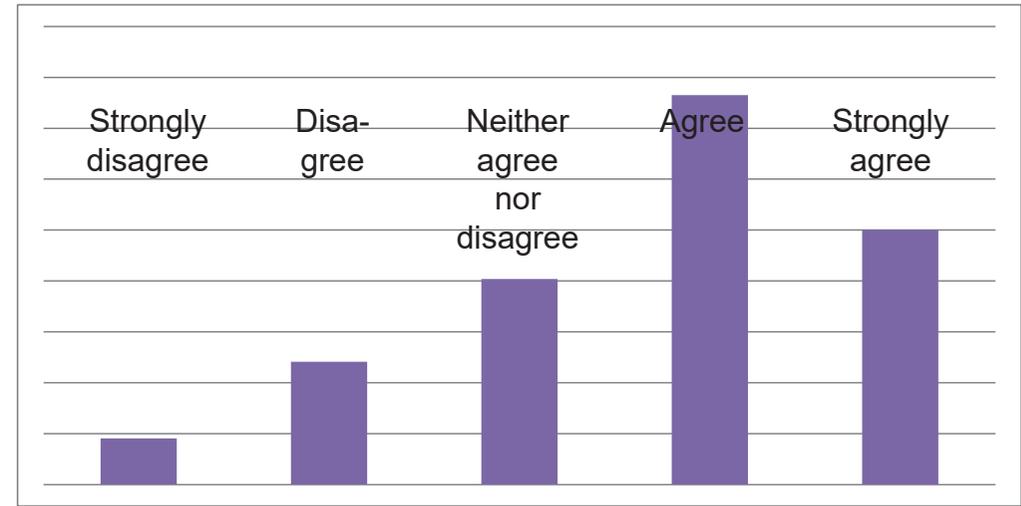
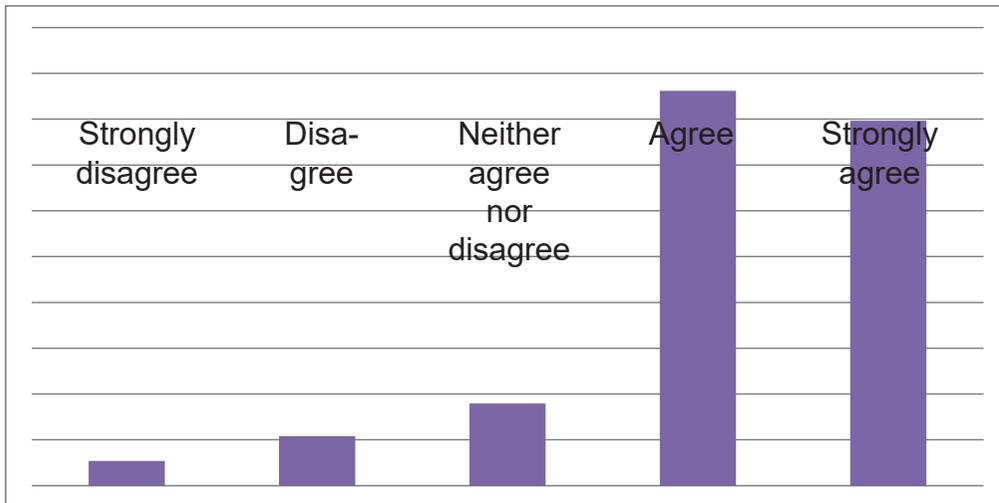
There was clear support for proposals in relation to lighting and memorial street furniture. Specifically, lighting to help design-out crime, and to complement and enhance the listed lamp columns received strong support, with almost 90% of respondents in agreement or strong agreement with these proposals. Proposals to improve and update festoon lighting were supported by 74% of respondents, with 17% neither agreeing nor disagreeing, and 8% in disagreement. 75% agreed that street furniture should be approached in a strategic way, to avoid clutter and untidiness. A clear majority (54%) felt car parking and vehicular roads should not dominate the seafront, although a significant minority (33%) disagreed with this proposal. The closure of non-essential roads to create better public spaces showed polarised results. 46% of respondents agreed or strongly agreed with this proposal, whereas 42% disagreed or strongly disagreed. The complete breakdown was: strongly disagree (23%), disagree (19%), neither agree nor disagree (12%), agree (19%), strongly agree (28%).

# Getting around



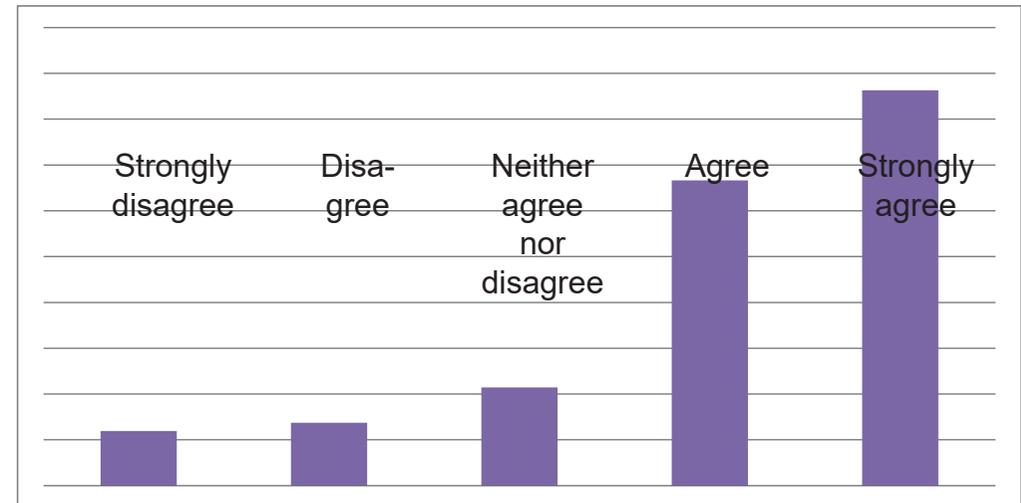
Spaces, including junctions and crossings, should be designed to prioritise the movement of pedestrians and cyclists over cars by providing high quality, safe and desirable routes.

The Park & Ride service should be extended to the seafront.

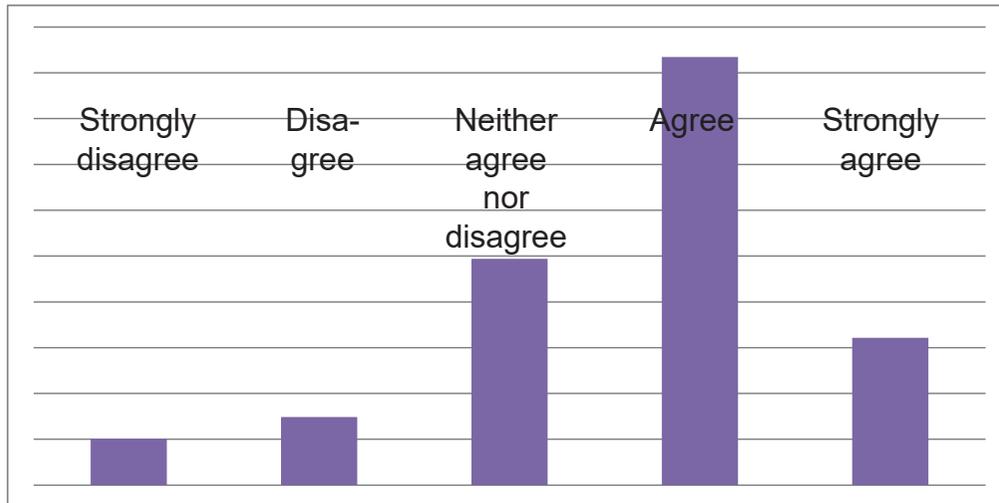


There should be a shuttle bus route along the length of the seafront.

There should be a good quality segregated cycle route across the whole seafront area, separated from areas for walking and vehicles.

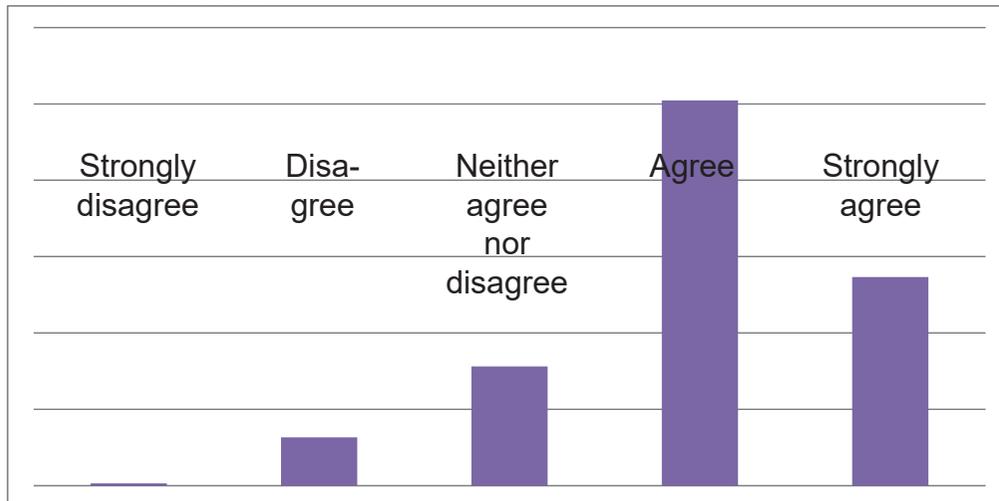


## Officer commentary



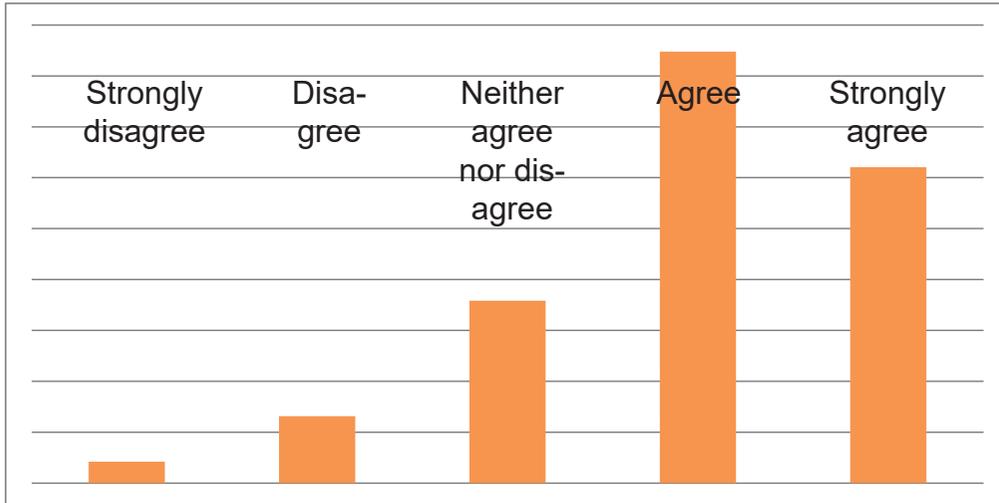
There should be a number of multi-modal transport hubs (a location where a number of different types of transport can be found in one place) along the seafront.

There should be fully accessible routes along the entire length of the seafront and onto the beach.

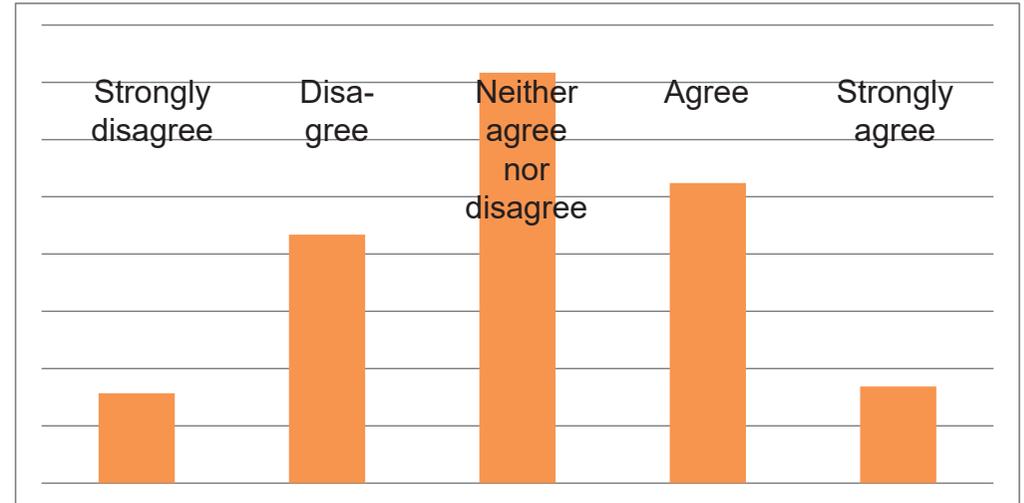


All the proposals in this section received clear support. 59% of respondents supported the proposal that spaces, including junctions and crossings, should be designed to prioritise the movement of pedestrians and cyclists over cars by providing high quality, safe and desirable routes, whereas 27% disagreed with this. A good quality segregated cycle route across the whole seafront area, separated from areas for walking and vehicles, received very strong support, with 43% in strong agreement and 33% in agreement (76% total). Only 12% of respondents disagreed or strongly disagreed. Extension of the park & ride to the seafront also received very strong support, with 83% either in agreement or strong agreement. Only 8% took the opposite view. A lower proportion, but still a clear majority (63%) were in favour of a shuttle bus, and only 17% were against this proposal. 63% also liked the idea of multi-modal transport hubs, with only 13% against this. Fully accessible routes along the entire length of the seafront received very strong support, with 78% in agreement or strong agreement, and only 6% against this proposal.

# Activity & attractions

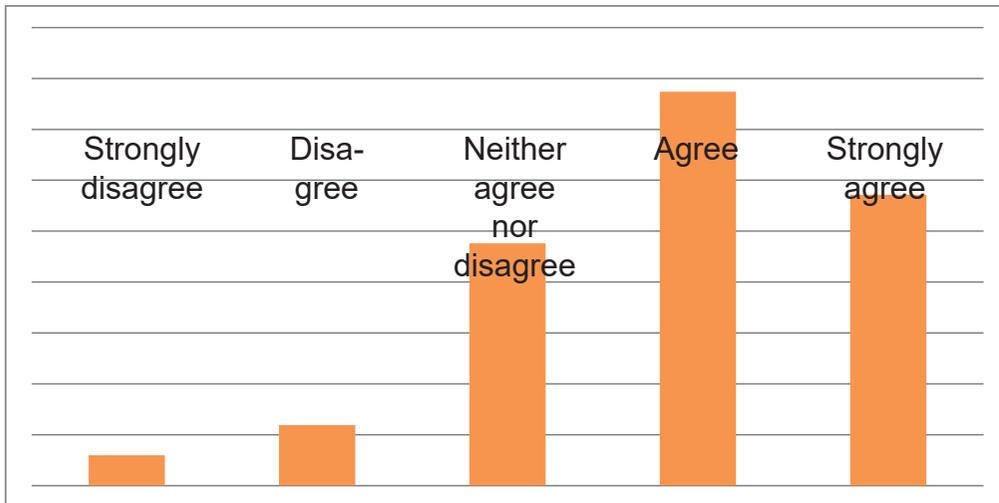


There should be a free to access adventure playground on the seafront, suitable for all children no matter their level of mobility.

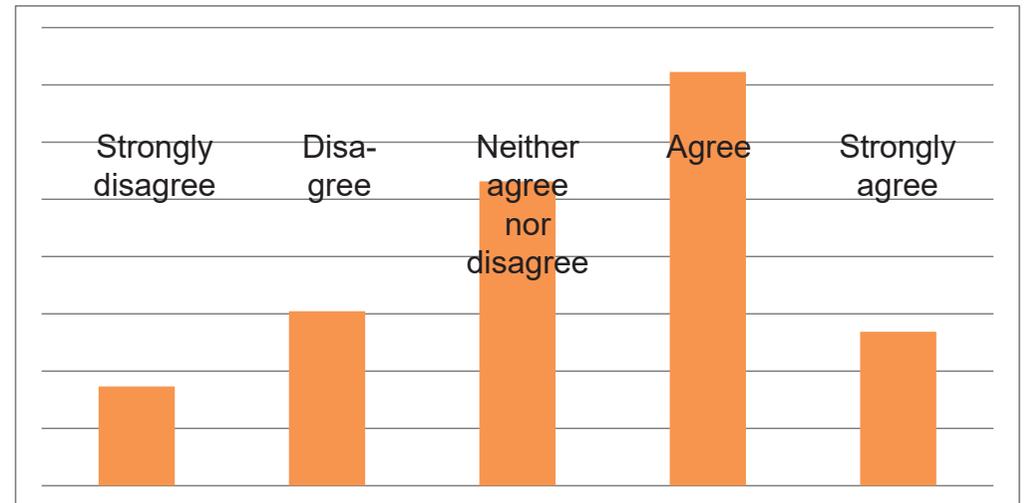


There should be more family friendly visitor attractions (paid admission) on the seafront.

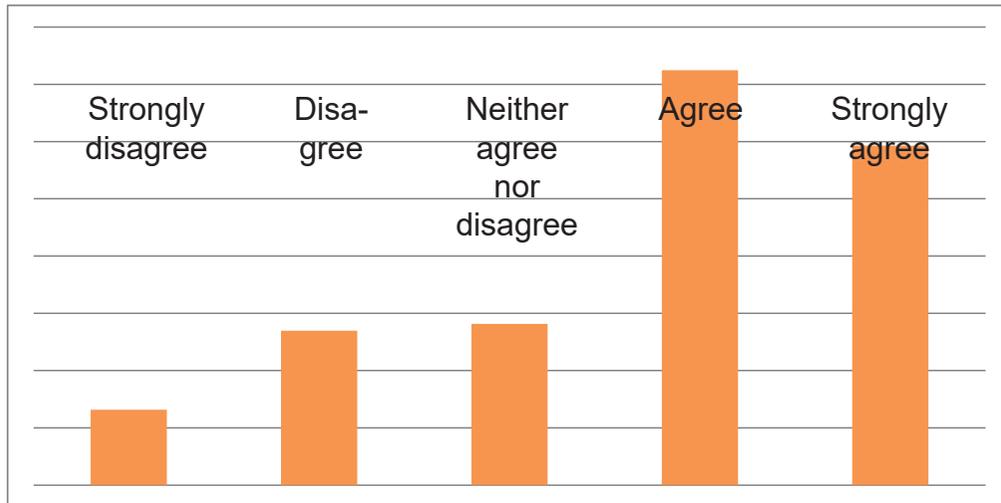
There should be more facilities to encourage people to take more exercise on the seafront such as an exercise trail, and distance markers.



More beach huts should provided with some being made available for short term hire (days or weeks only as opposed to just long leases).



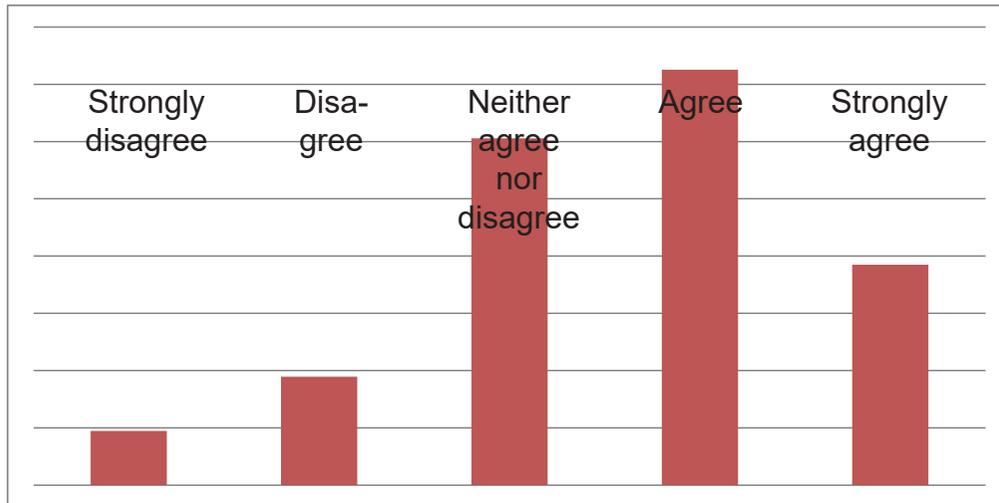
## Officer commentary



There should be more commercial spaces that encourage the use of the seafront all day, including in the evening (for example restaurants, cafes and bars).

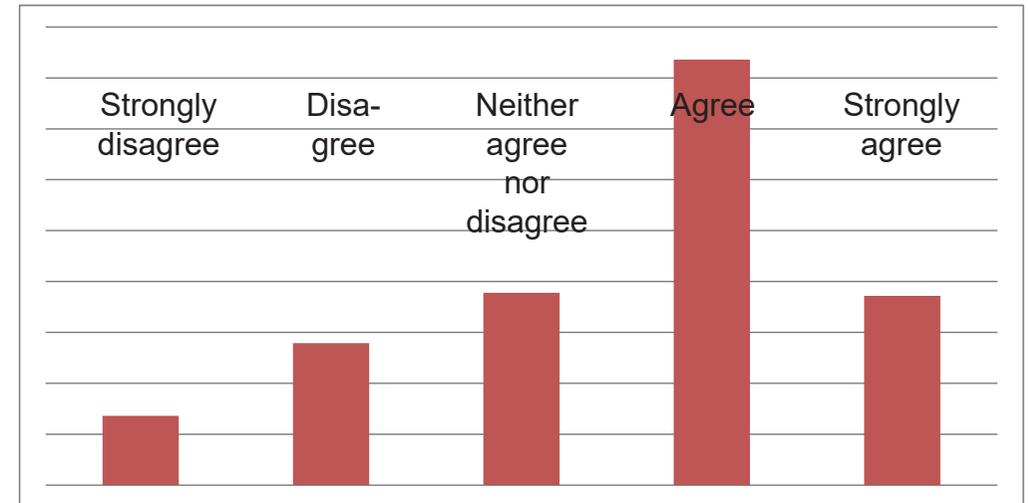
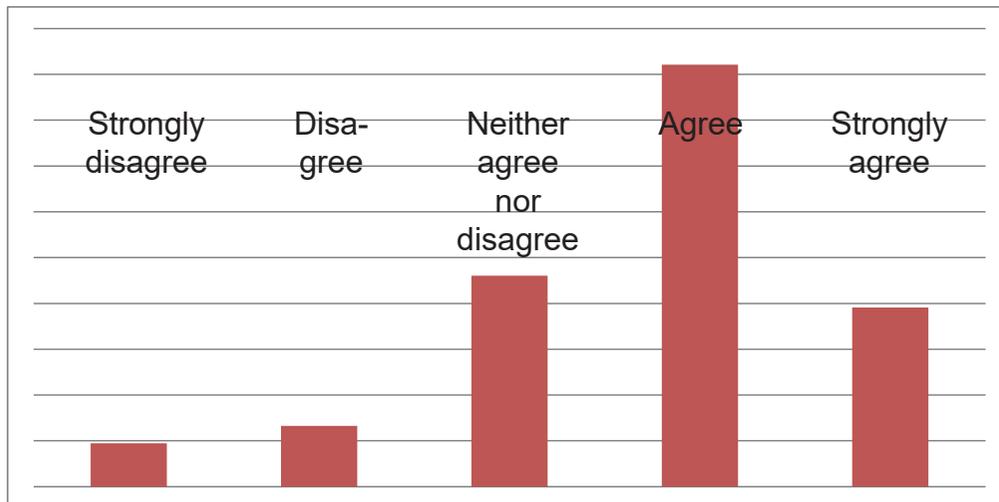
An accessible adventure playground and facilities to encourage exercise received 73% and 67% of support respectively, with little disagreement about this - only 9% disagreed or strongly disagreed with either proposal. Family friendly visitor attractions with paid entrance produced no clear indication: 35% agreed or strongly agreed, 30% disagreed or strongly disagreed, and 35% neither agreed nor disagreed. Proposals of more beach huts was also fairly mixed. While 50% agreed, or strongly agreed, 27% neither agreed not disagreed and the remainder, a further 24%, were against the idea. More commercial spaces that encourage the use of the seafront in the day and evening received clear support, with 66% in agreement or strong agreement and 20% against this.

# Old Portsmouth



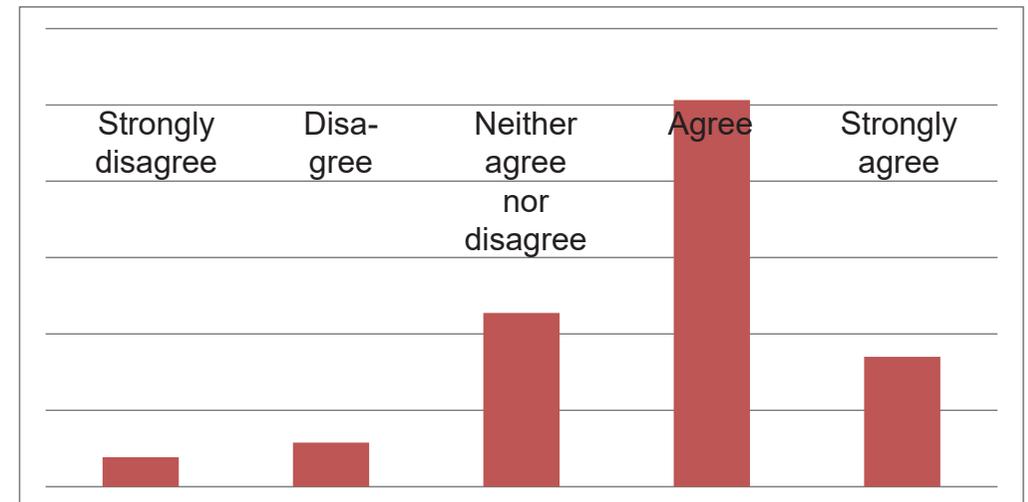
Areas such as Broad Street, Bath Square and Grand Parade should provide a safer and more attractive environment for pedestrians.

The fish market site and public convenience block should be identified as a long-term opportunity for redevelopment, while retaining the existing use.



More use should be made of historic assets such as Round Tower, Square Tower, and Long Curtain Moat for example by introducing commercial activity where appropriate.

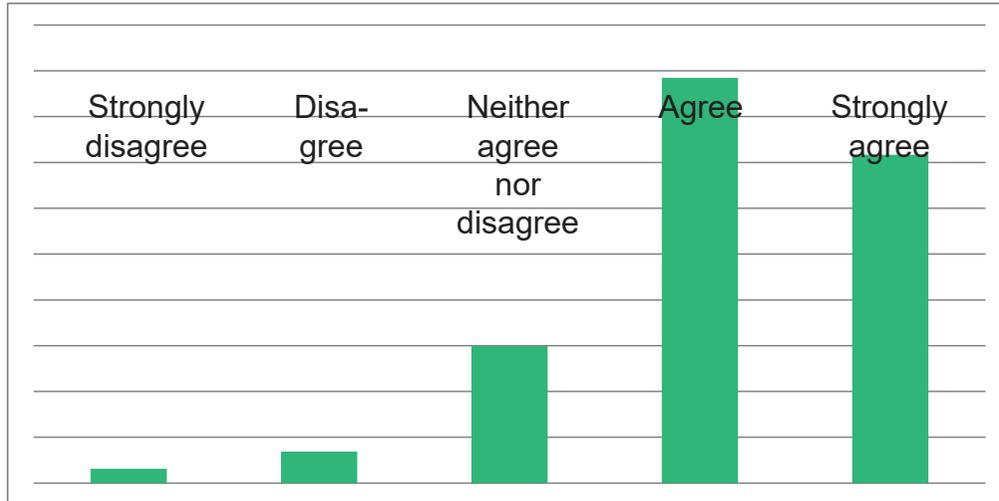
The area near Pembroke Gardens (see maps) are opportunities for public space and landscape enhancement.



## Officer commentary

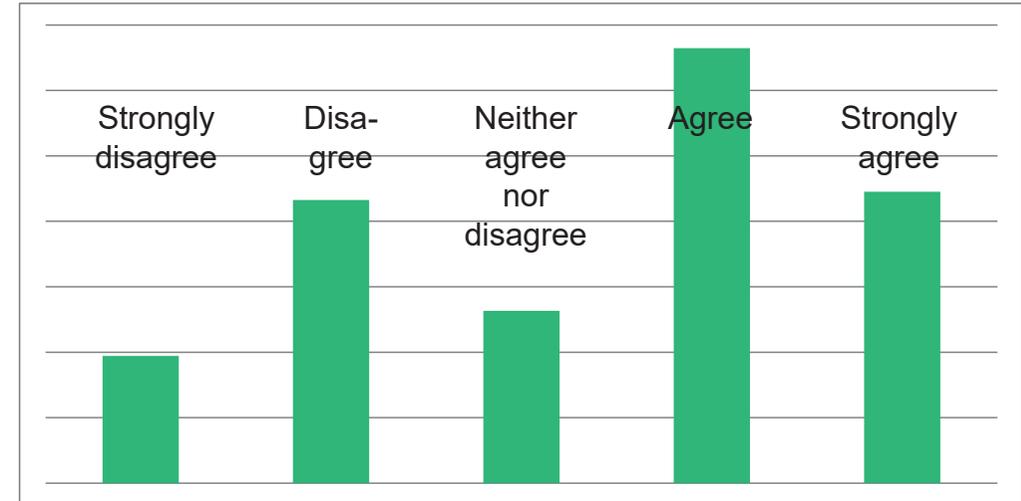
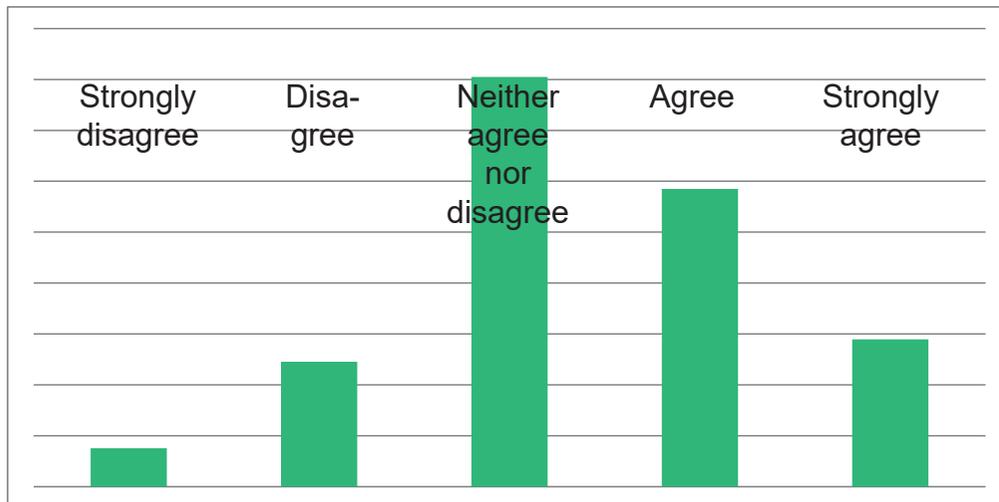
All of the proposals in Old Portsmouth received broad support. This included public realm enhancements in Broad Street, Bath Square and Grand Parade, (55% in favour, 14% against), and Pembroke Gardens (67% in favour, 10% against). It also included considering the future of the fish market and public conveniences for the long term (66% in favour, 11% against), and whether more use could be made of historic assets such as the Round and Square Towers and Long Curtain Moat (60% in favour, 21% against).

# Clarence Pier



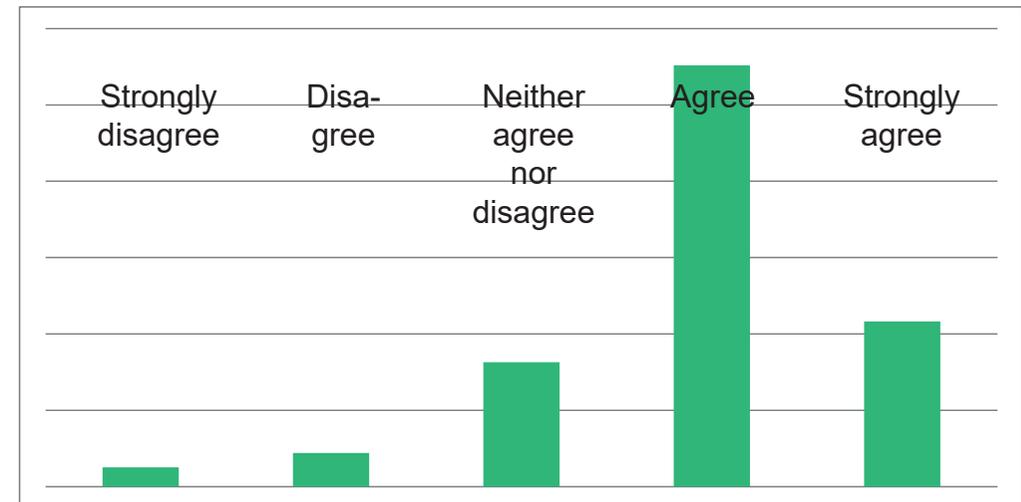
Clarence Pier should include leisure uses that are attractive all year round and in all weathers.

The hovercraft terminal building should be updated and increased in size.



It is currently difficult to cross the road from Clarence Pier/the hovercraft terminal to Southsea Common due to the wide road layout.

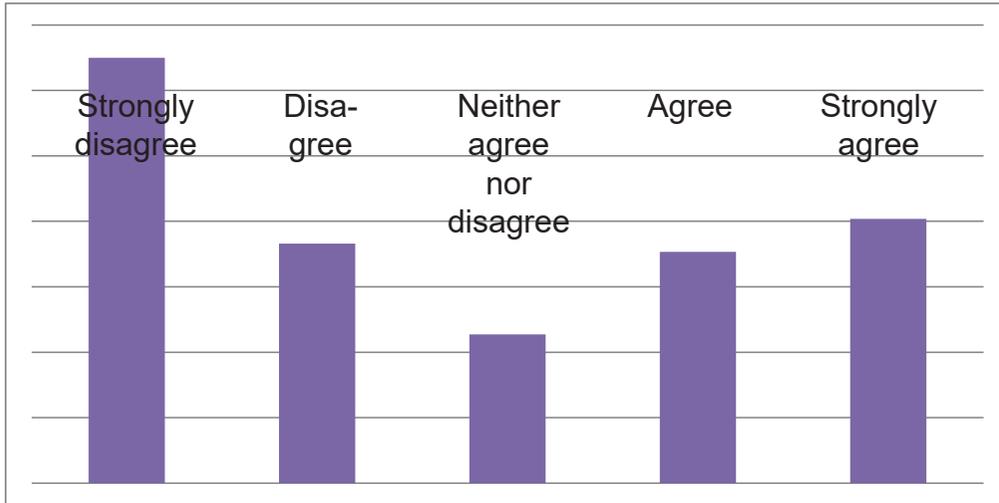
This area provides a good opportunity for a multi-modal transport interchange including facilities for Isle of Wight commuters as well as visitors to the seafront.



## Officer commentary

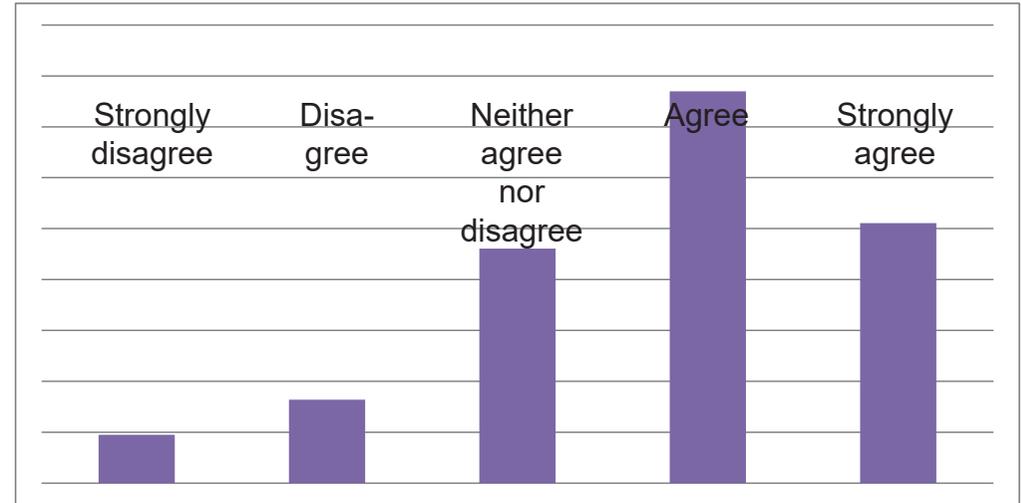
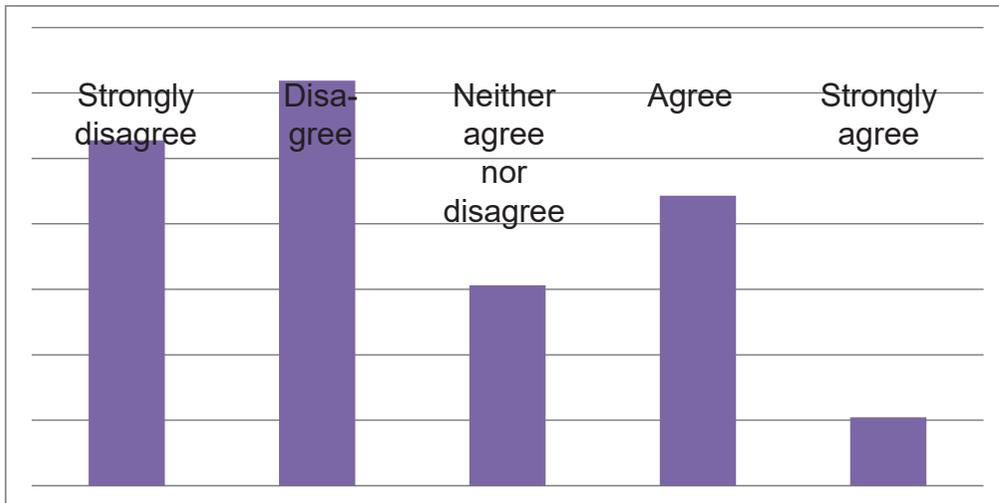
There was very strong support for including leisure uses at Clarence Pier that are attractive all-year-round and in all weathers (80% in favour, 5% against). Similarly, a multi-modal transport interchange including facilities for commuters and visitors received 77% support, and only 7% against. Proposals relating to updating and enlarging the hovercraft terminal building received 44% support, whereas 40% were undecided. 16% were against the idea. Crossing the road was identified as problematic for pedestrians going from Clarence Pier to Southsea Common - 55% agreed with this and 31% disagreed, with 13% undecided.

# Avenue de Caen to Southsea Castle



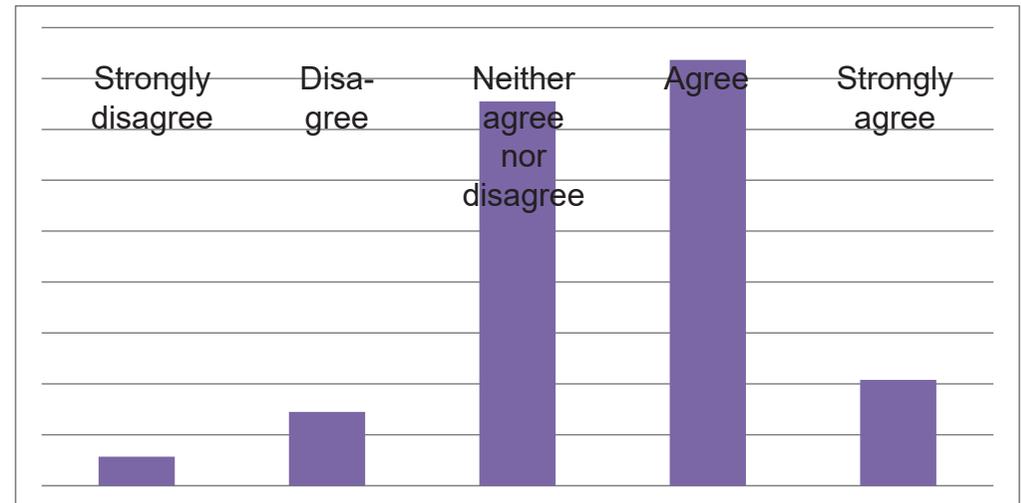
Avenue de Caen should be closed to motor vehicles and turned into a new public space.

Avenue de Caen should remain open to motor vehicles but reduced in width with additional crossing points for pedestrians and cyclists introduced.



Blue Reef aquarium and Rock N Sole should be redeveloped to make better use of the seafront location and the relationship with Southsea Castle's west battery.

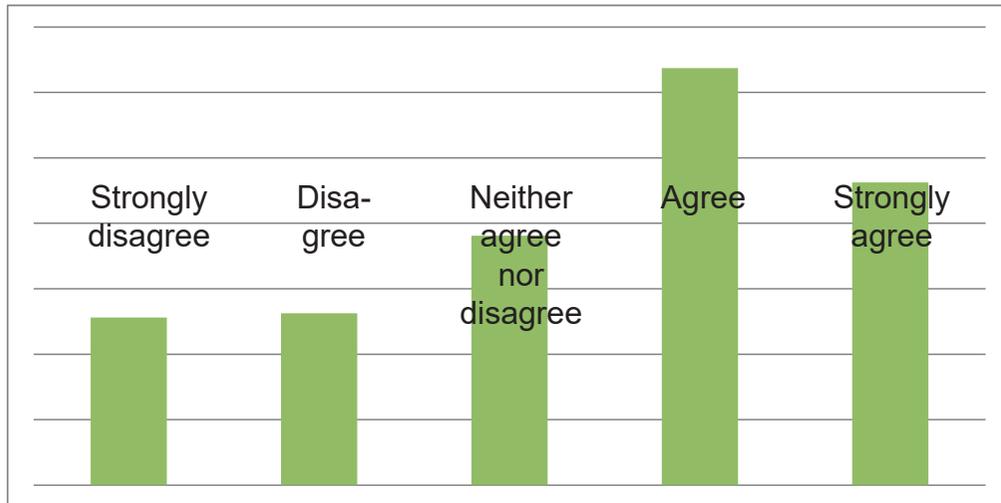
Southsea Castle and its batteries should be more accessible for those with limited mobility.



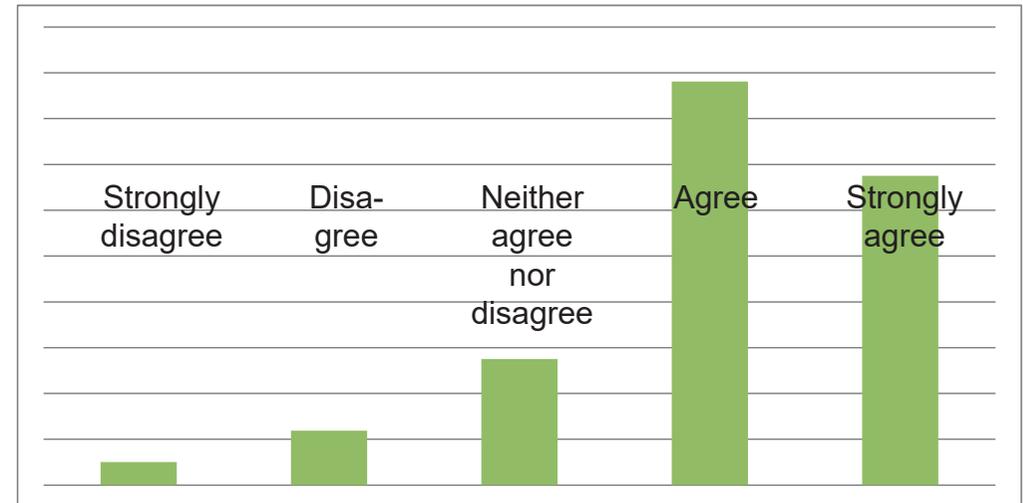
## Officer commentary

The closure of Avenue de Caen to create a new public space was not supported by 51% of respondents, whereas 38% agreed with this proposition. The linked proposal of keeping Avenue de Caen open to motor vehicles but reduced in width with additional crossing points for pedestrians and cyclists introduced was not supported by the majority - 57% were against the idea, with 27% in support. On the other hand, 64% supported the idea of redeveloping Blue Reef and Rock n Sole to make better use of the seafront location and improve the relationship with Southsea Castle's west battery. 23% neither agreed nor disagreed and 13% were against. 52% of respondents supported improving accessibility to Southsea Castle and its batteries, but 38% were unsure about this, with 10% in disagreement with the proposal.

# Skatepark to Speakers' Corner

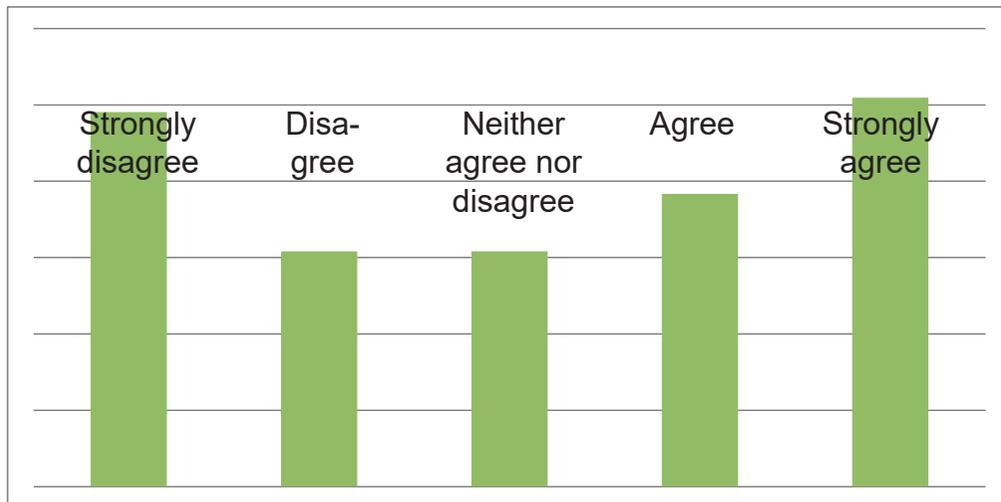


The Pyramids site should be redeveloped, to include, for example a hotel/spa with food and beverage offer (in the medium to long term).

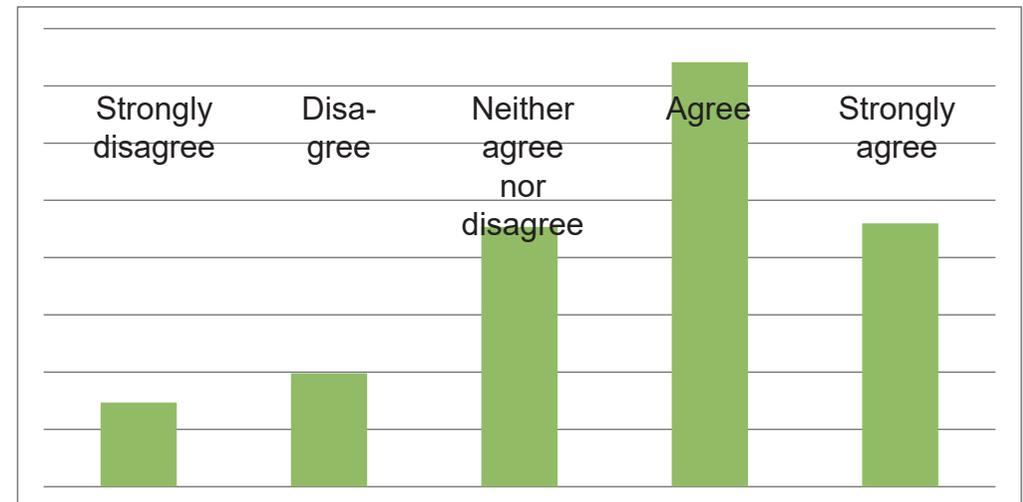


The Rock Gardens should be better integrated into the area around it and made safer after dark.

Clarence Esplanade, south of Parade Gardens should be pedestrianised to create more public space, including for walking and cycling routes.



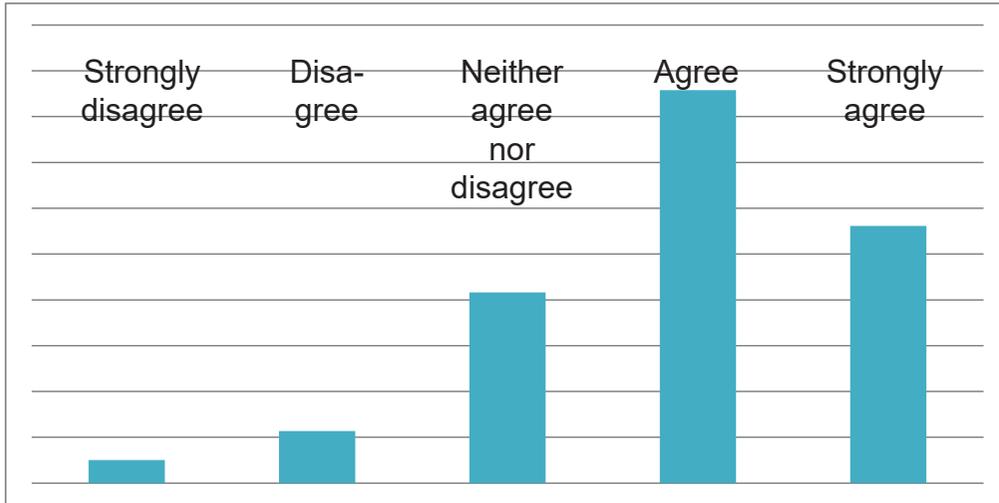
Speakers' Corner should be improved as a public space with pop-up style concessions and cafes, or additional permanent buildings.



## Officer commentary

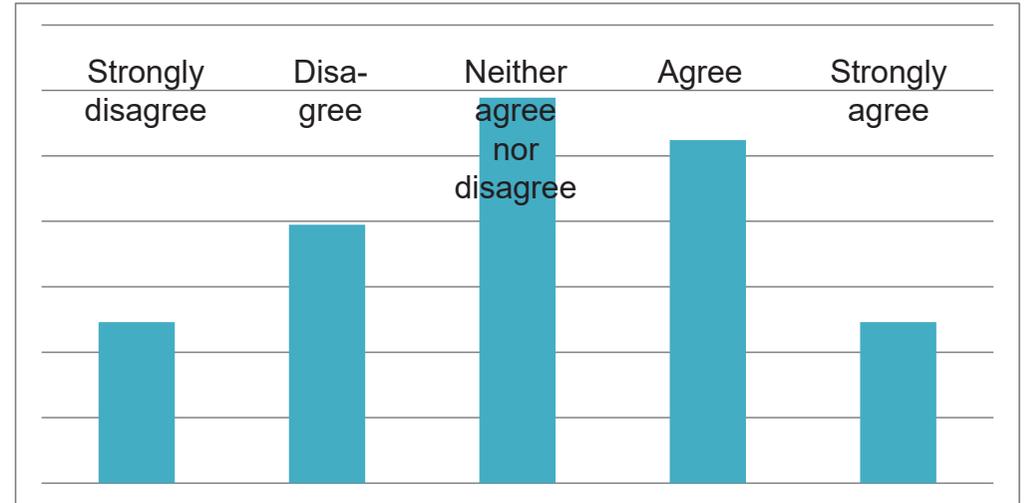
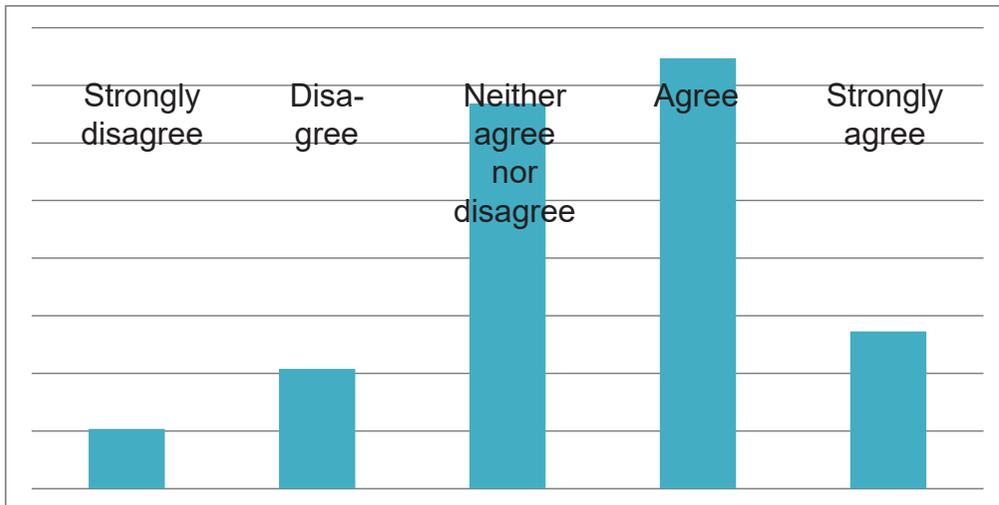
55% of respondents supported the redevelopment of the Pyramids in the medium to long-term, to include, for example a hotel/spa with food and beverage offer. 26% disagreed with this idea, and 19% were undecided. Clear support (78%) was given to the proposal that the Rock Gardens should be better integrated into the area around it and made safer after dark. 8% were against and 14% neither disagreed nor agreed. The pedestrianisation of a short section of road between the Rock Gardens and South Parade Gardens was supported by 45%, with 40% against and 15% undecided. Improvement of Speakers' Corner as a public space with pop-up style concessions and cafes, or additional permanent buildings received 60% support, with 23% undecided. 17% were against this proposal.

# Canoe Lake & Eastney Beach



The Japanese Garden is underwhelming and should be redesigned so that it becomes an attraction in its own right.

The setting of the D-Day Stone Memorial should be improved through the creation of a new public space between the Promenade and St Helen's Parade.

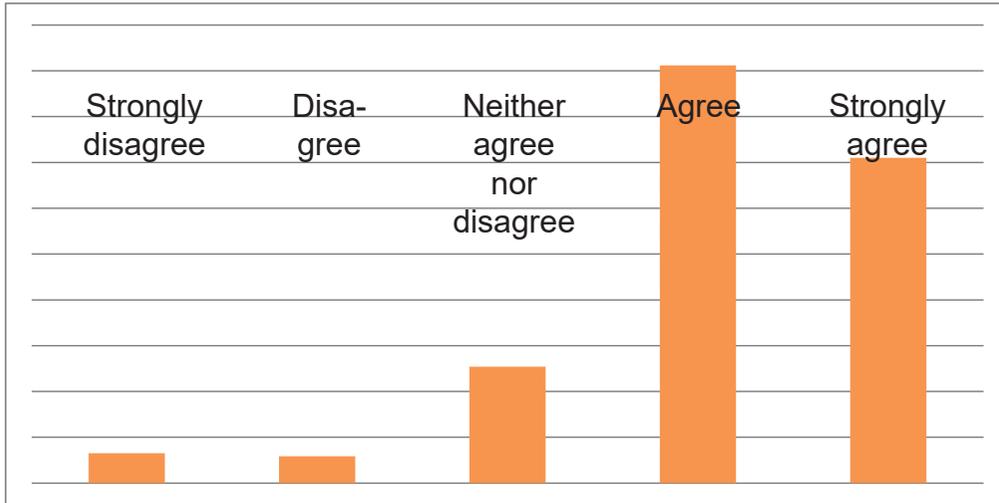


The beach huts at St Georges Road should be moved to the other side of the Promenade to provide direct beach access.

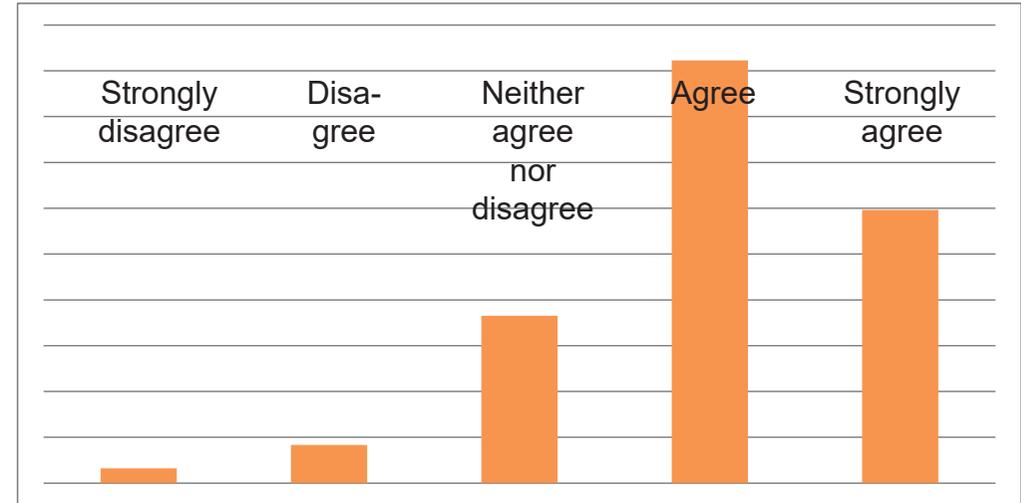
## Officer commentary

Improved design of the Japanese garden was supported by 71% of respondents, with 21% undecided and 8% against. Moving the beach huts at St Georges Road to the other side of the Promenade to provide direct beach access received fairly mixed results: 39% support, 32% against and 29% neither agreeing nor disagreeing. The proposal to improve the setting of the D-Day Stone by the creating a new public space between the Promenade and St Helen's Parade received majority support by a small margin (51%). 33% were undecided and 16% were against the idea.

# Fort Cumberland & Ferry Road

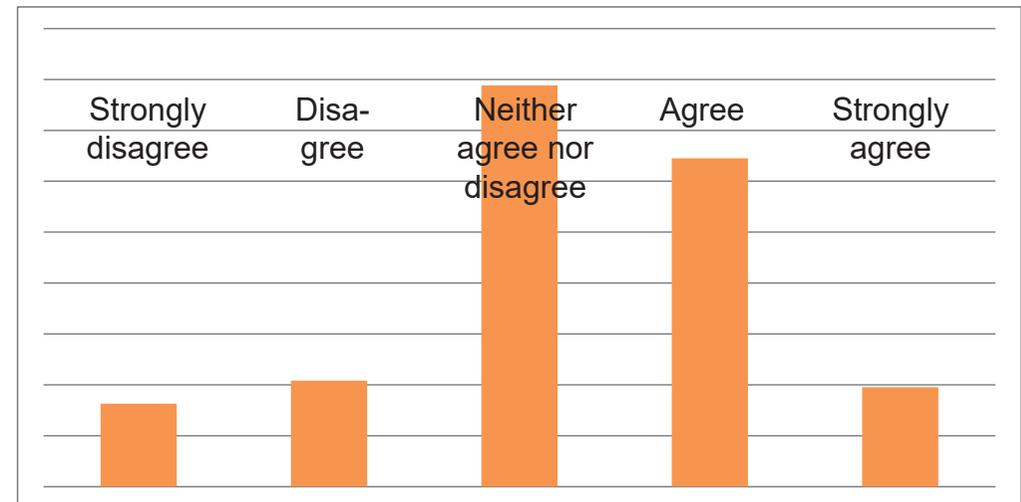


Fort Cumberland should include new uses, such as: an activity centre, to provide activities such as bouldering, archery and trampolining; a start-up hub for new businesses; spaces for entertainment, events or food and beverage concessions.



There should be an improved bus interchange point on Ferry Road to provide better connections to Hayling Ferry.

Southsea Marina should include some holiday accommodation.



## Officer commentary

Very strong support was given to the idea of introducing new uses to Fort Cumberland, potentially including an activity centre, a start-up hub, or an events space. 81% were in favour, 13% were undecided and 6% were against. Almost as much support was given to an improved bus interchange point on Ferry Road to provide better connections to Hayling Ferry - 76% were in favour, 18% undecided and 6% against. Holiday accommodation at Southsea Marina received a more mixed reaction, with 42% in favour. 39% neither agreed nor disagreed and 19% were against.

# Open-ended responses

## *Survey, emails from individuals & comments made verbally at exhibitions*

The survey gave respondents the opportunity to enter an unlimited amount of text for any other comments, questions, or concerns. 216 respondents took up the opportunity to write something here, and 135 left it blank. This section provides details of the analysis that has been undertaken on these comments. Representation received by email are dealt with in the section that follows. Comments made verbally at exhibitions have also been included here.

The 216 responses were analysed as follows. Each response was read and disaggregated into single points of discussion. These were then summarised, where possible, while ensuring the point that was being made was not lost. The purpose of this was to reduce the volume of text produced, so it could be analysed more effectively. Following this process, the 216 responses generated 644 points of discussion. Each point of discussion has been given a category, as set out below. Each category is analysed and discussed. Two categories stand out by number of times mentioned: parking (124 mentions) and cycling (78 mentions, with a further 19 walking & cycling).

## Themes

Responses have been grouped into themes due to the number of responses received.

### *Parking*

Analysis showed there were 124 points of discussion made relating to parking. Of these, 30 points were **objections** to loss of parking or loss of parking and roads closures and there were 50 comments made raising **concern** about loss of parking or loss of parking and road closures.

The number of **other** points of discussion raised were relatively limited in this category: 7 for increasing parking; 11 supporting parking reductions or parking reductions and road closures, 7 advocated changes to the road & parking system such as introducing a one-way system on Clarence parade with chevron parking either side, free parking or underground parking. 6 comments related to increasing or prioritising resident parking. One representor advocated a city-wide approach to car parking required - "the new zone has just move the problem around" and another commented that "new developments should have sufficient underground parking".

### *Roads*

The response to proposals to close some roads to improve public spaces and the attractiveness of walking or cycling between the sea-front and Southsea town centre received a mixed response. A number of responses specifically raised objections or concerns about any closure of Avenue de Caen. The main thrust of these objections was that objectors lived in adjacent residential areas and used Avenue de Caen and residential parking. 19 respondents were concerned about, or objected to, any road closure, including Avenue de Caen. On the other hand, there was also significant support for road closures: 17 respondents supported this idea, with reasons given as improving air quality (9 mentions) or for improving the experience & safety of people using non-car modes of transport. A small number of respondents also advocated enlarging the 20mph zones, introducing a congestion charge and closing the southern end of Avenue de Caen. Another person stated that if Avenue de Caen is closed, access for emergency services should be considered.

### *Walking & cycling*

Analysis showed walking & cycling as a point of discussion 97 times. Walking & cycling responses included support for prioritising walking & cycling over cars (mentioned 15 times), but the vast majority of responses were cycling-specific. Responses regarding cycling included

a number of common themes, but also a range of issue. Prioritising walking and cycling over cars was advocated by 15 respondents. Allowing cycling on the promenade was advocated 8 times and a further 6 stated that different types of cyclist should be catered for in different ways, such as for families, for slow/medium speed cyclists and for fast cyclists. Danger/lack of safety of the existing route, including in relation to chevron parking, was mentioned 36 times, with a segregated cycle route seen by 21 of these respondents, as the best way of improving cycling safety on the seafront. The creation of a continuous cycle route along the whole seafront was supported 6 times. A cycle hire scheme was given support by 2 respondents. 4 respondents specifically advocated the cycle lane being on the southern side of the carriageway. General improvements to cycle infrastructure were supported by 5 respondents. A walking/cycling only route along Fawcett Road, Lawrence Road & down Waverley Road, Burgoyne Road was also suggested.

## *Economy*

Analysis showed economy was mentioned as a point of discussion 36 times. The category 'economy' included commercial activity, including cafes, kiosks and other businesses, avoiding too much commercialisation/negative impact on character or needing more commercial outlets, specific areas such as South Parade Pier, Southsea Skatepark and Speakers' Corner, compatibility of residential and commercial uses, markets for commerce, such as families, and quality, and the evening economy. Concern about over commercialisation was raised 12 times, and was often related to the concern that too much commercialisation would have a negative impact on the seafront's character. 19 comments supported more commerce & activity, with repeated support for the evening economy, restaurants, bars, pop-ups & start-ups, family-orientated outlets and good quality. There was also some concern that there are too many charity shops at Southsea town centre, and high streets in general and that the quality of a place heavily connected to the quality of outlets/shops/concessions themselves.

## *Beach huts*

There were 12 responses specific to beach huts. In general, none of the proposals were supported. Respondents stated that moving any of the huts onto the beach would be worse than the existing situation, for the following reasons. At St George's Road, the grassed area surrounding the beach huts was considered beneficial to users, particularly those without private gardens at home. This was also true for the Lumps Fort huts. At Lumps Fort, the sheltered nature of the existing huts was also something appreciated by beach hut users. Moving huts to the beach was considered to have an adverse impact on views in any location. However, there were some calls for more beach huts, in order to meet demand.

## *Design*

Design, including lighting was mentioned 25 times. In general, people want better quality design, with a comprehensive approach taking across the whole seafront. Specific requests included decluttering, box park-style interventions and better lighting. Lighting should promote safety, be low maintenance and low energy, reduce light spill and be switched off between midnight and 4am, and be of appropriate character. Festoon lighting was mentioned by one representation, saying it should be removed.

## *Public transport*

Most of these comments advocated better public transport for the city in general. Extending the park & ride received support from 10 representations, but 2 thought it wouldn't work. Some respondents also argued that changes to other elements of the public realm, such as pedestrianisation or reduction in parking, could not occur until public transport was improved. The Hard should be included in the red line of the Seafront Masterplan was another suggestion. Further representations regarding The Hard said:

- Needs to be better signposting for the bus station from the Gosport Ferry/train station side.
- Could open a gate from the train station to directly access Gunwharf.
- Buildings opposite the Hard bus station look scruffy

Some representors stated that the city's bus service needed improvement, complaining that it is disconnected, with routes not appearing logical and the frequency of some routes being too low. One representor questioned whether recent changes to bus routes is to make people use two bus services so they/the Council is charged twice. Another complained that bus passes cannot be used on the park & ride, resulting in a disjointed bus network. The same person also said that the different bus ticket types should be better publicised, for example group tickets.

The identification of desirable bus routes in the Seafront Masterplan was supported by several people, as was the idea of multi-modal transport hubs co-located with other facilities such as toilets and other outlets such as shops and food & beverage.

### *Accessibility*

5 comments raised accessibility, with 2 stating that a fully accessible promenade would be impractical, or that it was already in place, 3 advocating better access or facilities for disabled people and 1 stating that reduced parking would worsen accessibility.

### *Air quality*

Air quality was mentioned 9 times, mainly to highlight the poor state of Portsmouth's air quality and that the council should do more to address it. The link between vehicles and air quality was made by 8 of these representations.

### *Strategy*

3 people asserted that to the aim of attracting more visitors to the seafront conflicts with the wider Local Plan aims of increasing housing stock, in a city that suffers from traffic congestion and air quality problems, with an inadequate public transport system. These commentators suggest that the Seafront Masterplan should not attempt to attract visitors from outside the city. Rather, the seafront area should be an area that mitigates some of Portsmouth's problems, for example through providing space for people to improve their health and wellbeing, or providing a sanctuary for wildlife.

### **Areas**

#### *Old Portsmouth*

5 comments were received in relation to Old Portsmouth. 2 stated that improvements or access restrictions were not required around Grand Parade, Bath Square and The Point, although one thought the surface should be improved around Bath Square. There was also support for the redevelopment of the former Wightlink site and relocating the Wightlink terminal to the international port in the long term. 1 commentator also advocated considering residents, not just visitors.

#### *Clarence Pier*

Clarence Pier was mentioned 11 times. These comments related to various aspects of if and how Clarence Pier should be redeveloped. Suggestions included general improvements to design quality, and complaints of the poor quality of existing buildings. 2 commentators wanted the blue & yellow tower to be retained as part of any redevelopment. There was also some support for the redevelopment of the hovercraft terminal and to keep attractions and a family-friendly offer.

## *Blue Reef*

One commentator stated that Blue Reef Aquarium is an embarrassment and should be demolished and rebuilt as a family-orientated hotel.

## *Pyramids*

A mixture of comments were received in relation to the Pyramids:

- Pyramids offer is underwhelming, and doesn't draw people in.
- Romsey Rapids twice cited as a good example of a fun swimming pool and the Pyramids should be redeveloped as something that is better than Romsey Rapids.
- Another advocated the sensitive redevelopment of the Pyramids at new sports facility.
- Object to Pyramids as hotel.
- Retain as leisure, not hotel.
- Redevelop as sporting (skating) venue
- Loss of informal swimming facilities would have a knock on effect for health and wellbeing for the next generation.
- The Pyramids could be improved to make it more economical, such as through the introduction of a café on the seaward terraces.
- 2 representors objected to the demolition of the Pyramids.
- Keep existing uses (music venue, events space) in any redevelopment Close the Pyramids and turn it into a hotel and conference centre that doubles as a live music venue.
- Redevelopment of Pyramids makes planned refurbishment a waste of money

## *Eastney*

Eastney Beach, Fraser Range, Fort Cumberland and Ferry Road were mentioned 30 times. Themes included keeping the quieter,

undeveloped character of this part of the seafront and considering non-residential uses for Fraser Range. Other requests included improving connections to the area, especially to maintain and improve the bus connection. The potential of Fort Cumberland to accommodate a range of uses was mentioned several times.

## **Other comments**

There were a number of other comments that received one or two mentions. These included:

- Install showers on the beach between South Parade Pier and the Pyramids - these could be done on a sponsorship basis
- Additional basketball courts, as they are particularly popular with foreign students,. Suggested in next to the tennis club.
- 11 comments gave general support for the Seafront Masterplan overall.

# Organisation responses

Responses were received from statutory bodies such as Historic England and Natural England, as well as local groups and businesses such as Portsmouth Cycle Forum, Hovertravel and Clarence Pier Esplanade Company. These are set out below.

## *Southern Gas Network (SGN) SME19ORG001*

Gas supply

Clarence Pier: Large additional demand e.g. hotel may require new infrastructure.

Speakers' Corner: Gas network quite resilient - reinforcement would only be required if large load needed.

Fort Cumberland & Ferry Road: There is gas infrastructure in the area to supply any developments. Dependant on the total demand, there may be some reinforcement required.

## *Langstone Harbour Board SME19ORG002*

- Support "Ferry to ferry" route for walking & cycling
- Support architecturally distinctive ferry pier, subject to appropriate design
- Informs sewerage not present to service beach lodges at Eastney Point, food and beverage outlets" and "public facilities"
- Licences of house boats prohibits overnight staying - beach hut/ lodges should be aligned
- Support generally improved amenity value at Eastney Point
- Support nature and ecology information centre and viewing platform, subject to avoidance of disturbance to birds

- Consider and prevent disturbance impacts on Langstone Harbour SPA/SAC/SSSI/Ramsar site, from any changes to RNLI building, Southsea Marina, Fort Cumberland or Fraser Range
- Consider and prevent disturbance impacts of a new footpath from Eastney beach to the ferry pontoon
- Consider and prevent disturbance to wildlife from increased water sports if a new water sports centre is created.

## *Gosport Borough Council SME19ORG003*

- Support ferry to ferry cycle route, which should include high-quality signposting and branding, bike hire scheme
- The Millennium Promenade should be retained in the promenade is redeveloped
- New interpretation panels should be located at The Point, Old Portsmouth, with reference to sights and attractions that are visible in Gosport
- Hover services could run to Gosport or Lee-on-the-Solent.
- Promote the Hovercraft Museum at Lee-on-the-Solent.

## *Portsmouth Cycle Forum SME19ORG004*

- Support vision behind the Seafront Masterplan/cycling
- Ensure there is a joined-up, safe, segregated, two-way route along the entire seafront. It should be adjacent to the promenade, with sufficient space for people to get out of nearby parked cars without blocking it. It should run continuously alongside the esplanade roads, including between the Pyramids and Blue Reef centre, and in front of South Parade Pier.
- Support ferry to ferry cycle route. Where necessary, this should follow quieter roads, but must also be segregated where it follows

busier roads. The whole cycle route must be safe and enjoyable for the youngest and oldest cyclists, including those with disabilities.

- Allow cycling on the Promenade. This would allow families and groups of less confident, slower riders to enjoy the views, especially around Southsea Castle. However, it should be made clear that priority must always be given to pedestrians.
- Under the Equalities Act any cycle scheme should consider the needs of disabled cyclists. They might be using wider and longer equipment like trikes and recumbent bikes, and so need more space, especially for turning and parking.
- Cycle Parking and way-marking. Thought needs to be given to make parked bikes look well-ordered, to discourage carelessly parked bikes. In addition, there need to be regularly spaced smaller groups of bike stands. The existing way-marking is intended for pedestrians. Direction and distance signs for cyclists would be welcome; as with the quiet cycle routes, showing distances in time.
- Links from other parts of the city need to be improved to encourage more people to visit by bike.
- Echelon parking along Pembroke Road should be removed to provide a protected cycle lane
- Pier road: As the main western entrance to the seafront, this needs to be made far more appealing to cyclists and pedestrians. There is sufficient space to remove the street car parking – with a large car park on this corner of the Common – and transfer it to protected cycling. In addition, the road space in front of Clarence Pier needs to be considerably reduced, making it safer for pedestrians to cross, and cyclists to negotiate.
- Clarence Esplanade: The Coastal Defence plans show a one-way traffic lane, with parallel parking. This is totally unacceptable. Does not allow for two-way cycling, and the single road lane will mean vulnerable cyclists being passed at close range by vehicles.
- Blue Reef centre – Pyramids/cycling: We thoroughly endorse the Masterplan vision of moving space away from vehicles to people. Currently there is vast amount of space given over to parking, as

well as wide open roads. There is plenty of space to provide open, shared public space, as well as a continuous dedicated cycleway.

- South Parade Pier: Continuous cycle lane - required: redesign coastal defence plans. To ensure any cycle route is successful, it needs to be continuous. There is a pinch point in the road network in front of the pier, but we consider there is space to continue the cycle route along the south side. It may require redesign of the coastal defence plans, with the ramps from the promenade being made a shared space with pedestrians, connected to the protected cycleway either side. Currently the coastal defence plans show west-east cyclists needing to cross to the north side of the road, then to the south, back onto the existing cycleway. It is not just the crossing of this road which is hazardous, but the fact there is a wide left turn into St Helens Parade – which drivers often take at speed.
- Canoe Lake – St Georges Road: Continuous segregated cycleway needed on south side of carriageway needed. Apart from this moving the route away from the sea and making it less enjoyable, it means further hazards where vehicles turn left into St Georges Road.
- Henderson Road: The protected cycleway needs to be extended the short distance along Henderson Road to connect the seafront and Melville Road.
- Fraser Range: Beyond the Esplanade, the roads are much quieter and slower, but we are concerned that any development at the Fraser Range does not make cycling more hazardous.

### *Historic England SME19ORG005*

“Heritage” should be a specific theme.

- Given that the seafront contains a number of nationally-significant heritage assets and a large number of other heritage assets, particularly an assemblage of defence structures from various eras with the common purpose of defending Portsmouth Harbour from seaward attack. There is a very real story in this.

## Promotion of heritage

- Seafront Masterplan should be positive and proactive and highlight the need to respect heritage assets and their settings and encourage schemes which have a better relationship to the various assets and their inter-visibility. Important to recognise the contribution of the setting of these assets

## Heritage understanding underlining masterplan

- Understanding of the significance of these structures and the desirability of conserving, enhancing and better revealing that significance should underpin the Seafront Masterplan

## Revealing heritage assets

- Seafront Masterplan proposals should focus on improving access, interpretation, understanding and celebration of heritage assets, rather than any physical works.

## Physical works affecting assets

- If any physical works are proposed, we emphasise the need to have a full understanding of the significance

## Masterplan & sea defences

- Clarify relationship between the two
- Old Portsmouth: scale very important consideration for any development in this area
- Round Tower & Square Tower: May be scope for other uses in the Square Tower but the range of uses at the Round Tower was considered limited due to the fact that currently the building is not completely water-tight
- Long Curtain Moat/King's Bastion: Works to improve the public realm and clutter on the King's Bastion could be positive, as could the idea of making more of the viewpoint at King's Bastion, e.g with better interpretation boards. This could aid better appreciation of

Spur Redoubt, especially in the context of the design solution for the sea defences.

- Clarence Pier tall building: Likely to detract from the significance of the designated assets of King's Bastion and Spur Redoubt and from the appreciation of that significance
- Southsea Common: The openness of the Common is a key characteristic and is integral to its significance. Public realm works to improve footpaths and lighting would therefore need to consider and respect this.
- Blue Reef Aquarium: Consideration will need to be given to the relationship of this site to Southsea Castle's west battery and the existing memorial adjacent to the Aquarium.
- Eastney Batteries: Eastney Battery East is an example of how the significance and appreciation of the significance of heritage assets can be maintained through use of open space.
- Fort Cumberland: The vision for this should be developed with English Heritage and Historic England. This could be identified in the Seafront Masterplan but does not need to go into detail.

## *Premier Marinas SME19ORG006*

- Premier Marinas owns Southsea Marina and has a long-term interest in ensuring its future sustainability and economic success. As such, we would welcome the opportunity to engage further with PCC on the seafront strategy to develop key principles for future development of the site, which could include leisure, tourism, food and beverage and residential/visitor accommodation.

## *Sport England 10612111543*

- Sport England notes that Portsmouth CC have an up to date and robust Playing Pitch Strategy (PPS) for its area. Any proposals for new sports facilities and ancillary facilities should take account of

and respond to the findings of the PPS. The PPS identifies key priorities and actions for Portsmouth in order to meet their current and future needs for sport.

### *Coffee Cup 10602189531*

- We would like to propose to extend our Coffee House at Eastney Esplanade within our current footprint, but to also ensure we still have a children's play area available to the public (as we currently do). We would also increase the amount of public toilets we have on site (we do not limit any of our facilities to customers only, all are available to the general public). We are aware of the ecological impact any developments have in this area, and will ensure that any further improvements / extensions we make take this into account and are sympathetic to the area. We object to further concessions / restaurants, etc. near St Georges Road as we feel additional developments will cause more harm than good in this sensitive location.

### *Natural England SME19ORG007*

Health & wellbeing, environmental quality & green infrastructure

- Natural England welcomes and supports the proposals to improve health and wellbeing of the local population. We recognise the importance of open space and green infrastructure (GI) in achieving this aim. Environmental quality is also an important factor and we support the proposal for the multi-functional nature of GI, to maintain and enhance the biodiversity across the City. We recommend that these opportunities are fully explored and the benefits of GI for both people and wildlife are maximised.

Sustainable travel

- Natural England welcomes and supports the proposals to prioritise sustainable modes of travel along the seafront. We support an improved network for pedestrians and cyclists due to the associated

benefits to the health and wellbeing of the local population and the environmental benefits of reducing car usage.

Biodiversity

- We strongly encourage that all opportunities to enhance biodiversity are incorporated into the masterplan, for example by using native species in the landscape design and native tree planting etc.

Solent Waders and Brent Goose Strategy

- As you are aware, there are a number of sites that are identified in the Solent Waders and Brent Goose Strategy along the seafront that require detailed consideration as the masterplan evolves. The terrestrial wader and brent goose sites are located on land that falls outside of the Solent SPAs boundaries. However, as this land is frequently used by SPA species (including qualifying features and assemblage species), it supports the functionality and integrity of the designated sites for these features. This land will contribute to the achievement of the SPAs' conservation objectives and is therefore protected in this context. The Solent Waders and Brent Goose Strategy Steering Group has prepared mitigation and offsetting guidance and this has now been finalised. This guidance covers both direct effects such as land take and indirect effects, such as increased recreational pressure and access to sensitive sites and overshadowing and lighting from new buildings. Natural England recommends that detailed consideration is given to this guidance as the Seafront Masterplan evolves. Natural England welcomes the opportunity to further discuss the Seafront Masterplan and the associated pressures on supporting habitat and wider designated sites in due course.

Eastney Beach & Fort Cumberland

- Natural England strongly recommends that the valuable habitats and species at Eastney beach and in the Fort Cumberland area are protected and enhanced within the Seafront Masterplan. We advise that a comprehensive strategy for protecting, managing and enhancing this area is progressed that benefits both people and

wildlife. We strongly recommend that the opportunities for enhancing this area are fully explored within the masterplan design and we would welcome the opportunity to discuss this in further detail in due course.

## *Vail Williams on behalf of Clarence Esplanade Pier Company SMEORG008*

### Development Opportunity

- My client is supportive of Clarence Pier being promoted as a Development Opportunity within theme 7 of the Seafront Masterplan SPD Review Consultation.

### Challenges: sea defences

- The Eastern Solent Coastal Partnership's decisions on coastal defences should be included within the 'challenges in this area' section of the Clarence Pier (page 40 of Seafront Masterplan SPD) as flood risk and defence will present a challenge in terms of principle of development, coastal safety and economic viability.

### Challenges: viability

- Economic viability is a key factor in the deliverability of this development opportunity. This includes the costs of sea defences which influences the form and the timetable of deliverability of the development opportunity. Clarence Pier, in its present form, is a financially successful going concern and therefore the timescales of delivery should be extended to longer term, particularly when combined with the background work required to deliver a successful development protected from the sea.

### Opportunities: mix of uses, avoidance of prescription in masterplan

- The 'opportunities in this area' section (page 40 of Seafront Masterplan SPD) includes a mix of uses which are supported by my client as options for the comprehensive redevelopment provided

a viable mix of uses can be agreed. We are uncertain as to the delivery of certain uses, particularly the transport interchange, given they would need significant buy in by third parties to be viable uses. Additional uses could be included, as well as those in the draft SPD, subject to demand and viability. These additional uses could include retail, care accommodation and offices to name a few. It is important that the SPD is not too prescriptive in the uses that the redevelopment could accommodate in order to not stifle development. Phraseology such as 'this list is not exhaustive and other uses may be acceptable subject to agreement with the Council...' should be included.

### Tall building inclusion

- The 'opportunities in this area' section should also include the opportunity of this site to deliver a tall building. It is considered that there would be scope for a tall building development at Clarence Pier due to the size of the site and the need for the development to be economically viable. The site is iconic in Southsea and wider Portsmouth and therefore is a suitable site for the creation of a landmark building. This is subject to site constraints and a change in planning policy to support tall buildings in this location. Policy PCS24 of the Portsmouth Plan does not currently identify this location as an area suitable for tall buildings. A tall building in this location, whilst beneficial for promoting the city as a landmark structure, will be essential for viability and to facilitate a development safe from the sea.

### Eastern Solent Coastal Partnership Southsea Coastal Scheme Consultation

- There is still a clear conflict, with respect to Clarence Pier, between the Seafront Masterplan and the Eastern Solent Coastal Partnership (ESCP) Scheme. The Seafront Masterplan SPD Review consultation promotes the site for redevelopment but the ESCP's Southsea Coastal Scheme consultation document has excluded the site from the area to be defended from the sea. Following our meeting on 26th March 2019, it was agreed that the ESCP would provide

further information on the proposed sea defences and were agreeable to providing technical support on delivery, when a scheme is proposed. It is noted that the Clarence Pier element of the flood defences are not due to be constructed until 2026, however the impact of the works will run for the duration of the build as the car park, upon which the Pier relies to attract and park visitors, will be used as a construction compound. Clearly this should be discussed with the owners and a strategy agreed to minimise impact of the Pier and surrounding uses. One key consideration is to ensure that Clarence Pier has access to the level of car parking that currently supports their operations. If this is not provided there could be a detrimental impact to the business at Clarence Pier.

- Learning & Historical – develop a learning facility / museum of the hovercraft.
- Terminal facilities to cater for potential growth and passenger experience.
- Landing (Pad) facilities enlarged where possible for future growth.
- Maximising the seafront panorama and location.

Land Ownership: joint discussions/approach required

- The ownership of Clarence Pier is split between my client and Portsmouth City Council. To deliver the development here the Council will need to adopt a visionary approach to the development and have joint discussions with my client to discuss mechanisms for land assembly to achieve a viable, iconic, gateway development.

## *Hovertravel SMEORG009*

Transport hub

- Development of an inclusive transport hub, with the primary function of serving as a Hover Port but with Bus, train, ferry & taxi facilities/ interchange included. It could also include:
- Seafront public facilities included – changing rooms, toilets, cycle storage / hire, Wi-Fi, charging facilities.
- Tourist Info – integrate the facility of tourist info, hotels, support of council / public attractions.
- Inclusive design – changing places toilets and seafront services for those with accessibility needs.
- Seafront Viewing (Retail space) – facility for café, bar with viewing over Solent

# Alterations to proposals

In response to the above results and analysis of the engagement that took place in February to March 2019, the following issues should be considered when proposals are drafted, including some potential changes to proposals. These could be reflected in the Draft Revised Seafront Masterplan.

## Public realm

Both the surveys and open ended questions showed general support for better design quality in the seafront, including better public spaces and good quality lighting. No significant changes to proposals are considered necessary based on engagement results.

## Getting around

In the survey, there was clear support for:

- Prioritising pedestrian and cyclists over cars
- A good quality segregated cycle route across the whole seafront, and other safe and desirable cycle routes around the seafront
- Park & ride extension to seafront
- A shuttle bus along the seafront
- Transport hubs
- Fully accessible routes along the entire seafront

In the open-ended questions, parking was a very contentious issue, with strong views both for and against parking reductions. The majority were concerned about loss of parking, mostly at Avenue de Caen. Road closures, where these resulted in significant loss of parking, such as at Avenue de Caen met with significant resistance. However, there was also significant support for road closures, in order to improve the safety and attractiveness of public spaces and to improve local air quality.

A number of detailed suggestions in relation to cycling were also received from Portsmouth Cycle Forum.

In response to the engagement results, the following is recommended:

- Change proposals at Avenue de Caen to keep the aim of altering the character of the route so that it provides a more attractive, safer link between Southsea town centre and the seafront, but to change the suggested method of achieving this to the closure of Avenue de Caen between Ladies' Mile and Clarence Parade only. In that way, the vast majority of the car parking could be retained, Ladies' Mile would be significantly improved as a walking and cycling route, and Avenue de Caen would also be improved as a link between the seafront and Southsea town centre.
- In addition to the above, it is recommended that tighter corner radii at the southern end of Avenue de Caen is introduced, and enhanced crossing facilities across Avenue de Caen
- The width of Clarence Parade immediately south of Avenue de Caen should also be reduced to help create a more attractive, safer place, that complements recent works to the D-Day Story
- Introduce a new crossing south of Avenue de Caen, opposite D-Day Story
- Many other suggestions raised in relation to cycling could also be incorporated into the Seafront Masterplan, with the exception of cycling on the promenade. It is considered that the principle of allowing cycling on the promenade could be acceptable, but further analysis of this suggestion is required. This could result in negative effects for pedestrians, particularly those with limited sight or hearing and this would need to be fully understood. There are also several options as to how this could be achieved, such as allowing children only, or restricting cycling to certain times of day. However, it is also considered that if appropriate segregated cycle infrastructure is installed, the need to allow cycling on the promenade will no longer apply.

## Activity & attractions

There was clear support for an accessible adventure playground and facilities to encourage exercise, whereas there appeared limited appetite for family friendly paid attractions. Changes to beach huts yielded mixed results in the survey, and open ended responses highlighted problems with the suggested ideas. More commercial spaces that encourage the use of the seafront in the day and evening received clear support.

In response to the engagement results, the following is recommended:

- Take forward policies on an accessible adventure playground, facilities to encourage exercise and more commercial space that encourage use of the seafront in the day and evening.
- Drop policies on beach huts and paid family attractions.

## Old Portsmouth

- All of the proposals in Old Portsmouth received broad support. It is therefore recommended these are taken forward.

## Clarence Pier

Survey results indicated very strong support for

- Leisure uses that are attractive all-year-round and in all weathers
- A multi-modal transport interchange including facilities for commuters and visitors.
- Making it easier to cross from to Southsea Common

Proposals relating to updating and enlarging the hovercraft terminal building also received support, but it was not as strong as the above three.

In response to the engagement results, it is recommended that all the proposals are taken forward.

## Avenue de Caen to Southsea Castle

Some of the proposals were also discussed in the 'Getting Around' section. They are repeated here for completeness.

The majority were against both the proposal to close Avenue de Caen, and to keep it open to motor vehicles but reduced in width, with additional crossing points. However, there was a significant minority who favoured both options. By contrast, there was also strong support for walking and cycling prioritisation and safe cycle routes. The consultation response indicates the opposition to the Avenue de Caen proposals was mainly due to concern over loss of car parking. While walking and cycling should be prioritised, in this case, it is considered some significant improvements to walking and cycling routes could be achieved while maintained the vast majority of parking spaces on Avenue de Caen. This could be achieved by closing Avenue de Caen immediately north and south of Ladies mile, which would result in the loss of a limited number of parking spaces. It would also achieve the following benefits. Ladies' Mile would become a continuous route, which prioritises walking and cycling. Through traffic would be eliminated from Avenue de Caen, which would make the route safer, cleaner and quieter to the benefit of pedestrians and cyclists.

Redevelopment of Blue Reef and Rock n Sole to make better use of the seafront location and improve the relationship with Southsea Castle's west battery was supported, as was improved accessibility around Southsea Castle.

In response to the engagement results, it is recommended that the outlined changes are made to proposals in relation to Avenue de Caen and those regarding Blue Reef and Southsea Castle are pursued.

## Skatepark to Speakers' Corner

There was majority support for the redevelopment of the Pyramids in the medium to long-term, to include, for example a hotel/spa with food and beverage offer. Clear support was given to the proposal that the Rock Gardens should be better integrated into the area around it and made safer after dark. Improvement of Speakers' Corner as a public space with pop-up style concessions and cafes, or additional permanent buildings also received clear support.

The pedestrianisation of a short section of road between the Rock Gardens and South Parade Gardens was supported by a slim majority. While there was only a slim majority, this proposal would have significant benefits for walking and cycling, as well as improving green spaces such as the Rock Gardens and South Parade Gardens. This proposal would result in a loss of parking in the area. It is therefore recommended that this proposal is taken forward, with the condition that further work to understand the effect of the loss of parking is done at the implementation stage.

## Canoe Lake & Eastney Beach

Improvements to the Japanese garden received very strong support. Moving the beach huts at St Georges Road to the other side of the Promenade to provide direct beach access received mixed results. Closing a short section of Eastney Esplanade to the south of the D-Day Stone received the support of a slim majority.

In response to the engagement results, it is recommended that the Seafront Masterplan continues to support improvements to the Japanese Garden, but that changes to beach huts are dropped. It is recommended that the road closure south of the D-Day Stone, is retained, as although this received the support of only a slim majority, this would result in improved accessibility to the D-Day Stone, better public space, and significantly improved a cycling route.

## Fort Cumberland & Ferry Road

Very strong support was given to the idea of introducing new uses to Fort Cumberland, potentially including an activity centre, a stat up hub, or an events space. Almost as much support was given to an improved bus interchange point on Ferry Road to provide better connections to Hayling Island. Holiday accommodation at Southsea Marina received a more mixed response.

Several open-ended responses also highlighted the benefits of keeping this part of the seafront as it is. Some advocated Fraser Range being protected as a nature reserve. Some responses stated that Fraser Range should be explicitly considered by the Seafront Masterplan.

Some concern about beach lodges at Eastney Point was raised by SME19ORG002 (Langstone Harbourmaster), due potential disturbance to protected habitats, but also lack of sewerage.

It is recommended that the Seafront Masterplan recognises the existing character of this area more explicitly, and seeks to ensure this character is not adversely affected. This should include explicit consideration of Fraser Range. Some respondents advocated protection of Fraser Range as a nature reserve. It is considered that the Seafront Masterplan should recognise that there is both a need for housing and a need to protect the character of positive areas and natural habitats. It is therefore recommended that the draft version explicitly recognises the relevant characteristics and issues regarding Fraser Range. It is also recommended that the Seafront Masterplan should support the introduction of new uses into Fort Cumberland, subject to compatibility with the significance of the heritage asset. Southsea Marina is considered to be an important site for the area. Its primary function is as a marina, but it is considered that it could support complimentary uses in the future.

## Other issues

### *Policy context/wider narrative*

Air quality was raised as an issue by many representors. Others also identified what they asserted was a disconnect between the wider Local Plan objective to build more housing in the city, while also seeking to make the seafront more attractive as a destination for tourism. The local plan policy for the seafront, in policy PCS9, is relevant to issues of strategy, such as these. PCS9 states that new development will contribute to the revitalisation of the seafront, tourism and the wider regeneration strategy for Portsmouth, to be achieved through a range of measures. These include the redevelopment of existing buildings, and the provision of outlets such as restaurants and cafes, but also the protection of areas such as Southsea Common and Eastney Beach. PCS9 does not seek significant levels of new development for the seafront. The context analysis section of the Seafront Masterplan will identify the important characteristics of the seafront, such as those areas that need to be protected, and this will shape guidance for development in the Seafront Masterplan.

It is recommended that the seafront's characteristics are identified in the Seafront Masterplan through an analysis of context. This should help shape guidance sections of the Seafront Masterplan. The strategic function of the seafront is set by policy PCS9, which includes promoting the seafront as a visitor attraction. However, the Seafront Masterplan could recognise more explicitly, the link between its role in the health and wellbeing of the wider city, and the growth that is planned for the city. There should also be specific reference to air quality.

### *Historic environment*

The Options consultation document did not have a section on the context of the seafront. This was intended to keep the consultation document short. A context section had always been planned to be in-

cluded in the Draft document. Historic England stressed the importance of a robust understanding of the seafront's heritage context and how this should shape the rest of the document. A context section, which includes specific attention to the seafront's heritage should be added.



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