

## **PART 2: MASTERPLAN: VISION FOR WALLSEND**

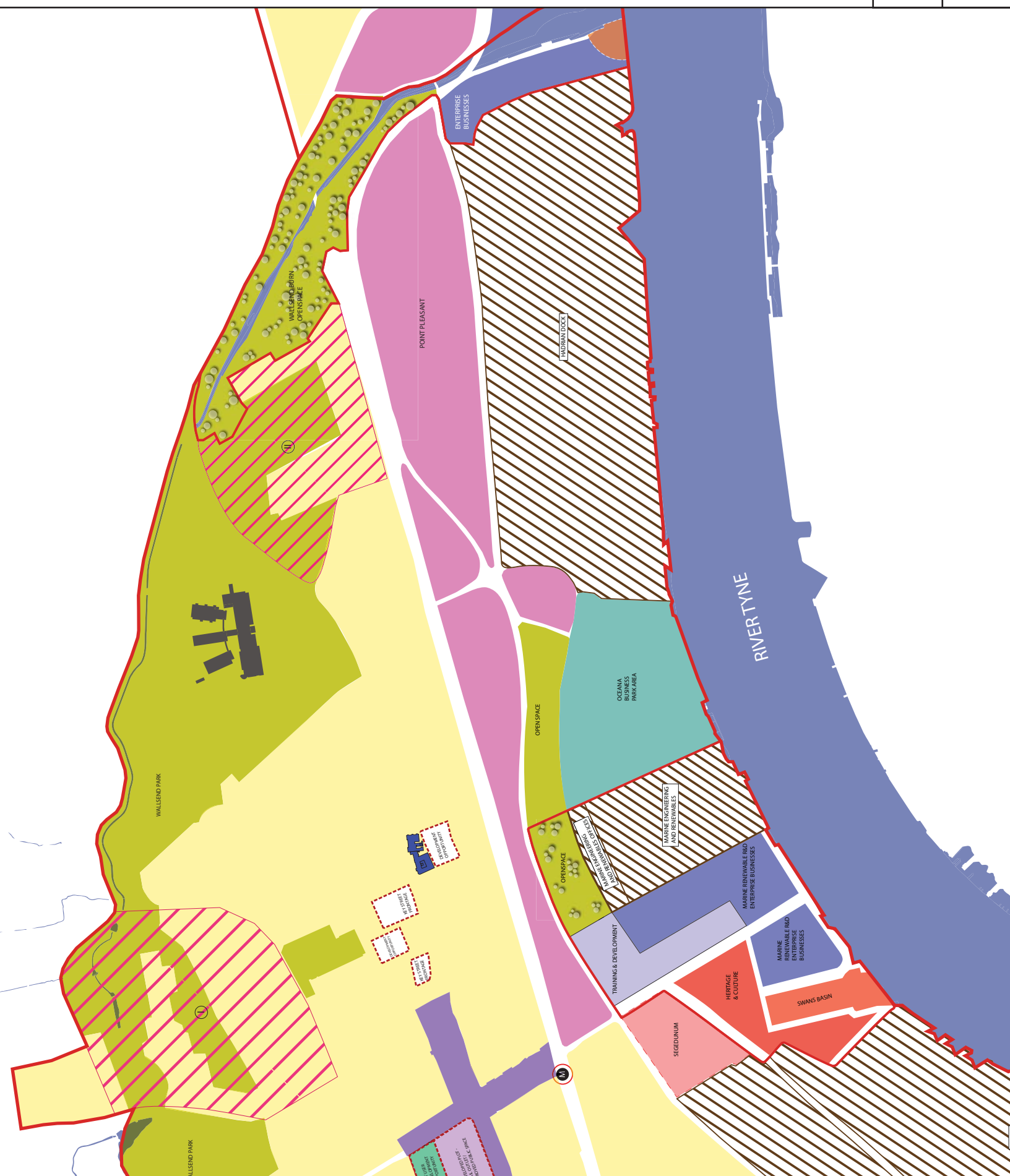
## 13. BACKGROUND TO THE PREPARATION OF THE MASTERPLAN

### Masterplan Area

- 13.1 The masterplan area includes the communities of Wallsend and Willington Quay and covers an area extending from the Swan Hunter shipyard to the Tyne tunnel at Howdon Yard.
- 13.2 Figure 13.1 presents the Land Use Masterplan and Figure 13.2 presents the Transport Masterplan.
- 13.3 The aim of the masterplan is to illustrate a vision for the regeneration of Wallsend, Willington Quay and the waterfront area.
- 13.4 Unlike the SDFP which has been approved as interim planning guidance to guide the regeneration of the RTNB area, the masterplan is illustrative and provides a range of options for delivering regeneration on key sites within the area.
- 13.5 The masterplan has been prepared in consultation with key stakeholders and the community and has focussed on the preparation of proposals for a number of key sites which need to be prioritised in delivering regeneration in the RTNB area. The key areas are:
- The Swan Hunter Shipyard;
  - The Waterfront area from Swan Hunter to Willington Quay;
  - The Waterfront area from Willington Quay to Howdon Yard, and
  - Wallsend Town Centre.
- 13.6 Plans and artist's impressions showing ideas for regenerating these key sites were presented at the September exhibition event in Wallsend town centre. This information is also available on the council's website.
- 13.7 The feedback from the exhibition has been very positive and there is widespread support amongst the residents and business community.
- 13.8 Figure 13.3 presents some exemplar images and artists impressions of our vision for the Masterplan area.

- 13.9 The following sections consider the regeneration opportunities within the masterplanning area, including an assessment of costs and the timing of development.

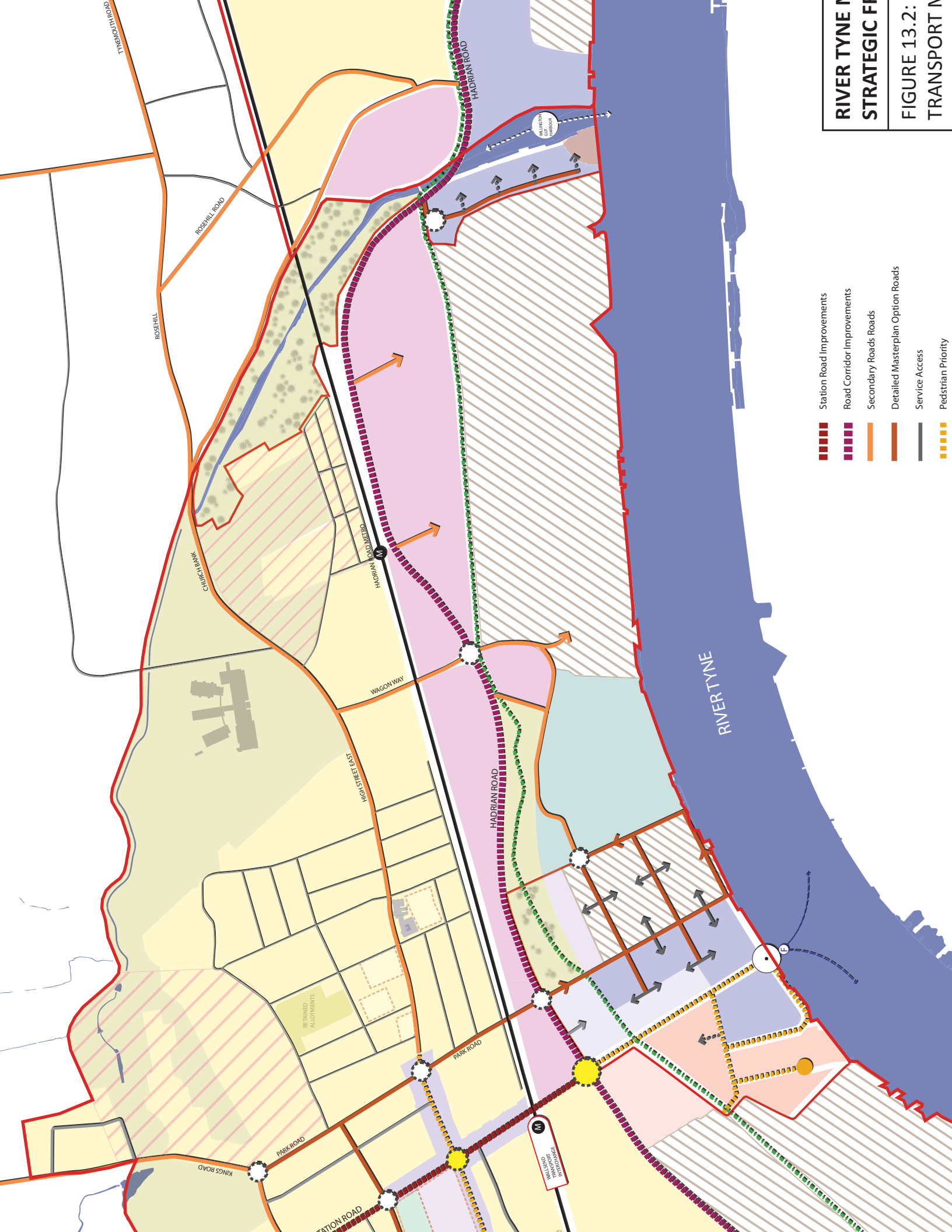
- 1. Residential
- 2. Office Space
- 3. Marine Engineering and Enterprise Businesses
- 4. Training and Development
- 5. Town Hall
- 6. Refurbishment



# RIVER TYNE MASTERPLAN

FIGURE 13.1: MASTERPLAN





# RIVER TYNE STRATEGIC FRAMEWORK

FIGURE 13.2: TRANSPORT INFRASTRUCTURE

- Station Road Improvements
- Road Corridor Improvements
- Secondary Roads Roads
- Detailed Masterplan Option Roads
- Service Access
- Pedestrian Priority

**Figure 13.3: Exemplar Images and Artists Impressions****Education, Training & Development**



## Marine Research and Development & Offices

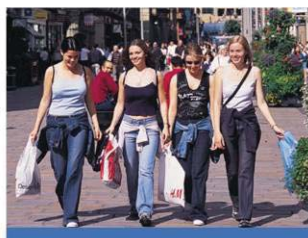


Sustainable Town Centre





## Capturing Passing Trade – Retail Outlets



New Town Centre Residential Offer

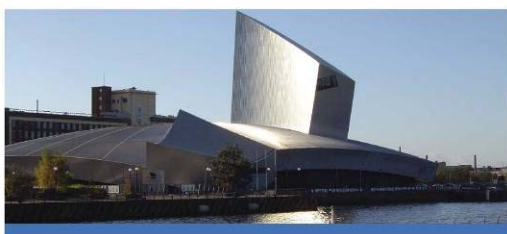




## Accessible Town Centre and Public Transport



## Enhanced Heritage and Cultural Offer





Attractive Green Linkages



Upgrading Hadrian Road





Reconnecting the Town Centre to the Riverfront



## 14. VISION FOR THE REGENERATION OF THE SWAN HUNTER SHIPYARD SITE

### Introduction

- 14.1 The SDFP identifies the Swan Hunter site as part of the '**Wallsend Riverside**' area which also includes the Oceana Business Park and developed sites between Swan Hunter/Oceana and Hadrian Road.
- 14.2 The SDFP shows the 'Wallsend Riverside' as being suitable for the following:
- Marine Research & Development;
  - Heritage and Culture;
  - Enterprise Businesses;
  - Marine Engineering;
  - Training and Development.
- 14.3 This section of the report outlines the approach that has been taken to generate a preferred option for the future development of the Swan Hunter site in the context of the SDFP. The analysis is presented under the following headings:
- Swan Hunter Redevelopment: Land acquisition area, existing utilities and ground conditions;
  - Swan Hunter Redevelopment: Land use definitions;
  - Swan Hunter Redevelopment: Development options;
  - Learning Village (Educational Use);
  - Marine Related Industry;
  - Marine Related Office Development;
  - Heritage;
  - Open Space;
  - Transport;

- Berthing Area;
- Preferred Option
- Programme

## **Swan Hunter Land Acquisition Area and existing Utilities and Ground Conditions**

- 14.4 The total land area for redevelopment is approximately 23 hectares (230,000m<sup>2</sup>).
- 14.5 This includes the land area on the adjacent Twedco site (which fronts Hadrian Road) and forms an integral part of the regeneration strategy for the Swan Hunter site.
- 14.6 There are substantial easements and ownerships that could potentially constrain the development of the eastern side of the Swan Hunter site and a full title search will need to be undertaken as part of the detailed planning and design of the site.
- 14.7 In terms of existing utilities, the site is occupied by the Carville primary substation and 6 network substations. The diversion/decommissioning costs of high voltage cables and associated infrastructure will need to be assessed as part of more detailed planning and design work. Additionally a new network substation may be required for the new development. Typically a network substation cost around £10, 000.
- 14.8 An NWL pumping station is located at the end of Station Road in the north of the site and connects to an overflow interceptor sewer that runs southwards. The pumping station should be taken into consideration as more detailed planning and design work is undertaken. The relocation of a pumping station could cost up to £1million to the developer.
- 14.9 In general the anticipated upper bound demands in respect of gas, sewerage, water and electricity will need to be estimated and discussions with the utility providers should be undertaken in order to understand the true scale of possible diversions or new infrastructure that may be needed.
- 14.10 There are service tunnels present east of the dock. This has to be taken into consideration and treated if any development is to be carried out on this part of the site. Available ground investigation data in this part of the site has also recorded elevated methane levels. It is important to note that suitable barriers will have to be put in place for the new development.

- 14.11 Historical data shows the area at the north of the Swan Hunter site to be historically occupied by an old clay pit and Carville power station. Ground conditions and contamination issues at these sites will have to be ascertained prior to any development.
- 14.12 Asbestos, hydrocarbon and lead contamination have been recorded to the south of the site. The extent of such contamination would need to be ascertained and also necessary remediation will have to be carried out prior to any development.
- 14.13 It is important to note that the available intrusive ground investigation data did not cover the entire site so there could be issues with unforeseen ground conditions and contaminations which might constraint the use of some parts of the site for certain purposes.
- 14.14 Approximately two thirds of the site is reclaimed land from the River Tyne. Previous intrusive ground investigation reported thick and weak made ground underlain by weak alluvium both considered not to be suitable founding layers. It should therefore be noted that the proposed developments will likely require deep pile foundations.

## Swan Hunter Redevelopment: Land Use Definitions

- 14.15 There are 7 proposed land uses for the redevelopment of the Swan Hunter site. These are:
- **A. Learning Village (Education)**, including NTC Langdale Centre and Skills and Enterprise unit;
  - **B. Offices (marine related offices)**, excluding those related to the marine renewable, R&D enterprise businesses;
  - **C. Marine Industry**, including workshops, laydown areas, stores, offices and other facilities, including quay edge required by a marine related industry (oil and gas, subsea technology, ,marine renewables including offshore wind, shipbuilding and ship repairs, etc);
  - **D. Heritage**, including tourist attractions, museum facilities, archaeological digs, vessels, etc – i.e. internal and external, terrestrial and marine;
  - **E. Open Space**;
  - **F. Transport**;
  - **G. Berthing Area.**

## Swan Hunter Redevelopment: Development Options

14.16 Three alternative land use options have been prepared for the Swan Hunter site (Figure 14.1). These are:

- Option 1: Mixed Development with no Marine Industry;
- Option 2: Mixed Development with some Marine Industry;
- Option 3: Marine Industry - led Development Options.

14.17 The land areas for the 3 options are presented in Table 14.1. The following paragraphs outline the 3 options.

Table 14.1: Swan Hunter Redevelopment Options – Uses and Areas

Use/Activity	Option 1: Mixed Development with No Marine Industry Area (Ha)	Option 2: Mixed Development with some Marine Industry Area (Ha)	Option 3: Marine Industry - led Development Option Area (Ha.)
A. Learning Village	3.1 (14%) – large facility	2.2 (10%) – medium facility	1.2 (5%) – small facility
B. Marine Related Office Development	8.7 (38%) – large area	6.2 (27%) – medium area	0
C. Marine Related Industrial Development	0	5.8 (25%) – medium Area	18.4 (80%) – large area
D. Heritage	3.5 (15%) – large area	2.3 (10%) – medium area	1.2 (5%) – small area
E. Open Space	2.3 (10%) – medium area	2.3 (10%) – medium area	1.2 (5%) – small area
F. Transport /Amenity	3.0 (13%) – large area	3.0 (13%) – medium area	1.2 (5%) – small area
G. Berthing Area (Not Marine Industry)	2.3 (10%) – large area	1.2 (5%) – medium area	0
<b>Total</b>	<b>23.00</b>	<b>23.00</b>	<b>23.00</b>

OPEN SPACE

OCEANA  
BUSINESS  
PARK

MARINE RENEWABLE R&D  
ENTERPRISE BUSINESSES

LEARNING VILLAGE

HERITAGE  
& CULTURE

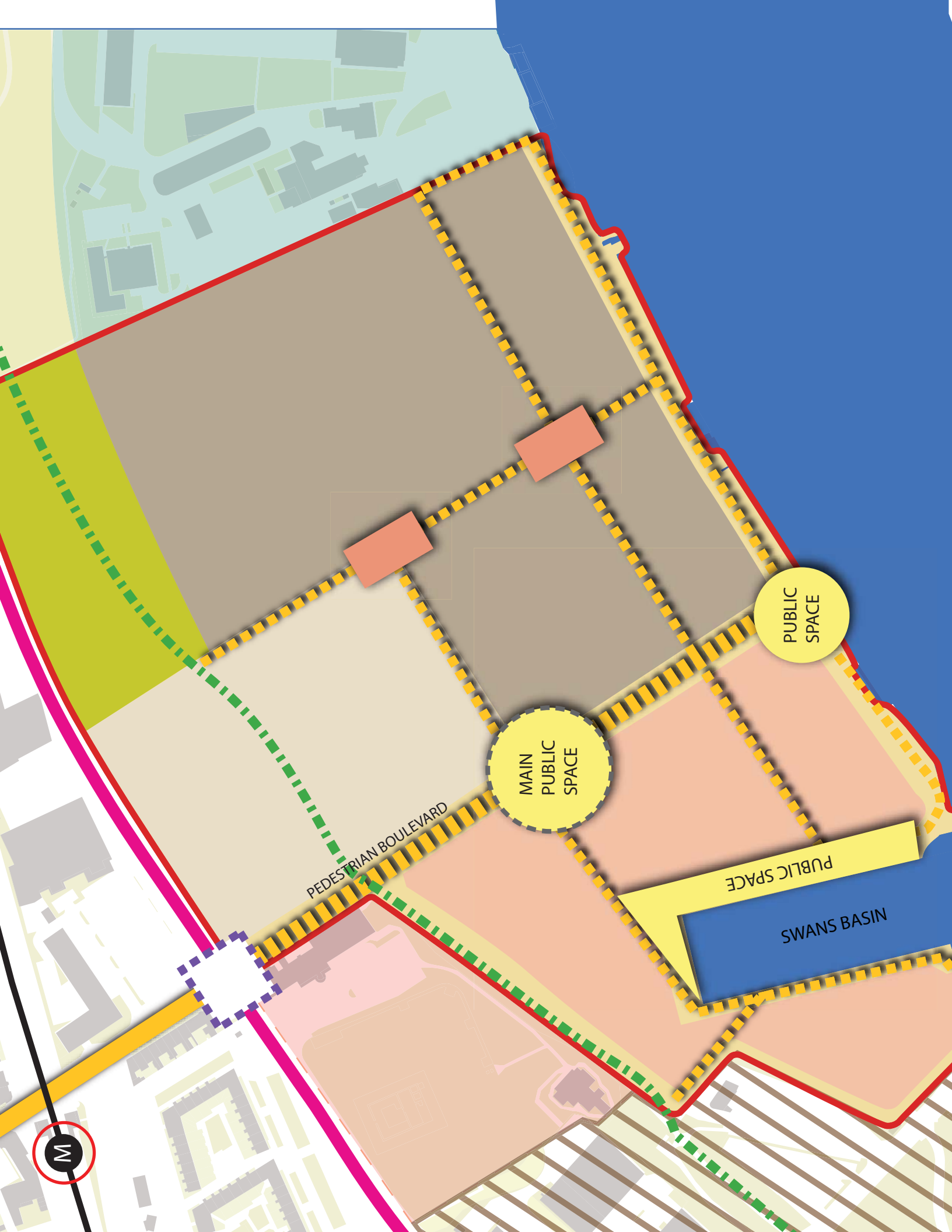
SWANS BASIN

HERITAGE  
& CULTURE

SEGEDUNUM

M





PUBLIC SPACE

MAIN PUBLIC SPACE

PUBLIC SPACE

SWANS BASIN

PEDESTRIAN BOULEVARD

M



SWANS BASIN

M

OPEN SPACE

OCEANA  
BUSINESS  
PARK

MARINE ENGINEERING  
AND RENEWABLES

OPENSACE

MARINE ENGINEERING  
AND RENEWABLES OFFICES

MARINE RENEWABLE R&D  
ENTERPRISE BUSINESSES

LEARNING VILLAGE

MARINE  
RENEWABLE R&D  
ENTERPRISE  
BUSINESSES

HERITAGE  
& CULTURE

SWANS BASIN

SEGEDUNUM

M



OPEN SPACE

MAIN  
PUBLIC  
SPACE

PUBLIC  
SPACE

SWANS BASIN

PUBLIC SPACE

M





OPEN SPACE

OCEANA  
BUSINESS  
PARK

OPEN SPACE

MARINE ENGINEERING  
AND RENEWABLES OFFICES

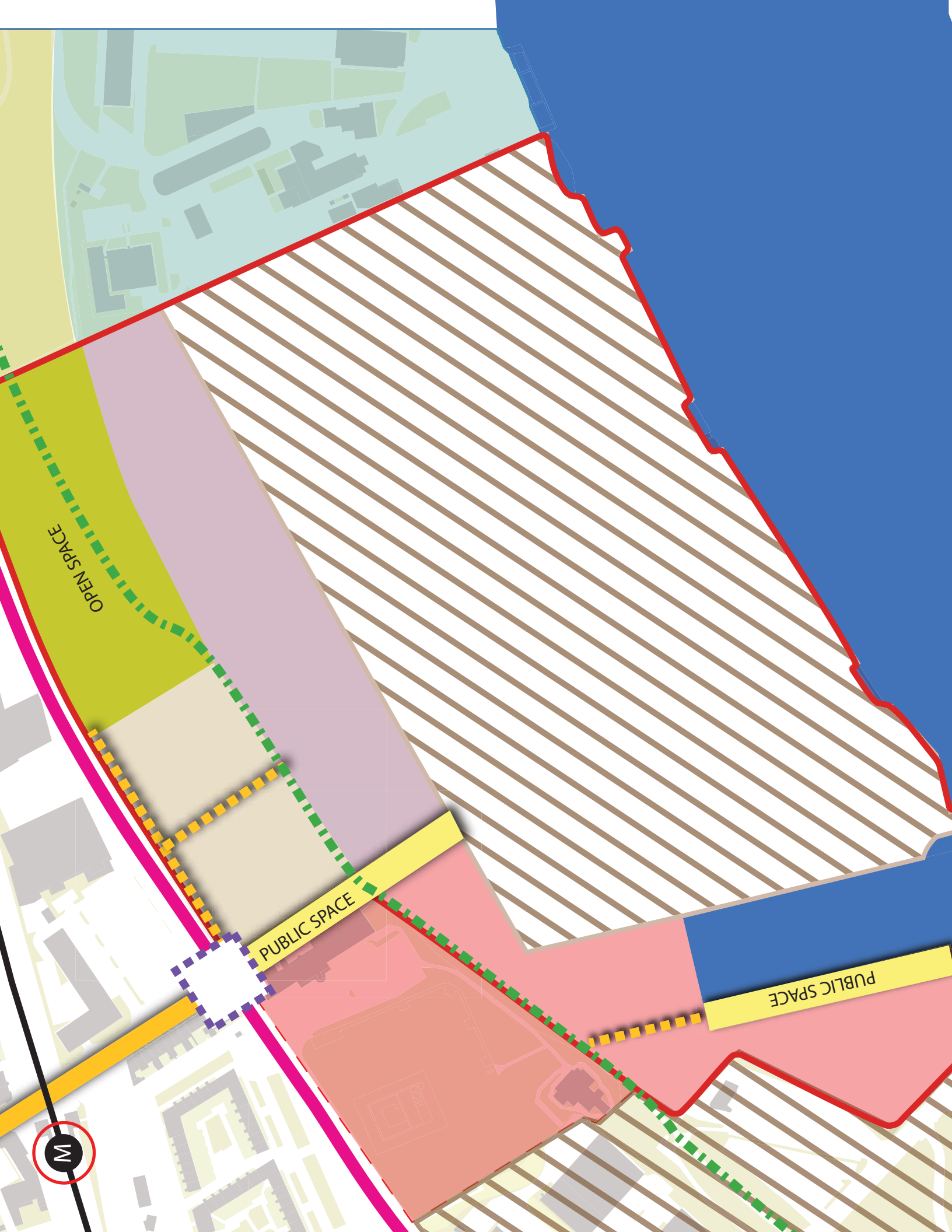
MARINE ENGINEERING  
AND RENEWABLES

LEARNING VILLAGE

SEGEDUNUM

HERITAGE  
& CULTURE

M



OPEN SPACE

PUBLIC SPACE

PUBLIC SPACE

W





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### Option 1: Mixed Development with no Marine Industry

- 14.18 Option 1 illustrates the location of the Learning Village adjacent to Hadrian Road, occupying the existing Twedco and Swan Hunter sites. The Learning Village is positioned along the eastern edge of the main pedestrian/vehicular route which connects Wallsend Town Centre to the waterfront. An area of Open Space is provided to the east of the Learning Village.
- 14.19 Land is reserved for future Heritage and Cultural uses to the west of the main pedestrian and vehicular route to the waterfront and adjacent to Segedunum.
- 14.20 The main land use activity is marine related office development which is located adjacent to the waterfront to the west of the Oceana Business Park.
- 14.21 The existing Marine Basin is reserved for heritage and cultural use with the potential to accommodate vessels which can be used as a visitor attraction and/or business activity.

### Option 2: Mixed Development with some Marine Industry

- 14.22 Option 2 illustrates a variation on Option 1, with the introduction of Marine Industrial activities. All other land uses are also represented in this option with most categories having a reduced land area.
- 14.23 The location of the Learning Village remains adjacent to Hadrian Road, occupying the existing Twedco and Swan Hunter sites although the shape and land area are reduced to accommodate part of the Marine Office uses (Marine renewable, R&D enterprise businesses). As with Option 1, the Learning Village is positioned along the eastern edge of the main pedestrian/vehicular route which connects Wallsend Town Centre to the waterfront.
- 14.24 An area of Open Space is also provided to the east of the Learning Village (as with Option 1), due to the topographical constraints of the site. Land is reserved for future Heritage and Cultural uses to the west and north of the retained marine basin adjacent to Segedunum.
- 14.25 Marine Office uses (Marine renewable, R&D enterprise businesses) are located either side of the main pedestrian and vehicular route to the waterfront.
- 14.26 The marine related industrial development area is located adjacent to the waterfront to the west of the Oceana Business Park and has private access to the quayside area for loading and unloading activities.

- 14.27 The existing Marine Basin is reserved for heritage and cultural use with the potential to accommodate vessels which can be used as a visitor attraction and/or business activity.

### Option 3: Marine Industry - led Development Option

- 14.28 Option 3 illustrates a further variation on Options 1 and 2, with a strong emphasis on Marine Industrial activities with no separate zoning for marine office related development (see Table 14.1).
- 14.29 The location of the Learning Village remains adjacent to Hadrian Road but occupies just the existing Twedco (and not Swan Hunter) site. As with Option 1, the Learning Village is positioned along the eastern edge of the main pedestrian/vehicular route which connects Wallsend Town Centre to the waterfront.
- 14.30 However, compared to Options 1 and 2, the pedestrian and vehicular route is not direct and provides access to the waterfront through the area proposed for heritage and cultural use.
- 14.31 An area of Open Space is also provided to the east of the Learning Village (as with Options 1 and 2, due to the topographical constraints of the site). Land is reserved for future Heritage and Cultural uses to the west and north of the retained marine basin adjacent to Segedunum (as with Options 1 and 2).
- 14.32 The marine related industrial development area is located adjacent to the waterfront to the west of the Oceana Business Park and has private access to the quayside area for loading and unloading activities. This activity occupies the majority of the site.
- 14.33 The existing Marine Basin is reserved for heritage and cultural use with the potential to accommodate vessels which can be used as a visitor attraction and/or business activity.
- 14.34 The following paragraphs consider the assumptions for each land use category.

### Learning Village (Education Use)

- 14.35 The following land area requirements have been identified for the Learning village options on the Swan Hunter Site, using Learning Skills Council Space Standard Guidelines:
- The Learning Village will require a minimum of 1500m<sup>2</sup>;
  - Additional floorspace requirements for students range between 10m<sup>2</sup> and 14.5m<sup>2</sup> per student i.e. the area will depend on the size of the facility;

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- 14.36 **Option 1** Assumes that a large facility will be built to accommodate 2,000 students (at 14.5m<sup>2</sup> per student): total land area of 30,500m<sup>2</sup> is required (or approximately 14% of the total land area);
- 14.37 **Option 2** Assumes that a medium size facility will be built to accommodate 2,000 students (at 10m<sup>2</sup> per student): total land area of 21,500m<sup>2</sup> is required (or approximately 10% of the total land area);
- 14.38 **Option 3** Assumes that a smaller size facility will be built to accommodate 1,000 students (at 10m<sup>2</sup> per student): total land area of 11,500m<sup>2</sup> is required (or approximately 5% of the total land area);
- 14.39 The actual education offer is being addressed by NTC in consultation with its partners who include Newcastle College and possibly Newcastle University. This is likely to focus on Further Education and Higher Education, but could essentially cover the whole remit for life long learning (14-16, 16-19, 19+ and adult education).
- 14.40 In terms of design requirements, the brief for the development of the Learning village must be:
- Iconic;
  - Visible;
  - Set a standard for design in the area;
  - Sustainable – BREEAM etc;
  - Specialised.
- 14.41 It is important to emphasise that the image of the Learning Village has to be appropriate – an iconic building next to industrial lay-down area would not be acceptable.
- 14.42 Tall buildings are not regarded as a good solution unless the learning is multi-departmental with no read across, which would not be the case in this building. Ideally the building should have a maximum of four floors although some elements could exceed that.
- 14.43 NTC aim to have the Learning Village occupied by September 2012.
- 14.44 Newcastle College has indicated that sizing the gross internal area of a building designed to deliver the type of curriculum and learning that would be required here the starting point is based upon the guided learning hours likely to be delivered. 1,000 students would require
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around 650,000 guided learning hours and the building would need to be approximately 8,850 square metres in size.

## **Marine Industry (Energy and Renewables)**

- 14.45 Discussions with key industries who have indicated a preference to be located on the Swan Hunter site indicate that there is demand for marine industrial activities as part of the land use mix for the Swan Hunter site.
- 14.46 There site requirements depend on the nature of the enquiries that are currently being dealt with by NTC, ONE and individual land owners.
- 14.47 We suggest that Options could be as follows:
- Option 1: no marine industry;
  - Option 2: 5 - 6ha. for marine industry which would represent a minimum for a 'boutique' industrial facility;
  - Option 3: 18 ha. for marine industry which would represent an almost fully industrialised site.

## **Marine Related Offices (Marine renewable, R&D enterprise businesses)**

- 14.48 Consultation with ONE, NC, NTC and businesses has indicated the demand for marine related office uses on the River Tyne North Bank.
- 14.49 One of the key aspirations of the RTNB strategy is to encourage marine renewable, R&D enterprise businesses to the Swan Hunter site in view of its proximity to Wallsend Town Centre and the Metro station. It is considered important to differentiate Swan Hunter from the other waterfront sites along the North Bank which are being earmarked for Marine Industry to ensure that a balanced approach is pursued in regenerating the site.

## **Heritage and Cultural Use**

- 14.50 There is potential to expand the role and function of leisure uses within this area, as part of a variety of new complementary uses. Improving the choice and quality of cultural and tourist

amenities at Segedunum/Swan Hunter site, should help to attract new users to the museum and raise the profile of the facility and Wallsend as a visitor destination.

- 14.51 The development of heritage and culture on the site builds upon its World Heritage Status in order to maximise tourism, economic and business opportunities, all of which are integral to the redevelopment process. There is a mutually beneficial relationship between heritage investment and economic development which the strategy for regeneration should encourage.

## Open Space

- 14.52 An area of open space is provided in all options on land adjacent to Hadrian Road which is constrained by steep topography.
- 14.53 Separate drawings will be provided to show the transport arrangements for each of the options.

## Phasing /Market Considerations

- 14.54 The Initial Phase of Development could be used to maximise the land area for temporary marine related industrial uses.
- 14.55 The early work in the first phase could focus on the following:
- The Quay repairs and site preparation;
  - Archaeological investigations;
  - Marine exhibit for the Marine Basin
- 14.56 In the longer term the following need to be taken into account:
- **Oil and gas should grow again from 2008/9 recession** – life time will exceed the 15 year planning horizon. If oil and gas environments get harder (deeper water, harsher conditions), this will favour the North bank industries – i.e. the technology leaders;
  - **Offshore Wind – will really grow from about 2014**, so likely to be committing to sites around 2012 – leases will be for 25-50 years, with probable extensions, so whilst there will be an initial big push to build them, there will be a continuing need to maintain them, and then, possibly after about 30 years, a need to repower them – i.e. build new turbines to replace the old ones. Therefore, if this industry becomes real, it is likely to last. In other

words, not really an opportunity for industry initially to grow, then fade away and be replaced by offices

## Preferred Option

- 14.57 Option 2 is the preferred approach to regenerate the Swan Hunter site as it is considered important to differentiate Swan Hunter from the other waterfront sites along the North Bank which are being earmarked for Marine Industry to ensure that a balanced approach to regeneration is undertaken.
- 14.58 Option 2 fulfils the objectives of accommodating a Learning Village, an attractive and direct pedestrian connection from Wallsend Town Centre to the Tyne (Wallsend waterfront), an area for the expansion of heritage and cultural activities, a ferry berthing point and a high quality site for marine related office development. It is the most aspirational option for Swans and will outperform Options 1 and 2 in realising an attractive vision for Wallsend.

## Programme

- 14.59 A provisional programme is outlined in Table 14.1.

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## 15. VISION FOR THE WATERFRONT FROM SWAN HUNTER TO WILLINGTON GUT

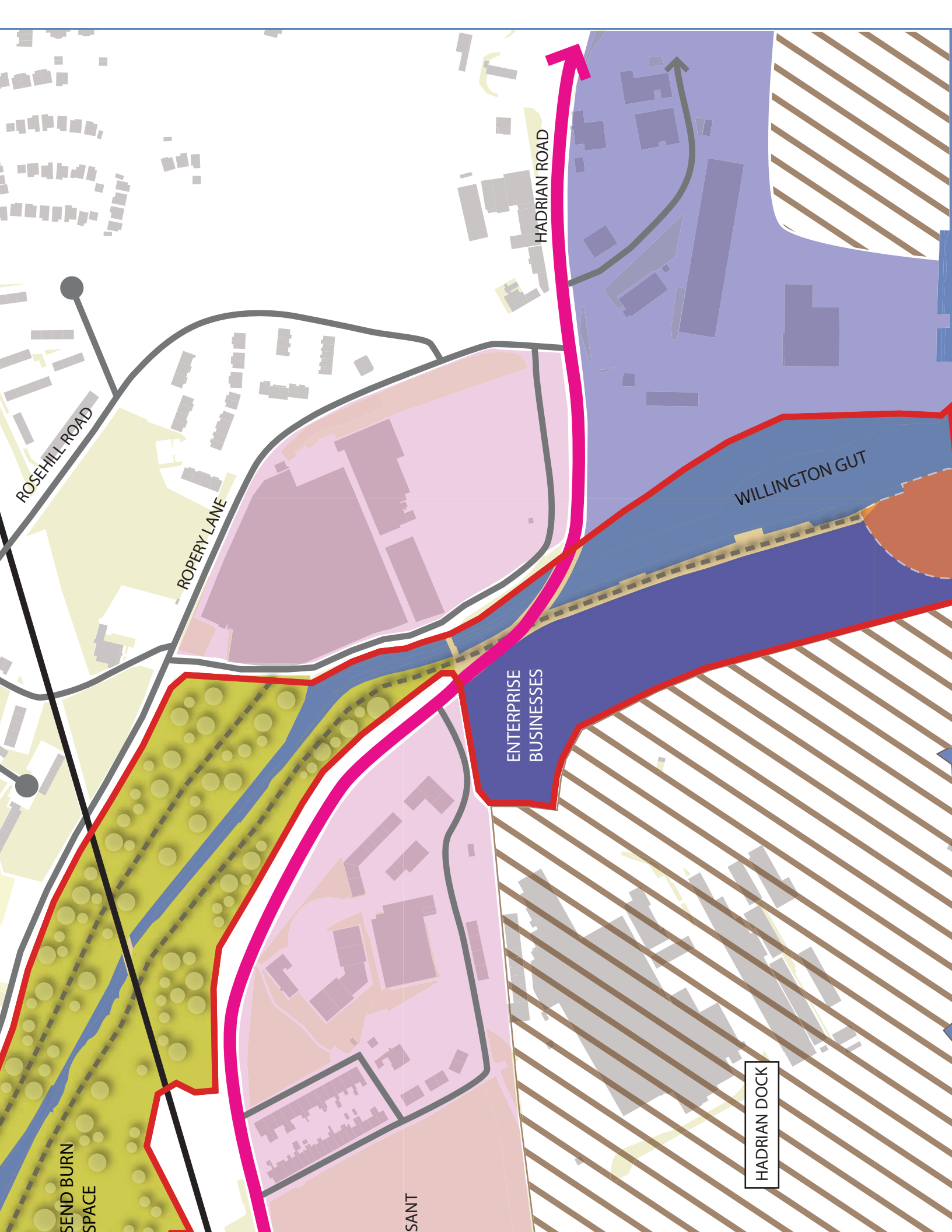
### Introduction

15.1 This section considers the vision for the future use of the waterfront area from Swan Hunter to Willington Gut and considers the following key areas:

- Oceana Business Park Area;
- Hadrian Dock and
- Willington Gut

15.2 Options for these areas are presented in Figure 15.1.





ROSEHILL ROAD

ROPERY LANE

HADRIAN ROAD

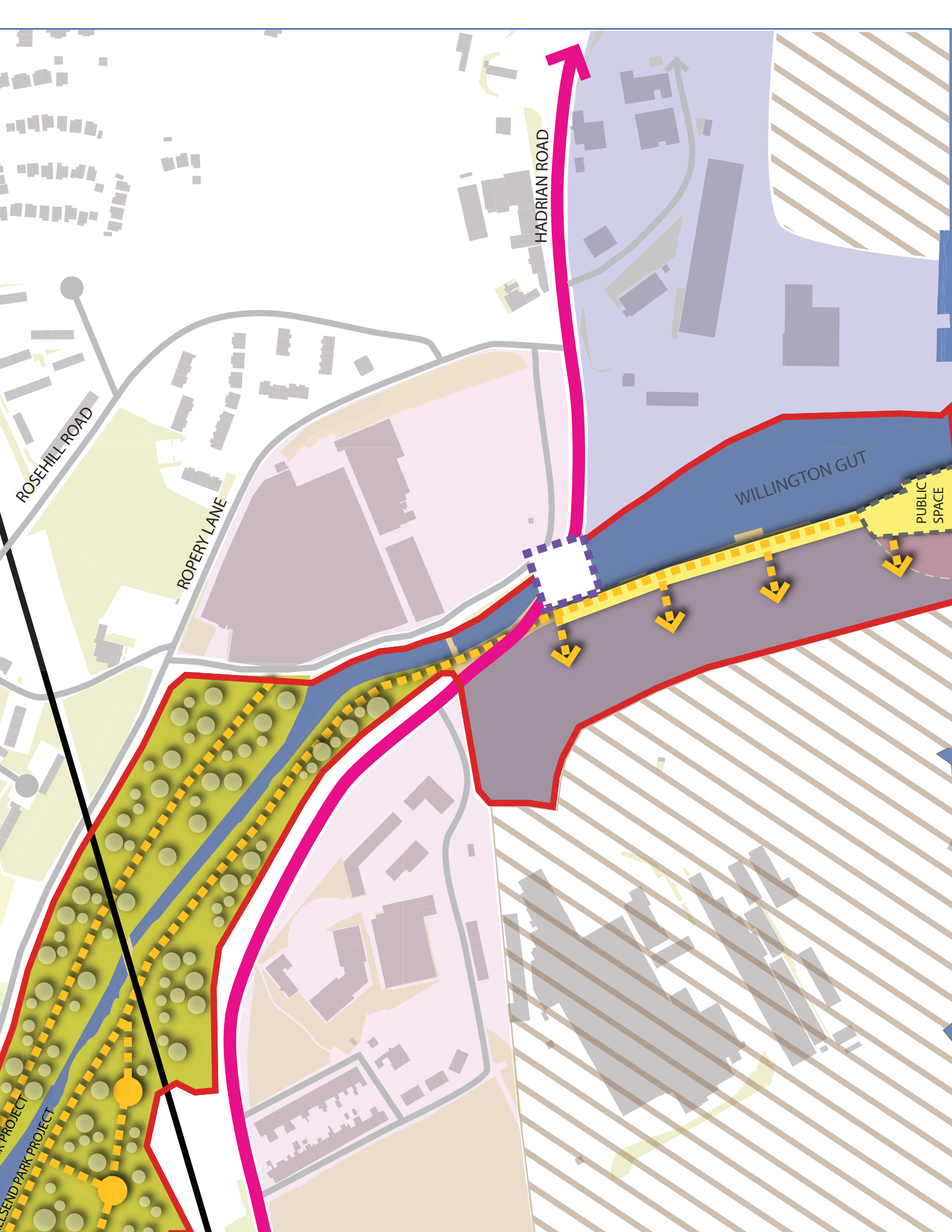
WILLINGTON GUT

ENTERPRISE  
BUSINESSES

SEND BURN  
SPACE

SANT

HADRIAN DOCK





ROSEHILL ROAD

ROPERY LANE

HADRIAN ROAD

BRIDGE  
IMPROVEMENTS

WILLINGTON GUT

WILLINGTON  
GUT  
HARBOUR

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## Oceana Business Park Area

### SDFP Proposals

15.3 The Oceana Business Park Area is part of the 'Wallsend Riverside' which also includes the Swan Hunter site. This area is proposed for the following:

- Marine Research & Development;
- Heritage and Culture;
- Enterprise Businesses;
- Marine Engineering;
- Training and Development.

### Key Regeneration Principles

15.4 The guiding regeneration principles outlined in Section 7 of the report provide the opportunity to improve land utilisation and business activity in the area over the next 10 years.

15.5 The following paragraphs consider the recent investment and operational characteristics of 2 key businesses in the area:

- Oceana Business Park, and
- SMD Hydrovision

### Recent Investment in the Oceana site

15.6 The Oceana Group has invested close to £2.5m into the refurbishment and redevelopment of its 12 acre Business Park at Wallsend, to encourage businesses to lease office space, workspace and storage space.

15.7 The site is home to a variety of businesses ranging from 'start – ups' to businesses seeking major expansion, including call centres, engineering firms, architects, artists, photographers, building contractors, printers and removal firms.

15.8 There is considerable variety in the size and design of the buildings. The Pametrada Building is the flagship building with over 27,000 sq ft of space, spanning 3 floors. There is also a self-contained three storey office building Ceres House, Northumbria House, Laurel and Nelson House, and the Studios which are designed for small and start up companies.

15.9 The site is steeped in local history. Over sixty years ago the former Wallsend Research Station was home to 400 workers and the vision of the current owners is to bring the site back to the thriving area of commerce it once was.

15.10 Oceana Business Park shares its western boundary with the Swan Hunter site.

### Future Improvements to the Site

15.11 The following outlines a range of initial ideas for improvement on the site and surrounding area.

#### *Existing buildings and the environment*

15.12 With a bit of imagination, and some sympathetic modern architectural extensions, some of the accommodation on the site could be enhanced in the future, to increase occupancy levels. For example, a modern glass upper floor to the Neptune Workshop; Courtyards developed between Parmetrada, Northumbria and Ceres Houses and the possible introduction of passages linking the buildings.

#### *The Quayside*

15.13 There is an opportunity to consider the restoration of the quayside in the future. This could be undertaken if the site is restored for marine related industrial use. Key issues are likely to be cost. For example, full quayside renovation would be costly as would be the dredging works.

15.14 The large pipes located on the quayside are related to the marine engine test tanks behind the quay. The tanks themselves would need further investigation for structural integrity and any possible contamination (e.g. from leakage of fuel or hydraulic oils). If the quay was to be used in the future for marine related industrial use, it would need to be replaced or incorporated into a heavy lift quay / lay out area depending on use. If not, they could be removed, or maybe incorporated into some sort of eco-pond feature (possibly using reed beds to clean up grey water recovered from roofs / hard standing areas).

#### *Site Investigation*

15.15 In the future, if consideration was to be given to removing some of the less attractive and less profitable buildings and areas located along the western boundary with the Swan Hunter site (to be replaced by either higher value buildings associated with the regeneration of Swans or a marine related business use/activity, the following may need to be considered:



- Site investigations for contamination, buried foundations / obstructions, structural and asbestos;
  - Surveys of buildings, and
  - Probably integrity of utilities.
- 15.16 A desk study and constraint study could be a minimum starting point, with a walkover survey of the land and buildings.

#### *Potential road link to the Swans Site*

- 15.17 The possibility of linking Davy Bank to the Swans / Carville site looks reasonably feasible – it could run past the Neptune Workshop.
- 15.18 The potential for an east - west road link between Oceana and Swans in the future could be a real asset to the regeneration of the North Bank area and is something the current owners may wish to consider as the regeneration plans for Swan Hunters are worked up in more detail.

#### *Pedestrian links*

- 15.19 There is a possibility of a pedestrian link from opposite the gatehouse up to Hadrian cycleway. There are security issues with the link, as there is with the actual cycleway (needs lighting, CCTV, opening out to remove shadows and hiding places, but also more frequent use and ownership by the community and businesses will make it safer).

### **SMD Hydrovision**

#### *Operational characteristics*

- 15.20 SMD are also located in this area and represent a high technology, high growth company with business in oil and gas (60%), renewables (25%), and telecoms/mining (15%).
- 15.21 Key products are seabed vehicles, ROVs (Remotely Operated Vehicles), LARS (Launch and Recovery Systems) and Control Systems. For ROVs they are 1 of the top 3 firms globally and for specialist vehicles they are global leader.
- 15.22 The SMD facility is currently self-contained within the existing footprint, except for large vehicle load outs which previously have been done through an agreement with Amec, on the western end of the Hadrian yard quay. The vast majority of product is road delivered in standard sized containers. Only the big systems (e.g. seabed tractors) are delivered by sea;

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*Key characteristics of sub sea technology business in the NE and requirements for the RTNB*

- 15.23 SMD are characteristic of the Subsea North East industries that are high tech engineering businesses and not environmentally polluting 'metal bashers'. The 4 main companies along the RTNB (SMD, IHCEB, Wellstream and Duco) are all technology leaders – it is essential that the strategy for the area retains these companies whilst seeking to attract other industrial opportunities / newcomers.
- 15.24 A significant part of SMD's fabrication, machining, and now most of assembly, is subcontracted locally (to the likes of Pearsons at Walker), while SMD focus on engineering, control systems and pressure pods, ROV assembly, system testing, commissioning and operator training.
- 15.25 There is an important need to ensure that a zoning system is adopted along the RTNB waterfront to prevent adverse impacts of dust / vibration from 'metal bashing' type industry (e.g. oil and gas fabrication, offshore wind foundation fabrication) on 'cleaner engineering businesses' which use (amongst other things) electrical clean room operations. All aspects of industry are needed, and close together, but locations need to be carefully considered in the future planning of the area.

## Programme

- 15.26 A provisional programme is outlined in Table 14.1.

## Hadrian Dock

### SDFP Proposals

- 15.27 The SDFP shows Hadrian Dock as Marine Engineering/Renewables (Oil & Gas etc) with a green buffer located around the edge of the site to screen the development from the adjacent residential area.

### Recent Investment in the site

- 15.28 The site is in private ownership and is being used for marine engineering activities which is consistent with the SDFP. However, it is recognised that the site could be operating more productively and does require investment to improve current conditions.



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## Willington Quay

### SDFP Proposals

- 15.29 The SDFP shows the Willington Quay area as 'Office Space or Businesses for uses / occupiers attracted by a distinctive and well connected riverside business location, (i.e. any business and professional services, property services, public sector etc.,)'
- 15.30 The SDFP also shows Willington Quay area as one of the key sites which will provide a new point of access to the waterfront for residents and visitors to the area.
- 15.31 This also provides the opportunity for delivering an enhanced network of green spaces that improve the provision of open space and linkages between key environmental assets within the area. The land around Willington Gut provides the opportunity to deliver a mix of uses that will capitalise on the attractive green environment in the area.

### Vision for Willington Quay

- 15.32 Figure 15.1 presents the vision for regenerating the Willington Quay area. The plans and illustrations show the following:
- Enhancing the frontage to Willington Gut and Hadrian Road as a focus for new development in the area;
  - Providing public access to the waterfront at Willington Gut;
  - Improving the environment of the area with appropriate buffer/screening between uses;
  - Improving pedestrian/cycle links;
  - Enhancing the landscape and environmental quality of Wallsend Burn.

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## 16. VISION FOR THE WATERFRONT BETWEEN WILLINGTON GUT TO HOWDON YARD

### Introduction

- 16.1 One of the key regeneration principles of the SDFP is to encourage and promote the regeneration of the River Tyne North Bank waterfront area over the next 15 to 20 years, as a key location for offshore marine industry, the development of sub-sea technologies and marine renewables, particularly for businesses requiring waterfront access.
- 16.2 The SDFP seeks to encourage the assembly of large sites along the waterfront area to accommodate marine related activities and discourage the development of inappropriate uses such as housing and retail activities which could undermine these objectives.
- 16.3 The stretch of waterfront land between Willington Gut and Howdon Yard is a prime site for waterfront regeneration which could meet these objectives.
- 16.4 Many of the sites along this stretch of waterfront are underutilised and/or occupied by activities that do not require waterfront access and could be located elsewhere.
- 16.5 The sites are in private ownership.
- 16.6 There is an opportunity for NTC to promote the regeneration of this area with existing owners and users and seek to bring the area back into full productive use, addressing land remediation, road access and infrastructure issues.
- 16.7 This would require the significant drawdown of funds for advance infrastructure works, site acquisition, business relocation and possible CPO. This should be seen as a medium – long term investment initiative in the area.

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## 17. VISION FOR WALLSEND TOWN CENTRE

### Introduction

17.1 This section outlines the approach that has been taken to generate three alternative land use options for Wallsend Town centre. The analysis is presented under the following headings:

- Key Issues and Opportunities for Regenerating the Town Centre;
- Alternative Options for Regenerating Wallsend Town Centre;
- Preferred Options for Regenerating Wallsend Town Centre;

### Key Issues and Opportunities for Regenerating the Town Centre

17.2 The following outlines the key issues for Wallsend town centre:

- There is currently a high leakage of expenditure (£154.5m p.a.) from the town centre to other areas;
- People are choosing to shop elsewhere;
- There has been a significant decline in the retail environment;
- The linear form of the town centre is considered unsustainable for modern shopping purposes;
- There are a considerable number of vacant shops and premises;
- There are also a number of potential redevelopment opportunity sites in the Town Centre;
- The Central Co-op (now owned by Morrisons) is in need of improvement and/or development;
- The Forum shopping centre owned by Stockland is also in need of improvement and/or remodelling/redevelopment;
- There are opportunities for new retail premises in the town centre;
- There are opportunities to improve the central area consisting of the Co-op, the Forum, the Anson Public House and the adjacent housing area in Hedley Place as part of a consolidated initiative to improve the shopping offer and profile of Wallsend and act as a stimulus for regeneration in the wider area;

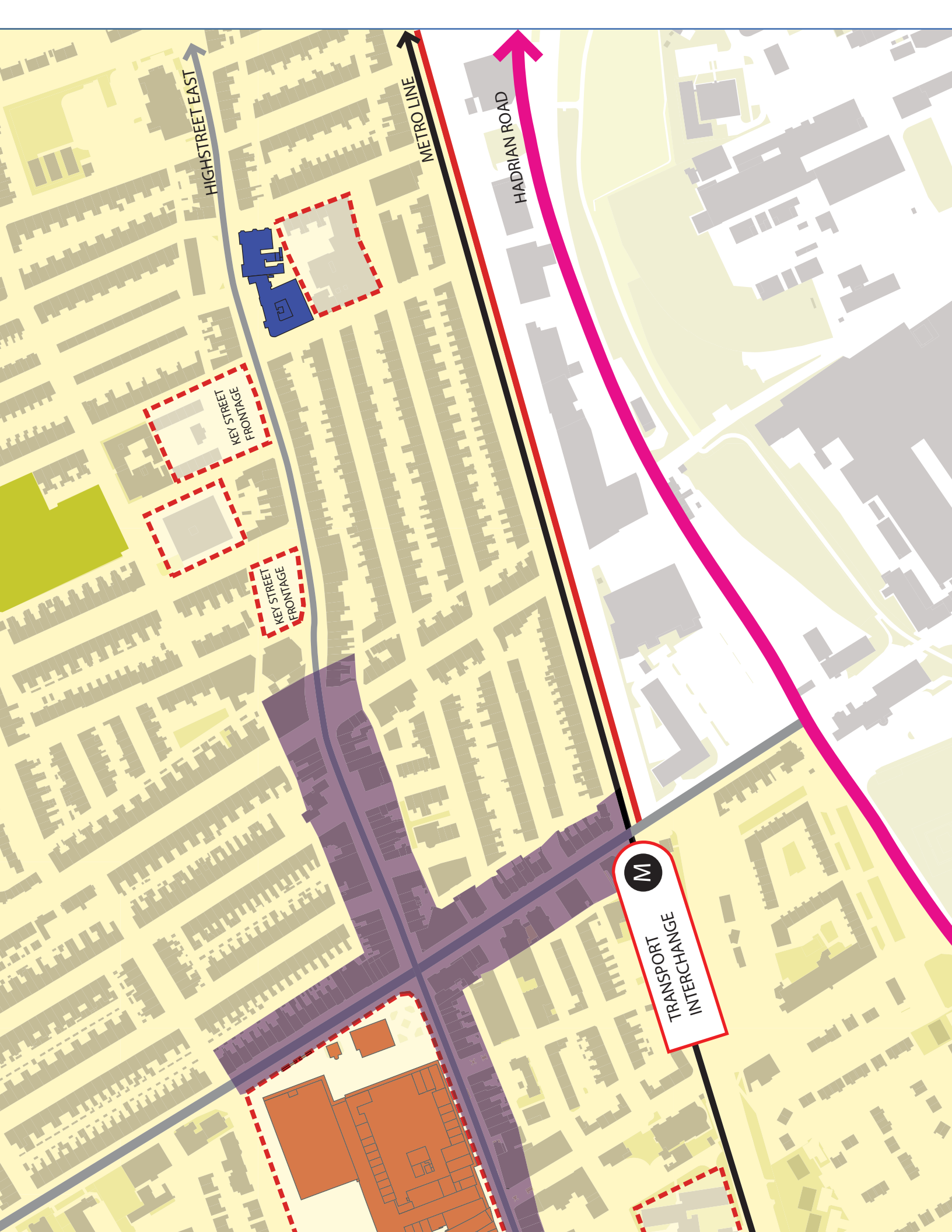
- There are opportunities to improve the housing offer in the town centre;
- The Council currently investing into the public realm in the area.

## Alternative Options for Regenerating Wallsend Town Centre

17.3 Section 10 of the report outlines the vision and objectives for regeneration the town centre. Section 11 considered the various options for the town centre that were considered in the preparation of the SDFP. The following paragraphs consider these options in more detail.

17.4 Three alternative options were considered at the option development stage (March 2009) in consultation with officers, stakeholders and the community. These are presented in Figure 17.1 and comprise:

- **Option 1:** Refurbishment of the Forum, the Co-op Supermarket and adjacent residential area;
- **Option 2:** Partial redevelopment of the Forum, the Co-op Supermarket, Anson Public House and adjacent residential area, and
- **Option 3:** Comprehensive redevelopment of the Forum, the Co-op Supermarket, Anson Public House and adjacent residential area.



HIGH STREET EAST

METRO LINE

HADRIAN ROAD

KEY STREET FRONTAGE

KEY STREET FRONTAGE

M

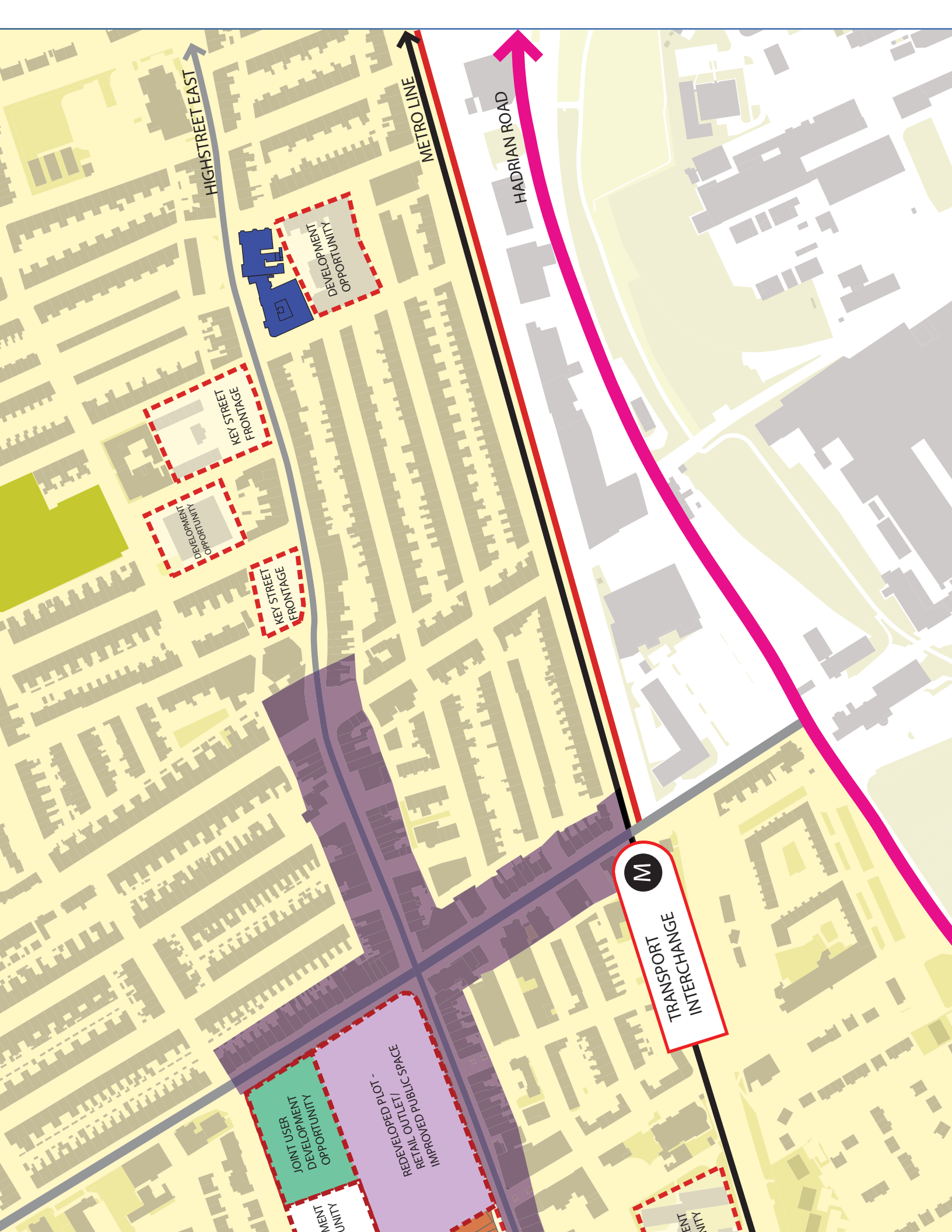
TRANSPORT INTERCHANGE











HIGH STREET EAST

METRO LINE

HADRIAN ROAD

DEVELOPMENT  
OPPORTUNITY

KEY STREET  
EDGE

DEVELOPMENT  
OPPORTUNITY

KEY STREET  
FRONTAGE

M

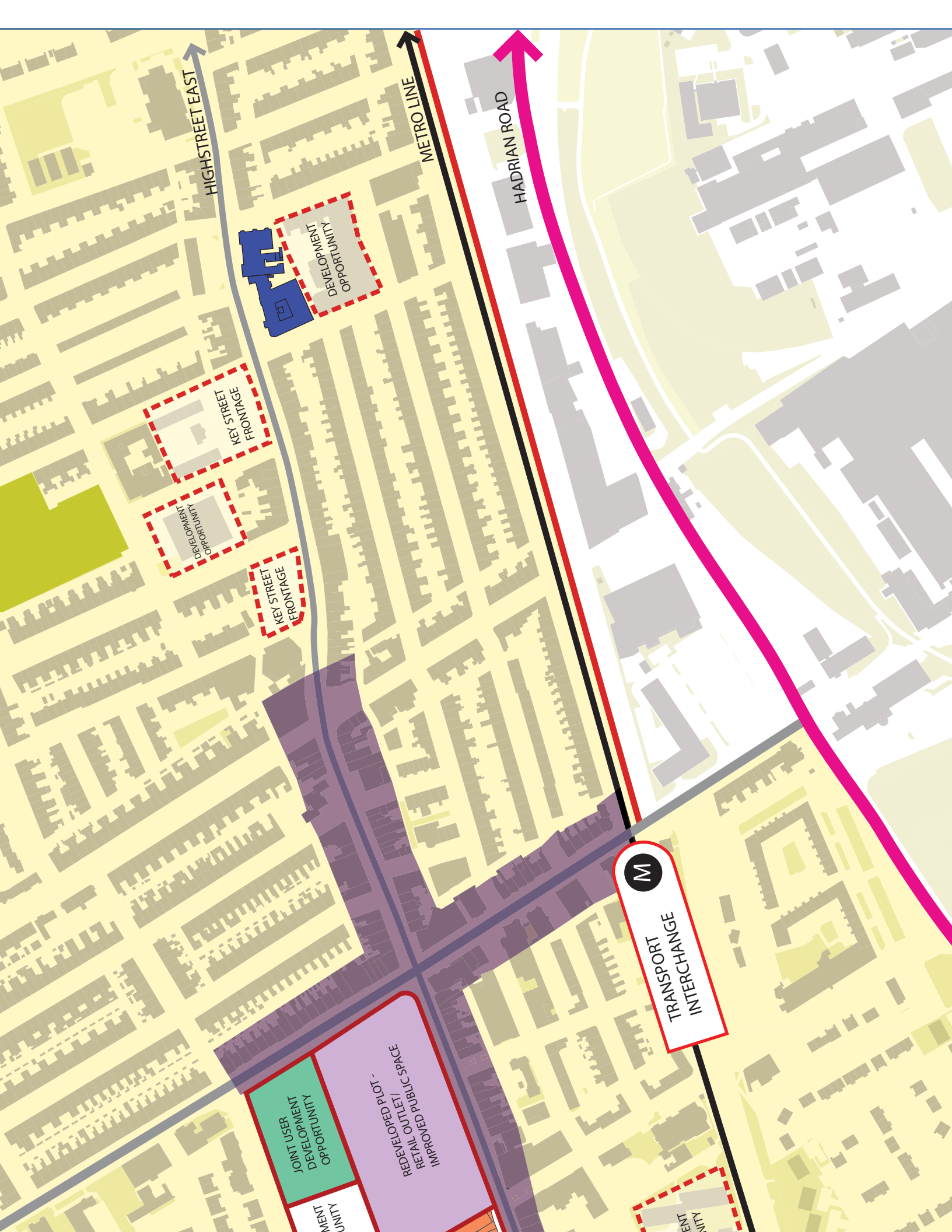
TRANSPORT  
INTERCHANGE

JOINT USER  
DEVELOPMENT  
OPPORTUNITY

REDEVELOPED PLOT -  
RETAIL OUTLET /  
IMPROVED PUBLIC SPACE

DEVELOPMENT  
OPPORTUNITY

DEVELOPMENT  
OPPORTUNITY



HIGH STREET EAST

METRO LINE

HADRIAN ROAD

KEY DEVELOPMENT  
OPPORTUNITY

KEY STREET  
EDGE

DEVELOPMENT  
OPPORTUNITY

KEY STREET  
FRONTAGE

M

TRANSPORT  
INTERCHANGE

JOINT USER  
DEVELOPMENT  
OPPORTUNITY

REDEVELOPED PLOT -  
RETAIL OUTLET /  
IMPROVED PUBLIC SPACE

17.5 The following paragraphs consider each of the above options

### Option 1: Refurbishment of the Forum, the Co-op Supermarket and adjacent residential area

17.6 This option has the following characteristics:

- The refurbishment and enhancement of the existing buildings including the Forum, Supermarket and adjacent residential properties within Hedley Place;
- The creation of new town square at the junction of High Street East and Station Road to improve the quality of the public realm and setting for the town centre. The latter could involve the redevelopment of the Anson Public House;

17.7 In terms of public space, Option 1 would have:

- New boulevard treatment along Station Road;
- High quality public realm along Station Road and High Street East;
- A key pedestrian crossing point on Hadrian Road providing pedestrian access to the Swan Hunter site and waterfront.

17.8 Transport improvement shown in Option 1 include:

- An improved transport interchange at Wallsend Metro;
- A 'pedestrian priority area' along High Street East;
- Junctions proposed for improvements;
- Improved road hierarchy.

### Option 2: Partial redevelopment of the Forum, the Co-op Supermarket, Anson Public House and adjacent residential area

17.9 This option has the following characteristics:

- The redevelopment the existing Co-op and adjacent 'development opportunity' site for a new supermarket incorporating a Joint User Building;
- The redevelopment/reconfiguration of the Forum Shopping Centre;
- The redevelopment of the Anson Public House;

- The provision of a Town Square and improvements to the existing public realm and open space;
- The refurbishment of the existing housing area in the Hedley Place;

17.10 In terms of public space, the proposals in Option 2 are the same as Option 1 and would involve:

- New boulevard treatment along Station Road;
- High quality public realm along Station Road and High Street East;
- A key pedestrian crossing point on Hadrian Road providing pedestrian access to the Swan Hunter site and waterfront;
- Transport improvement shown in Option 2 (the same as Option 1) include:
  - An improved transport interchange at Wallsend Metro;
  - A 'pedestrian priority area' along High Street East;
  - Junctions proposed for improvements;
  - Improved road hierarchy

### Option 3: The Comprehensive redevelopment of the Forum, the Co-op Supermarket, the Anson Public House and adjacent residential area

17.11 This option has the following characteristics:

- The redevelopment the existing Co-op and adjacent 'development opportunity' site for a new supermarket incorporating a Joint User Building;
- The redevelopment of the Forum Shopping Centre;
- The redevelopment of the Anson Public House;
- The provision of a Town Square and improvements to the existing public realm and open space;
- The redevelopment of part of the existing housing area in Hedley Place for retail development;

17.12 In terms of public space, the proposals in Option 3 are the same as Options 1/2 (see above).

17.13 Transport improvement shown in Option 3 are also the same as Option 1/2 (see above).



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## Preferred Option for Regenerating Wallsend Town Centre

- 17.14 The comprehensive approach to regeneration (Option 3) is the preferred approach for regenerating the town centre in the long term. This involves the redevelopment of the Forum, the Co-op Supermarket, the Anson Public House and adjacent residential areas.
- 17.15 A retail-led mixed-use development in the centre of Wallsend would make a significant improvement to the retail offer of the town centre, offering improvement in not just the quality of the retail environment, but also the ease of using the centre, with improved integrated parking, an attractive and well designed public realm and modern shop units to attract national occupiers.
- 17.16 The net leakage of expenditure from the centre suggests that there is a potential to capture some of this spend, by creating a town centre environment that people will want to shop in. This will include improvements to the existing High Street offer (see below), which will complement a central retail scheme and offer smaller, independent and specialist retailing to support the national occupiers who would be attracted by a modern retail environment.
- 17.17 A scheme of this nature could also create an opportunity to introduce a residential element to the scheme, and possibly create some residential development on upper floors to create activity and natural surveillance over the town centre environment in the evening.
- 17.18 The regeneration of the town centre would be undertaken in conjunction with the regeneration of the smaller development opportunity sites located to the south and east of the town centre. The opportunity to consider redeveloping these smaller sites for residential use is currently under review.
- 17.19 While the environmental improvements outlined above will help to improve the appearance of the streetscape in the town centre, this will not change the linear form of the high street.
- 17.20 The comprehensive regeneration of the town centre area brings with it an opportunity to consolidate the active retail uses along Station Road and High Street East into a 'higher density cluster'.
- 17.21 This would aim to bringing back viable buildings within the retail core into use and also facilitate the relocation of businesses into the central area.
- 17.22 Complementary activities will be encouraged at the periphery of the shopping area including residential, cultural and leisure uses. This would create a tighter and more active retail core

and a more successful retail environment complemented by environmental improvements, traffic management and the development of new and improved retail premises.

- 17.23 The regeneration of Wallsend Town Centre will be undertaken by a partnership agreement between North Tyneside Council and the existing land owners of the Forum and Co-Op Building. Discussions with the owners of the Anson Public House are being arranged.
- 17.24 The Housing Strategy team has also been consulted regarding the development opportunities within Hedley Place and other potential sites within Wallsend Town Centre, including the timing of redevelopment and likely rehousing requirements.
- 17.25 We recognise that there should be flexibility in the approach taken to regenerate the town centre as this will require discussion with key landowners including Stockland and Morrisons who hold significant investment in the area (The Forum and Co-op respectively). There are also important discussions to be held with residents and shopkeepers. The housing regeneration programme being formulated for the town centre by NTC's Housing team in discussion with HCA is equally important as the timing of these intervention measures could influence the opportunity, scale and impact of retail regeneration measures in the town centre.
- 17.26 We recognise that over the short to medium term it may be necessary to adopt a more pragmatic approach to regeneration, in view of the economic downturn and the lack of available finance to undertake redevelopment on the scale recommended in option 3. Such an approach would see improvements made to both Morrison's and the Forum shopping centre which could include improvements to the public realm including the provision of a new town square and community facilities (including a library) and new car parking.