

# THE SANDS

## INDICATIVE MASTER PLAN

### NARRATIVE

- The attached Indicative Master Plan (Ref 2009/01/07-A) is broadly in keeping with plans associated with recent Planning Applications and consents for the overall Sands project. The various phases of the Master Plan can be summarised as follows:
  - a Seafront and Beachside. This first phase of development is largely complete and contains the following:
    - 100 private 1 – 3 bedroom apartments in two buildings (Kepwick House and Lockton House) including a residents' gymnasium, a roof sun terrace and 100 private car spaces.
    - 13,353 square feet (1,240.81 sq metres) of ground floor commercial accommodation to be used for restaurants, cafes and retail purposes plus a first floor management suite.
    - 81 new and 55 refurbished beach chalets along the promenade.
    - A Beach Management Centre including toilets, showers, beach management and supervision, first aid facilities and boat store.
    - A refurbished Promenade Café.

This element includes high quality 4/5 star holiday accommodation let on behalf of owners/investors as well as the award winning Beach Management Centre. The chalets have been transformed following the demolition of derelict structures and are fully let. Improvements have been carried out to flood defence works and enhanced security.

- b Forest. This phase has detailed Planning Consent for 40 holiday properties including 30 apartments and 10 mews houses together with a 31 bedroom private hotel and associated play facilities. The site has been cleared and great crested newts relocated ready for development but progress has been interrupted by the current financial position. The hotel was to involve the relocation of the Miners Welfare Hotel from Ryndle Crescent. This project has also been delayed as a result of the current financial position as it was dependent on the redevelopment of their existing hotel for residential purposes.
- c Northstead Manor Gardens. This phase includes three key elements as follows:
  - The North Bay Railway which has been substantially enhanced and includes the station, a new ticket office and shop, The Glass House tearooms, ice cream kiosk and the water splash and boating all under private management. The operator has also invested heavily in improved rolling stock and fitting out costs.

- The amphitheatre and lake. Planning permission has been granted for the refurbishment of the amphitheatre seating and the return of the lake island to a stage together with ancillary facilities and market stalls. Discussions are in hand with Natural England to agree a strategy for the relocation of great crested newts from the amphitheatre seating area and for those discussions to lead to an overall agreed newt relocation strategy for the whole of The Sands area. A newt pond was created in the Valley to which newts have been relocated. A further newt pond has been established at the nearby Golf Course as part of the overall requirements. Tenders have been received for the construction of the amphitheatre in readiness for a start on site this year. Other facilitation works have been carried out already.
- Family restaurant and children's plan area. Planning Permission has been granted for this sub-phase which includes the restaurant with living accommodation above, children's play facilities and an adventure play area.

Northstead Manor Gardens located at the heart of the project are seen as an attractive public fun area to include a wide range of activities that can appeal to all ages. It will accommodate major events (up to 6,000 people) as well a smaller local events and displays, fireworks, dancing waters, the rail link, boating, water splash, children's play and adventure play.

- d Bayview. The former Marvels area site is subject to a detailed planning application for 116 holiday homes and ancillary facilities including play. Following discussion with planners a redesign is in hand that may slightly increase the number of holiday properties which will enjoy an elevated attractive location with excellent views and nearby facilities. Newts have been relocated from the site and an artificial and unsuitable newt habitat removed and replaced. Some CCTV security has been installed in an attempt to reduce the repeated vandalism this site suffers.
- e Atlantis site. This is potentially the most valuable remaining site and at present probably the earliest that could be developed commercially. It enjoys a prominent main road frontage with a strong footfall. The site is considered suitable for an hotel above further restaurant, café and retail uses and a large leisure unit of up to 25,000 sq ft. The developer has removed the existing pools at the request of the Council in readiness for development. Further consideration is being given to the clearance and improvement of the site.
- f Multi-Storey car park and overspill car park. To develop the Atlantis site it will be essential to offer substantial nearby public car parking as proposed on the corner of Northstead Manor Drive and Burniston Road. The proposal has been reduced in scale and will accommodate about 300 cars including a ground floor retail/restaurant area fronting Burniston Road. It is proposed to treat the main elevations with a green wall design and the upper level can be no higher than Ryndle Crescent. The Indicative Master Plan shows an overspill car park between Ryndle Crescent and Weydale Avenue which will be improved and landscaped maintaining existing levels.
- g Hilltop. This site is shown as the location for a Principal Visitor Attraction measuring about 75,000 sq feet (6,967.5 sq meters). The PVA is seen as accommodating a mixture of wet and dry leisure activities including a state of the art water park. Capable of attracting over 400,000 visitors a year the site is shown as including .... surface visitor car parking spaces.

- h Existing Swimming Baths. The availability of this site is reliant on the relocation of the existing baths. Potential uses could include further holiday accommodation, hotel or leisure uses.

The Sands project includes substantial and attractive structural landscaping and the Northstead Lake. The Master Plan retains and respects these areas which are of important ecological value and which will be improved and enhanced as development throughout the site progresses.