

## 14.0 BRIDLINGTON URBAN CENTRE

### The Structure of the Town

- 14.1 Bridlington is the major town in the Borough of East Yorkshire with a population in 1991 of 32,163. The town is an important employment and shopping centre for the local area, and provides services such as educational and health facilities. The town originated as 2 settlements - the market town of Bridlington which grew up around the Augustinian Priory, and the small fishing port of Bridlington Quay. The arrival of the railway in 1845 led to the growth of Bridlington as a tourist resort, and the amalgamation of the 2 settlements. The town still functions as an important tourist destination, but in recent years the Council has sought to widen the employment base of the town by encouraging industrial development on the Bessingby and Carnaby Industrial Estates. The popularity of Bridlington as a place to retire is reflected in the large proportion of elderly people who live in the town.
- 14.2 As a coastal town the opportunities for expansion of the settlement are of necessity limited. Further restrictions are imposed by the desire to protect the open countryside around the town, and in particular its setting in relation to the cliffs leading out to Flamborough Headland.
- 14.3 The urban development limit for Bridlington has been defined to ensure that an adequate supply and variety of land is available within the boundary to meet anticipated development needs, and to protect the landscape and visual integrity of the surrounding countryside. Additionally land allocations aim to strike a balance between the need to protect the "best and most versatile" agricultural land, the desire to encourage a compact urban form, and the need to recognise the sensitivity of the surrounding villages of Bessingby and Sewerby to the pressures of urban development. Outside the urban development limit, policies in Part I of the Plan relating to open countryside will apply generally but certain areas have been defined as meriting particular protection.

### POLICY BRID1 - AREAS OF RESTRAINT

**IN THE DEFINED AREAS OF RESTRAINT DEVELOPMENT APPROPRIATE TO A COUNTRYSIDE LOCATION WILL BE PERMITTED ONLY WHERE IT WILL RETAIN THE ESSENTIALLY OPEN CHARACTER OF THESE AREAS AND SAFEGUARD ENVIRONMENTAL FEATURES.**

#### Justification

- 14.4 Although open countryside policies are generally restrictive they still provide scope for development. It is therefore necessary to apply more stringent controls in particularly sensitive countryside locations adjoining Bridlington. These Areas of Restraint have been defined on the basis of their strategic role in defining the structure of the town:-
- (a) the areas surrounding Bessingby Hall and village where the parkland, nearby groups of trees, and undulating land forms are of special 'natural beauty' which would be lost if additional development was allowed;
  - (b) the undeveloped valley of the Gypsy Race, which needs to be retained as it forms a 'green finger' into the town from where important views of the Priory can be gained;
  - (c) the open, largely grassed, cliff tops to the north of Bridlington which allow splendid views both onto and from the beach and need to be protected from development;
  - (d) the undeveloped fields between Sewerby and Bridlington which need to be retained because of their value as an open buffer between the settlements.

## **Bridlington Old Town**

- 14.5** The Old Town is a designated Conservation Area, and Policy EN19 will be applied when considering any planning applications in this area. The core area of the Conservation Area has, in addition been made a Town Scheme area, and the additional Policy below will apply.

### **POLICY BRID2 - CONSERVATION IN THE OLD TOWN**

**PROPOSALS FOR DEVELOPMENT IN THE TOWN SCHEME AREA WILL ONLY BE PERMITTED WHERE THEY WOULD BE OF A HIGH STANDARD OF DESIGN AND WOULD RESPECT THE SCALE, FORM, LAYOUT AND SETTING OF ADJACENT BUILDINGS AND/OR OPEN SPACES WHICH FORM THE CHARACTER OF BRIDLINGTON'S OLD TOWN. DEVELOPMENT SHOULD BE CONSTRUCTED FROM NATURAL/TRADITIONAL MATERIALS APPROPRIATE TO THE AREA.**

#### **Justification**

- 14.6** The architectural style, variety of form and use of natural material of the mainly frontage properties of Market Place, Westgate and High Street, of which the majority are either individually or group listed, is based on a mixed pattern of wide and narrow streets including shops and large period homes with rear access through covered alleyways.
- 14.7** The area surrounding the 12th Century Priory Church and 14th Century Baylegate is more green and open in character. Development, including changes of use, minor alterations and extensions should only be permitted where it would preserve or enhance the unique character of Bridlington's Old Town. This can only be achieved by development that is of an appropriate scale, form, layout and design. The importance of this area is recognised by the declaration of a Town Scheme where English Heritage and the Borough Council provide grant aid for repair work to historic buildings. It is especially important that the highest standard of works are achieved in this area.
- 14.8** Shop front designs should be considered as an intrinsic part of the overall appearance of a building and street scene in form, detailing, proportion, materials and colour. In principle all new shop fronts, fascias, signs and letters should be of natural and/or traditional materials in the Town Scheme area. The Council will encourage the use of traditional hanging signs and hand painted lettering, restrict the detail of fascia boards and resist the introduction of modern corporate standardised advertisements. Advertisements will not normally be permitted above fascia level. Illuminated signs will be discouraged though externally illuminated signs may be considered appropriate if illumination can be achieved without detracting from the building or street scene. Security screens and canopies will not be looked upon favourably.

### **POLICY BRID3 - PROPOSED TREATMENT WORKS**

**2.2 HECTARES OF LAND ARE ALLOCATED FOR A WASTE WATER TREATMENT WORKS AT FLASHDALES. PROPOSALS WILL BE PERMITTED WHERE:-**

- 1. THEY ARE SUPPORTED BY AN ENVIRONMENTAL IMPACT ASSESSMENT WHICH DEMONSTRATES THAT NO UNACCEPTABLE HARM WILL ARISE; AND**
- 2. THE SITE AND WORKS CAN BE ADEQUATELY SCREENED FROM VIEW.**

#### **Justification**

- 14.9** In order for Bridlington Bay to meet the standards proposed by the EC through its Bathing Water Directive by the year 2000, major improvements have been programmed by Yorkshire Water Services. These will ensure that discharges to the sea will also satisfy the EC Urban Waste Water Treatment Directive (1991) and National Rivers Authority discharge consents. The provision of underground storm water retention

tanks is proposed at Limekiln Lane, Alexandra Promenade, Queens Park and Hilderthorpe Coach Park to significantly reduce the number of storm water discharges to the sea and the Gypsey Race. As the chosen locations are on Borough Council land this Plan does not need to protect the sites.

- 14.10** A new treatment works at Flashdales, together with the construction of a new storage tank at the existing Headworks on South Marine Drive, are part of these planned improvements to ensure compliance with this Directive. A planning application for the new treatment plant is currently awaiting the completion of an Environment Impact Assessment. Policy BRID3 relates to the land within this application.

## **HOUSING**

- 14.11** Much of the housing development in recent years has taken place to the north of the town in line with allocations made in the 1988 Bridlington Local Plan. A review of that Plan was undertaken in 1992, but was not progressed to adoption. That document, known as the Alteration No. 1, made further allocations to the north to define a permanent development limit up to a landscaped tree belt. In defining a permanent northern limit, the Alteration No. 1 recognised the need to redress the imbalance in housing land provision in the town and set out the basis for a longer term strategy of southerly growth to include residential development of the Belvedere Golf Course.
- 14.12** At mid 1993, the Housing Land Schedule indicated that there was sufficient land with planning permission for approximately 800 new dwellings, including large areas both to the north of Martongate and to the west of Kingsgate, on the southern side of the town.
- 14.13** In the Consultation Draft of the Borough Wide Local Plan, land allocations were made to reflect the permanent northern limit envisaged by the Alteration No. 1, and to continue the strategy of southerly growth. Specifically, the Belvedere Golf Course was allocated for comprehensive development to include new housing, retail and recreational provision.
- 14.14** The Borough Council own this site which is currently leased to the Bridlington Golf Club. It is now clear that the Belvedere site will not be available for development at least within the early part of the Plan period. It remains the Borough Council's objective to pursue a strategy of southerly growth of the town but a formal allocation cannot be made at this stage.
- 14.15** Taking account of existing commitments at 1993 the Local Plan needs to make provision for approximately 1628 new dwellings in the Bridlington Housing Market Area up to 2004. The contribution expected within Bridlington itself is approximately 80% of that figure indicating a need for approximately 1300 new dwellings. Allocations made on the northern boundary of the town will provide approximately 750 dwellings. In replacement of the Belvedere Golf Course, a site capable of accommodating over 430 new dwellings is included to the north of Easton Road.
- 14.16** The allocation to the north of the town together with the existing commitments will likely lead to the need for additional primary school provision. A site to the north of Kirkham Road has been identified as being suitable.

### **POLICY BRID4 - PROPOSED SCHOOL SITE, NORTH OF KIRKHAM ROAD**

#### **1.2 HECTARES OF LAND ARE ALLOCATED TO THE NORTH OF KIRKHAM ROAD FOR THE PROVISION OF A NEW PRIMARY SCHOOL.**

- 14.17** With the allocation of 30.2 hectares of land to the north of the town for residential development, a need is likely to arise for a new primary school. A site to the north of Kirkham Road is identified as a suitable site in the area to serve both the existing and proposed residential development. The land is currently owned by the Borough Council. Whilst lying outside the urban development limit the proposed use is not

considered inappropriate as the school buildings will be set within an open playground. Access to the site will be through the proposed residential site BRID9.

## **Housing Land Allocations**

### **POLICY BRID5 - PROPOSED RESIDENTIAL DEVELOPMENT, NORTH OF MARTONGATE**

**6.7 HECTARES OF LAND ARE ALLOCATED FOR RESIDENTIAL DEVELOPMENT TO THE NORTH OF MARTONGATE. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF AN ACCEPTABLE COMPREHENSIVE SCHEME FOR THE SITE WHICH MAKES PROVISION FOR:-**

- 1. ACCESS TO BE TAKEN FROM ADJOINING SITES TO THE EAST AND WEST; AND**
- 2. RECREATION AND AMENITY OPEN SPACE PROVISION.**

#### **Justification**

- 14.18** The majority of the site was previously allocated in the 1988 Bridlington Local Plan as site 2.4.2 in recognition of an earlier planning approval for housing. Although no development has taken place and planning permission for the site has now lapsed there are no known major constraints and the site remains suitable for development. The revised boundary brings in adjoining parcels of undeveloped land in the same ownership. The location of the recreational open space is to be adjacent to the western boundary, an area of approximately 0.6 hectares. The extent of this open space was agreed previously by the Borough Council and the developer to serve this site and sites to the east which are now completed.
- 14.19** The site was included within the Martongate Development Brief II adopted in January 1986. This guidance has been updated and approved by the Borough Council's Planning Committee in May 1994 and is available on its own in the amended form.

### **POLICY BRID6 - PROPOSED RESIDENTIAL DEVELOPMENT, NORTH OF CADMAN ROAD**

**4.5 HECTARES OF LAND ARE ALLOCATED FOR RESIDENTIAL DEVELOPMENT TO THE NORTH OF CADMAN ROAD. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF AN ACCEPTABLE COMPREHENSIVE SCHEME FOR THE SITE WHICH MAKES PROVISION FOR:-**

- 1. ACCESS TO BE PROVIDED TO THE ADJOINING SITE TO THE WEST; AND**
- 2. RETENTION OF THE PERMANENT LANDSCAPED BOUNDARY TO THE NORTH OF THE TOWN.**

#### **Justification**

- 14.20** The site currently forms an open buffer between residential development and the caravan park to the north. Although the site is Grade 2 agricultural land, it is already largely divorced from other agricultural land by the caravan site and a tree belt planted along its northern boundary. Development of adjoining land to the west is an existing commitment. Access to the site is already available direct off Cadman Road. The provision of a road link to the adjacent land to the west, and the retention of the existing tree belt as a buffer to the existing caravan site will be required. Guidance, in the form of the Martongate Development Brief approved in May 1994 by the Borough Council's Planning Committee, is available separately. Policy R2 will be applied in relation to on site provision of amenity and recreational open space. In lieu of on site provision for recreation space required by Policy R3, the developer of this site will be expected to make a contribution towards the creation of an open recreational area to be provided adjoining Martongate County Primary School (BRID29). The basis on which contributions will be calculated is set out in Appendix 6.

### **BRID7 - PROPOSED RESIDENTIAL DEVELOPMENT, WEST OF AIREDALE DRIVE**

**6.0 HECTARES OF LAND ARE ALLOCATED FOR RESIDENTIAL DEVELOPMENT TO THE WEST OF AIREDALE DRIVE. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF AN ACCEPTABLE COMPREHENSIVE SCHEME FOR THE SITE WHICH MAKES PROVISION FOR:-**

- 1. ACCESS TO BE TAKEN FROM ADJOINING SITES TO THE EAST AND SOUTH WITH THE SAFEGUARDING OF ACCESS TO BRID8; AND**
- 2. A PERMANENT LANDSCAPED BOUNDARY TO THE NORTH OF THE TOWN.**

#### **Justification**

- 14.21** The site provides a natural continuation of development up to an established tree belt. The retention of this tree belt is required and the safeguarding of land for potential road links to adjoining land to the west. The guidance on the development of the site is provided in the Martongate Development Brief approved in May 1994 by the Borough Councils Planning Committee, which is available separately.
- 14.22** The developer of the site will be expected to make a contribution towards the creation of an open recreational area to be provided adjoining Martongate County Primary School (BRID29). Appendix 6 sets out the basis on which contributions will be calculated. Policy R2 will be applied in relation to the on site provision of amenity open space.

### **POLICY BRID8 - PROPOSED RESIDENTIAL DEVELOPMENT, EAST OF BEMPTON LANE**

**8.1 HECTARES OF LAND ARE ALLOCATED FOR RESIDENTIAL DEVELOPMENT TO THE EAST OF BEMPTON LANE. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF AN ACCEPTABLE COMPREHENSIVE SCHEME FOR THE SITE WHICH MAKES PROVISION FOR:-**

- 1. ACCESS TO BE TAKEN FROM BEMPTON LANE TO CONNECT TO DARWIN ROAD AND A LINK TO BRID7 TO THE EAST TO BE SAFEGUARDED; AND**
- 2. A PERMANENT LANDSCAPED BOUNDARY TO THE NORTH OF THE TOWN.**

#### **Justification**

- 14.23** Although of good quality agricultural land, the site does not form part of a larger agricultural holding and MAFF have raised no objection to the loss of this site. The provision of road links between Bempton Lane and land adjoining the site to the east will be safeguarded, and the provision of a permanent landscaped boundary to the north. A Development Brief approved in May 1994 by the Borough Councils Planning Committee, is available separately. The developer of the site will be required to make a contribution towards the creation of a recreational area on Bempton Lane (BRID28) and the basis on which contributions will be calculated is set out in Appendix 6. Policy R2 will be applied in relation to the on site provision of amenity open space.

**POLICY BRID9 - PROPOSED RESIDENTIAL DEVELOPMENT, WEST OF BEMPTON LANE**

**5.3 HECTARES OF LAND ARE ALLOCATED FOR RESIDENTIAL DEVELOPMENT TO THE WEST OF BEMPTON LANE. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF AN ACCEPTABLE COMPREHENSIVE SCHEME FOR THE SITE WHICH MAKES PROVISION FOR:**

- 1. THE CONNECTION OF ROAD/PEDESTRIAN MAIN ACCESS OFF BEMPTON LANE LINKS TO EXISTING ROADS ADJOINING AND FROM THE SOUTH WHERE APPROPRIATE; AND**
- 2. A CONTINUOUS LANDSCAPED BUFFER TO BE PROVIDED AND MAINTAINED ALONG THE NORTHERN BOUNDARY OF THE SITE; AND**
- 3. THE SAFEGUARDING OF ACCESS TO THE POTENTIAL SCHOOL SITE TO THE WEST; AND**
- 4. PEDESTRIAN LINKS TO THE ADJOINING RECREATIONAL AREA TO THE WEST.**

**Justification**

- 14.24** The site will provide a logical and permanent limit of development on the northern side of the town to reflect development on the eastern side of Bempton Lane (Policy BRID8). It is envisaged that the main vehicular and pedestrian access onto the site will be taken off Bempton Lane, but connections to existing roads to the south may be appropriate. Land to the north is allocated as recreational open space which is intended to serve the needs of this and other development sites. The developer of the site will be required to make a contribution towards the creation of the recreation area to the north (BRID28) in accordance with the standards set out in Appendix 6.
- 14.25** Policy R2 will be applied in relation to the on site provision of amenity open space. Access will need to be safeguarded to the site allocated for a new primary school as well as the creation of pedestrian footpath links to the existing recreational area to the west.

**POLICY BRID10 - PROPOSED RESIDENTIAL DEVELOPMENT, NORTH OF EASTON ROAD**

**17.6 HECTARES OF LAND ARE ALLOCATED FOR RESIDENTIAL DEVELOPMENT TO THE NORTH OF EASTON ROAD. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF AN ACCEPTABLE COMPREHENSIVE SCHEME FOR THE SITE WHICH MAKES PROVISION FOR:-**

- 1. A PEDESTRIAN ACCESS LINK TO THE NEW PASTURE LANE HOUSING ESTATE; AND**
- 2. A CONTINUOUS LANDSCAPED BOUNDARY TO BE PROVIDED AND MAINTAINED ALONG THE NORTHERN BOUNDARY OF THE SITE; AND**
- 3. RECREATION AND AMENITY OPEN SPACE TO BE LOCATED TOWARDS THE NORTHERN BOUNDARY OF THE SITE; AND**
- 4. THE MAIN ACCESS POINT TO BE TAKEN FROM WELL LANE WITH A SECONDARY ACCESS POINT FROM EASTON ROAD.**

**Justification**

- 14.26** Additional land is required to replace the former allocation of the Belvedere Golf Course. Land at Easton Road was previously considered through the Alteration No. 1 and was only rejected in favour of allocations to the south of the town.

**14.27** Development of the site will likely form a permanent boundary to development in the north western part of the town. It is important therefore that suitable landscaping measures are undertaken to ensure the provision of a permanent boundary. A new access point will be required onto the site, probably through the creation of a roundabout on Well Lane. It is intended to limit access onto Easton Road to a secondary access only in order to minimise urbanisation on Easton Road. The visual impact of the development will be minimised by keeping it off the rising ground to the north of the site and by retaining the area to the south of Easton Road as part of the open fringe of land along the Gypsey Race Valley. A Development Brief is being prepared for the site to provide guidance on how it will be developed in a comprehensive and properly considered manner. Policies R2 and R3 will be applied in relation to on site amenity and recreational open space.

### **Existing Housing**

**14.28** The previous section examined the likely requirement for new housing development throughout the plan period and allocated sufficient land to meet this need. This section examines the more general residential policies which should apply to those areas of existing housing.

### **Older Housing**

**14.29** Whilst there are areas of older housing within the plan area, it is not considered likely that clearance action (other than for an occasional unfit dwelling) will be necessary. The Council is currently undertaking a comprehensive rehabilitation programme to the South Back Lane Housing Estate. Improvements that have taken place include structural repairs to the existing housing stock and traffic management measures. A proposal to provide a community centre has also been put forward. Additionally, the Council currently makes grants under the Housing Acts towards the improvement and good repair of old dwellings. It is expected that this policy will continue throughout the plan.

### **Housing Conversions**

**14.30** As a seaside resort with a sizeable stock of large properties built around the turn of the century, Bridlington faces particular pressure on residential accommodation in the form of numerous proposals to convert property for such uses as flats, guesthouses, hotels and residential homes for the elderly and other groups requiring care.

**14.31** Many of the older properties in the more central areas of Bridlington are of the larger type and are no longer suitable for single family occupation; conversion to flats or other forms of multiple occupation can often form the only viable use of such property and, of course, can provide holiday accommodation essential to Bridlington's role as a holiday resort. There can be problems, however, in the form of increased activity around buildings, disturbance to neighbours, increased traffic flow and parking problems, and changes to the general character of the area.

## **POLICY BRID11 - CONVERSIONS TO MULTIPLY OCCUPIED PROPERTY**

WHERE PLANNING PERMISSION IS REQUIRED, PROPOSALS FOR THE CONVERSION OF PROPERTIES TO FLATTED ACCOMMODATION FOR PERMANENT OR HOLIDAY USE, BEDSITS, OR HOSTELS, WILL ONLY BE PERMITTED WITHIN THE DEFINED AREA AND WHERE THE FOLLOWING CRITERIA ARE MET:-

1. THEY WOULD NOT CHANGE OR OTHERWISE HARM THE CHARACTER OF THE SURROUNDING AREA; AND
2. ADEQUATE PROVISION MUST BE MADE FOR OFF STREET PARKING AND SERVICING; AND
3. SATISFACTORY ARRANGEMENTS MUST BE MADE FOR REFUSE STORAGE AND COLLECTION; AND
4. THE STANDARD OF INTERNAL ARRANGEMENTS TO BE PROVIDED MUST BE SATISFACTORY; AND
5. THE STANDARD OF OUTSIDE AMENITY SPACE WITH DIRECT ACCESS FROM THE ACCOMMODATION MUST BE SATISFACTORY.

OUTSIDE THE DEFINED AREA PLANNING PERMISSION WILL ONLY BE GRANTED, SUBJECT TO THE ABOVE CRITERIA, WHERE LARGE PROPERTIES ARE UNSUITABLE FOR INDIVIDUAL FAMILY USE AND HAVE A SUBSTANTIAL CURTILAGE.

### **Justification**

- 14.32** Where planning permission is required for a change of use to a multiply occupied property it may be acceptable within the older central area of the town where large property predominates. This area is defined on the Inset Map as being the area immediately around the town centre. This area has been drawn up following survey work to include those streets of generally larger property, where many conversions to flats and other forms of multiple occupation have already taken place, and where further changes would be less likely to lead to an unacceptable change of character. Any application for conversion within this area will, however, need to satisfy the detailed criteria set out in this policy. Within this defined area additional controls apply in the main sea front holiday area - see Policy BRID20 (Protection of Holiday Accommodation). Within the central area residents will be well served by town centre services and facilities, and therefore a relaxation of the parking standards set out in Appendix 7 may be appropriate as a means of discouraging car use and promoting alternative means of travel.
- 14.33** Although the servicing of holiday or residential flats will not normally present any problems, commercially operated guest houses or hotels can give rise to significant loading and unloading from delivery vehicles. Proposals should, therefore, indicate the provision proposed to be made for service deliveries and the storage of goods. In the case of larger premises such service provision should be off street.
- 14.34** Outside amenity space should be provided for the enjoyment of the occupants of permanently occupied flats, especially where family accommodation is involved. Permanently occupied accommodation will only be permitted where satisfactory provision is made for the outside drying of clothes in a location not open to a clear view from the highway; and adequate arrangements for direct access to the amenity space are provided.

## **Conversions to Residential Homes for the Elderly and Other Groups in Care**

- 14.35** Almost one third of Bridlington's population is over retirement age; allied to Government Policy and a stock of large residential properties it is not surprising, therefore, that there has been considerable demand for residential and nursing homes in Bridlington in recent years. A similar increase in the demand for residential accommodation for other groups requiring care has also been experienced.
- 14.36** Policy H9 will be applied stringently, particularly to ensure that proposals will not lead to a concentration of residential homes which could change the character of an area.

## **EMPLOYMENT**

- 14.37** The decline in the traditional seaside holiday industry has affected employment within the town in recent years. A decline to 66% of workers in the service sectors is now more in line with the county average and slightly below the national average of 71%. In the face of the national and county decline in manufacturing the employment rate of 20% in this sector has remained stable since the mid 1980's and is now more in line with the national average of 21%.
- 14.38** One specialised area which is an important part of Bridlington's economy is fishing. Whilst to date the local inshore fishing industry has escaped the heavy decline experienced by the deep sea fishing industry, proposed measures to protect fish stocks could have a significant effect on fishing locally. Due to the decline of the fishing industry, Bridlington has for the first time been awarded Objective 5b status. The community can put forward claims for monies available through the European Structural funds.
- 14.39** Despite the widening of job opportunities that recent industrial development has provided, Bridlington still suffers from high unemployment, particularly in the winter period due to the seasonal nature of employment based on tourism. This is reflected in the designation of the Bridlington and Driffield Travel to Work Area as an Intermediate Assisted Area which may provide a source of funding for industrialists to bring forward development opportunities within the area. Funding is also available for the removal of infrastructure constraints on the Industrial Estates, for example the upgrading of the terminal sewerage pumping station at Carnaby Industrial Estate.
- 14.40** In terms of land supply the Borough Wide Local Plan endorses the existence of planning permissions providing a total of 83.7 ha of employment land within the Bridlington urban area including Carnaby Airfield. The available supply of land and the potential availability of funds to overcome development constraints should ensure that sufficient land is available to meet employment needs well beyond the Plan period.
- 14.41** In addition to the needs of industrialists on the existing Industrial Estates the Borough Council is also aware of the need for sites and premises for smaller businesses or extensions to existing businesses which require a site close to customers, suppliers and/or labour within the built up area. Policy EC3 will be applied to applications in these circumstances.
- 14.42** In considering the effects of new proposals on the character and amenity of an area the Council will take into account factors such as visual intrusion, noise levels, fume emissions, access and parking arrangements and working hours. Normally development in close proximity to residential areas will be restricted to Class B1 of the Town and Country Planning Act (Use Classes) Order 1987.

## **POLICY BRID12 - DEFINED EMPLOYMENT SITES**

**NEW EMPLOYMENT DEVELOPMENT WILL BE PERMITTED ON THE DEFINED CARNABY AND BESSINGBY ESTATES. PROPOSALS WILL BE REQUIRED TO PROVIDE ADEQUATE LANDSCAPING TO MINIMISE THEIR IMPACT ON ADJACENT OPEN LAND AND TO SAFEGUARD RESIDENTIAL AMENITY.**

### **Justification**

- 14.43** In recent years there has been considerable progress made in developing industry in the area. Within the town the Bessingby Industrial Estate now covers 12.6 ha with 3.1 ha undeveloped. In 1992 planning permission was granted for superstore development on the frontage to the Estate. A 1.6 ha site to the rear of this is specifically allocated for non food retail warehouse development through Policy BRID23 of the Plan but the site could equally be developed for B1 uses in the form of a business park, the principle of which was established in a Brief for the site prepared in 1990. Planning permission for a 1,400 square metre net foodstore remains committed at the southern side of the entrance to the site and this is shown as a commitment on the Proposals Map. This prestigious trading location is expected to have a catalytic role in improving the prospects for other employment development on the remainder of the estate. The recent road improvements at the junction with Bessingby Road should assist in promoting the location for development.
- 14.44** Proposals for new development at Bessingby should include substantial tree screening necessary to ensure that development does not affect major housing areas at West Hill and Kingsgate. Landscaping proposals will be required to be provided by the developer and maintained by subsequent occupiers.
- 14.45** Humberside Structure Plan Policy E1 identifies Carnaby Industrial Estate as the main strategic employment site serving the needs of Bridlington. Approximately 80 hectares of land remains available for development. Improved road links and recent investment by major international companies has reaffirmed this role. A Development Brief has been prepared for the area and is available separately.
- 14.46** The sensitivity of the Estate's location within open countryside will require development proposals to be supported by comprehensive landscaping proposals.
- 14.47** In accordance with Structure Plan Policy E9, office development will normally only be permitted where it is ancillary to an industrial undertaking, or in special circumstances where for operational reasons an out of centre location is more appropriate than within an urban centre and there are no overriding planning objections.

## **POLICY BRID13 - PINFOLD LANE ESTATE**

**FURTHER EMPLOYMENT DEVELOPMENT WITHIN THE DEFINED PINFOLD LANE ESTATE WILL BE PERMITTED WHERE:-**

- 1. IT WILL NOT UNACCEPTABLY AFFECT THE AMENITY OF NEARBY RESIDENTIAL AREAS;  
AND**
- 2. IT WILL NOT BE DETRIMENTAL TO HIGHWAY SAFETY; AND**
- 3. IT SATISFIES POLICY EN18.**

### **Justification**

- 14.48** The site is smaller and less satisfactorily located than the sites in Policy BRID12, being only 3.5 ha in area and adjoining residential development. The uses that currently occupy the site, including a cash and carry

warehouse, vehicle related uses, Timber merchants and a concrete works are compatible with the surrounding residential uses. Vehicular access is limited to a single point on Marton Road which itself is adjacent to a primary school and major residential development. Additionally, the estate is close to the Mill Lane public water supply borehole where the need to safeguard the aquifer from the risk of pollution will limit further development opportunities.

#### **POLICY BRID14 - DISTRIBUTION AND STORAGE**

**PLANNING PERMISSION FOR DISTRIBUTION/STORAGE USE WILL ONLY BE GRANTED ON THE CARNABY INDUSTRIAL ESTATE.**

##### **Justification**

- 14.49 Distribution and storage uses give rise to considerable traffic movement, often involving large goods vehicles. Locations for such uses should, therefore, be linked directly to the primary road network. Vehicular access to the Bessingby Employment Area is not a problem but here land for industrial development is in relatively short supply and because of the employment characteristics of distribution and storage uses it would be a wasteful use of land in this prime location. Therefore, on this Estate, distribution and storage uses will only be permitted where they are ancillary to industry. The Carnaby Industrial Estate covers a much larger area, has a direct access to the Primary Road Network and is regarded as a suitable location for any large scale distribution/storage development.

##### **TOURISM**

- 14.50 Bridlington is the County's leading resort and has an enormous dependence on the tourism industry. Despite the town's major assets of clean beaches, interesting harbour and combined shopping/tourism central area, there is a considerable reliance upon a loyal but limited catchment area covering Yorkshire, Humberside and the North Midlands.
- 14.51 A low proportion of young visitors and a generally poor accommodation stock capable of competing for conference trade are further disadvantages which limit the town's appeal and competitive position relative to other holiday destinations.
- 14.52 Concern over the current state of the tourism industry has led to major investment being committed to improving the image of the town, eg. construction of "Leisure World", refurbishments to the Spa Theatre, and the repaving works undertaken to the North Promenades. The Borough Council is committed to undertaking repaving work on the South Promenades. Detailed policies have been set out in Part I of the Plan that will contribute to improving the tourism potential of the town. Policy T1 is concerned with the location of new tourism development. Although Bridlington is the Borough's main tourism centre, opportunities may occur elsewhere within the Borough and should be encouraged where they do not harm the quality of the surrounding landscape. Policy T2 concerns the conversion of buildings to provide tourist accommodation. Holiday accommodation is an important element in the local economy and the conversion adds to the variety of accommodation available as well as bringing new life to old buildings which can be on the verge of disrepair.
- 14.53 The Council's strategy in respect of tourism development is one of promoting areas considered suitable for particular forms of development and the identification of strategic sites where the existence of tourism uses are present. The extent of available land and the potential for substantial structural landscaping provide sufficient flexibility for the town to respond to new development opportunity and provides a greater degree of certainty to tourism investors.

### **POLICY BRID15 - TOURISM DEVELOPMENT ON THE SEA FRONT**

**PROPOSALS FOR TOURISM DEVELOPMENT ALONG THE DEFINED SEA FRONT WILL BE PERMITTED PROVIDED THAT THEY ARE COMPATIBLE WITH THE CHARACTER OF THE SURROUNDING AREA. OUTSIDE THE AREA BETWEEN THE SPA HALL AND LEISURE WORLD, USES WHICH WILL BE LIKELY TO LEAD TO AN INCREASED LEVEL OF NOISY ACTIVITY AND DISTURBANCE WILL NOT BE PERMITTED.**

#### **Justification**

- 14.54** The sea front area from the Spa to Leisure World will continue to be an appropriate area for tourism related development which relies on the concentration of people. The recent completion of structural and environmental improvements to the North Promenade will ensure that the attraction of this areas is retained. Proposals for the improvement of the South Promenade will be advanced during 1994.
- 14.55** The peripheral sea front areas north of Leisure World and south of the Spa generally provide an atmosphere of relative quiet which provides a pleasing contrast to the bustle of the central resort area. These areas are particularly suited to young families and the elderly and it is intended that their character will be maintained.

### **POLICY BRID16 - THE HARBOUR**

**PROPOSALS WHICH WOULD THREATEN THE EFFICIENT OPERATION OF THE HARBOUR OR LIMIT ITS POTENTIAL FOR REASONABLE EXPANSION WILL NOT BE PERMITTED. PROPOSALS WHICH WOULD BE LIKELY TO AFFECT THE HARBOUR AREA WILL NOT BE PERMITTED UNLESS THEY ARE DIRECTLY RELATED TO THE LEISURE AND COMMERCIAL ACTIVITIES OF THE HARBOUR ITSELF.**

#### **Justification**

- 14.56** The Harbour Commissioners have long standing proposals to provide enlarged commercial facilities. This proposal would have important advantages for the town's fishing fleet and would add a new dimension to the tourist industry in the heart of the resort.
- 14.57** It should be noted however that no works of any kind are lawful in any part of the harbour which by statute is within the jurisdiction of the Bridlington Harbour Commissioners (defined by the Bridlington Harbour Act 1928) unless they are authorised in writing by the Commissioners.
- 14.58** Extending inland from the Harbour, the Gypsey Race cuts through the town providing opportunities for a linear recreational route, part of which has already been implemented. Adjoining the stream within the town centre large areas of land are underused or unsightly and could benefit from development. The Council will continue to work with the National Rivers Authority and Yorkshire Water to ensure that the Gypsey Race is kept scoured, cleansed and free from pollution.

### POLICY BRID17 - LAND AT WILSTHORPE

APPROXIMATELY 80 HECTARES OF LAND AT WILSTHORPE ARE PROPOSED FOR MAJOR LEISURE/TOURISM DEVELOPMENT. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF A COMPREHENSIVE SCHEME FOR THE SITE AND:-

1. WILL BE ACCEPTABLE IN TERMS OF POLICY CZ2 AND OTHER RELEVANT COASTAL AND ENVIRONMENTAL POLICIES; AND
2. WILL NOT BE DETRIMENTAL TO HIGHWAY SAFETY; AND
3. RETAIN PUBLIC ACCESS TO THE CLIFF TOP; AND
4. WOULD NOT ADVERSELY AFFECT THE BEACHES WITHIN BRIDLINGTON BAY.

#### **Justification**

- 14.59 At Wilsthorpe, south of Bridlington, an extensive site offers the potential for large scale development aimed at the leisure/tourism market. In the past, proposals have been prepared for marina development supported by high quality housing. With additional financial resources available from the EC, the marina development may still emerge, and the site remains suitable for major leisure/tourism uses which will enable the resort to respond and adapt to meet modern tourism needs.
- 14.60 Due to the size of the site and the fact that it represents one of the major development opportunities put forward in the Local Plan, it may be necessary in certain circumstances for an Environmental Impact Assessment to be undertaken prior to any planning permission being considered. Guidance is offered on Environmental Impact Assessments in Department of the Environment Circular 15/88 "Environmental Assessments".
- 14.61 The site would be suitable for a holiday village, or a tourism proposal with significant holiday accommodation, but it is not the intention of this Local Plan that the site should include permanent residential accommodation. The preparation of a Development Brief will be necessary to ensure that development takes place in a comprehensive and co-ordinated manner. Whilst existing natural sea defences may afford sufficient protection to development, dependant upon the nature of development proposed, additional coastal protection measures may be required. Any proposals will need to be considered in accordance with Policy CZ2.

### POLICY BRID18 - LAND AT CARNABY COURT

APPROXIMATELY 20 HECTARES OF LAND ARE ALLOCATED FOR TOURISM/LEISURE DEVELOPMENT AT CARNABY COURT. PROPOSALS WILL BE PERMITTED WHERE THEY FORM ALL OR PART OF AN ACCEPTABLE COMPREHENSIVE SCHEME FOR THE SITE WHICH MAKES PROVISION FOR SUBSTANTIAL LANDSCAPING TO FORM A PERMANENT AND CONTINUOUS BOUNDARY TO THE ENTIRE ALLOCATED SITE IN ADVANCE OF DEVELOPMENT.

#### **Justification**

- 14.62 The land subject to this allocation is owned by the Borough Council and forms an extension and consolidation of existing tourism based uses adjoining the Carnaby Industrial Estate. These uses have now become established within a substantial landscaped setting and are major attractions for summer visitors. Further expansion or additional uses could not be accommodated within the existing landscaped area and would be likely to be visually intrusive. As landowner the Council will ensure that the provision of the perimeter landscape planting is made necessary to enable further uses to be assimilated into their surroundings. A central car parking area will be provided to serve further development without necessitating

separate vehicular movements between uses. Proposals for development will be expected to make provision for landscaping within the site and to retain pedestrian links between separate visitor attractions.

### **Retail Development and Tourism**

- 14.63** For commercial reasons, there is a tendency for tourism or leisure development to include an element of retail floorspace. Due to the need to maintain a cohesive shopping centre for the town, retail floorspace proposed in conjunction with tourism development will only be permitted where it is genuinely incidental to the tourism use. Policy S8 will guide consideration of such proposals. The amount of floorspace devoted to retail uses and the type of goods sold in such circumstances will be limited by planning condition or legal agreement to a level which is genuinely incidental to the main use.

### **HOLIDAY ACCOMMODATION**

- 14.64** The Borough Council has set itself an objective of extending the holiday season so as to reduce fluctuations in employment opportunities and tourism spending. Variety and choice of holiday accommodation is essential to ensuring that the resort retains its appeal to a broad catchment population. Competition from other destinations and other forms of holiday activity can place the traditional seaside resort under pressure in terms of the need to raise standards and resist the loss of particular forms of accommodation. The following policies define an appropriate framework to address these issues.

#### **POLICY BRID19 - HOTEL DEVELOPMENT**

**PROPOSALS FOR NEW HOTEL ACCOMMODATION AND THE IMPROVEMENT OF EXISTING ACCOMMODATION WILL BE PERMITTED WHERE:-**

- 1. THEY WILL NOT RESULT IN THE LOSS OF ESSENTIAL CAR PARKING PROVISION SERVING THE TOURIST TRADE; AND**
- 2. THEY ARE COMPATIBLE WITH THE SCALE AND CHARACTER OF SURROUNDING DEVELOPMENT AND WILL NOT ADVERSELY AFFECT RESIDENTIAL AMENITY; AND**
- 3. THEY WILL NOT BE DETRIMENTAL TO HIGHWAY SAFETY.**

#### **Justification**

- 14.65** There is a shortfall of high quality hotel accommodation in the resort; one important effect of this is that it constrains the ability of Bridlington to expand its role in the conference trade market. New hotel accommodation and services, together with conference facilities, would be of considerable assistance in marketing the resort. No specific allocation is made as this could constrain the ability of the market to respond but opportunities may exist, for example, in proposals for the expansion of the Harbour (Policy BRID 16), or the development of the Wilsthorpe site (Policy BRID 17). The majority of hotel accommodation, due to its location, do not have off-street car parking provision. It is therefore necessary to protect the existing parking spaces in order to help maintain the tourist industry.
- 14.66** As in other sectors of the service industry, hoteliers need to update their accommodation and service to keep pace with customers' expectations, particularly with regard to the provision of toilets/baths/central heating, and the Borough Council will therefore, wherever possible encourage private operators to do so.

## **POLICY BRID20 - PROTECTION OF HOLIDAY ACCOMMODATION**

**WITHIN THE DEFINED AREA, PROPOSALS WHICH WOULD RESULT IN THE LOSS OF HOLIDAY ACCOMMODATION WILL ONLY BE PERMITTED WHERE:-**

- 1. THEY WOULD NOT HARM THE FUNCTION OF THE STREET FRONTAGE AS AN AREA FOR HOLIDAY ACCOMMODATION; AND**
- 2. THEY WOULD BE COMPATIBLE WITH THE CHARACTER OF THE AREA.**

**PROPOSALS FOR PERMANENT RESIDENTIAL ACCOMMODATION WILL NOT BE PERMITTED UNLESS THE AMENITY OF POTENTIAL OCCUPIERS CAN BE ADEQUATELY SAFEGUARDED AND CONFLICT WITH NEIGHBOURING HOLIDAY USES WOULD BE UNLIKELY TO ARISE.**

### **Justification**

- 14.67** The defined area includes a wide range of holiday accommodation in the form of hotels, guest houses and holiday flats, all of which are important for the variety and choice they provide to tourists. Holiday accommodation is the predominant use in this area but it is not the exclusive use. Because of this mixed land use pattern the loss of accommodation has, in the past, proved difficult to resist.
- 14.68** However, the Council considers that the character of the defined resort area is one of relatively small accommodation units which rely heavily on passing tourist trade comparing facilities. This can only operate successfully where there is a concentration of holiday accommodation, to enable comparison and choices to be made, in much the same way as the town centre functions. The resulting ambience of the streets is very much a holiday atmosphere which would be eroded, even if only in some small degree, by the introduction of alternative uses.
- 14.69** The introduction of permanent accommodation or residential homes into areas normally associated with seasonal holiday use would gradually change the character of the area and lead to conflict arising from parking difficulties or noise at unsociable hours. In any proposals for the change of use to a permanent dwelling, plan policies will require the provision of private amenity space. In the older parts of the town where holiday accommodation predominates it is unlikely that such areas could be provided with the degree of privacy from overlooking which potential occupiers would expect.

## **POLICY BRID21 - PROTECTION OF LIMEKILN LANE CARAVAN SITE IN BRIDLINGTON**

**PROPOSALS WHICH WOULD RESULT IN THE LOSS OF THE CARAVAN SITE AT LIMEKILN LANE WILL NOT BE PERMITTED UNLESS SUITABLE ALTERNATIVE PROVISION CAN BE SECURED ON AN APPROPRIATE SITE WITHIN OR ADJOINING BRIDLINGTON.**

### **Justification**

- 14.70** Caravans are an important element in providing a choice of accommodation for holiday visitors. Within Bridlington there are only a limited number of major caravan sites. The site at South Beach is located outside the Town Development Limit, and therefore proposals for residential development on the site would be unacceptable. The site on Limekiln Lane is well located in relation to tourist facilities on the North Cliff, but lies within the town development limit where Policy H2 would suggest that residential redevelopment might be acceptable. To guard against the loss of this important tourist facility, BRID21 indicates that redevelopment will not be appropriate unless suitable alternative provision is made. In light of the appeal decision in 1994 to grant permission for residential development on the Marton Road caravan site, it is all the more important to retain the existing site on Limekiln Lane to provide choice and variety in tourist accommodation, to meet the needs of non-car owners and to help support local facilities.

## SHOPPING

### The Existing Shopping Pattern in Bridlington

- 14.71 There is a discernible hierarchy of shopping facilities in Bridlington made up of the town centre containing major shop outlets, with more local shops spreading out along the radial routes. In some cases such as Flamborough Road, West Street and High Street, Old Town, the local centres are distinctly separate from the town centre, but the local shopping centres along Hilderthorpe Road and St John's Street/Quay Road serve both a local centre and a secondary shopping area function due to their proximity to the town centre. Elsewhere small groups of shops or individual corner shops serve the day-to-day needs of local residents.
- 14.72 Large foodstore development has taken place in recent years at Hilderthorpe Road (edge of Town Centre), Bessingby Road and Martongate, ensuring a geographic distribution of such facilities serving the central, northern and western parts of the town.
- 14.73 The town centre is the principle shopping area in Bridlington where Policy S1 will apply and major development and commitments, along with potential for conversion and refurbishment, should ensure that Bridlington retains its position as a shopping and commercial centre serving a wide local area. The strong links between tourism activities and shopping provision within the town centre is also recognised. In addition to having a retail function, the town centre contains many service uses including the town's library, the indoor leisure centre, and a wide variety of restaurants, amusements and local offices.
- 14.74 In the smaller local centres at Flamborough Road, St John's Street/Quay Road, High Street in the Old Town, West Street and Hilderthorpe Road development is likely to be of a smaller scale than would be allowed in the town centre because of the particular characteristics and catchment of each area. Within the local centres the scale and nature of a particular proposal will be considered to assess its suitability for the location.
- 14.75 In the case of the local centre on High Street which lies within the Old Town Conservation Area and Town Scheme Area, the majority of the buildings are listed of historical and/or architectural interest and retail development proposals will only be granted planning permission if the detailed requirements of policies EN19, EN20 and BRID2 of the Plan are satisfactorily met.

### The Town Centre

- 14.76 Within the defined town centre shopping area, total gross floorspace is estimated to be approximately 31,600 square metres in 300 units. 30% of this is accounted for by service uses. The vast majority of units are under 232.25 square metres floorspace.
- 14.77 Shop uses are predominantly convenience outlets rather than durable goods and there is a high representation of outlets aimed specifically at the tourism market.
- 14.78 Approval was granted in March 1993 for the development of a fully covered 5,574 square metre retail unit consisting of 33 shop units and stores on the Rope Walk site in Bridlington town centre. When complete it will prove a greater variety of unit sizes to modern specification which should prove attractive to operators not currently represented in the town. The development also includes a bus station which will act as an important central location for local bus services. This was granted approval in April 1993.
- 14.79 Recent environmental improvements in the town centre include the pedestrianisation of King Street which has been a major step forward in ensuring that the environment of the town centre shopping area retains its attraction for new investment. Other measures taken, include the creation of parking bays on Promenade, Cliff Street and Prince Street. The Council intends to investigate how further environmental improvements can be extended across a wider area of the town centre. The transport section of this chapter considers this matter further.

## **POLICY BRID22 - NEW RETAIL DEVELOPMENT**

**PROPOSALS FOR NEW RETAIL DEVELOPMENT WILL BE PERMITTED WITHIN THE DEFINED TOWN CENTRE AND LOCAL CENTRES WHERE THEY ARE COMPATIBLE WITH THE ROLE AND CHARACTER OF THE CENTRE. THE LOCAL CENTRES BEING QUAY ROAD/ST JOHN STREET, FLAMBOROUGH ROAD, WEST STREET, HILDERTHORPE ROAD AND HIGH STREET, OLD TOWN.**

### **Justification**

- 14.80** In general terms the retail hierarchy will continue to ensure that town residents have access to a reasonable range of shopping facilities and new development will normally be approved to achieve this objective, subject to the environmental constraints of individual centres.

## **POLICY BRID23 - PROPOSED NON-FOOD RETAIL WAREHOUSING, BESSINGBY WAY**

**LAND IS ALLOCATED FOR NON-FOOD RETAIL WAREHOUSING TO THE NORTH OF BESSINGBY WAY. PROPOSALS WILL BE PERMITTED WHERE:-**

- 1. GOODS TO BE SOLD WILL NOT UNDERMINE THE VITALITY AND VIABILITY OF THE TOWN CENTRE; AND**
- 2. THEY WILL NOT ADVERSELY AFFECT THE AMENITY OF THE ADJOINING RESIDENTIAL OCCUPIERS ON MATSON ROAD.**

### **Justification**

- 14.81** The 1.6 ha site is situated adjacent to the recently constructed superstore which itself occupies a prime frontage to Bessingby Road. Development of the site for non-food retail warehousing would attract retailers not currently represented within the town, complementing the role of the town centre and local shopping centres and enabling proposals on less suitable sites to be resisted. Suitable non-food goods would include the sale of bulky goods such as DIY products which could not readily be accommodated within the town centre.
- 14.82** Planning permission for non food retail development on land to the south of Bessingby Way has now lapsed and that site currently has planning permission for food retailing. In considering the principle of retail development in the area generally in 1990 the Council prepared a Planning Brief which indicated the potential of the allocated site for B1 development in a Business Park layout. The site remains suitable for such use as an alternative to non food retail warehousing and Policy BRID 12 would consider such proposals favourably.

### **Non Retail Uses**

- 14.83** The high proportion of non retail uses in the central area perform an important role in complementing the shopping function of the town centre and sustaining activity outside normal shopping hours. There is a danger, however, that the concentration of such uses in single frontages can result in the loss of a shopping function in certain areas. Policy S6 goes some way to controlling the degree of non-retail uses within the defined shopping areas. Where the non retail uses are directed towards the tourism market this can lead to parts of the centre being devoid of activity for much of the year and subject to intense visitor pressure during the summer months, therefore control is of particular importance. The traditional under-investment in properties used for seasonal uses is a further aspect which could have a severe impact on the quality of the shopping environment within the town centre.

#### **BRID24 - AMUSEMENT ARCADES**

**PROPOSALS FOR NEW AMUSEMENT ARCADES, FAMILY LEISURE CENTRES OR EXTENSIONS TO SUCH EXISTING USES WILL ONLY BE GRANTED ALONG THE DEFINED FRONTAGE OF ESPLANADE/GARRISON STREET.**

##### **Justification**

- 14.84** As a seaside resort Bridlington has a large number of existing amusement arcades and 'family leisure centres' and clearly there will continue to be a demand for such uses throughout the Plan period. Since 1982 planning permissions have been restricted to the Esplanade area where they are considered to be well related to other tourist developments in the area.
- 14.85** Exceptions to this policy will only be made where amusement machines are a subsidiary element within larger tourism/recreational uses, and in these cases the number of amusement machines may be limited.

#### **POLICY BRID25 - HOT FOOD SHOPS**

**PLANNING PERMISSION FOR NEW HOT FOOD SHOPS WILL NOT BE GRANTED IN THE TOWN CENTRE AND ADJOINING RESORT AREAS SHOWN ON THE PROPOSALS MAP. WITHIN THESE AREAS PROPOSALS WILL ONLY BE PERMITTED FOR RESTAURANTS, CAFES OR PUBLIC HOUSES SUBJECT TO CONDITIONS PREVENTING THE USE OF THE PREMISES OR ANY PART THEREOF AS A HOT FOOD TAKEAWAY EXCEPT WHERE THEY FORM PART OF A MAJOR MULTI-PURPOSE RETAIL OR TOURISM DEVELOPMENT.**

##### **Justification**

- 14.86** The high level of demand for hot food take away shops in the town has been of particular concern to the Council due to the potential effect of reducing the shopping element within the town centre and giving rise to environmental problems such as noise and smell, and particularly the tendency for food remains and litter to become spread over footpaths within the vicinity of hot food shops. Since 1980 a restrictive policy has been applied which remains appropriate.
- 14.87** Exceptions to this policy will only be made where a hot food take away outlet is within and forms a subsidiary part of a major multi-purpose tourism or retail development.
- 14.88** In order that the Council can properly control the effects of hot food takeaways it is necessary that new cafes, restaurants and public houses are only granted permission subject to a condition excluding hot food sales. If such a condition was not applied then planning permission would not be required. Imposition of the condition is necessary because of the clear evidence that further outlets would have a serious detrimental effect on the town's environment.

#### **POLICY BRID26 - OFFICE USES IN THE TOWN CENTRES**

**AT GROUND FLOOR LEVEL IN THE PRIMARY SHOPPING AREA, NON RETAIL USES WILL ONLY BE PERMITTED WHERE THE TOTAL PROPORTION OF COMMITTED NON RETAIL USES WOULD NOT MATERIALLY THREATEN THE FUNCTION OF THE STREET FRONTAGE AS A SHOPPING AREA. ELSEWHERE IN THE TOWN CENTRE AND LOCAL CENTRES, PROPOSALS WILL BE PERMITTED.**

##### **Justification**

- 14.89** The level of non retail uses at ground floor level in the primary shopping streets in the town centre needs control to ensure that retailing remains the primary function. Office uses are now becoming established

on the fringes of the town centre on Quay Road, Wellington Road and Victoria Road. It is in these types of areas where Policy E9 of the Humberside Structure Plan is of relevance. The Policy directs office uses to the town centre providing they are of a scale and type appropriate to the location. The availability of car parking provision both on and off street and the proximity to the railway station suggest that this location could accommodate a consolidation of this type of use.

## **RECREATION**

- 14.90** A survey of recreation provision in 1993 indicated that Bridlington was 45% deficient in open space as measured against the NPFA minimum standard. Although the survey took no account of major areas such as the beaches, the promenades or North Cliff, the calculated level of provision was based on the resident population and took no account of the substantial influx of summer visitors or the likely population increase through the development of sites with planning permission for housing. The provision of existing recreation open space is not evenly distributed throughout the town. The main areas of provision, ie. Dukes Park, West Hill and the Sports Centre serve the central and western areas of housing development. Children's play areas are spread more evenly throughout the town, eg. Kirkham Road, Station Avenue and Queensgate, but these are still some distance from the most recent housing developments. Other sports pitches exist such as bowling greens and tennis courts, but these are restricted to clubs and organisations.
- 14.91** The following proposals will ensure that the opportunities to secure further provision through Policy R3 of the Plan are used to their maximum potential. Existing sites will be afforded protection through R4, and EN7 will provide additional protection where sites are considered to be an important element in the character of the surrounding area.

### **POLICY BRID27 - PROPOSED RECREATIONAL FACILITY, WOLDGATE**

**LAND IS ALLOCATED FOR OPEN RECREATIONAL USE AT WOLDGATE, TO BE MADE AVAILABLE BY THE COUNCIL FOLLOWING THE COMPLETION OF LANDSCAPING AND IMPROVEMENTS TO SECURE SAFE VEHICULAR ACCESS AND PARKING.**

#### **Justification**

- 14.92** The site was formerly allocated within the Bridlington Local Plan. Progress on implementation of the proposal, which is on reclaimed land, has been limited by the presence of methane. Measures to address this constraint are currently being investigated although it is likely that this will limit the potential of the site to informal recreational use.

### **POLICY BRID28 - PROPOSED RECREATIONAL FACILITY, BEMPTON LANE**

**LAND IS ALLOCATED FOR OPEN RECREATIONAL USE AT BEMPTON LANE, TO BE PROVIDED AND MAINTAINED BY THE COUNCIL WITH CONTRIBUTIONS SOUGHT FROM DEVELOPERS ON THE FOLLOWING ALLOCATED HOUSING SITES:-**

- 1. BEMPTON LANE EAST (BRID8); AND**
- 2. BEMPTON LANE WEST (BRID9).**

#### **Justification**

- 14.93** Considerable housing development is proposed to the North of Bridlington. It is considered that these allocations represent the permanent rounding off of development in this area of the town and no further allocations are anticipated. Policy BRID 28 makes provision for recreational open space to meet this planned housing growth and will provide an attractive approach on this approach to the town from Bempton.

## **Extending the Use of Existing Provision**

- 14.94** Elsewhere within the town few opportunities exist for increasing recreational open space provision other than by way of improving access to and use of sites held for educational purposes. Dual use agreements of such sites are an important mechanism for improving recreational use and they are supported by the Council. However, these agreements generally limit use to individual clubs rather than casual public use and therefore the Council will continue to examine ways of improving the availability of recreational opportunities. Where school playing fields are declared surplus to Education requirements they can provide such opportunities and their loss to development will be resisted on these grounds through Policy R4 in addition to any imperative to retain the fields as open space through Policy EN7.

### **POLICY BRID29 - PROPOSED RECREATIONAL FACILITY, LAND ADJOINING MARTONGATE SCHOOL**

**LAND IS ALLOCATED FOR OPEN RECREATIONAL USE ADJOINING MARTONGATE COUNTY PRIMARY SCHOOL, TO BE PROVIDED AND MAINTAINED BY THE COUNCIL WITH CONTRIBUTIONS SOUGHT FROM DEVELOPERS ON THE FOLLOWING ALLOCATED HOUSING SITES:-**

- 1. NORTH OF CADMAN ROAD (BRID6); AND**
- 2. WEST OF AIREDALE DRIVE (BRID7).**

#### **Justification**

- 14.95** The Education Authority has declared the land adjoining the Martongate County Primary School surplus to requirements. The Bridlington Local Plan anticipated this possibility and safeguarded the site against development to reflect its valuable role as open space within a heavily built up area. The continued designation of the site as an important urban open space under Policy EN7 reaffirms the importance of this site. It is now appropriate that the site is specifically allocated for recreational use and Policy R3 of the Plan will be used to bring the use forward by way of developer contributions.

### **POLICY BRID30 - RECREATIONAL OPPORTUNITY SITE, BESSINGBY ROAD**

**LAND AT BESSINGBY ROAD/KINGSGATE IS SAFEGUARDED FOR RECREATIONAL USE AND PROPOSALS FOR DEVELOPMENT WILL NOT BE PERMITTED UNLESS:**

- 1. THEY ARE DIRECTLY ASSOCIATED WITH OPEN RECREATIONAL USES; AND**
- 2. THEY RETAIN AN AREA OF THE SITE AS INFORMAL RECREATIONAL OPEN SPACE; AND**
- 3. THEY WILL NOT BE DETRIMENTAL TO HIGHWAY SAFETY; AND**
- 4. THEY WILL NOT ADVERSELY AFFECT THE CHARACTER OR AMENITY OF ADJOINING RESIDENTIAL AREAS.**

#### **Justification**

- 14.96** Land off Bessingby Road/Kingsgate has previously been allocated for limited recreational use but there are difficulties in accessing the site. No proposals have come forward for this site but it is considered that the land, in its existing unmanaged condition, is an important amenity feature, protected as Urban Open Space under Policy EN7 and fulfils a need for informal recreational open space in the area.

## **TRANSPORT AND MOVEMENT**

- 14.97** In 1992 the Council prepared and adopted a Car Parking Strategy for Bridlington which draws together a range of initiatives to ensure that traffic movements within the town generally are managed to retain the town's attraction for investment.
- 14.98** Improvements to road signage have helped to remove unnecessary traffic from the central area and assist traffic flows along designated routes through the town. A major problem for which there is no single solution is the management of holiday traffic which traditionally seeks to park as close as possible to the town centre and seafront areas which themselves have experienced a loss of car parking facilities through redevelopment.
- 14.99** The Car Parking Strategy makes proposals for Council action aimed at promoting the town centre core as a Pedestrian Priority area and ensuring that provision is made to meet visitors' needs as safely and effectively as possible.
- Moorfield Road has recently opened as a long stay facility close to the town centre.
  - The decking of the Palace Car Park will provide replacement car parking for the Rope Walk car park which is currently being redeveloped as a shopping centre.
  - The Rope Walk redevelopment itself makes provision for a new bus station which will increase the attraction of new shopping facilities.
  - The refurbishment of North Street contract car park into a public use car park.
  - In addition, the land train along the North Promenade will permit the use of the North Cliff long stay car park as a 'Park and Ride' facility for the harbour/town centre.
- 14.100** In the longer term bus services operating from Rope Walk could link with peripheral long stay car parks as a Park and Ride facility. Closer to the town centre the acquisition of small sites on the main feeder routes of the Promenade, Flamborough Road, Quay Road, Hilderthorpe Road and South Cliffe Road will provide short stay parking facilities on the edge of the central shopping area and Policy BRID31 will encourage the provision of privately operated car parks. Changes to the management regime of existing town centre car parks will also encourage more efficient use.

### **POLICY BRID31 - NEW CAR PARKING PROVISION**

**PROPOSALS FOR OFF STREET CAR PARKS OR EXTENSIONS TO THOSE EXISTING WILL BE PERMITTED UNLESS:**

- 1. THEY WOULD RESULT IN THE LOSS OF AN OPEN AREA OF AMENITY VALUE WITHOUT PROVIDING ADEQUATE REPLACEMENT; OR**
- 2. THEY WOULD BE UNACCEPTABLE IN TERMS OF THEIR ENVIRONMENTAL IMPACT OR EFFECTS ON RESIDENTIAL AMENITY; OR**
- 3. THEY WOULD BE UNACCEPTABLE IN TERMS OF ACCESS, DESIGN OR HIGHWAY SAFETY.**

#### **Justification**

- 14.101** Privately operated car parking facilities are likely to be situated close to the areas of greatest pressure, ie the town centre and sea front areas. However, whilst they may relieve vehicular pressure, their existence also encourages more vehicles to drive to these areas with the hope or expectation of parking rather than making use of peripheral long stay car parks. In addition the creation of unsightly gaps within the townscape

could be environmentally damaging, particularly where they would be underused for the majority of the year. The existing car parks need to be retained due to the loss of such car parks as Rope Walk and on street parking on King Street due to pedestrianisation. Any extension of these existing car parks or totally new car parks will need to be carefully examined in terms of their environmental impact on the surrounding area.

### **POLICY BRID32 - PALACE CAR PARK**

**DEVELOPMENT PROPOSALS WHICH WOULD PREJUDICE THE BOROUGH COUNCIL'S OBJECTIVE OF DECKING THE PALACE CAR PARK WILL NOT BE PERMITTED.**

#### **Justification**

- 14.102** The decking of the Palace Car Park was identified and agreed as Borough Council policy in the Bridlington Town Centre Car Parking Strategy. The site is ideally situated on the edge of the town centre for cars entering the town from both northern and southern directions. Additional spaces would assist in reducing the pedestrian/vehicle conflict by reducing the number of cars entering the town centre. The extra decks would be largely screened from view by frontage property on Springfield Avenue and Prospect Street, and it is expected that existing walkways through to the shopping area and the Gypsy Race amenity area will be retained.

#### **Environmental Improvements in the Town Centre**

- 14.103** In 1993 the Pedestrianisation of King Street completed proposals made through the 1988 Bridlington Local Plan. This major environmental improvement has assisted in creating a much improved shopping environment and has removed pedestrian/vehicle conflict which occurred in the development.
- 14.104** The Council intends to investigate how to extend its current programme of environmental improvements within the central area to ensure that the town retains its attraction to shoppers, tourists and investors in the face of competition from other centres. Furthermore, amongst the proposals is the need to upgrade Chapel Street once the Rope Walk development is completed. Improvements to the southern part of the Promenade will also be possible at this time.

### **POLICY BRID33 - ENVIRONMENTAL IMPROVEMENT - HARBOUR ROAD**

**A SCHEME OF ENVIRONMENTAL IMPROVEMENTS WILL BE UNDERTAKEN FOR HARBOUR ROAD IN ORDER TO SECURE THE UPGRADING OF THIS POPULAR HARBOUR SIDE AREA WHILST RETAINING ESSENTIAL ACCESS FOR HARBOUR USERS.**

#### **Justification**

- 14.105** Legitimate service access including that to shops and the harbour would continue to be provided for. Any proposals will ensure that harbour use, including the repair, maintenance and service of vessels can, at all times be undertaken without restriction. The possibility of environmental improvements was accepted in principle by the Council in 1989 and will link into improvements already undertaken on Ship Hill and Garden Walk in creating an attractive tourist area around the harbour.
- 14.106** It should be noted however that no works of any kind are lawful in any part of the harbour which by statute is within the jurisdiction of the Bridlington Harbour Commissioners (defined by the Bridlington Harbour Act 1928) unless they are authorised in writing by the Commissioners.

Note: The Commissioners would oppose any formal closure but would agree to and support a traffic regulation order excluding vehicles apart from authorised users.