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This Supplementary Planning Document (SPD) for Camber Village establishes an overarching vision for the village and provides a guide for future development in the area.

Camber Village is set within a stunning but sensitive natural environment, with national and international landscape designations covering the local area. The village is also a popular tourist destination during the summer months thanks to the beautiful white sand beach and dunes. However, Camber provides limited amenities to residents and visitors outside of peak summer days. A major opportunity therefore exists to steer future development in the village and establish a coherent identity and direction for the area.

Camber Village has been subject to a number of studies and reports, which reflects the commitment to the regeneration of the area amongst local and regional stakeholders. The information from these previous studies has informed the development of the SPD, to ensure that previous valuable research has been put to good use rather than duplicated.

#### 1.1 PROJECT PROCESS

The Camber Village SPD commenced in autumn 2011 and the project process includes:

- Detailed stakeholder interviews with businesses and community representatives, held in winter 2011:
- Technical baseline analysis covering transport and movement, urban design, landscape, ecology and flood risk, socio-economic characteristics and a property market review;
- A community workshop with local residents and stakeholders, held in spring 2012 to explore emerging ideas for the SPD;
- A Sustainability Appraisal (SA), with a Scoping Report prepared early in the project and an Appraisal undertaken on the draft SPD document; and
- Engagement with statutory stakeholders, Natural England, the Environment Agency and English Heritage through the SA process.

Statutory consultees and the local community and stakeholders will have the opportunity to comment on the draft SPD during the statutory six week consultation period.

Following this, comments will be reviewed and the SPD will be updated, to be finalised and signed off by Rother District Council.



# 1.2 CONTEXT AND PURPOSE OF THE SPD

The Camber Village SPD is part funded by the EU's INTERREG Programme, as part of a joint project between Rother District Council and Stad Oostende entitled '21st Century Parks'. The overall aim of the project is to investigate ways to improve the physical environment and quality of life in these two areas. Both places must cope with the challenges created by significant visitor levels in the summer months and the councils wish to ensure that open spaces are sustainable and appealing for the local community.

The project is underpinned by an understanding of the important contribution made by open spaces and parks and provides an opportunity to explore ideas of how parks can serve diverse potential users in the 21st century, through innovative design plans that involve the end users in the design process. Local workshops have taken place in advance of the Camber Village SPD as part of this process. These explored opportunities for improving the environment and addressing traffic and parking issues.

The overarching principle of this theme is to create a better living environment for the programme area's inhabitants as an important building block for the region's competitiveness and attractiveness. Five operational objectives have been identified to achieve this:

- A Promoting and allowing for social inclusion and the wellbeing of different groups in society.
- B Improving the quality of services to the population, including mobility and health care facilities.
- C Supporting the development of cooperation in education, training and the assistance to cross-border projects, in order to guarantee the possibility of life-long learning, to set up sustainable cultural partnerships, and foreign language learning.
- D Promoting, enhancing and conserving the common heritage and cultural partnerships, including the development of creativity and design and joint cooperation between the media.
- E Developing active leisure activities, including the promotion and enhancement of infrastructures and social tourism.





# 1.3 CAMBER VILLAGE SPD OBJECTIVES

#### Shops and services

- Establish a 'heart' to Camber, with shop/café/ community use at a central location that relates to the beach
- Increase the shops and amenities offer in the village
- Improve access to community facilities at Camber Village and in Rye

#### Transport and movement

- Improve local connections to Rye
- Improve wider public transport links to Ashford, Hastings and Lydd
- Address summer congestion resulting from visitor demand
- Improve cycle links through the village and the wider locality and provision for cycle parking
- Improve pedestrian links through the village including the holiday parks

#### Community and leisure

- Establish stronger community and parish links with Rye, to develop a joint offer
- Identify means of extending the visitor season in the village whilst protecting public amenity
- Develop new walking routes to the north of the village, drawing on landscape quality
- Encourage a broader mix of visitors to the village, through a more diverse offer and stimulating visitor spend
- Carefully develop the extreme sports offer in the locality and manage the impact of this, particularly on the natural environment.

# Housing and character

- Provide a small number of new homes for the area which are affordable, sustainable and safe from flood risk
- Address the 'campus' character of the village, opening up areas for public access where possible
- Ensure that new development responds to the Camber vernacular identified in key local documents including the Camber Environmental Strategy and the Camber Visitor Management Initiative
- Assess development opportunities in the village, including the Central Car Park and Former Putting Green

#### Natural environment

- Preserve and enhance the sensitive dune landscape and ecology through:
  - Managing access to the dunes, including access from car parks
  - Providing for the winter birds nesting season
  - Consideration of careful planting to secure the dunes environment
- Raise the profile of the local ecology as integral to a sustainable tourism offer
- Promote more sustainable/sensitive transport options in the area
- Improve signage, interpretation and education for landscape environment
- Support existing and establish new green infrastructure alongside new development
- Support and enhance the bio-diversity and ecosystem of the area.



Whitesands, Camber



**Camber Sands Holiday Park** 

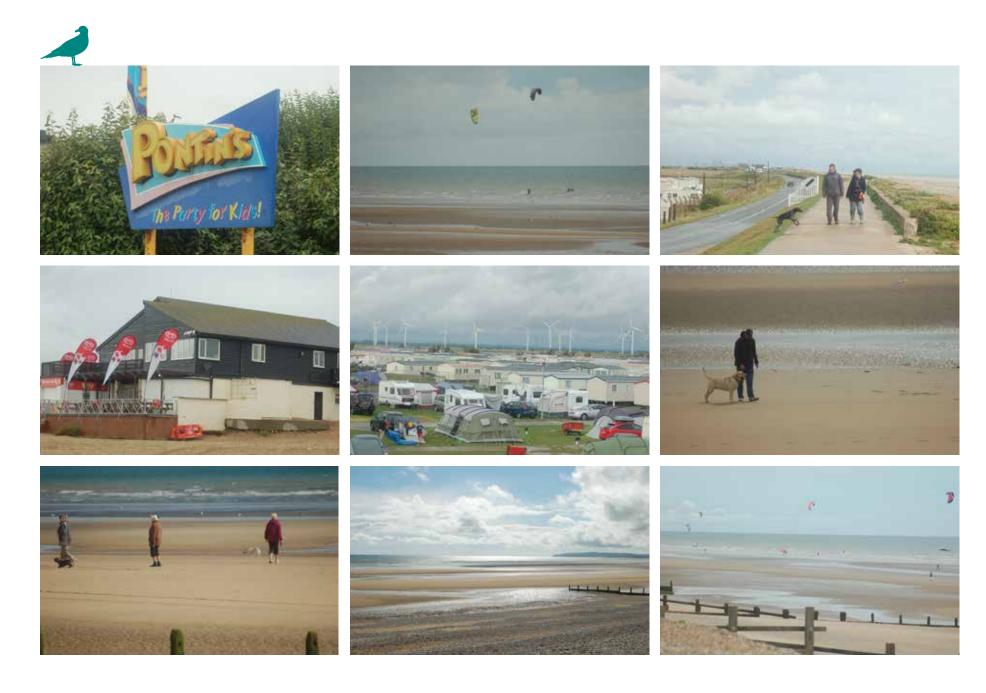


The Camber Village SPD has been structured as follows:

- Chapter 1 introduces the SPD and sets out the key objectives for the strategy;
- Chapter 2 sets out Camber's context in terms of the policy framework, physically and in terms of local opinion that the SPD sits within;
- Chapter 3 sets out the overall strategy for the SPD including a spatial framework, a landscape strategy, a sustainable transport plan and planning guidelines;
- Chapter 4 sets out development briefs for the two key sites of Camber Central Car Park and the former Former Putting Green;
- Chapter 5 sets out the property and delivery commentary for the SPD; and
- The appendix sets out planning guidelines which cover urban design, landscape and ecological issues.









# 2.1 INTRODUCTION

Camber Village is located on the East Sussex coast, close to the border with Kent. It is set in an outstanding landscape including the large white sandy beach and sand dunes to the south and Romney Marsh to the north east. Camber has a small permanent population of 1,722¹, which increases to 13,000 through holiday accommodation during the summer months and can reach 20,000 people including day-trippers. These population fluctuations have a significant impact on the role of the village and its ability to meet the service requirements of both residents and visitors successfully. A Supplementary Planning Document is therefore needed to set out an overarching spatial framework and guide future development in the village.

Camber attracts week, weekend and day tripper visitors, being well-connected to London, Kent and Sussex by road. However, it is not well connected by rail, with the closest station being in the nearby historic Cinque Port town of Rye. Between 1895 and 1939, the two settlements were connected by a tram running on private land, which took people to Rye Golf Club and, later, on to Camber beach. This closed in part due to the increasing use of cars and buses and in part as a result of the outbreak of World War II. The former tram route is now a public footpath.

Camber Village developed organically and in a piecemeal fashion from the 1920s onwards, with holiday homes being built, which people gradually then occupied on a permanent basis. Following World War II, the village was developed as a holiday camp destination with purpose built chalets and caravan

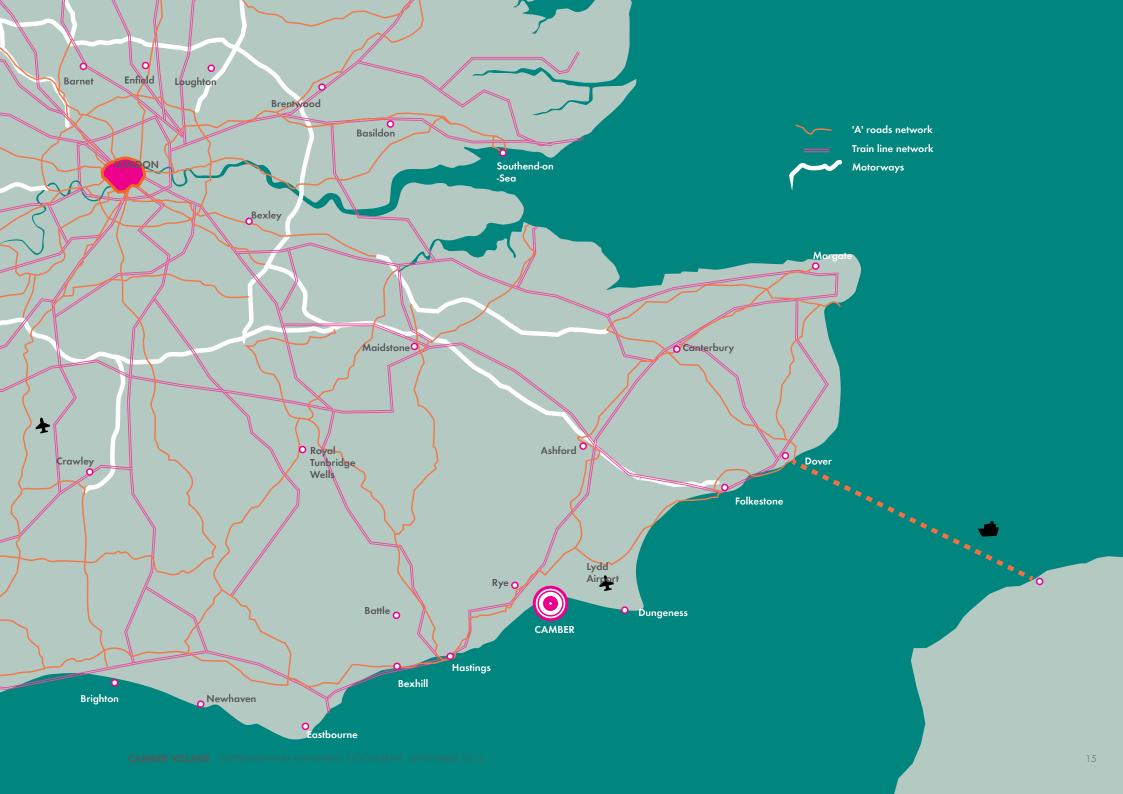
sites and this accommodation remains today in the form of Pontin's Holiday Camp and Camber Sands Holiday Park, and forms the bulk of the village's tourism infrastructure

More recently, the village has developed a reputation for extreme sports, with a number of kite surfing operators being established in the area. Independent accommodation has recently been developed, with The Gallivant (formerly The Place) proving to be popular and properties on and close to the beach being refurbished as stylish self-catering accommodation and holiday homes. The beach is popular with both dog walkers and horse riders and television and film crews are increasingly using the area as a shoot location, highlighting the increasing interest in the area.

With this recent diversification in activities and accommodation provision, and the opportunity afforded by the INTERREG IVA funding to develop the SPD, Camber is in a strong position to capitalise on its strengths and address its weaknesses. The creation of a spatial framework can help to enhance the village's landscape setting, integrate the different areas of the village more effectively, link to the unique surrounding landscape and address issues of traffic and parking management.



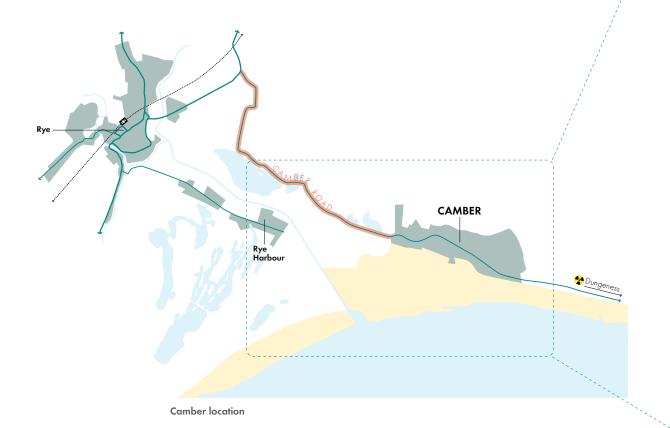
<sup>1</sup> East Sussex in Figures estimate, 2012 eastsussexinfigures.org.uk



# 2.2 SPD AREA

The SPD considered Camber Village at three key scales:

- The village in its context, including links to Rye, Rye Harbour and beyond;
- 2. The village as a whole, with an overarching spatial framework and movement strategy; and
- 3. Two key sites within the village in Rother District Council's ownership the Central Car Park and the Former Putting Green.



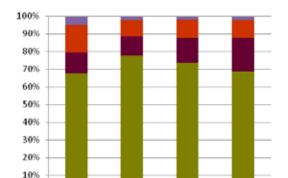
Rye Context



**Pontins** 



#### CAMBER'S SOCIO-ECONOMIC CONTEXT



Rother

South East

England

Living rent free

Camber

Private rented

■ Social rented

Owned

#### Housing

Housing affordability in Rother District is low, with the income to house price ratio being 8.34 in comparison to a national ratio of 5.38 and a south east ration of 6.54. The latest average house prices available for the borough in July 2011 were £210,000, down from an October 2007 high of £230,0001.

There were 1,793 people on the housing register list for Rother district in 2011, 86.6% of these needed homes with up to two bedrooms. 10.7% needed up to three bedrooms and 2.3% needed four bedrooms.2

Within Camber village, 67.7% of homes are owner occupied, 11.7% are social rented, 15.8% are private rented and 4.8% of people live rent free. Camber has a high proportion of people renting privately and living rent free, related to Pontins employment packages, and a relatively low number of owner occupiers and social rented accommodation 3

#### **Employment**

More than 50% of the local population work within 5km from their homes, indicating a large percentage of local employment being within Camber or Rye. Camber has a relatively low proportion of residents who are full-time employees compared to the South East and England as a whole, though a slightly higher proportion than Rother District.

Camber has a relatively high proportion of residents who are self employed, in comparison to the South East and England and a relatively high proportion of residents who are retired compared to the South East and England, though not in comparison to Rother District.

Camber has a relatively high proportion of residents in the elementary occupations and skilled trades occupations and a relatively low proportion of residents in professional occupations and administrative and secretarial occupations.4

#### IMD data

The last Indices of Multiple Deprivation (IMD) data for the area were collected in 2010 by the Office for National Statistics (ONS). This covers core domains of deprivation, such as housing and education, which are likely to impact on other spheres of life and can result in multiple deprivation which is difficult to break. The individual areas of analysis for IMD are at the small neighbourhood level (Super Output Areas), to ensure that pockets of deprivation are not masked by broader affluence in a given area. The themes covered by the IMD data include: income; employment; health deprivation and disability; education skills and training; barriers to housing and services; crime; living environment; and an overall index of multiple deprivation combining the above fields.

For each field, a detailed score is calculated and then each of the country's 32.482 SOAs are ranked in terms of deprivation, with 1 being the most deprived and 32,482 being the least deprived. To give a guick indication, these rankings are translated below to a percentage, so that the lower the percentage level, the greater the level of deprivation within an SOA.

www.eastsussexinfigures.org.uk (2012) 2

neighbourhoodstatistics.gov.uk (2012)

neighbourhoodstatistics.gov.uk (2012)

#### 2.3 CAMBER'S SOCIO-ECONOMIC CONTEXT

The data shows that Camber Village is within the 50% most deprived SOAs in the country in all domains, and in the 20% most deprived overall. The three domains for which the village falls within the 10% most deprived SOAs are barriers to housing and services, crime and living environment. These cover:

Barriers to housing and services:

- Household overcrowding the proportion of households which are judged to have insufficient space to meet the household's needs
- Homelessness the rate of acceptances for housing assistance
- Difficulty of access to owner-occupation (local authority district level) – proportion of households aged under 35 whose income means they are unable to afford to enter owner occupation.
- Road distance to a GP surgery
- Road distance to a supermarket/convenience store
- Road distance to a primary school
- Road distance to a Post Office.

In Camber's case, the high level of deprivation can be explained by the low levels of affordability for people to achieve owner-occupation, the difficulty in providing new homes due to flood risk regulations which may lead to overcrowding in existing homes and the relative inaccessibility of services such as a full GP surgery, a supermarket and a primary school. The mobile homes from the caravan park are not included in the figures.

Living Environment Deprivation Domain

This domain measures the quality of individuals' immediate surroundings both within and outside the home. The indicators fall into two sub-domains: the 'indoors' living environment and the 'outdoors' living environment, with four key indicators:

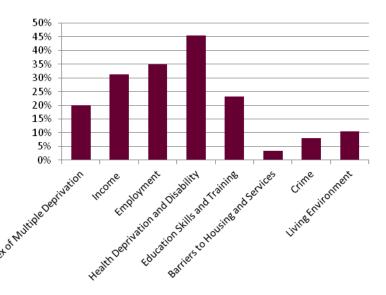
- Social and private housing in poor condition
- Houses without central heating
- Air quality
- Road traffic accidents

For Camber, this ranking illustrates a relatively high number of road traffic accidents per percentage of the population, due to Camber's small population overall.

#### Crime Domain

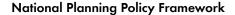
This domain measures the rate of recorded crime in an area for four major crime types representing the risk of personal and material victimisation at a small area level. These include:

- Reported violent crimes
- Reported burglaries
- Reported thefts
- Reported criminal damage



# 2.4 PLANNING AND POLICY CONTEXT

The Camber Village Supplementary Planning
Document has been developed in accordance with
the national and local planning framework, to ensure
that it is a robust strategy that can be used to guide
development in the village and inform planning
decisions on development. It also takes account of the
many valuable studies which have been undertaken in
the local area to date.



The National Planning Policy Framework (NPPF) was published by Central Government in March 2012, replacing previous national planning guidance. The NPPF is designed to make the planning system less complex and has at its centre a presumption in favour of sustainable development. This overarching goal is supported by twelve core planning principles which cover the priorities and approach for the planning system.

The NPPF sets out a number of policies which are directly relevant to Camber and the SPD, including those in:

- Supporting a prosperous rural economy (chapter 3) which looks at creating employment opportunities in village and rural areas.
- Promoting sustainable transport (chapter 4)
  which encourages a modal shift from cars where
  possible.
- Requiring good design (chapter 7) which sets out the role of design codes and stresses that good design goes beyond aesthetics.



Central car park site



Former putting green site



Plan of holiday park

- Promoting healthy communities (chapter 8) which looks at providing sufficient schools and recreation spaces, protecting rights of way and designating Local Green Space.
- Meeting the challenge of climate change (chapter 10) which addresses issues of flood risk and coastal change.
- Conserving and enhancing the natural environment (chapter 11) which addresses the protection of and enhancement of valued landscapes.

# Flooding considerations

The National Policy Planning Framework was issued by the Department for Communities and Local Government (DCLG) in March 2012 and supersedes Planning Policy Statement 25 (PPS25) which provided guidance on development and flood risk. The NPPF takes into consideration flood risk at all stages in the planning process. It states that planning authorities should frame policies for the location of development which avoid flood risk to people and property where possible, and manage any residual risk, taking account of the impacts of climate change.

A sequential risk-based approach is recommended in determining the suitability of land for development in flood risk areas. This approach is central to the policy statement and should be applied at all levels of the planning process. The sequential approach is facilitated through the application of a Sequential Test based initially on the Environment Agency (EA) Flood Map available on the EA website .



Boutique retail in Rye



**Camber Sands** 

# Rother District Council Core Strategy

The SPD plays a key role in supplementing and augmenting guidance and policies identified within the Rother District Council's Development Plan. The adopted Local Plan (2006) and saved policies forms part of the Development Plan. The Core Strategy is currently a material consideration but once adopted, the Core Strategy will be the Development Plan. The SPD had been designed to be fully in line with both of these key documents, along with key evidence base documents including the Strategic Housing Land Availability Assessment (SHLAA), the Rural Settlements Study and Strategic Flood Risk Assessment.

The Emerging Core Strategy sets out the strategic framework for growth in the district up to 2028, with Camber Village being identified for limited growth of the 76 dwellings with commitment already, and up to 20 additional homes, subject to environmental and flood risk assessments.

The document also sets out a number of policies relating to tourism in Camber Village, which include:

- Focussing on quality improvements to existing attractions.
- Greater emphasis to developing 'green tourism' including use of public transport to the destination, accommodation and events.

- Retaining and improving the range and quality of visitor accommodation.
- Recognising the contribution of holiday chalets, caravans and camping sites to the tourism economy by retaining such sites for holiday use (through occupancy conditions) continuing to provide not only for improvements and upgrading to existing static accommodation sites but providing for further touring caravan and camping facilities where relevant environmental criteria are met.
- Enhancing Camber's potential as a quality, year-round tourism destination through effective management of the beach and dunes, providing for both familyorientated and active uses in the area and the upgrading of visitor facilities, accommodation and the public realm, in ways that respect local amenities.

A number of policy and strategy documents have been developed for Camber Village in recent years, which have also informed the development of the SPD, These include:

# Camber Visitor Management Initiative (2004)

The Camber Visitor Management Initiative report, produced in 2004 by Arup, has informed a number of subsequent studies of the local area. The key messages from the report include the creation of a public square for Camber, but stresses this would need to be enabled by initiatives to address car parking, traffic management, beach management and facilities and an open space strategy. This would also rely on agreement from residents, local businesses and the holiday camps. It would be important to provide evidence of links between public space, urban and





rural vitality and economic benefit for the proposals. The Square is identified as having potential to provide a vibrant space with iconic and contemporary design, beach access and sea views from the first floor of buildings (to meet flood risk standards). The square would have easy access by an improved traffic system and a bus link from the holiday parks. The square would require detailed design guidelines and a landscape strategy, that could come forward through the SPD.

# 21st Century Parks Scoping Document (2010)

The 21st Century Parks Scoping Document was produced in late 2010, following a number of workshops for the Camber Pilot Project. It identifies the specific projects which are covered by the Interreg IVA funding, which are:

- Plans for opening up new landscaped spaces (Case studies – Camber Visitor Management Initiative (VMI) development brief and West Park Ostend)
- Masterplan for improving access to visitor facilities and linkage via green space infrastructure including walking and cycling routes.

# Rother District Council Strategic Flood Risk Assessment (2008)

Rother District Council has undertaken a Level 1 and a Level 2 Strategic Flood Risk Assessment (SFRA) for the region. Both reports were released by the Council in 2008 and provide the Council with tools that will assist in identification of flood risk in the region, to better inform planning decisions.

The objective of the Level 1 SFRA is to collate and review available information on flood risk for the study area from a range of stakeholders. The findings of this review are used to facilitate Sequential Testing on potential strategic development areas within the Council boundary. Level 1 SFRA reporting notes that the development boundary for Camber is almost entirely within Flood Zone 3, at risk of inundation from tidal sources albeit the majority of the town benefits from formal flood defences. Any planning application received for the redevelopment of previously developed land within the development boundary will require an Exception Test and will be informed by the Level 2 SFRA.

The Level 2 SFRA facilitates the application of the Exception Test using information obtained in the Level 1 SFRA and additional works to generate sufficient information for the application of the Test. Exception Tests have been carried out on strategic sites which cannot be located in lower flood risk zones for other, wider sustainability, reasons. The particular focus of the Level 2 SFRA is on tidal flooding and the production of flood depth and hazard maps arising from the potential failure of existing flood defences.

Two potential breach locations have been assessed within the Level 2 SFRA for Camber, these are located at the Central car park, within well developed sand dunes which run along this stretch of coastline and on the shingle embankment defence at the junction of Lydd Road and The Suttons to the east of the town. The hazard mapping shows that in the current day scenarios much of the flooded area from Central car park is classified as having a low or medium hazard, with the exception of in the immediate vicinity of the breach, while flooding from the





eastern breach is largely classified as low hazard. Under the climate change scenarios much of the Central car park area flooding remains as low to medium hazard, however, a larger area adjacent to the breach has been classified as having a high hazard. At the eastern breach, flooding of the caravan park opposite the breach becomes classified as having a high hazard.

# RDC and SDC Habitat Regulations Assessment (covering Dungeness, Romney Marsh and Rye Bay proposed Ramsar site) July 2011

A Habitat Regulations Assessment (HRA) was jointly completed by Rother District Council and Shepway District Council in order to assess the likely impact of the two local authorities' Core Strategies on the sensitive environment of the local area. The HRA covered the Dungeness SAC; Dungeness to Pett Level SPA and SPA extension; and Dungeness, Romney Marsh and Rye Bay proposed Ramsar and SPA sites. The report set out the key environmental features of the sites of interest and likely impact relating to disturbance, water quality, water resources, air quality and coastal squeeze.

The Dungeness, Rye Bay and Romney Marsh area was identified as having a number of environmental characteristics that warranted the designation of RAMSAR or SPA. These included:

- Internationally important wintering bird species;
- · Internationally important breeding bird species;
- An assemblage of over 20,000 bird species during the non-breeding season;

- Internationally important wetlands including vegetated shingle, natural fresh water pits, saline lagoons and basin fens; and
- At least 25 species of nationally scarce/red-list vascular plants and at least 192 species of Red Data Book/nationally scarce invertebrates.

# Other key documents

- The Camber Environmental Strategy a landscape and planting design initiative (2006)
- Camber Environmental Strategy Design Review (2008)
- A Business Plan for Camber Final report for Camber VMI (2006)
- Camber Local Action Plan (2010)
- Local Transport Plan 3 (2011)
- Proposed Cycle & Pedestrian Links C21P workshops
- South Foreland to Beachy Head Shoreline Management Plan (2006)
- Landscape Character Assessment (2008)
- Assessing Regional Change to Habitat (ARCH)

#### 2.5 CAMBER'S TRAFFIC AND TRANSPORT







During the summer months, Camber becomes choked with cars that are predominantly those of visitors to the area searching for a place to park. The number of visitors to Camber on a hot weekend in July and August can reach 20,000 and the existing car parks quickly reach capacity leading to illegal parking throughout the village and lengthy traffic queues. This congestion has a detrimental impact on the residents of Camber who are unable to go about their daily lives and suffer from the resulting air pollution and other negative effects. In addition, many visitors have a negative experience and this could impact on their decision to return to Camber.

In order to accommodate the influx of visitors over the summer months and improve the local environment, Camber could benefit from improvements to car parking arrangements, better traffic management and viable alternatives to the private car as the main mode of travel to Camber. These aspirations are concisely summarised by one of the key transport specific objectives of East Sussex's third Local Transport Plan (LTP3) for 2011 to 2026, which is to 'reduce congestion by improving the efficiency of the transport network and encouraging greater use of sustainable modes of transport'.

# Traffic management

A number of traffic management issues have been identified in earlier studies, including the speed of vehicles travelling along Lydd Road and congestion on Lydd Road caused by the ability to park vehicles along one side, and congestion on Old Lydd Road due to Central Car Park access.

Camber has one main two-way single carriageway route running through the centre of the village. This route is called New Lydd Road from the west to the centre of the village, and Lydd Road from the centre to the east.

A three arm mini roundabout forms a western entrance to the village at the junction of New Lydd Road and Whitesand Drive. One pelican crossing is located over New Lydd Road, to the east of Dunes Avenue (at the Pontins access). Road widths through the centre of Camber are consistently 6m wide.

Old Lydd Road forms a 'T junction' with New Lydd Road west of the village centre, leading to the Central Car Park. The road is a two-way single carriageway, approximately 4.5m wide and occasionally becomes blocked with traffic accessing the car park during busy periods. Old Lydd Road has a double yellow line restriction on both sides of the road. However, this restriction is often ignored during busy periods.

To the east of Camber, Lydd Road merges with Jury's Gap Road towards Lydd and northeast from Lydd to connect with the A259. Camber Road runs to the west of the village, a rural two-way single carriageway road which extends some 4km to form a T-junction with the A259. The road is 5.5m wide without street lighting.

The A259 is the principal road in the area, extending from Hastings in the west to Folkstone in the east, bypassing Camber to the north of the village.

# Car parking

There are five main parking areas in Camber:

#### 1. Western Car Park

This provides 1,800 spaces laid out on grass, with direct access from Lydd Road. The car park has a pay kiosk at the entrance and marshalls to direct cars to parking areas. Spaces are formally market out. The car park regularly fills by 3.00pm and by 2.30pm on busy days. A surge in vehicles between 10.00am and 2.00pm on busy days trying to access the car park can cause heavy congestion on Camber Road. During peak times there are three operational kiosks in operation in Western Car Park

#### 2. Central Car Park

This provides 350 spaces laid out on tarmac, with access provided from Old Lydd Road. On a typical July/August weekend this car park (including the Johnsons Field overflow area) fills by 1.00 pm. All additional traffic is turned around to divert to Western car park. One Cashier and one Attendant are used to maintain traffic flows at the Central car park.

3. Old Lydd Road Car Park (Old Putting Green)
This provides 70 spaces laid out on gravel and
was created as a temporary car park in June 2010,
following the closure of the village's putting green. It is
accessed via the same route as the Central Car Park.
This is identified as a development site.

#### 4. Broomhill Car Park

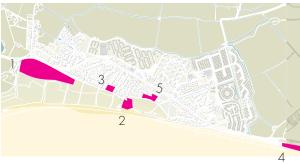
This car park to the east of the village is located on the sea front on a shingle surface and provides 350 spaces. The car park is located next to the kite surfing centre and provides parking for water sports visitors to the beach. The car park is owned by East Sussex County Council and provides free parking.

# 5. Overflow car park

ESCC also own an overflow car park area, next to Johnson's Field, which is grassed and accessed via the Central Car Park. This area can accommodate 150 cars. However, spaces are not marked out in this area and it is not marshalled, so the space may accommodate a greater number of cars. Adjacent Johnsons Field is also integral to the traffic management measures during peak season when significant number of visitors descent upon Camber

All of the car parks have the same tariffs, with the maximum all day tariff (more than 8 hours) of £13 per day, with the exception of the ESCC owned car parks, which are free.

The location of the payment huts at some car parks, for example at the entrance to the western car park, is perceived by some to contribute to congestion in the local area. The relocation of the hut at the western car park further in to car park, may be beneficial by allowing queuing in the car park rather than on the street. The payment system is periodically reviewed by Rother District Council and is currently considered to be the most appropriate method for managing vehicles at times of peak demand.



Car parks in Camber village

Access to both the Central Car Park and the Overflow Car Park from Old Lydd Road can also be problematic, given the narrow width of the road, and access to these from Lydd Road may help to address congestion.

Parking restrictions are in place along New Lydd Road and Lydd Road, with double yellow lines extending along the southern side of the road and part of the northern side. The restriction here states that no parking is permitted between 1st March and 30th September.

Private parking operators also contribute to the overall parking provision in Camber during peak season, with varying tariffs.

# 2.5 CAMBER'S TRAFFIC AND TRANSPORT

# **Sustainable Transport**

Rail links

Rye Rail station is located approximately 5km west of Camber Village. This is the closest rail station to Camber.

Rye is situated on the Southern rail line. Services on this line operate between Ashford International in the north and Eastbourne (via Hastings) to the west. From Ashford International, rail passengers can connect with Southeastern rail services to Folkestone and Dover in the southeast and Maidstone East, Tonbridge, Sevenoaks and London to the north. From Hastings, rail passengers can connect with the Southeastern rail services towards Tunbridge Wells, Sevenoaks and onto London. From Eastbourne, rail users can connect with further Southern services towards Brighton and the south coast.

The journey time from Rye station to Ashford International is 25 minutes and to Hastings is 18 minutes. Journey times to surrounding towns and to London are set out to the right.

#### Cycle links

Camber is served by good cycling links from Rye, four miles (or a 20 minute cycle ride) to the west. There is a segregated cycle route (National Cycle Route 2) that runs from Rye to the western edge of the resort which then continues on-road through the village. From the east of Camber, a 3m wide traffic free shared pedestrian / cycle route extends between Camber and Lydd in the east. The majority of this route is located on the elevated bank on the southern side of Lydd Road, adjacent to the beach. Due to its elevated

location, this route is occasionally prone to strong sea winds. A small section of the route east of Camber towards Lydd is also designated as on-road. Lydd is a 9km (36 minute) cycle ride east from Camber.

Johnson's Field has the only secure cycle parking in the village. Three Sheffield stands (6 cycle spaces) are located here, behind the bus shelter on Lydd Road. Cycle route signage within the village is generally poor, particularly in terms of the on-street section of the cycle route.

The opportunity exists to improve the cycle route within Camber Village, to introduce a traffic-free route. Opportunities also exist to improve lighting, signage and cycle parking facilities in the area.

#### Bus links

The Stagecoach operated 100 bus service runs hourly on weekdays and Saturdays and two-hourly on Sundays. The service stops at a number of dedicated stops in Camber and connects with Rye and Hastings to the west and to Lydd and Folkestone in the east. The buses are designed to coordinate with train services in the town. However, as a result of this, the last bus from Camber to Rye leaves at 8.20pm and from Rye to Camber leaves at 7.46pm. Consequently, the bus service cannot be used by Camber residents or visitors to access the evening economy uses in Rye.

Bus stops are well placed along Lydd Road and New Lydd Road, with five stops each serving eastbound and westbound services. However, only two of these have shelters (westbound by Johnson's Field and the Western Car Park) and only two have lay-bys (in both directions by the Western Car Park).







The infrequent nature of the bus service means that the private car is the primary mode of transport for both Camber residents and visitors to the village. This poses a challenge as the bus operator will not increase the frequency of the service whilst the customer base is not there and congestion in the village can affect operating times for buses. Whilst congestion is relatively rare and occurs only on peak visitor days, this still prevents the bus operator from establishing an acceptable annual timetable as they cannot predict the peak days. This consequently impacts on the service provided to residents.

It would take a concerted and multifaceted approach to promote a modal shift in Camber that can help to establish a more sustainable village. This would include improving public transport and cycling options to encourage people out of cars; addressing congestion on peak days through adjustments to traffic routes and access to car parks; and introducing pricing mechanisms that make it more attractive to use an alternative to cars. Camber's relatively remote location presents a challenge in terms of modal shift, and fuel efficient cars may help to meet sustainability objectives if not address congestion in the future.

#### Pedestrian links

A footpath runs along the full stretch of the main route through Camber on the northern side, but only intermittently on the southern side.

Pedestrian crossings are limited within the village, with one pelican crossing on Lydd Road just to the west of Dunes Avenue and no pedestrian crossings on Old Lydd Road.

Pedestrian links between the main village and the beach exist, with the most direct of these being along Sea Road, connecting the village centre and the Pontins entrance with the central car park. Public rights of way also exist to the north and east of the village and a number of walking routes have been identified using these. The 21st Century Parks project included the creation of marked walking routes, and these, alongside an additional route identified through the SPD process, are covered in the main strategy section of the SPD. The walking routes are not currently well connected back into the pedestrian routes within the village and are not well signposted. Proposals to help address this are also set out within the SPD proposals.

Origin	<i>Destination</i>	Typical Journey Time
Rye	Hastings	18 mins
Rye	Eastbourne	44 mins
Rye	Ashford International	22 mins
Rye	Sevenoaks (indirect)	1hr 20mins
Rye	Maidstone East	57 mins
Rye	St Pancras (indirect)	1 hr 25mins
Rye	Folkstone	54 mins

Train services operating from nearby Rye

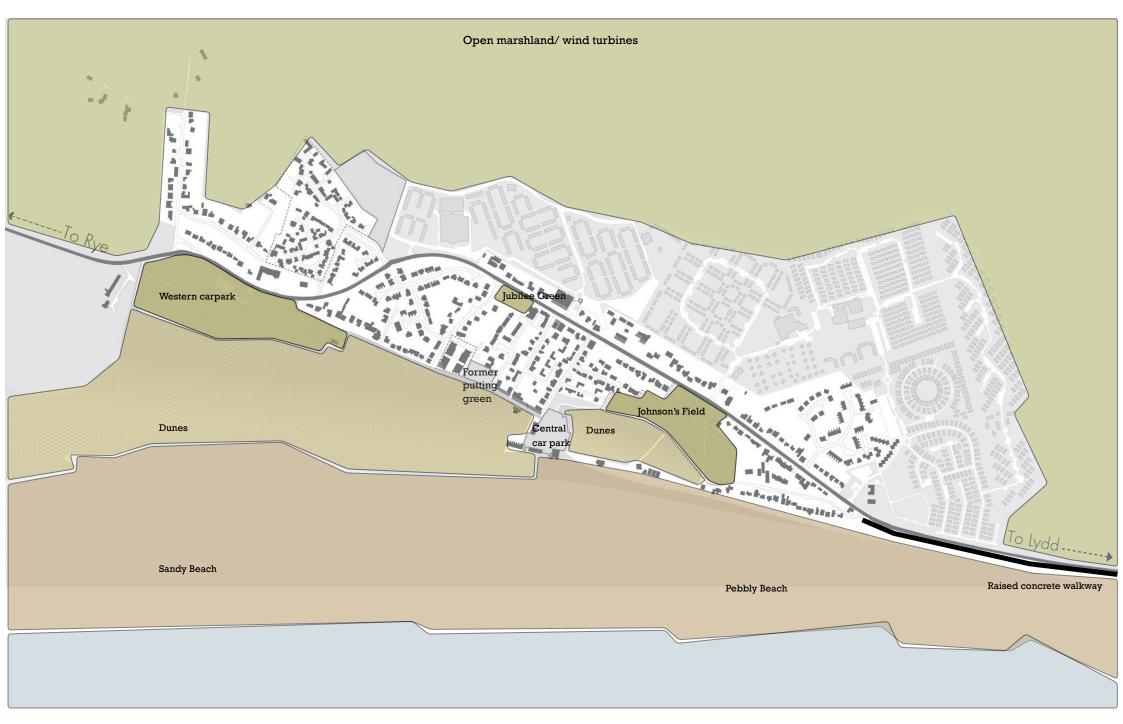
# 2.6 CAMBER'S LANDSCAPE

The landscape setting of Camber Village is one of its most important assets. Bounded to the south by the dunes and open sea and to the north by an open marshland landscape, the village setting feels remote and uniquely 'undeveloped'. The landscape provides contrasting opportunities: at times it is bleak and harsh, enjoyed by a few for its wildness and exposure to the elements, at other times, it becomes a 'honeypot' attracting visitors from far afield to enjoy the sea, large beach and open skies.

The village is located on the edge of a large area of open marshland known as the Romney Walland Marsh. This is a low-lying, windswept landscape with little vegetation. Historically it was an area of salt marshes which was submerged at high tide. Reclamation of these began in the Middle Ages and a network of drainage ditches were established allowing the marshes to be grazed in summer. Today the marshes are characterised by a patchwork of irregular shaped fields used for grazing and divided by drains. Recently installed wind turbines form a prominent feature in this landscape. It is part of the East Sussex Levels, a simple open landscape noted in the East Sussex landscape character assessment as providing 'some of the most intense feelings of remoteness in south east England'. Public rights of way provide some access to and through this landscape but these are relatively limited and there are opportunities to improve connections between the village and the adjacent area of open landscape.

The northern edge of the village forms a low quality edge to the marsh landscape with poor quality boundary fences and virtually no mature vegetation. The Pontins site and adjacent caravan park are prominent and unsightly elements when viewed from the surrounding area and contrast with the open and undeveloped character of the local landscape. There is an opportunity to improve this edge significantly through the introduction of tree and hedgerow planting both along the edge of the village and within these developments.

The southern edge of the village is formed by a band of dunes which is slowly accreting and currently extends from Rye Harbour in the west to Johnson's Field in the east. This is a major landscape feature which protects the village from the sea and wind and forms a valuable ecosystem. Visitors enjoy the opportunities the dunes provide for elevated views over the beach and sheltered spots. However, they are a fragile feature held together by grasses (primarily marram grass) which is easily damaged by visitors. In addition, in the early 20th century a substantial section was destroyed to allow the creation of the central car park and associated buildings catering for tourists. The dunes present a significant challenge and opportunity for the village. They are central to the identity, landscape and ecosystem of the village but are under threat from the pressure of visitor use and wind. They also create a visual and physical barrier between the village and the beach but provide dramatic views from the top. There is a need to protect and manage the existing dune system and at the same time create opportunities for improved access to the beach without further damage to the dunes. Beach operations require unrestricted access



#### 2.6 CAMBER'S LANDSCAPE

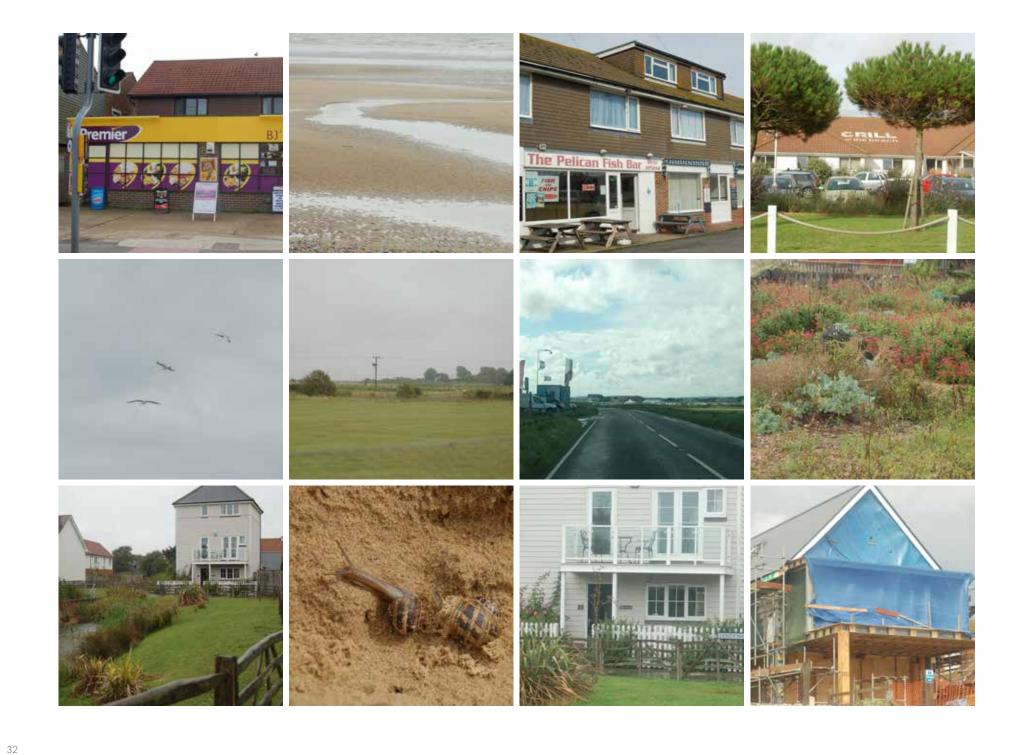
to the beach to ensure health and safety protocols are upheld and statutory functions can be properly exercised

The availability of long distance views is a key asset of Camber Village and its surrounding landscape. There are significant long views westward along the beach, the dunes and out to sea, particularly from the sea wall stretching eastwards from the village. These are enjoyed by large numbers of people and form a key part of the visitor experience to Camber. There are also significant long distance views across the marshlands from the public footpaths to the north, from the sea wall on the east side of the village and along the Sustrans cycle/ pedestrian way from Rye to Camber Village. There are significant opportunities to protect and enhance the views around Camber Village and create more prominent sightlines in Camber Village especially along New Lydd Road.

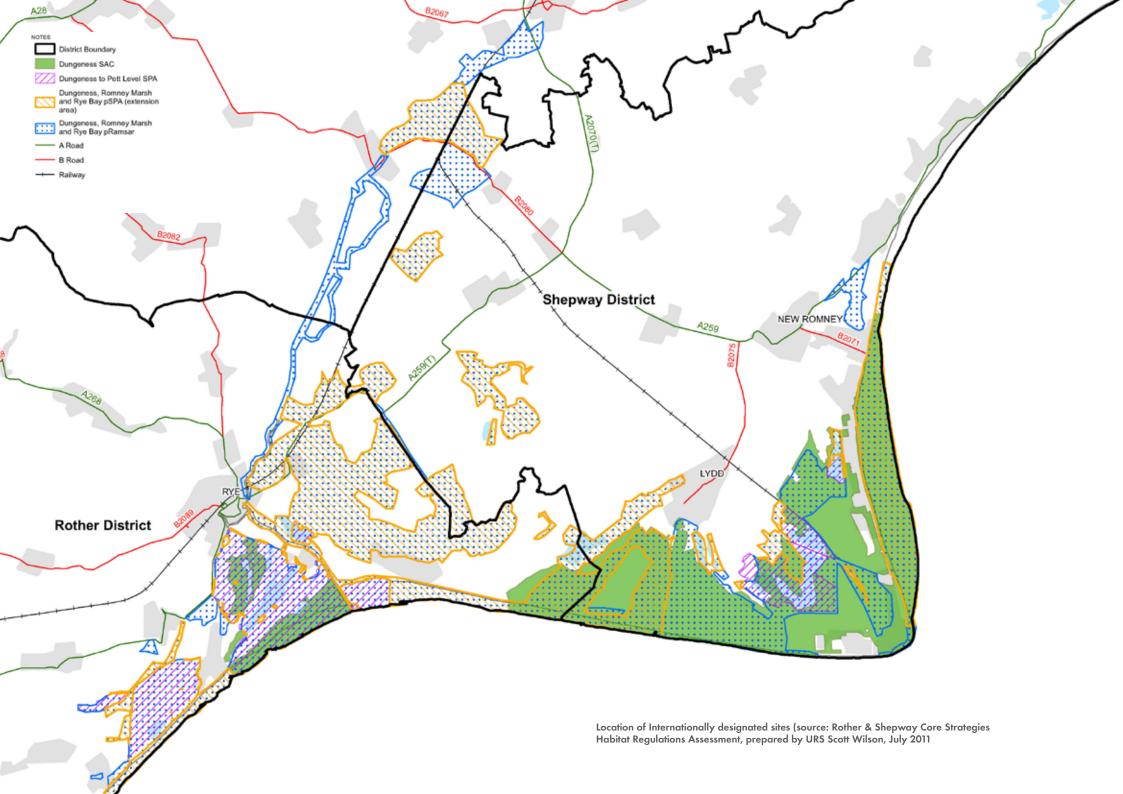
Within the village the character of the settlement varies significantly from the large scale, low height leisure sites of Pontins, the caravan park and housing estate on the north side of Lydd Road to a denser grain of residential development on the south side. Much of the landscape and streetscape quality within the village is poor and does not have a rural character despite its rural setting. Although the density of dwellings is relatively low and many properties have sizeable gardens, there is very little mature vegetation and the rooflines of properties are rarely softened by trees. The character of the village has the potential for significant improvements through the introduction of a framework of localised tree and ornamental planting and a palette of high quality streetscape materials and furniture with a rural coastal character.

The village includes a series of outdoor spaces:
Johnson's Field, Jubilee Green and the western car
park together with privately owned open space within
the caravan parks, Pontins site and private gardens.
Most of this feels neglected, underused and poorly
connected into the fabric of Camber Village. Sparsely
planted (and often poorly maintained) front gardens
line New Lydd Road and the back streets to Camber
Village. However, together, the village's green spaces
provide the potential for creating a necklace of linked
spaces throughout Camber Village and provide the
opportunity for establishing a greener and more
diverse village heart.









#### 2.7 ECOLOGICAL ISSUES

Camber Village is completely surrounded by land of national importance to nature conservation; much of this land is also of international importance. The features of highest nature conservation importance are the sand dunes and inter-tidal sand/mud along the coast, and the grazing marshes inland.

The area surrounding Camber Village contains two existing European sites, a proposed European site and a proposed Ramsar site. Dungeness SAC is designated for shingle beach containing vegetation, vegetation of the shoreline, and great crested newts. Dungeness to Pett Level SPA includes an area of intertidal habitat south of the Camber dunes and west of Rye Harbour. The SPA supports important populations of breeding, migratory and overwintering birds.

Natural England held a consultation in 2010 on the proposal to extend the Dungeness to Pett Level Special Protection Area and to rename it Dungeness, Romney Marsh and Rye Bay SPA. The extended and re-named potential SPA supports internationally important bird populations. The potential SPA in the vicinity of Camber includes the entire intertidal habitat south of Camber village, and fields within Romney Marsh immediately to the north-west of the village.

The Dungeness, Romney Marsh and Rye Bay proposed Ramsar site was included in Natural England's consultation for the potential SPA above. The proposed Ramsar site in the vicinity of Camber includes the entire intertidal habitat south of Camber Village, and fields within Romney Marsh immediately to the north-west, north and north-east of the village.

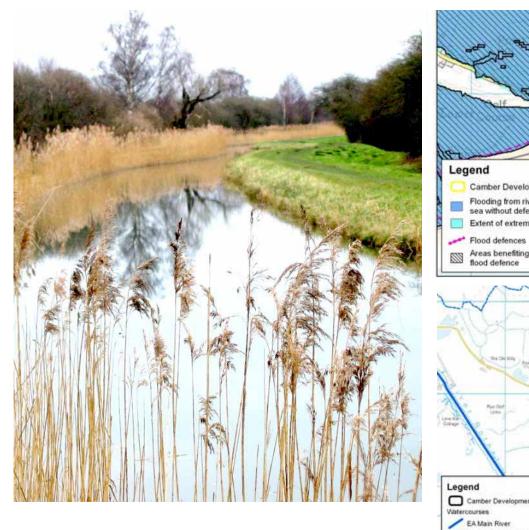
The grazing marshes are of particular interest for the wet ditches within the marshes, which are rich in plants and invertebrates, and water voles. Numerous water birds use the marshes.

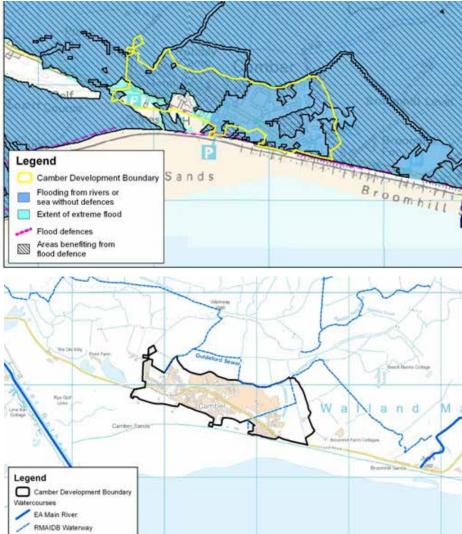
Shingle beach, which fronts the eastern part of Camber near the road called 'The Suttons', is narrow in this area but is physically, functionally and ecologically connected to the great shingle beach at Dungeness further east.

Habitats within the village itself are sparse, with typical residential development and two large holiday parks offering little in terms of wildlife. One roadside verge of New Lydd Road is signposted as a 'wild flower verge' although it appeared unmanaged and not necessarily species-rich, on a visit in December 2011. Water courses within the caravan park link the park to the grazing marshes to the north. Many protected species (protected by legislation, or BAP Priority Species) are found in the designated sites surrounding Camber. Within the village itself, protected species records are sparse. For example, there is just one record of a single bat in one building.

There is significant recreational impact upon sand dunes close to the central car park, adjacent to paths across the dunes and along the entire beach / dune frontage. The primary impact is vegetation erosion, with secondary issues of excess sand mobility and erosion of dunes. Impact is caused by visitors enjoying the topographical variation provided by the dunes compared to the beach with, for example, typical activities such as children's play, people climbing to height for viewpoints, and sunbathing. The impact of each individual person or group is slight, but the cumulative impact of many people over time is significant.

Moderate or potential impacts on dunes are found on the dunes at further distance from paths, car park access points, and away from the beach / dune frontage. Vegetated shingle in front of houses at The Suttons' is considered to have moderate damage from trampling. Insignificant to no ecological impact from visitors is identified on the beach, and on amenity grassland. Current visitor usage on the grazing marshes is not considered to be harmful.





#### 2.8 FLOOD RISK ISSUES

Camber is within Romney and Walland Marshes which are characterised by a complex land drainage system based upon a series of private ditches flowing to a network of Internal Drainage Board sewers and main rivers, including the River Rother and Jury's Gap Sewer. The Environment Agency hold responsibility for these main river watercourses. The Romney Marshes Area Internal Drainage Board (RMAIDB) holds responsibility for control and maintenance of other smaller watercourses within the district, which are known locally as Petty Sewers or Lesser Sewers.

Camber is served by Guildeford Sewer which primarily drains land to the north and west of Camber, passing across the north of Camber from west to east, before looping around the eastern fringe of the village. The Sewer drains through the village after passing through the caravan park to the north east, under Lydd Road into an open area known as Johnson's Field and outfalling to the coast beyond the sand dunes.

Although virtually all of Camber lies within Flood Zone 3a, large areas are protected by well developed sand dunes as high as 20 metres in places, along the main body of the village and by a shingle embankment with a clay core to the east of the village. The primary risk of inundation defined by the EA's flood mapping is from tidal events. The Level 2 SFRA study reports that the east of the village is slightly more vulnerable to flooding as the sand dunes protect the central and western areas of Camber. However, this risk level is relatively minor.

Being mostly below the level of the spring tide, Romney and Walland Marshes are prone to both fluvial and tidal flooding and the protection of this area depends on constant and continuing maintenance by RMAIDB of the land drainage system and maintenance of the sea defences by the EA. It is understood that minor tributaries and drains within the lower Rother catchment are particularly susceptible to flooding from high intensity localised storms, especially where an appropriate level of maintenance is not ensured and drainage channels are not kept clear. No fluvial flooding is on record for Camber, however it is known that fluvial flooding has occurred in Rye which is the confluence of the Rivers Rother, Brede and Tillingham.

Poor surface water drainage can lead to localised or more significant instances of flooding in larger urban areas. The relatively low density nature of the urban environment within Camber precludes any significant flood issues resulting from surface water drainage, however it is acknowledged that some localised flooding has historically occurred at the low point along Old Lydd Road, close to the Central car park. Following the completion of the Pitt Review in 2008, responsibility for local flood risk management within Camber lies with East Sussex County Council.

#### 2 CAMBER'S CONTEXT

#### 2.9 COMMUNITY OPINION

A key element of the Camber Village SPD is to have a clear and creative consultation strategy during the project so that key stakeholders and the local community can input towards and comment on the emerging SPD. A community workshop with invites to the local community and key stakeholders was considered the best format for consultation in the local area

On Wednesday 4th April 2012, a community workshop was held in the Camber Memorial Hall from 6-7.30pm. It was important for the event to be held in a central location and on a weekday evening, to ensure that the event was as accessible as possible to all. Adverts for this community workshop were placed in the parish magazine, which was sent to every household in the village, and posters were displayed in the local village shop, ensuring that anyone interested in the future of the local area was aware of the event.

The workshop was a key opportunity to present baseline data and emerging thoughts to the local community, providing them with an opportunity to engage informally with the project in advance of the official six week consultation for the SPD. This also helped to ensure that their views inform the development of the SPD.

The event consisted of a welcome and introduction by team members followed by a presentation by AMUP of the baseline data and their emerging thoughts. A group workshop then followed, with each group assigned a member of the project team, who was on hand to help steer the conversation, answer any questions and invite comments from attendees on their views and aspirations for Camber. A feedback session then allowed all attendees to hear what issues had been raised by the other groups. The main points from this session have been transcribed on page 39.

During the group workshop section of the community event, each group wrote down their key ideas and aspirations onto a pre-prepared worksheet under the following headings:

- Transport and movement.
- Landscape and environment.
- · Shops and community services.
- Education and employment.
- Visitor offer, culture and leisure.
- · Central Car Park site.
- Former Putting Green site.
- Any other comment.

# TRANSPORT AND MOVEMENT

Car parking is an issue for the residents of Camber, with 'Pay and Display' or 'Pay on Exit' parking proposed as a solution to the current congestion and queuing.

Residents would like to see improved links to Rye, with suggestions including more frequent bus services in the peak tourist season, cycle hire facilities and ferry links with Rye Harbour.

# LANDSCAPE AND ENVIRONMENT

Signage to the beach was highlighted as an important issue, with many people being unaware that they can access the beach from Central Car Park.

There was agreement that tree planting throughout Camber would be an effective and inexpensive way to transform the village.

# SHOPS AND COMMUNITY SERVICES

Camber residents highlighted that there is a lack of facilities for young people and that expensive housing often forces them to move to other towns.

There was consensus that Camber needs to increase its offer of shops and services, but also concerns over how these new facilities would be supported outside of the tourist season.

# FORMER PUTTING GREEN SITE

The residents of Camber envisage the former putting green becoming a cultural space, with suggestions including live/work units for artists, a small cinema or ten pin bowling.

# EDUCATION AND EMPLOYMENT

Facilities for adult learning and apprenticeships were suggested as well as the introduction of a business zone.

There were also recommendations to tap into the artistic community, focusing on photography.

The need for broadband was also highlighted as essential.

#### OTHER COMMENTS

The local community wanted more transparency in what proportion of the parking income raised in Camber was reinvested into the village by Rother District Council.

# VISITOR OFFER, CULTURE AND LEISURE

The residents of Camber emphasised the need to provide more facilities and attraction for tourists, with suggestions including crazy golf, a visitor centre and more cafes and restaurants.

The reputation of Camber could also be improved by advertising the new attractions on offer and promoting the existing natural scenery.

#### **CENTRAL CAR PARK SITE**

The Central Car Park site could accommodate a quality hotel or restaurant.

It could also be the site for a new Camber Kite Festival.

#### 2 CAMBER'S CONTEXT

#### 2.9 COMMUNITY OPINION

The key issues raised during the group workshop are set out below:

- Parking the current payment method for car parks in Camber creates congestion and queuing throughout the village during the peak tourist season.
- Variety of shops, houses and services residents
  highlighted that there is a poor offer of shops which
  needs to be improved but there were also concerns
  over how additional facilities would be supported,
  especially outside of the peak tourist season. It was
  also highlighted that younger residents are often
  forced to move to other towns due to high house
  prices.
- Visitor offer there was general agreement that the attractions on offer to visitors need to be increased and that the town could be promoted more effectively, bringing attention to the existing outstanding natural environment.
- Landscape and environment a lack of clear and adequate signage to the beach was raised as an issue and many residents also advocated an increase in tree planting as a cost-effective and attractive way of improving the appearance of the town.
- Education and employment the need for high speed broadband was stressed as essential for the village.





Dog for 2 + stay for 4. Por RAC + should hould improve revenue for RAC + should bestern cor park. Oning back tram! Les please to more lintes to Proje. gjele hire from Rye to Countoel. Link to Rye Hortoon-Hee! We allock - would be diff. raffic calming seems to be work CAMBER VILLAGE SUPPLEMENTARY PLANNING DOCUMENT SEPTEMBER 2014 at higher o



#### 3.1 INTRODUCTION

This chapter sets out the overall strategy for Camber Village, at a village wide scale and looking at the wider links and relationships between Camber and surrounding towns and villages.

The strategy is designed to draw on Camber's key assets and to identify initiatives that can help the village to meet the challenges it faces. The overall strategy sets out the following information:

- An over-arching approach
- A village wide spatial framework with related proposals;
- A sustainable transport plan;
- A landscape strategy; and
- Planning guidelines.

For each of the themed strategies, a number of proposals are set out, with plans and images to illustrate these. Some proposals bridge the themes of the strategy and are covered in more than one section.

#### 3.2 OVERARCHING APPROACH

Establishing equilibrium

The Camber Village SPD proposals have been developed to help ensure the long term economic regeneration and social health of the village. This includes a framework to establish equilibrium in Camber and balance the many competing roles of the village in the local area and region. By rebalancing the settlement so that the village operates as a sustainable settlement with services, amenities and

local employment in addition to its role as a visitor centre and so that a range of visitors are attracted to the village throughout the year rather than intense visitor levels on 10 or so days of the year, the sensitive environment can be protected whilst the long term economic and social health of the village are also secured. The key areas of equilibrium have been identified as:

- Balancing residents' and visitors' needs to ensure the village can serve both effectively;
- Balancing visitor types and patterns to manage the impact of visitors in the peak season and encourage visitors in the shoulder seasons of spring and autumn;
- Balancing production and consumption in the town to ensure that worthwhile and reasonably paid jobs can be created:
- Balancing sustainable development to ensure there are enough residents to support important amenities but that this doesn't change the unique character of the village; and
- Balancing visitors with the sensitive natural environment to ensure that the very characteristics that make Camber so unique are not negatively affected by their enjoyment.

The HRA identifies further assessment is required of development proposals which might result in harmful recreational pressure or other disturbance to a European site. Specific themed proposals requiring further assessment are set out in the public realm strategy on page 67.







#### 3.3 SPATIAL FRAMEWORK

Camber village is currently physically segregated with a number of separate 'enclaves'. This makes it possible to drive along Lydd Road and be unaware that a beach is to be found so close by. It also means that visitors to the beach could be unaware that a village centre is located a short walk away. The overarching approach to the Camber Village SPD is designed to recognise and raise awareness of the different elements of the village and to improve the connections and integration between these.

Camber central car park currently acts as the central visitor location but does not achieve its full potential. The SPD proposes a cluster of visitor uses at the central car park area and the eastern end of Old Lydd Road which can provide an attractive environment for visitors and residents alike.

The heart of the village has been identified close by on Lydd Road, with a post office, a pub and local shops. These two centres are located very close to one another and this can have a positive and self-reinforcing relationship that raises the profile of both. Sea Road, connecting the two, becomes an important link, though the informal and pedestrian nature of this route should remain.

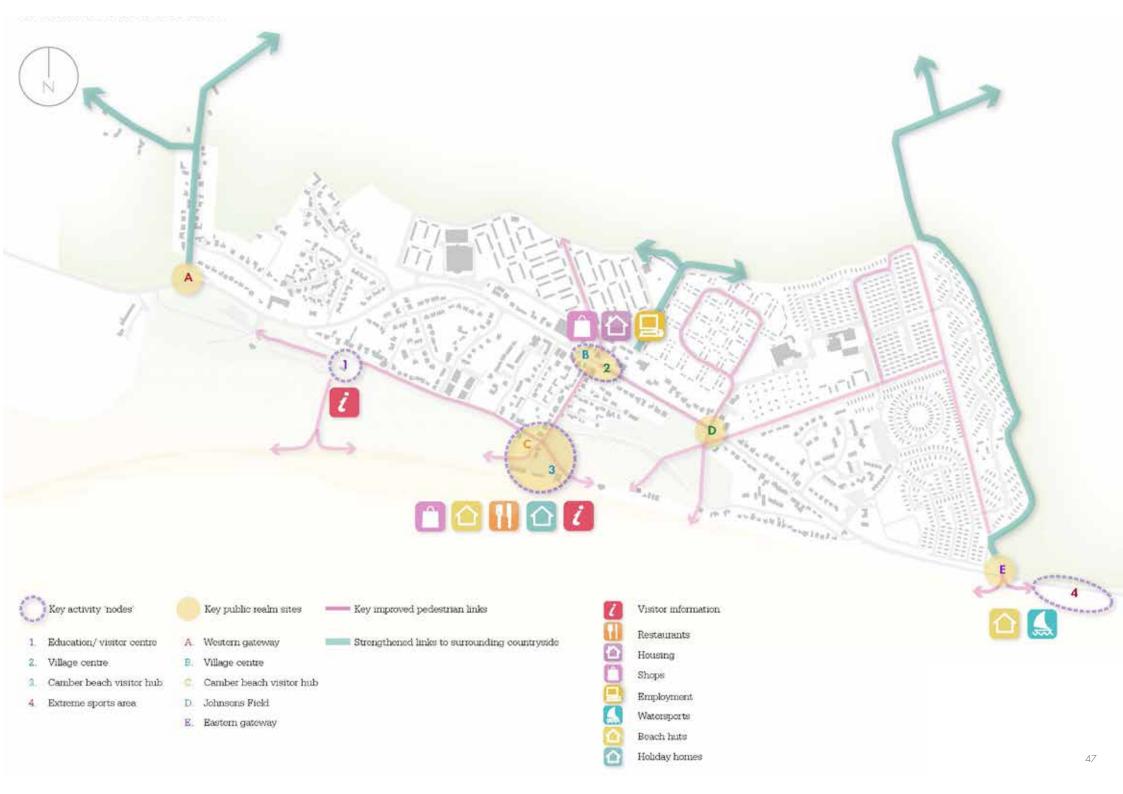
Additional centres for activity have been identified at the extreme sports area close to Broomhill car park at the eastern gateway to the village; and at the western car park, which has potential to accommodate an environmental/educational visitor centre used by schools and other environmental visitors.

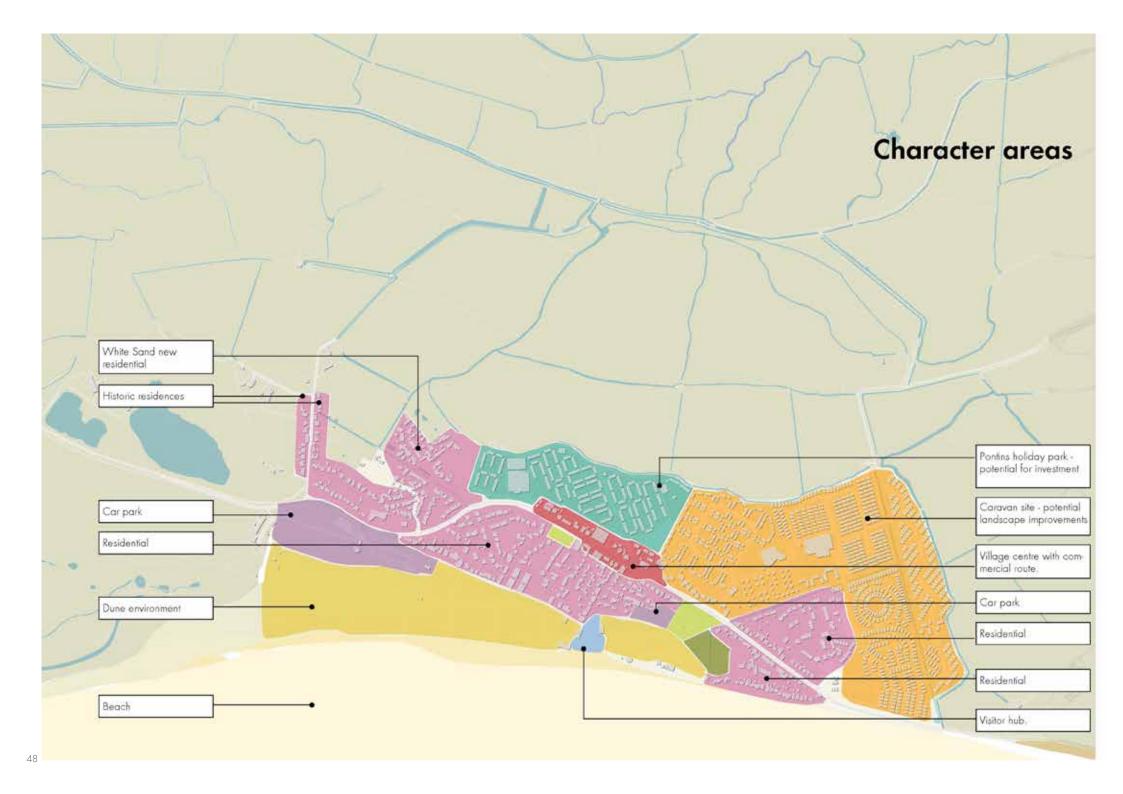
Key spaces for public realm improvements have been identified at central activity areas, at the gateways to the village and at key points where pedestrian routes converge such as by Johnson's Field.

Prioritised pedestrian routes through the village are identified in the strategy, including those between the caravan park and Pontins and the beach, and between the car parks and the beach. Pedestrian routes along public rights of way which lead out of the village have also been identified. Just as the separate areas within Camber can benefit from integration, the village would also benefit from more attractive connections to the surrounding countryside.

In line with existing policies in the Core Strategy, the Camber SPD promotes green tourism which could include promotion of walking activities improving education of the natural environment and support opportunities for enhancement of local biodiversity while safeguarding the integrity of the Rye Bay and Camber Sands SSSI. Proposals to create or restore any ecological features should be accompanied by an Ecological Management Plan.

The spatial framework setting out these overarching proposals is set out to the right.





#### 3.4 CHARACTER AREAS

A number of clear character areas have been identified in Camber, which help to provide a clear structure and hierarchy to the village. The plan to the left sets out the key character areas for the village in terms of housing, holiday accommodation, the village centre and community centre, green spaces and parking areas.

The area shaded pink represents the housing neighbourhoods within the village and this highlights that the area provided for permanent residential use is a relatively small proportion of the overall footprint. In addition, approximately 30% of the permanent residences are used either as holiday lets or second homes. This means that the permanent population of the village is lower than might be expected, which has a knock-on effect on its capacity to sustain local amenities. A significant proportion of the village footprint is accounted for by Pontins and by Camber Leisure Park, whose businesses are predominantly seasonal in nature; although both attract visitors throughout the year. In the longer term, future investment in the visitor facilities should be encouraged to ensure that these meet with customer demands and expectations and are able to continue to attract family audiences.

A potential 'light footed' addition to the visitor accommodation in Camber is suggested to the west of the village, where a luxury camping site with yurts and tipis could be accommodated in a free field. The suggested site is one of only two fields on the village boundary which is not designated as SSSI. The suggestion would need to be explored with land owners before any plans are made.



Short term (shaded) and long term (outlined) development sites in Camber

#### 3.5 POTENTIAL DEVELOPMENT SITES

Camber village has a tight built development boundary and is surrounded on all sides except the west of the village by SSSI land, so development sites are limited. Two sites were identified in the SPD brief, and through a land review of the village looking at underused brownfield sites, a small number of additional sites have been identified.

The plan above identifies the short and long term development opportunities. The sites available in the short term include the Camber central car park and former putting green, both owned by Rother District Council and identified in the SPD brief. In addition, the former petrol station site on Lydd Road is considered a priority development site, being at the village centre. Longer term opportunities include the underused site on Old Lydd Road and part of the car park area at the Camber Castle pub.

# bird

Rye Context



Village convenience store



Whitesands, Camber



**Camber Sands Holiday Park** 

#### 3 OVERALL STRATEGY

### 3.6 ECONOMIC DEVELOPMENT TO SUPPORT VILLAGE LIFE

#### Objectives

- Establish a new village centre
- Support employment in the village
- Improve amenities in the village
- Improve traffic safety in the village

# E1: Redevelop the Lydd Road petrol station site with appropriate village uses

The former petrol station site on Lydd Road is located at the heart of Camber Village, next to the Post Office and opposite the main parade of shops and take-aways. The vacant site has planning permission for four dwellings and a shop and both RDC and the Parish Council support working with the landowner to accommodate community, commercial and residential uses on the site. This site is identified as a priority for redevelopment, being in the village heart and impacting both on the character of the area and the amenity offer of the village centre.

## E2: Develop live-work and employment spaces where possible

Camber village currently has very few employment opportunities and the SPD supports the development of live-work units and small employment sites in the village which can provide space for self-employed residents to grow their businesses or attract new residents who work in the local area, for example in the extreme sports or design and craft fields.





E3: Slow traffic through resin-bonded gravel to Lydd Road in the village centre

Camber village's location on a through route to the armed forces base, Lydd and Dungeness means that speeding traffic has been an issue for the village in the past. Traffic calming measures have already been undertaken, with a measure of success. To further support this, the SPD proposes slowing traffic in the village centre through the to introduction of different surface materials to the road surface. This would visually identify the area as the village centre and make drivers more aware of pedestrians. This proposal is also mentioned in the sustainable transport plan, proposal number T9.

E4: Monitor vacant sites in the village and pursue redevelopment of these

The Camber Village SPD has identified a number of small sites within the village which are currently underused and which could more effectively support the economic and social health of the village in the future, in addition to making the village more attractive. These included the previously mentioned former petrol station site on Lydd Road, but also land on the car park of the Camber Castle pub and a small site on Old Lydd Road, between the former putting green and the central car park. The SPD proposes that these sites are monitored and that land owners are engaged to discuss the future of the sites.

E5: Review opportunities for further investment in Pontin's facilities and greater integration with Camber village

Pontin's is a key economic driver for Camber village, being a large scale and popular visitor destination. The company has a long leasehold agreement with Rother District Council for its current site. There is an opportunity for the facilities at Pontins to be upgraded in order to broaden its appeal to a wider audience through facilities and activities. The site was subject to refurbishment investment during the preparation of the SPD, and a conferences programme had also been launched, both of which will help to attract more people to the village. The company has established a policy of employing local residents, which provides valuable job opportunities for the area.

In the longer term, Pontins, the caravan park and the village in general would benefit from greater integration through a more open and less 'campus' based landscape at each of the holiday parks and day access to facilities.

E6: Consider shop front improvements scheme for village businesses

Many of the buildings within Camber are in sound condition but the shop fronts to commercial premises are in some cases slightly tired and in need of renewal. The SPD supports a shop front improvement scheme to help business owners with improvements to their signage and shop fronts, to help improve the overall character and appeal of the village. Further work is required to source small matched funding grants or loans.



#### Camber proposed walking routes

- Walk One From Camber Central Car Park to the Estuary of the River Rother, on to the Harbour Master's Office and return via the edge of Rye Golf Course and the public right of way to the north of Camber Road.
- Walk Two From Camber Central Car Park to the Estuary of the River Rother (opposite Rye Harbour) to the Harbour Master's Office and on by the footpath to Rye. Return is via the Sustrans shared cycle route. This could extend to Rye Harbour Nature Reserve should a crossing here be feasible.
- Walk Three = From Camber Central Car
   Park walk west along the beach and turn
   north just before the golf course. Head along
   Farm Lane and then follow the right of way
   as it loops to the north of the village. Head
   back to Lydd Road by Camber Holiday Park
   and cross the road to the beach front.

#### 3 OVERALL STRATEGY

#### 3.7 THE VISITOR ECONOMY

#### **Objectives**

- Provide better management of visitors at peak times
- Encourage greater visitor numbers in the shoulder seasons
- Encourage a broader mix of visitors to the village

V1: Establish new walking routes around Camber Village Two new walking routes have been identified for the Camber area through the Interreg Two Seas Programme. These follow the path between the dunes and the beach with one route then looping back to take in the marshland area to the north of Camber Road and the other route extending on to Rye before looping back north of Camber Road. A third walking route is proposed looping from the beach to the north of the village through Romney Marshes following existing rights of way. Signage along these routes and interpretation boards at key locations would be important to raise the profile of the walks. The walks will not be promoted for winter use. A plan of the routes is provided to the right.

V2: Improve signage in the village and to the local area Signage within the village and for the local area is currently limited, which may contribute to congestion for cars but also a lack of appreciation of the surrounding attractive environment. The SPD proposes introducing better signage and wayfinding within the village, to raise the profile of the village centre to visitors and to draw attention to the public rights of way in the area and the attractive local environment. This could include clear signage at both village gateways on car park locations and availability, clear signage to the visitor hub and village centre and clear signage to the walking route beyond the village. This could include a map of the village with key

uses and areas identified at the central car park.

V3: Improve interpretation and information about the unique area

Camber village has an outstanding natural environment and an intriguing history and it would be valuable to provide greater interpretation information on this so that people are aware of the uniqueness of the landscape. Information on the flora and fauna found on the walking routes and the shifting coastline and dune formation would be particularly useful.

V4: Explore potential for an all weather visitor attraction, potentially with a visitor information point The opportunity exists at the central car park to establish a visitor use which is not weather dependent. This could be an environmental education centre or area of interpretation material or another leisure educational use such as a cookery school. This could provide interpretation material that fully reflects the area's designation as a Site of Special Scientific Interest (SSSI) and RAMSAR and could link into existing school field visits from Kent and East Sussex to Camber and Dungeness, along with ramblers and other independent environmental visitors. Similar visitor centres at RSPB Rainham Marshes. Reculver Castle Herne Bay and WWT Welney have proved to be successful. Potential support for a centre from environmental organisations should be explored as part of the SPD delivery.

Alternatively, a number of coastal towns and villages have been transformed in recent years through the introduction of new uses related to education, production or culture. This has been effective in Plymouth with the establishment of a glass blowing workshop in a glass



#### 3.7 VISITOR ECONOMY





pavilion and in St Ives and Margate with the introduction of high profile art galleries. Any intervention at Camber would need to be of a modest scale in order to ensure it reflects the local character but could be very successful.

The introduction of either of these uses would help to encourage visitors during the shoulder seasons and would diversify the visitor profile to the local area.

V5: Establish a 'glamping' site on the edge of the village In order to diversify the visitor profile to Camber without having a significant impact on the sensitive local environment, a 'glamping' campsite with yurts and teepees is proposed. The camp site would have a minimal impact on the local environment and could be removed at any point as visitor patterns change. The site would help to raise the profile of the village amongst new visitor groups and could link with the growing extreme sports scene in the village – another visitor activity which is not weather dependent and could encourage shoulder season visitors in spring and autumn. The potential affect on European designate sites would need to be addressed at planning application stage.

V6: Establish new eating venues in the village
Consultation feedback during the SPD project has
highlighted demand for cafes and restaurants in Camber
Village both by residents and visitors. Amenities in the
village are currently limited and further options can be
provided at the Camber central car park site to help
establish a strong visitor centre and meet this demand.

 $\it V7:$  Strengthen links between Pontins and the village Pontin's is currently the largest employer in the village and brings in a large number of visitors. The group is exploring the development of conference facilities which would strengthen the number of visitors outside of peak season. The opportunity exists for Pontins to integrate more fully into the village by encouraging residents and other visitors to use the facilities and by contributing to local events such as the summer fair. Connections here could be both spatial and social. This proposal is coordinated with  $\it E5$ .

V8: Strengthen marketing and management links with Rye and Rye Harbour

Camber Sands and Rye offer a very strong joint offer and by raising the profile of linked trips between the two centres, Camber could attract more visitors by public transport. This would help to diversify the visitor profile at Camber and encourage visitors during the shoulder season, for example by linking with the annual scallop festival or other events at Rye. Visitor coordination could include information on Rye Harbour Nature Reserve and strengthened physical links to this.

V9: Establish a series of beach huts for retail and storage The SPD proposes establishing a series of beach huts at Camber Village, both in the central car park area and by Broomhill car park. These could provide rentable storage space for visitors and include small scale retailers selling seafood, coffee and beach paraphernalia. The beach huts would add character to the beach and would provide a revenue income for Rother District Council (at the Central Car Park) and East Sussex County Council (at Broomhill Car Park). Links can be made with retailers in Rye to establish outposts in Camber selling seafood and other suitable items. This has worked very successfully on the north Norfolk coast such as in Cley-next-the-sea.







V10: Establish a clear 'extreme sports' area to the beach with amenities

The popularity and profile of extreme sports such as kitesurfing has been steadily increasing at Camber in recent years and it is important to ensure that these activities are supported and carefully managed so that they don't cause safety risks or impact negatively on the sensitive environment. The SPD proposes establishing the area by Broomhill car park more clearly as a site for extreme sports, to raise the profile of the activity and clearly separate this from general beach goers. This includes improving the surfacing at the car park and adding beach huts for hire to store equipment and act as small retail points.

V11: Raise profile of the area as filming location

Camber has been used as a filming location for a number of years thanks to the stunning scenery surrounding the village. This brings a useful income for the village and a range of users in addition to raising the profile of the area. The SPD proposes that this use is promoted to encourage visitors in the shoulder seasons and winter season.

 $\it V12: Establish \ new \ quality \ visitor \ accommodation \ at \ the \ central \ car \ park$ 

Camber Village currently has a large provision of holiday park and caravan accommodation and a reasonable number of self-catering holiday homes. However, the village has a very small provision of serviced accommodation. The central car park area has scope to accommodate new quality visitor accommodation which could either be serviced or self-catering. This would be in a highly desirable location, particularly with the associated improvements to the area set out in the development brief for the site elsewhere in this SPD.

#### 3.8 SUSTAINABLE TRANSPORT PLAN

**Objectives** 

- To address congestion at peak times in the village
- To improve links to the surrounding area
- To encourage a modal shift for visitors and residents
- To rationalise parking provision in the village

Traffic and car parking

T1: Explore potential for a park and ride service at East Guildeford junction

On peak summer days the level of traffic entering Camber Village is extremely high with resulting congestion. Encouraging a modal shift amongst visitors away from private cars will help to address this issue. Car parking provision and park and ride options at the East Guildeford junction would reduce the number of private cars entering Camber and related congestion levels. Space exists here to the south of the farm shop which is not within the designated RAMSAR site but would require discussion with the land owner and a review of costs. Onward transport facilities might include a hopper bus to the beach and/or improved cycle routes along the road and bridleway with cycle hire points at the car park and in Camber. engineering considerations and a great crested newt survey would be required at planning application stage.

T2: Establish access from Lydd Road to overflow car park
The open space adjacent to Johnson's Field is currently
used as an overspill car park for the beach but access is
via Old Lydd Road and the pedestrian link to the north of
the dune. By establishing access to the car park from Lydd
Road, fewer cars will use the narrow Old Lydd Road and
the sensitive route next to the dune. Access at this point
would also bring more visitors through the village and
support the commercial uses along Lydd Road. The access
would require changes to the western edge of Johnson's
Field and would reduce slightly the amenity space here,
but could be accommodated within the area currently to

the west of the pedestrian footpath so would not impact on active space. See diagram to right.

T3: Rebalance parking spaces between central car park and the overflow car park

The Camber Village SPD proposes providing quality visitor services which impacts on the number of parking spaces that can be accommodated. Direct access to the beach is important, particularly for families and people with accessibility issues, and a small amount of disabled parking spaces and short term parking spaces are therefore proposed. However, it is envisaged that some parking spaces will shift to the current overspill car park with access from Lydd Road and a short walk to the beach. Access to the beach for statutory duties should remain.

The redevelopment of the overflow car park to accommodate the rebalancing of car spaces should not be developed in isolation but phased as part of the comprehensive redevelopment of the Central Car Park site. There is the opportunity to create a one way vehicular system by connecting Old Lydd Road to the Central Car park to the existing overflow and create a direct link onto Lydd Road through Johnsons Field. This would alleviate traffic along Old Lydd Road and should be a viewed as part of a holistic traffic management solution to manage heavy congestion along Old Lydd Road during times of peak usage. Appropriate measures should be taken to develop the overflow car park with materials and surfaces which are sympathetic to the local context.

If a single lane vehicular access onto Lydd Road through Johnsons Field is required it should minimise the loss of amenity space and mitigation should be applied either through compensatory measures or contributions to local community infrastructure. Regard should be given to apply robust safety measures to avoid conflict with adjacent users of Johnsons Field.







T4: Improve Broomhill car park and introduce a small charge for this

Broomhill car park can be made more attractive to park in and relieve pressure from other car parks through improved surfacing and raising the profile of the car park through advertising. A small parking charge can be introduced to generate revenue for East Sussex County Council.

T5: Maintain existing overall parking levels

Camber Village has a highly valued and sensitive natural environment which is recognised at a national and international level. Whilst parking can be difficult on peak visitor days of the year, visitors exert pressure on this environment which is difficult to manage. The SPD therefore proposes that parking space levels within the village are maintained at the current level, which balances adequate provision of spaces with management of access to the sensitive environment. A small number of additional spaces could be accommodated at the Park and Ride facilities, should this be established, at the Guildeford Road junction, as this would not increase the number of cars within the village itself.

T6: Provide signage to car parks at entrance to the village Congestion in Camber Village could be reduced by clear signage to car parks at the entrance to the village. This would prevent cars from automatically heading to the central car park and then having to circulate through the village if this is full or from stopping at the western car park and causing congestion at the entrance to the village. Signage would clearly identify the four parking areas within the village, the number of spaces and the route to these. If deliverable, live updates could indicate the number of parking spaces available at a particular time. If electronic versions of this are not possible and car parks maintain payment staff, these could be updated manually.



T3: Potential link from Lydd Road to the overflow car park.

T7: apply alternative road surface to tarmac in village centre

Camber Village is set out along a linear road with a reasonable level of through-traffic. Traffic speeds have been identified as an issue in Camber Village and traffic calming measures have already been implemented with some success. The SPD proposes applying different road surface materials to visually identify the area as a place rather than a through route and slow traffic speeds. This could include a raised surface level to give pedestrians greater priority in the central village area. This proposal would also identify the central area of Camber as a village centre and raise its profile. It is, therefore, also covered in policy E3.

Additional traffic calming measures could be considered such as narrowed widths and raised tables at pedestrian crossing points along Lydd Road. Suggestions for this are also outlined in the landscape strategy for Lydd Road on p72.

#### 3.8 SUSTAINABLE TRANSPORT PLAN

#### Walking and cycling

T8: Adjust car speeds in the village

To further address traffic speed issues in Camber the

SPD proposes extending the 30mph speed limit along

Lydd Road past the entrance to Broomhill Car Park on the
eastern edge of the village (where the speed limit currently
rises to 50mph).

T9: Strengthen cycle routes between Rye and Camber and within the village

A cycle route already exists between Rye and Camber but disappears at the entrance to the village. There is potential to improve the existing cycle route and continue this in a safe route through the village, along Old Lydd Road and the route to the north of the dunes which meets with the Suttons. This would separate cyclists from the main road through the village, providing a safer and more attractive route. Scope also exists to create an off-road cycle route linking the East Guildeford to Camber Village using rights of way (mentioned in T2).

T10: Provide cycle parking at central locations

Cycle parking in Camber is currently limited and it would
be useful to add parking points at key locations including
the central car park area and the village hub on Lydd Road,
to encourage a shift away from private cars for visitors and
residents alike.

T11: Improve walking rights of way and signage
Camber benefits from a number of rights of way which
surround the village and provide access to the high
quality marshland and open space. However, these routes
have been squeezed in some locations by other uses in
the village, resulting in unclear and unattractive routes.

Improving these links and providing clear signage would raise the profile of activities in the area which are less weather dependent than the beach.

T12: A small scale cycle hire scheme in the area

To increase the accessibility of Camber Village by other
means of transport than private cars, a cycle hire scheme
is suggested, with hire points at Rye town centre rail
station, the East Guildeford park and ride point, Camber
central car park area and at Rye Harbour. This need not
be an expensive scheme but could be operated privately
with a smaller number of bikes and general rather than
dedicated bike parking and locks. The scheme could
include Christiania style bikes with large front carriers for
children and beach equipment.

T13: Increase bus frequencies between Camber and Rye Stagecoach is currently reluctant to increase bus frequency between Camber and Rye because of congestion levels between the two centres on peak days. However, if other measures to encourage public transport and rationalise car park management are successful in addressing congestion it might be possible to introduce a higher frequency hopper bus between the two centres. Congestion in the area should be monitored as initiatives are put in place and discussions held with Stagecoach regarding this possibility.



Weymouth harbour privately run £1 ferry crossing with queuing passengers



Paddington bascule bridge



#### 3.8 SUSTAINABLE TRANSPORT PLAN

#### Other transport links

T14: Wider links to Ashford

A direct bus service between Ashford and Camber for both Ashford residents visiting Camber for the day and those coming to stay in Camber from London using the high speed rail link would improve the accessibility of the beach and help to limit the number of private vehicles entering the village. This suggestion would require detailed discussions with bus operator Stagecoach, who currently see limited demand for the service but would remain open minded about future demand.

On occasions during the busy peak season and during periods of fine weather, traffic congestion into Camber causes very significant disruption. There is a requirement for a holistic traffic management solution involving key agencies and stakeholders. This could include private parking provision, greater promotion of Broomhill Sands Car Park, explore the potential of temp park and ride facility, the introduction of stringent price parking controls, and effective public communication.

To avoid significant operational disruption during redevelopment of key sites and to tackle heavy traffic congestion during peak periods, it is expected that a comprehensive traffic management strategy be submitted as part of the proposal to redevelop the Central Car Park and Former Putting Green sites.



#### 3.9 PUBLIC REALM STRATEGY

Camber Village's landscape and landscape setting is recognised as being one of its most important assets. It is a key element of the uniqueness of the village which makes it so attractive to visitors and residents. However, there are also landscape challenges and opportunities which need to be addressed to enhance the village for the future. The landscape strategy for the village provides a framework for landscape improvements in and around the village and the key objectives of this are set out below.

#### Objectives

- Ensure that the visitor economy does not impact negatively upon designated environmental sites
- Restore the natural environment.
- Establish new wildlife habitats
   Celebrate Camber's seaside character

P1: Re-enforce the character of Camber as a rural coastal village

Camber Village has the potential to have a stronger local identity which reflects its character as a rural coastal village. The use of a co-ordinated palette of planting, hard landscape materials, street furniture/ lighting and signage throughout the village will help strengthen this identity and create opportunities for increasing the specialness of Camber Village for both the residents and visitors.

P2: Create an improved edge between the village and the marshland

The northern boundaries of the village need improvements to provide a high quality and accessible edge to the village. The boundary surrounding the caravan park is identified as a public right of way walking route and this could be enhanced to encourage greater use. The walking route is currently slightly overgrown and narrow for pedestrians at this point and it is not possible to walk

along the northern boundary to Pontins. Establishing a path here and managing plant growth along the entire boundary would improve links around the village.

P3: Increase tree cover within the village
The introduction of tree planting within and around the village will bring substantial benefits to Camber Village.
Trees will provide shelter and shade, biodiversity value and visual interest to the village and will increase the village's sense of place. Appropriate selection of tree species is necessary to ensure that trees establish well, can tolerate the exposed winds and saline conditions of the village and are appropriate to the local landscape character.

P4: Maintain the dunes and protect from damage
Protection and management of the dunes is a key
landscape and ecological objective. The dunes are
significant both as a major landscape feature and as a Site
of Special Scientific Interest (SSSI) and require sensitive
management. Improvements to access routes through
the dunes and stabilisation of the dunes are also key
objectives.

P5: Enhance the character and quality of public open spaces

Investment has been made to both Johnson's Field and Jubilee Gardens in recent years and these spaces could be further enhanced through planting, furniture, lighting, play facilities and access improvements. This will enhance the overall appearance of the village from Lydd Road and could be considered as part of any S106 funding or future grant funding.

P6: Increase opportunities for play throughout the village Additional play facilities should be provided so that the village has a greater number and diversity of play





#### 3.9 PUBLIC REALM STRATEGY

opportunities. These can be incidental play features along key routes through the village such as the beach promenade or in key open spaces such as the Western Car Park, Johnson's Field and Jubilee Green. The existing play and youth facilities to Jubilee Green and Johnson's Field should also be enhanced and integrated into the proposals for the two sites.

P7: Promote coastal character planting within the village The use of a palette of coastal plants specially developed for Camber Village and promoted for use in both public spaces and private gardens provides the opportunity for Camber Village to create its own style of garden village or annual 'Camber in Bloom' celebrations.

P8: Improve the character of Lydd Road
Transforming the character of Lydd Road from a bland
through route into an attractive village street is a key
objective. Through the use of traffic calming measures,
public realm improvements and tree planting, the road has
the potential to become more rural in character providing
a more attractive and safer environment particularly for
pedestrians and cyclists. Specific surfacing proposals are
set out in T9 and E3 of this strategy chapter.

P9: Create gateway areas at each end of the village
Camber does currently have signage at entry points to
the village but the overall physical environment at the
gateways to the village is poor. The opportunity exists
for focused intervention in the landscape to improve the
environment by Farm Lane at the western entrance and
by the entrance to the public right of way at the eastern
entrance. This would work well with the proposed lake
from earlier studies at the eastern entrance to the village.

P10: Improve the public realm at key locations (see landscape strategy)

Rather than undertake blanket public realm improvements across the village, the Camber Village SPD proposes focused investment at key locations which are important activity centres of areas where a number of pedestrian routes come together. These are set out in greater detail in the landscape strategy for the village.

P11: Establish a pedestrian crossing and defence wall steps at the entrance to the public right of way

The public right of way with an entrance at the south eastern corner of the caravan park currently stops abruptly at Lydd Road, without access being provided to the beach – the main draw of the local area. The path features in the third proposed new walking route for the village and the SPD proposes that a connection is made to the beach, with a pedestrian crossing and steps built into the sea defence wall.

P12: Improve the physical environment within the caravan park

The caravan park has a number of waterways running through the landscape which are currently in a poor state. The SPD proposes cleaning these waterways, providing planting and creating pedestrian paths along these attractive routes to improve the physical environment within the caravan park.



#### 3.9 PUBLIC REALM STRATEGY

N1: Establish a new lake at the eastern end of the village to support wildlife

The Camber Village SPD supports the establishment of a lake at the eastern end of the village to support greater biodiversity of plants and animals in the local area and to improve the physical environment for residents and visitors. This initiative was proposed during earlier studies for Camber Village and is considered to be a positive step in enhancing Camber environmental attributes.

N2: Clean the waterways running through the caravan park and establish walking route alongside

The drainage ditches which run through Camber Village caravan park are currently of poor quality but hold a great deal of potential for supporting the biodiversity of the area and improving the physical environment within the village. The Camber Village SPD proposes cleaning and repairing the waterways and establishing pedestrian paths alongside these so that the routes become an asset to the local area rather than forgotten spaces. This proposal would require working in tandem with the Camber Sands Holiday Park owners.

N3: Extend the dune in part at the central car park to replace historic loss

A section of the dune at Camber Sands was removed to create the central car park in the 1920s and this created a break in the flood defences and impacted upon the sensitive dune environment and natural habitat. The Camber Village SPD proposes the extension of the dunes at the central car park site, with the relocation of some parking to the existing overflow car park. This will help to repair the sensitive natural environment and go some way to address wind levels at the site.

N4: Encourage a shift to environmental tourism in the area

The visitor profile at Camber Village is currently fairly narrow and the village has not been successful in establishing a visitor base attracted by the quality of the natural environment and marshland. By raising the profile of the SSSI, RAMSAR and other environmental designated sites in the area, Camber can attract visitors at different times of the year who are sensitive to this environment.

N5: Develop and implement a sustainable access management strategy for environmental designated sites Natural England has highlighted the importance of developing a sustainable access management strategy for environmental designated sites in the Camber Village area, in order to manage the impact of visitors on the sensitive environment and balance the economic and environmental objectives for the village. The access management strategy can ensure that these priorities work in tandem with one another rather than compete.

N6: Undertake flood risk studies as part of planning proposals for development schemes

Flood risk studies have been undertaken for the Camber Village SPD which have identified the potential level of flood risk at a strategic level for the village. Existing planning policy for the village stipulates that habitable rooms may not be developed at the ground floor and proposals within the Camber Village SPD adhere to this policy. Development schemes and planning applications for the central car park and former putting green sites should include detailed flood risk assessments to demonstrate that new buildings would not put residents at risk. Creative solutions to this have been achieved recently in the village.

N7: Manage the grazing marsh at Johnson's Field to enhance wildlife

The grazing marsh to the south of Johnson's Field represents a large green space for the village but is currently of poor quality. Managed grazing at the marshland will help to support biodiversity in the local area as well as improve the quality of the physical environment. This approach has been successfully adopted on the outskirts of Brighton and could involve working with existing farmers in the local area.

The HRA identifies further assessment is required of development proposals which might result in harmful recreational pressure or other disturbance to a European site. Specific themed proposals requiring further assessment include:

#### Park and Ride.

Engineering solutions are needed at planning application stage to prevent oil and other fluid spills from reaching the ditch network. At planning application stage, it would be necessary for a great crested newt survey to have been carried out, and mitigation proposed if necessary.

#### Glamping site

The affect on European designated sites would need to be addressed at planning application stage.



#### 3.9 PUBLIC REALM STRATEGY

#### Public realm principles – special places

Johnson's Field

Johnson's Field, currently an open lawn area with a circular tarmac pathway, is centrally located along Lydd Road. A timber post fence separates the area from New Lydd Road which forms a visual and physical barrier to a certain extent. The dunes, visible for the first time from New Lydd Road, frame Johnson's Field and give it an intimate character in a natural setting. A small skate park and fenced sports/ ball court provide recreational and amenity value. However, there are currently few trees or seats and the area could be used more actively.

Johnson's Field has the potential to be a vibrant multifunctional green space forming a village green at the heart of Camber and accessible from both the beach and the village. Proposed improvements for the area include:

- An access point to the overflow car park at the western edge of Johnson's Field, to help address congestion at the western entrance to the village and on Camber Road on peak visitor days
- Optimise the space for community and visitor events throughout the year by establishing an annual events programme in collaboration with the local community
- Provide more seating elements and picnic tables
- Provide adequate lighting for all year round usage and safety during the winter months
- Improve physical and visual connections between Johnson's Field, Camber Village and the dunes/ beach by removing the existing timber fence and creating improved entrance points
- Remove the existing fence to the play/ sport field and optimise the existing play facilities focusing on youth/

- exercise based equipment e.g. Basketball hoops, trim trail, gym park
- Create a circulation system that provides easy access to the beach and links back to a new proposed loop walk through Camber Village from Lydd Road
- Introduce tree planting with appropriate native tree species e.g. Pine trees (Pinus Maritime/ Pinus pinea and Quercus ilex)) to provide shade, shelter and screening of existing adjacent housing
- Create pockets of coastal shrub planting for visual interest, ecological benefit and shelter (shade & rain)











#### Jubilee Gardens

Jubilee Gardens is located at the corner of New Lydd Road and Lydd Road next to the Memorial Hall carpark and close to the village church, pub and the Pelican fish'n'chips shop. It currently comprises an open lawn area with a fenced off playground for small children and some seating. A line of mature trees to the south side of Jubilee Gardens provides a visual backdrop and screening to the adjacent properties. In winter the outline of the dunes is visible to the south. The gardens are well-located in a central and accessible position in the village and provide a valuable resource for the community, but have potential to deliver more. Proposed improvements for the area comprise:

 Develop the area as a natural play park with a beach character and set within a stand of pine and oak tree

#### planting

- Increase the biodiversity of the park by introducing wildflower areas and undercover planting to the proposed tree groups
- Transform the playground and integrate beach themed play equipment based on natural play eg. boulders, timber beams, ships, sand dunes and anchors as climbing frames.
- Remove the timber fence and introduce coastal character shrub planting strips along Lydd Road providing visual interest/biodiversity
- Provide seating and picnic tables for parents to use whilst their children play.
- Provide adequate lighting for all year round usage and safety during the winter months, subject to environmental assessment'



#### 3.9 PUBLIC REALM STRATEGY

Western car park

The overflow car park on the western side of Camber Village is a substantial open space currently used by dog walkers in winter and as overflow car parking during the summer, with parking spaces formally marked out. It is at a strategic location by the western entrance to the village and forms an important arrival point to the beach and the village. Two pathways provide direct access over the dunes to the beach however the condition and steep climb makes access difficult for some visitors. The car park offers significant potential to become a better public green space and an improved parking area. Key proposals comprise:

- Introduce tree planting of pines to give a coastal woodland character to the site which will provide shelter and screening of cars in summer and increase the amenity and ecological value of the area throughout the year
- Increase shrub planting along the northern boundary of the site with native coastal species to screen the timber fence, increase biodiversity and provide an enhanced edge to New Lydd Road
- Introduce areas of long grass around the perimeter to provide biodiversity interest.









'On occasions during the busy peak season and during periods of fine weather, traffic congestion into Camber causes very significant disruption. There is a requirement for a holistic traffic management solution involving key agencies and stakeholders. This could include private parking provision, greater promotion of Broomhill Sands car park, explore the potential of temp park and ride facility, the introduction of stringent price parking controls, and effective public communication. To avoid significant operational disruption during redevelopment of key sites and to tackle heavy traffic congestion during peak periods, it is expected that a comprehensive traffic management strategy be submitted as part of the proposal to redevelop the Central Car Park and Former Putting Green sites

#### Pontins Park

The Pontins site provides opportunities for significant landscape improvements to create an enhanced edge between the village and the marshlands to the north and an improved character for the site itself. Proposed improvements comprise:

- Introduction of native hedgerow and tree planting along boundary
- Replacement of boundary security fencing with lower, rural style fencing
- Introduction of limited native tree planting within the site to enhance the site and provide additional landscape and ecological value





#### 3.9 PUBLIC REALM STRATEGY



Lydd Road

New Lydd Road acts as the main route through Camber Village. It is a heavily trafficked road, giving little space to pedestrians (along an uneven pathway) and no provision to cyclists. It is a car dominated artery through the Village which emphasises the character of Camber Village as a place to pass through rather than stay. Proposed landscape improvements to the road comprise:

- Surface upgrades to create a more rural character and reduce traffic speeds
- Public realm improvements including lighting and seating at key locations and potential for raised tables at pedestrian crossing points
- Replacement of grass verges with coastal character planting to bring visual interest and strengthen the identity of the village







Old Lydd Road and dune access routes

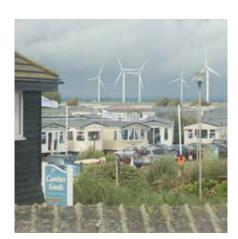
The Old Lydd Road is flanked by the dunes to the south and housing to the north. It provides the only access route to the central car park by the beach. A footpath on the northern side linking New Lydd Road with the central car park provides the only pedestrian access to the dunes/beach and the central car park and in summer becomes heavily congested with vehicles and pedestrians. Potential improvements comprise:

- Upgrade of the road to form a shared surface route for vehicles, pedestrians and cyclists. Road to be resurfaced to match the New Lydd Road
- Dune Management Plan to consider path access to the beach



# 3 OVERALL STRATEGY

# 3.9 PUBLIC REALM STRATEGY



Camber Holiday Park

Opportunities exist to create an improved landscape setting for the caravan park focusing on establishing a more natural environment for the site and incorporating opportunities for play, ecological improvements and improved edges. Key proposals comprise:

- Introduction of native hedgerow and tree planting along northern and eastern boundary
- Enhance existing water course with reed planting and creation of new footpath to connect with footpath around the perimeter of site
- Replacement of boundary security fencing with lower, rural style fencing
- Introduction of limited native tree planting within the site to enhance the site and provide additional landscape and ecological value







# Raised concrete walkway

The existing raised concrete walkway at the eastern end of the village has the potential to become a Promenade route incorporating a seating edge and new row of beach huts. This would extend the village and form an attractive feature at the eastern gateway. Potential improvements comprise:

- Install a raised timber top seating element to the low flood defence wall
- Install colourful beach huts close to the kite flying hire cabin providing for a pop up café, ice cream parlour, bar and storage throughout the season. Drainage, utilities and serviceing for kiosks would be considered at detailed proposal stage.





# 3 OVERALL STRATEGY

## 3.9 PUBLIC REALM STRATEGY



## Dunes:

The dunes and Camber's location by the beach provide the main attraction for people to come and visit Camber. There are only a few access points over the dunes to the beach and parts of the existing boardwalks have deteriorated over time. During high season the dunes and pathways across are heavily used with detrimental effects for the dunes and the vegetation. In order to preserve the dunes it is proposed to:

 The Dune Management Strategy will be reivewed as part of the redevelopment process of the Central Car Park and Putting Green site.















#### 4.1 INTRODUCTION

The opportunity for development has been identified at two key sites within Camber Village - the Central Car Park and former Putting Green - to provide better visitor facilities through shops, cafes, accommodation, and services. A number of constraints have been identified for the sites, including:

- Flood risk issues
- Parking provision constraints
- Sewerage capacity
- Fragile local environment
- · Lack of public transport access
- · Low scale and density development in immediate area

Nevertheless, the sites offer an immense opportunity to introduce new development which sets the standard for the future in Camber. It can be aspirational, of exceptional design quality whilst also creating the type of spaces which can accommodate new uses, ranging from temporary uses such as market shacks, to 'meanwhile' uses and permanent uses including niche retail, higher end cafe / restaurants and showcase homes.

The redevelopment of the Central Car Park site and the Former Putting Green site is intended to regenerate the local community and promote green tourism. However, to ensure the integrity of the dunes is retained, plans or project proposals which are otherwise likely to lead to increased tourist/visitor numbers to Camber Sands SSSI will require the applicant to undertake an assessment to confirm the proposed development will not lead to an adverse impact on the Rye Bay and Camber Sands SSSI and discuss this with the appropriate stakeholders, including Natural England. Monitoring of recreational

pressure through the Sustainable Access Strategy will inform any future ESCC Dune Management Plan review with the relevant stakeholders. This chapter sets out a broad development brief for each of the sites, with information on:

- Natural environment:
- Uses and activities:
- Scale and massing;
- Linkages and movement; and
- Frontages;

The overall approach for each of the sites is set out along with key guidance covering the issues above and visualisations of how the sites could look. These are not designed to be prescriptive schemes but examples of how each of the sites could be developed to meet the objectives and the guidelines from the SPD.

On occasions during the busy peak season and during periods of fine weather, traffic congestion into Camber causes very significant disruption. There is a requirement for a holistic traffic management solution involving key agencies and stakeholders. This could include private parking provision, greater promotion of Broomhill Sands Car Park, explore the potential of temp park and ride facility, the introduction of stringent price parking controls, and effective public communication.

To avoid significant operational disruption during redevelopment of key sites and to tackle heavy traffic congestion during peak periods, it is expected that a comprehensive traffic management strategy be submitted as part of the proposal to redevelop the Central Car Park and Former Putting Green sites'.

## 4.2 CENTRAL CAR PARK SITE

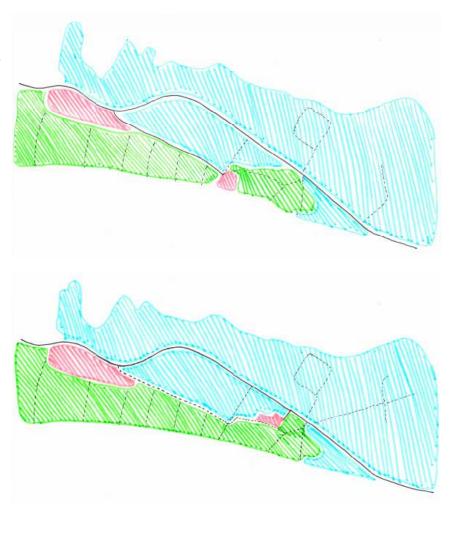
#### Overall approach

Camber central car park sits at a key point within the dune and grassland environment. Having been hollowed out from the dune in the early 20th century to provide parking and direct access to the beach, it represents a clear break in both the dune environment and the natural flood defence for the village. Alongside this critical position, the car park also represents the centre of visitor activity for the village, with car parking next to the beach.

The image to the right highlights the clear break in the natural environment caused by the central car park. The overall approach to the site is to help overcome this break by rebalancing car parking between the central car park and over flow car park, to help create a more attractive visitor hub for the village. The approach does not preclude development on the site but seeks to achieve this through buildings which respond to the dune and embrace the dune environment.

Objectives for the central car park include:

- Establishing uses and quality of architecture for these to transform the role of the central car park and ensure the long term prosperity of Camber
- Enhancing the natural environment at the site by developing sensitively and responding to the dunes
- Exploring the mitigation of flood risk by creating a mound between the beach and public area
- Providing an accessible path to the beach
- Retaining the same level of parking overall between the central car park and overflow car park
- Creating an attractive public realm that is appealing to visitors and reflects the natural environment.





## 4.2 CENTRAL CAR PARK

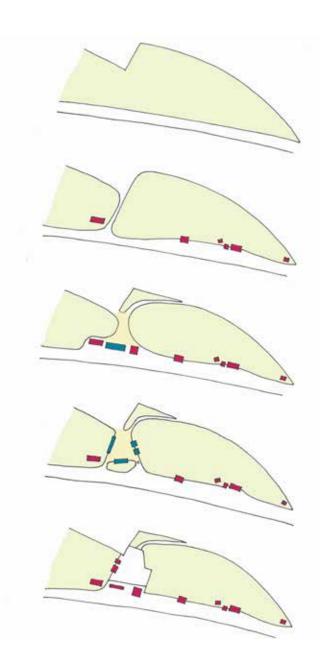
In order to ensure the site can deliver the most for Camber Village, it is important to consider the strategic role of the dunes. The plans to the right indicate a range of roles for the car park and dune, from leaving the space as it is to fully re-establishing the dune.

Keeping the space as it is does not address the environmental objectives for the site but retains the economic value of the space for the village. On the other hand, reinstating the dune fully perfectly meets the ecological and flood risk objectives but removes the economic value of the space from the village and prevents better visitor facilities from being developed at a strategic location.

The approach to the development brief has, therefore, been to combine these roles. Two example schemes have been developed for the site which seek to balance these needs – both improving the ecological and flood risk characteristics of the site whilst maintaining space for imaginative buildings and uses that can give Camber a strong future identity and enhance the economic role of the car park.

The first option seeks to manage the dunes to create a linear public space and works with some of the existing buildings for minimal intervention.

The second of the options lets sand from the accreting dune build up against a central building, to create a smaller version of the surrounding dunes with a link either side of this.







## 4.2 CENTRAL CAR PARK

## Site guidelines

As part of the Camber Village SPD, a framework has been established to guide new development at the central car park site. This is designed to be non-prescriptive so that development can come forward flexibly but in line with key principles and guidelines for the site.

The guidelines are set out below and a framework plan for the site is set out on the following page. It is important to note that the framework plan is indicative and whilst it includes the ingredients required to help support a successful place, many of the elements, such as the building frontage outlines, are indicative only rather than place specific.

Two test schemes have been developed for the central car park site, to demonstrate the different spatial designs that can be accommodated within the framework. These are set out on the following pages, along with examples of development quantums for each approach.

#### Built development

- There is potential to increase the overall quantum of built development at the site, in order to support and enhance the economic life of the village. The level of built development should however respond to the existing character of the village in terms of density and the sensitive natural environment.
- Buildings should seek to provide frontage to any public space and should also provide frontage to the beach where possible.
- Building fronts and footprints should be staggered or broken where possible, to avoid creating a character that is too urban for the location.
- Buildings on the site should be similar in scale to the surrounding buildings - either two or three storeys.
   Buildings should also seek to work creatively to

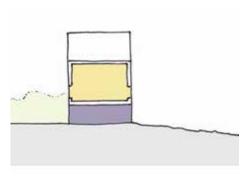
- minimise their scale through split levels and a creative approach to roofing styles.
- Buildings should use natural materials and those
  which are in keeping with or respond to the local
  vernacular (information on this is set out in the urban
  design quidelines).
- Innovative design solutions are welcomed for the site.
- Buildings should seek to respond to and establish a
  positive relationship with the surrounding dunes, to
  integrate with the natural environment.
- Views to the site from Sea Road and Old Lydd Road should be considered in designs, as well as views to the sea from the arrival point to the site. Views to the sea need not be interrupted and can instead 'reveal' the coast at different points so that views are framed.

#### Traffic and movement

- Overall parking levels (170) should be retained, with a rebalancing of spaces from the central car park site to the overflow car park, in partnership with ESCC, with a pedestrian link between these strengthened.
   This would require a minimum of about 30 spaces to remain at the central car park.
- Parking spaces for Blue Badge holders and drop-off points should be provided at the site.
- Access to parking spaces should be carefully considered to avoid a negative impact on the public space here to and enable other activities and tables and chairs to be accommodated
- Pedestrian movement through the space should be prioritised.
- Any redevelopment on the Central Car Park should acknowledge and retain existing legal rights of access to Marine Cottage properties. All existing legal agreements will be upheld.



Uses and spaces that need to be accommodated at the central car park site. Flexibility exists in terms of the proportion of each use, but all must be considered.



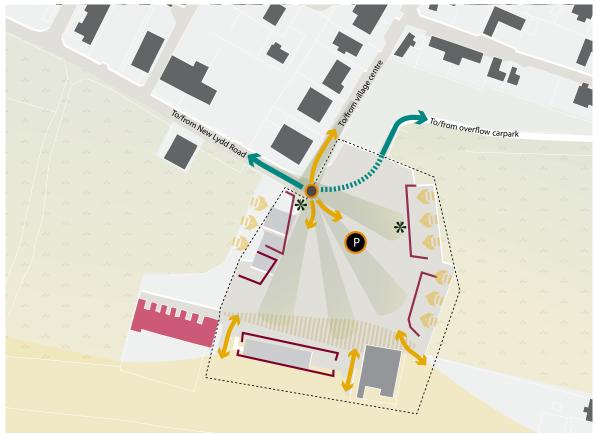
Ground floor space must not include habitable rooms. It can therefore be either commercial space or a small amount of undercroft parking.

#### Natural environment

- The existing dunes should be enhanced through planting and natural accretion allowed, where possible.
- A natural mound could be established between the central car park site and the beach to help with flood defences.
- Public realm materials should be natural and in keeping with the local character (see the landscape guidelines in the appendices for further details)
- The planting in the area should be with appropriate and naturally occurring plants (see the landscape guidelines for further details).

#### Uses and activities

- The site should accommodate overall, a proportion of commercial space, visitor uses such as serviced and/or self-catered holiday accommodation, parking provision, public space and dune space. The proportion of these elements is flexible, as illustrated in the diagram on the previous page, but all elements should be included.
- Permanent residences should not be provided at the site due to flood risk
- Both serviced and non-serviced visitor
  accommodation which is not permanently inhabited is
  acceptable, but no habitable rooms should be provided
  at the ground floor. Commercial space and small
  elements of undercroft parking is acceptable at the
  ground floor level.
- Existing commercial uses a café and beach shops should be retained or reprovided at the site.
- Other uses can be considered which would strengthen Camber's visitor offer, including non-weather reliant visitor attractions, environmental interpretation materials, restaurants and leisure educational activities.



- Key operational amenities on the Central Car Park site such as police, lifeguard and medical facilities should be retained.
- Beach operations require unrestricted access to the beach to ensure health and safety protocols are upheld and statutory functions can be properly exercised.
- In the shorter term, temporary and meanwhile uses are encouraged, along with temporary architecture to accommodate these.

- Building to be kept
- Building can be kept to support viability
- Building can be replaced
- → Vehicular access
- Pedestrian links
- Consideration of views from this point required
- Consideration of views to this point required
- Opportunities for dune enhancement
- Consideration of frontages required (built or natural)
- Potential for natural/built flood defence
- Parking spaces required

### 4.2 CENTRAL CAR PARK

The following examples are for indicative purposes only.

## Example scheme 1: A linear public space

The main features of the creation of a linear public space between extended dunes include:

## Built development

- The existing Marina Café is retained, along with the beach front holiday lets to the west of the site
- The beach shop single storey block is replaced with new 2-3 storey buildings designed to respond to a beach hut architectural language, with building heights varied to provide relief to the skyline
- New buildings are aligned with the existing houses to the west and cafe to the east, to create a linear frontage (which is a continuation of the linear frontage of buildings which face the beach to the east)
- Linear frontage is not proposed to extend further to west to protect the heritage dune frontage
- Development levels are similar to the existing built area
- Consideration should be given to surface water drainage and poor water pressure during periods of high demand.

## Traffic and movement

 The majority of the parking spaces are moved to the overflow car park, with blue badge spaces and a few 'kiss and ride' spaces remaining at the northern end of the site. This will enable people to drop visitors off at the car park with bags and beach equipment, before heading to the overflow car park. For this approach, approximately 30 spaces are required in order to maintain existing parking levels overall (170 spaces).

- Access to the overflow car park is direct from Lydd
  Road and is connected to the pedestrian route which
  connects directly to the central car park site. This will
  remove cars from the central visitor area at the car
  park site and along Old Lydd Road and will raise the
  profile of the village centre shops. It should also help
  to address congestion along Old Lydd Road and onto
  New Lydd Road at the western entrance to the village.
- New pedestrian space provides easy access to the beach from Camber town and the visitor car parks.
   The public space resolves the 3 public access routes at the north (from Old Lydd Road, Sea Road, and the car park to the north east)
- A new pedestrian space provides a zone for a wide range of visitor activities

## Natural environment

- The existing dunes are adapted to form the enclosure to a new pedestrian space (this works with the natural accretion of the dune)
- Dune planting helps to stabilise and consolidate the extended dunes
- There will be no direct encroachment of development from the Central Car Park site onto the SSSI

#### Uses and activities

- A new building is created for beach destination activities - cafe, restaurant, shops, visitor centre, exhibition space, learning space
- New buildings are bi-directional, with frontages facing outwards to the beach and facing inwards towards the new public space, with cafe/restaurant activities spilling out into the public space and beach on both sides
- New buildings can provide services or self-catering visitor accommodation on upper floors





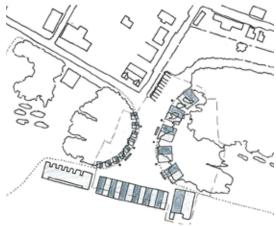


The new buildings along the beach front would be two/three storeys in height.

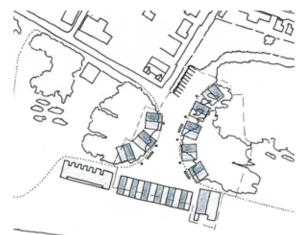
- The design works with the existing Marina
   Cafe and continues the building line
   between these and the holiday lets to the
   west. This provides obscured views of the
   beach so that it can be revealed in a similar
   way to heading over the dunes. The building
   heights reflect those of existing buildings.
- 2. It is important that the new buildings can provide a level of double frontage, so that they address both the beach and the linear public space behind them.
- 3. Parking will be available to the north of the linear space, including for blue badge holders and 'kiss and ride' spaces.
- Pedestrians can approach from Old Lydd Road, Sea Road and the overflow car park and a clear arrival point will be provided which guides them onto the beach.



Variations on the layout for option 1, showing changes in parking provision levels and development quantums.



Commercial space could be added through beach huts along the western edge of the site. These have proved successful in many seaside and lakeside resorts.



Additional visitor accommodation or commercial space could also be included.

## 4.2 CENTRAL CAR PARK



The main features of the creation of a triangular public space between extended dunes include:

#### Built development

- The existing Marina Café is replaced with a new building which is built into the southern smaller dune
- New buildings are designed to respond to a Camber architectural language with pitched roofs and large dormer windows. They all have frontages facing the new public space.
- The new southern building is positioned to support the build up of sand on its southern side and provide a wind break for the pubic space behind.
- Development levels are broadly as existing

#### Traffic and movement.

- Some car park activity is removed from the dune zone, with blue badge parking and 'kiss and ride' spaces provided. This will enable people to drop visitors off at the car park with bags and beach equipment, before heading to the overflow car park. For this approach, approximately 30 spaces are required in order to maintain existing parking levels overall (170 spaces).
- Access to the overflow car park is re-routed to be from Lydd Road only, significantly reducing traffic in the beach area of Camber.
- Remaining parking spaces are provided to the north of the building at the beach front, to benefit from shelter for part of the day, and next to visitor accommodation.
- New pedestrian space provides easy access to the beach from Camber town and from the visitor car parks. The public space resolves the 3 public

- access routes at the north (from Old Lydd Road, from Sea Road, and from the car park to the north east).
- Two routes to the beach are provided with the main route across a wide board walk to the east of the visitor's centre.

#### Natural environment

- The existing dunes are adapted to create a triangular public space and a smaller dune is supported at the southern end of the site.
- The areas either side of the smaller, southern dune are raised slightly to provide flood defence.
- Dune planting helps to stabilise and consolidate the extended dunes.

#### Uses and activities

- The public space provides a central zone for outside cafe/restaurant activities as well as circulation to the beach. Blue badge car parking is provided to the north of the visitor's centre in an area which will be in shaded for part of the day.
- 3 sets of new buildings are proposed:

visitor's centre: to the south of the public space set into the north side of the extended sand dune - a 2 storey building with its entrance off the public space with views outwards from the first floor cafe across the dune towards the sea.

Dune front buildings: to the east of the public space providing holiday accommodation and the possibility of activities such as a cookery school. Retail frontage at ground floor.

Beach huts at the western edge of the space, providing beach shopping for residents and visitors.





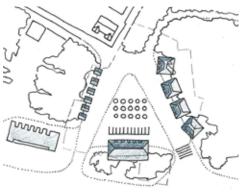
The new buildings are three storeys in height and work with large pitched roofs reflecting the local vernacular. The building at the southern end is built into the new, small dune, providing views from an upper floor terrace over the sea.

- The building line provides a variation in line along the beach, to provide a triangular public space to the rear. The adaptation of the dunes at either side create a more intimate space than is currently provided. The alignment of the beach huts on the western edge of the space is designed to lead pedestrians into the public space and onto the beach when approaching from Sea Road. This should provide an active draw in summer months when concessions operate from the huts.
- The frontage of new buildings address the central area to create a clear public space that can support tables and chairs and events.
- 3. Car parking is provided (a greater number of spaces than for option 1) including blue badge holders and 'kiss and ride' parking.
- Pedestrians can approach from Old Lydd Road, Sea Road and the overflow car park and a clear arrival point will be provided which guides them onto the beach.

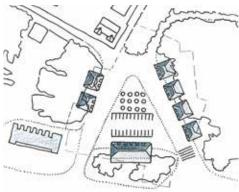
Variations on the layout for option 2, showing changes in parking provision levels and development quantums.

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Additional visitor accommodation with potential commercial uses at ground floor levels could be included.



Built commercial space or visitor accommodation could also be included along the western edge of the central car park.

# 4.2 CENTRAL CAR PARK

It will be important to ensure that development at the Central Car Park does not adversely affect the sensitive natural environment as a result of greater visitor numbers.

The work through the Sustainable Access Strategy will provide the baseline data to effectively monitor visitor numbers. The Sustainable Access Strategy will provide a framework for periodically updating survey data so visitor usage and activity on the wider Dungeness Complex sites can be monitored (including the Rye Bay and Camber Sands SSSI) and a basis for monitoring and targeting of management activities as required. Such initiatives may include but not be limited to improved targeting of existing management activities, introduction of increased wardening, remote surveillance, temporal/physical separation of activities from key periods of relevance to SPA/Ramsar birds, identifying a potential 'cap' on visitors to certain areas, screening of recreational activities, dissemination of guidelines/advice to the public, changes to site access/ routing of footpaths and increased fines for damaging activities where bylaws permit.

Any proposed redevelopment of Central Car Park will be the catalyst for a review of the local Dune Management Plan.

### 4.3 FORMER PUTTING GREEN

#### Overall approach



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The Former Putting Green site is currently a vacant site located on Old Lydd Road, a prime route for visitors and residents in the village. It sits between the recent Royal William Square development with the Rye Bay Café and Dunes bar and restaurant.

The site is rectangular, providing a reasonably straight forward development plot and sits opposite the dunes and between popular local uses, which all serve to make it an attractive spot for new homes and other uses. The proposals to reduce traffic on this section of the road through the relocation of some parking spaces from the Central Car Park to the overflow car park will improve the environment for pedestrians here.

Flood risk is a design constraint for the site but has been overcome successfully on the adjacent site at Royal William Square. The site level is raised slightly above the Old Lydd Road.

The overall objectives for the site are:

- Providing high quality new homes for Camber Village
- Providing new quality visitor accommodation in the village
- Establishing a positive frontage to Old Lydd Road
- Enhancing the commercial offer for the village, where possible
- A comprehensive development will be sought on the site.

## Site guidelines

The example scheme for the former putting green site has been designed to meet the objectives of the site and guidelines are set out for future schemes.

# Built development

- Built development should be focused on the southern section of the site, to avoid overlooking and rights to light issues for the existing adjacent building to the north.
- Built development should be a maximum of three storeys in height, to coordinate with surrounding buildings, some of which are one storey, but address flooding constraints.
- Buildings should seek to provide positive frontage to Old Lydd Road at ground floor.
- Buildings can have terraces or balconies on the upper floor's to provide views to the beach front and minimise the impact of the scale of the buildings on Old Lydd Road.
- Buildings should be in natural materials and those which are in keeping with the local vernacular (set out in the urban design guidelines).
- Development should not form a terrace onto Old Lydd Road as this will be too 'urban' for the location. Gaps between buildings should be provided.
- Outdoor space should be provided for units.
- Ground floor garage space can be provided but this should not be more than 50% of building units, to avoid a blank facade to the street.
- Designs should consider matching the orientation of existing buildings, to create a small public space at the western end of the site.
- Care should be taken not to prejudice the amenity value of facing dwellings through good design and appropriate distances.



 The raised land level meens that due consideration should be given to the design and relationship of proposals with existing neighbouring buildings

#### Traffic and movement

- At least one car parking space should be provided for each building unit.
- Access to parking spaces should be provided from side streets.
- A pedestrian pavement should be provided in front of new development. This could be wider at the western end of the site.

#### Uses and activities

- Residential units, visitor accommodation and livework units are considered appropriate at the site.
- Habitable rooms should not be provided at the ground floor, due to flood risk.
- Commercial, work space and garage uses can be accommodated at ground floor.
- Outdoor seating could be provided at the western end of the site.

#### Landscaping

- The boundary treatment of new developments and the public footpath should be carefully considered, to ensure that new buildings are grounded in the landscape.
- Views along Old Lydd Road to the former putting green site should be considered to ensure that the development can frame the street and the entrance route to the central car park, being developed as the central visitor centre for the village.



→ Vehicular access

Pedestrian links

Consideration of views from this point required

 $\begin{tabular}{ll} \bigstar & \end{tabular}$  Consideration of views to this point required

Consideration of frontages required

#### 4.3 FORMER PUTTING GREEN

#### **Example scheme**

Seven, three storey live work units and one gallery shop with residential above are proposed. The proposal includes eight individual building plots with each building expressed individually - this avoids the construction of a linear terrace, which would be inappropriate (foreign) for Camber creating too much mass and solid wall.

The site could either be developed as a comprehensive development or as individual building plots, though this would be dependent upon viability and deliverability. If developed separately, each building plot could be designed by different architects to create individual design solutions to provide architectural variety, which is appropriate for Camber. Design guidelines for the site should provide architectural design coherence for the massing and form. Varying use of external facing materials based on those currently found in Camber such as brick, timber, render, are suggested.

Each property has a garden space which sits between the buildings and provides separation between the individual building designs and a welcome degree of visual permeability for passers by.

Three storey live/work buildings are proposed, with residential use at first and second floor level and non-habitable accommodation at ground floor level. Ground floor uses could include studio space, office space, workshops, vehicle garages (which should be

kept to a minimum in order to create open/interesting frontages).

A gallery/shop at ground floor level is proposed for the corner site, with residential above. Siting the gallery shop on this corner establishes a punctuation of commercial uses which relates to the existing location of the Rye Bar Cafe on the corner of Old Lydd Road and Lydd Road, and the Dunes Bar and Restaurant on the corner of Old Lydd Road and Merchants Drive. Each of these faces the arriving visitors from the west.

It is anticipated that the residential accommodation at second floor level will have good views to the south towards the sand dunes and the sea, though it must be acknowledged that the changing soft landscape and dune massing will mean that the views from individual properties will vary. Each building has a balcony/roof terrace so residents have an external space from which to enjoy the view. The balconies/roof terraces will also help to reduce the apparent height of the buildings by breaking up the massing at the upper levels.

The site plan is arranged with frontages to Old Lydd Road and the track to the east. Vehicle access is provided to a shared parking zone from Marchants Drive. Rear garden access is available to seven of the properties. It is envisaged that the corner gallery/shop unit will be serviced from the front or from the side street between the new development and Royal William Square.



The new buildings for the example scheme are three storeys in height and positioned at the southern end of the site to avoid overlooking and rights to light issues relating to the existing building immediately to the north. Terraces and balconies can be created on the upper floor, to create a set back to mediate the overall scale of the buildings and to provide sea views for residents.

- 1. Eight units have been provided in the example scheme. These are residential on the upper floors and other work space as part of live/work units, garage space or commercial space on the ground floor. One larger unit has been provided at the western end of the site to provide a commercial unit or gallery space. Care should be taken not to prejudice the amenity value of the facing dwellings through good design and appropriate distances. The buildings follow the orientation of existing surrounding buildings, to create a step back and wider pathway at the western end of the site.
- The buildings front Old Lydd Road and turn the corner to address the Royal William Square units.
- 3. Each of the buildings is three storeys in height. This helps to ensure that no habitable rooms are provided at ground floor level but adequate living space can be provided above this.
- 4. A uniform pavement treatment is provided with planting which follows the landscape guidelines for each dwelling. A resin-bonded gravel surface to the car park and a hit'n'miss timber fence with climbing plants.









# 5 DELIVERY AND IMPLEMENTATION

#### 5.1 PROPERTY MARKET

Camber Sands is a unique place from a property market perspective. It is a small village with a resident population of less than 2000 but there are a number of major employers in the village including Pontins Holiday Camp, Camber Sands Holiday Park and the Gallivant Hotel, which draw significant visitors and spend to the village.

Without doubt Camber's main selling point is its seafront and its award winning beaches. These assets alone attract significant visitors in the summer months, which can escalate to as many as 20,000 visitors on peak summer days.

As a seaside town Camber's commercial offer (outside the main employers mentioned above) is extremely limited and heavily oriented towards its day visitor destination profile. With the exception of a small number of local service occupiers the commercial offer very much caters for the summer tourism trade and as such a number of the units close down in the winter months when the resident population and reduced visitor numbers are deemed insufficient to support trade.

The range and quality of the offer available was a main area of concern of a number of key stakeholders consulted. In their opinion this is likely to be leading to significant leakage from Camber.

Given the size of Camber, its seasonal profile and the range of existing commercial premises available, occupier demand is extremely limited. We understand that the majority of commercial premises are run by a small number of locally based businessmen and there has been limited new inward investment in recent years although the Gallivant Hotel is the one notable exception to this.

Given the limited commercial demand and investment activity in recent years, rental levels are extremely low, often under £10 per sq ft on an overall basis. This rental level would not support new development without either public sector funding or cross subsidy from higher value uses. However it is important to note that the rental tone in Camber very much reflects the quality of accommodation currently available and the seasonality issues highlighted above.

The residential profile of Camber is also diverse, where low value dwellings sit in close proximity to higher value properties, which arguably adds to the uniqueness of Camber.

Despite the general economic downturn in recent times, Camber's residential market has remained relatively resilient. The eco-friendly Kings Charles Square Development on Old Lydd Road and the larger White Sands Development by Ward Homes has been received extremely well to the market. Jackson Court is a further example of recent activity on Old Lydd Road, which is currently under construction with the units being marketed at £300,000.

Discussions with developers have indicated that demand continues to come from a range of sources including owner occupiers, second home owners and investors looking to capitalise on the short term rental market.

# 5 DELIVERY AND IMPLEMENTATION







In addition to the larger developments there have been a number of high-end bespoke single residences, which have been built in recent years. These are often in locations which have direct access to the beach as well as uninterrupted sea views. The most recent such development is Seascape, which has won a number of design awards and was reported to have a build cost in excess of f.1m.

As mentioned earlier it is also worth commenting on the short-term residential letting market in Camber, which has seen significant growth in recent years. It is evident from market research and through discussions with local developers and agents that a number of properties on the King Charles Square and White Sands development are now being actively marketed for short term lets. Equally a significant number of the higher value properties are being openly marketed by a small number of higher end private rental companies for short term lets.

Typically, however, outside the new developments and away from the seafront, the residential accommodation is typically low density and varied in quality. Given the diversity of accommodation within a small village, sale values are wide ranging. However, it is clear that residential use will be the main value driver in any development and will provide an important cross subsidy to commercial, leisure or community uses planned.

The future success of Camber will require a comprehensive range of measures from small scale public realm improvements to larger developments which can benefit local residents but also contribute to

#### 5.2 FACTORS INFLUENCING DELIVERY

making Camber an all year round visitor destination. As with any area wide masterplan in which different elements will be delivered over varying timescales, there are a number of key influences and risks to delivery:

- State of the property market and the wider economy – issues associated with the UK and European economy, and specifically the ability to raise finance.
- Market confidence in Camber Camber is not an established commercial location and has seen limited inward investment. Development has tended to be brought forward by locally based businesses or entrepreneurs who understand Camber's unique characteristics. It is expected that this SPD will provide a clear planning policy to create conditions whereby developers are confident that Camber is a place to invest.
- Co-ordination For development on some of the key sites to realise their full potential, a coordinated approach to delivery is needed between the various agencies and statutory bodies, which takes into account other factors such as traffic management and public realm, etc.
- Land Ownership Some of the key sites identified within this SPD are in private ownership and the willingness of landowners to invest / develop will be key to the delivery of improvements in these areas.
- Development Costs costs associated with ground conditions, contamination or in relation to addressing specific environmental issues will have an impact on development viability.

#### 5.3 DELIVERY PRINCIPLES

- The Quality Agenda this SPD aims to ensure that future development at Camber meets high quality standards in terms of design, materials and its relation to the natural environment.
- Funding Opportunities developer contributions through S106, or in the medium term through Community Infrastructure Levy, can help bring forward further public realm and infrastructure improvements.

The implementation of the proposals will result in significant change for Camber, building on short term interventions which will help to promote the larger development opportunities. The package of initiatives will create a critical mass of development and widen the attractiveness of Camber to employees, employers, residents and to visitors all year round.

It is important that a number of principles underpin the delivery of the Vision for Camber including:

- That implementation must be approached in a comprehensive manner;
- All development must contribute to and enhance Camber's characteristics;
- The need to establish the detailed planning policy context to bring forward the proposals especially for sites / opportunities which are in environmentally sensitive locations;
- Concerted action by the public sector and private sector partners to stimulate investor confidence in Camber:
- Improving both vehicular and pedestrian connections and movements through the town is essential; and
- Delivery of built development projects and public realm improvements are intimately linked to infrastructure improvements.



# 5 DELIVERY AND IMPLEMENTATION

#### 5.4 IMPLEMENTATION ISSUES

In the years leading up to the market downturn and recession in 2008 developers were keen to secure development opportunities at the earliest occasion and take on the associated risks and costs in progressing projects whilst still sharing the benefits with landowners. This is no longer the norm and is unlikely to be the norm for the foreseeable future.

Market interest is now mainly in smaller projects with a low risk profile – less complex land ownership, with planning permission in place, no site difficulties, etc. The general market appetite for more difficult regeneration schemes is limited and developers now require significant 'de-risking' before they will generate market interest. The 'de-risking' required could include planning certainty, technical due diligence and funding support.

In respect of planning, ideally a developer will wish to see a planning permission in place, although a site specific policy allocation may be sufficient. Technical due diligence will potentially include a lengthy list of technical studies which is particularly relevant in the case of the Central Car Park site i.e. geo-technical, flood risk, ecology etc given its environmental sensitivities. Where viability is challenging then public sector commitments to fund these works may be required.

It is fair to say that although there is a market awareness of and interest in the Central Car park site as a regeneration opportunity, this interest is generally relatively mild at present and will only strengthen when there is greater confidence that there is planning policy support for the proposals and wider political

support. The formal adoption of the development brief will certainly assist in this respect.

Whilst some developers may be interested in becoming engaged at an early stage and being involved in the promotion of the Central Car Park development then it is likely that the risks and costs of doing so would be priced into their financial offer. This is likely to involve them requiring an enhanced level of developers profit and possibly generous land payment terms i.e. deferred land payments.

In addition, a relatively new entrant in to the market is the developer contractor and namely companies like Kier, Carillion, Skanska, Balfour Beattie etc. Such companies are well funded and are sufficiently large to be able to take a long term viability view. They are also used to operating off contractor profit margins, which are usually below 5% on costs and may be prepared to take a different view on profit margin and viability from house builders and other developers. That said it is our opinion that given the nature and scale of the opportunity in question the interest is more likely to come from small to medium sized developers (potentially in partnership with a local / regional entrepreneur). Although such developers can often show more flexibility in respect of their required return on investment, given the potential environmental constraints and current limited commercial market in Camber it is likely that a developer would require a return on costs which is more aligned with the market norm of circa 17.5% to 20% to reflect the risks associated



# 5 DELIVERY AND IMPLEMENTATION

#### 5.4 IMPLEMENTATION ISSUES

The property market and high level viability work undertaken as part of the SPP has highlighted that achieving a viable development on the Central Car Park site is possible, however, this will be challenging. It is also clear that residential use will be the main value driver of any scheme but clearly an appropriate balance will need to be struck between residential and non-residential uses in order to meet the overall vision and objectives for the site and ultimately to create a new focal point for the Village and provide an all year round attracter.

To a certain degree this appropriate balance of uses will be dictated to by the environmental considerations and specifically the mitigation measures associated with flood risk. Specifically residential use at ground floor will not be permitted and therefore any development will need to accommodate alternative active ground floor uses.

Further in order to maximise the residential sales values, which will ultimately be the determinate factor of viability, having an appropriate quantum and blend of commercial / non-residential uses will be essential. A scheme which either has a significant quantum of vacant space for a long period of time or provides lower quality accommodation will ultimately represent a significant risk to viability and the success of a scheme. An early pre-requisite for any developer will be to undertake a detailed market assessment to provide confidence and to ensure that there is sufficient demand in terms of the quantum and quality of occupier.

In summary the commercial success of the scheme will hinge on two main factors;-

- A development generating residential sales values which are in line with the upper end of the sales values in the village and commercial values which exceed the current highest levels in Camber and set a new benchmark
- A scheme which optimises development mix, density and value.

In relation to the above, the development vision outlines the opportunity for the Central Car Park site to become an exceptional place with an extremely attractive environment and facilities. Providing this vision is maintained then there should be every confidence that the project will achieve the values needed and in respect of the commercial values achieve a new benchmark for the village. However, this will represent an additional risk for any developer, as the values required will not be ultimately proved until marketing and sales commence, by which time significant investment in the project will have taken place.



#### 6.1 INTRODUCTION

This section sets out the planning guidance for Camber Village, developed as part of the SPD. The guidelines for the village cover:

- · Landscape guidelines;
- Urban design guidelines;
- Flood risk considerations; and
- Ecological considerations.

#### 6.2 LANDSCAPE GUIDANCE

Protecting and enhancing Camber's landscape setting and the character of the village itself are an essential part of planning Camber's future. Guidance is set out below on how this can be achieved. Firstly, strategic landscape guidelines for the local landscape surrounding the village are set out and this is followed by detailed guidance on planting palettes for different parts of the village. These objectives and guidance have been informed by the East Sussex Landscape Assessment, (East Sussex CC, 2010) and the Camber Environmental Strategy (Landscape Group, East Sussex County Council, 2006).

#### Strategic landscape objectives

- Protect and enhance the River Rother
- Maintain and enhance the surrounding grazing marshes and network of ditches and manage to maximise ecological diversity
- Localised tree planting or reed planting around the village (particularly around the holiday parks and caravan parks) to provide shelter and soften views of the village edge
- Water management measures to maintain water levels, encourage seasonal flooding in localised areas and improve water quality
- Discourage conversion of grazing marshes to arable farming – encourage restoration of grassland from arable?
- Improve access to the countryside for walkers, riders and cyclists
- Conserve and enhance the remoteness and tranquillity of the local landscape
- Manage visitor pressure, diverting away from





- vulnerable habitats (dunes and ditches)
- Protect long distance views and provide facilities for visitors to experience the views (viewing points or towers and interpretation)

#### Planting guidelines

#### Dunes

Protection and enhancement of the dune habitat is a key priority. This area has been colonised by a mix of grasses, mainly Marram (Ammophila arenaria) with some areas of sea buckthorn (Hippophae rhamnoides) (particularly adjacent to Old Lydd Road). In areas the grasses have become sparse or have disappeared completely and are in need of natural vegetation recovery or reinforcement with new planting (mainly Marram) and/or temporary protection of areas to encourage natural colonization. However, as the dunes are an SSSI, detailed design and specification of any new planting will need to be carried out with the consent of Natural England.

#### Marshland

The landscape character of the marshlands is typically open with very little tree or shrub cover. This character should be retained and any new planting should be limited to very occasional Hawthorn (Crataegus monogyna) or Willow (Salix sp) or planting of aquatic and marginal aquatic species within the ditches. As most of this landscape is designated as an SSSI and SPA/Ramsar site, any proposed planting would need the consent of Natural England prior to implementation.

#### Coastal frontage

Properties along the southern edge of the village facing onto the beach or dunes have developed their own attractive identity (referred to as 'Camber Chic' in the Camber Environmental Strategy). They respond to the gardens' extreme growing conditions of shingle, sand, salt and wind and have taken their inspiration from the beach, sea and local artists. Many use reclaimed materials from the beach (driftwood, rope, marine timber), together with areas of timber decking and informal planting set within sand or pebbles. They already form a prominent part of the identity of the village and this could potentially be increased if more properties were to develop their gardens along similar lines. Plants appropriate for use in these gardens include:

#### Trees

planting of trees will rarely be appropriate due to the very exposed nature of the gardens. However, for sites set back from the beach behind the dunes occasional planting of salt and wind tolerant trees may be appropriate, for example Green olive tree (Phillyrea latifolia) and Pine (Pinus radiata/pinea/nigra).

#### 6.2 LANDSCAPE GUIDANCE

#### Shrubs

Shrubs can be grown in raised beds constructed from recycled timbers or driftwood or in soil-filled containers sunk into the ground. Some species may grow in existing sandy conditions, particularly if established from seed. Architectural plants can be used to provide contrasts in texture and form. Plants may need to be protected in winter with fleece or netting and can be protected from water loss in summer with a gravel mulch. Suitable species include:

- False dittany (Ballota pseudodictamnus)
- Cistus (varies species and varieties)
- Torbay Palm (Cordyline australis)
- Mount Etna Broom (Genista aetnensis)
- Gorse (Ulex europaeus)
- Spanish Gorse (Genista hispanica)
- Broom (Genista Lydia)
- New Zealand broadleaf (Griselinia littoralis)
- Halimium spp.
- Hebe spp.
- Helianthemum spp.
- Tree Lupin (Lupinus arboreus)
- Daisy Bush (Olearia x haastii)
- Jerusalem Sage (Phlomis fruticosa)
- New Zealand Flax Phormium cookianum /
  Phormium tenax
- Cotton Lavender (Santolina chamaecyparissus)
- Spanish Broom (Spartium junceum)
- Tamarisk (Tamarix gallica)
- Spanish Dagger (Yucca gloriosa)
- Duke of Argyll's tea plant

#### Herbaceous

Herbaceous plants will establish best if they have been grown from seed or are self sown and have adapted naturally to the extreme conditions of the coastal location. Mulching with gravel, small pebbles or sand will help prevent water loss in summer and will add to the coastal character of the gardens. Suitable species include;

- Yarrow (Achillea spp.)
- Ornamental Onion (Allium spp.)
- Thrift (Armeria maritima)
- Red or white Valerian (Centranthus ruber)
- Snow in Summer (Cerastium tomentosum)
- Crocus spp.
- Sea holly (Eryngium maritimum)
- Spurge (Euphorbia myrsinites)
- Bearded Iris
- Osteospermum spp.
- Sedum spp.
- Sisyrinchium spp.
- Mullein (Verbascum bombyciferum)



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# 6 APPENDICES

#### 6.2 LANDSCAPE GUIDANCE

#### Camber village

Properties within the village are slightly more sheltered than those in the Coastal frontage area and have a diverse range of style and character. Some have similarities with the Coastal Frontage gardens incorporating driftwood, self sown coastal plants and seaside artefacts while others are more traditional often with a cottage style incorporating bedding plants, stone paths and low walls.

The Camber Village gardens can support a similar approach and species mix to those set out above for the Camber Frontage area but can also support a wider variety of plant species and gardening styles due to the less exposed location. Additional species suitable for the Camber Village gardens comprise:

Trees – Tree planting can be accommodated within some gardens if space allows. Appropriate species include: Hawthorn (Crataegus oxycantha), Monterey Pine (Cupressus macrocarpa), Holly (Ilex aquifolium) and in larger gardens: Austrian Pine (Pinus nigra), and Oak (Quercus robur).

#### Shrubs

- Mountain Pine (Pinus mugo)
- Escallonia macrantha
- Rock rose (Cistus X purpureus and corbariensis)
- Common Broom (Cytisus scoparius eg 'Cornish Cream')
- Hebe 'Midsummer Beauty'
- Bush-mallow (Lavatera olbia 'Rosea')
- Lavender (Lavandula spp.)
- Tree Lupin (Lupinus arboreus)

- Shrubby Germander (Teucrium fruticans)
- Shrubby Cinquefoil (Potentilla fruticosa)
- Rosemary (Rosmarinus officinalis)
- Burnet Rose (Rosa spinossima)

#### Herbaceous/Grasses

- African lily (Agapanthus africanus)
- Japanese anemone (Anemome x hybrida)
- Ox-eye Chamomile (Anthemis tinctoria)
- Striped feather reed (Calamagrostis x acutiflora)
- Montbretia (Crocosmia x curtonus 'Lucifer')
- Geranium sp.
- Blue oat grass Helichtotrichon sempervirens
- Daylily (Hemerocallis spp.)
- Hare's Tails (Lagurus ovatus)
- Miscanthus sinensis
- Evening primrose (Oenothera Biennis)
- Poppy (Papaver Orientale)
- Stonecrop (Sedum x 'Autumn Joy')
- Rough feather grass (Stipa calamagrostis)
- Verbena bonariensis



Sand/ natural play areas

Resin bonded gravel surface to roads





In situ concrete for beach promenade



Meadow seating areas



Timber walkway/ steps through dunes



Informal play



Timber & in situ concrete to central carpark



Lighting to public realm



Street lighting

#### 6.2 LANDSCAPE GUIDANCE

Car parks and holiday parks

New planting is proposed in and around the western car park, Pontins holiday park, caravan parks and the proposed summer overspill car park on the western side of Johnson's Field. Planting should be a mix of mainly native tree, shrub and hedgerow planting providing a framework of low maintenance planting which will mature to provide shade and shelter for the sites and form new vertical elements on the village's skyline.

#### Trees

- Black Pine (Pinus nigra)
- Monterey Pine (Cupressus macrocarpa)
- Umbrella Pine (Pinus pinea)
- Ash (Fraxinus excelsior)

#### Shrubs

- Broom (Cytisus scoparius)
- Gorse (Ulex europaeus)
- Tamarisk (Tamarix gallica)
- Mount Etna Broom (Genista aetnensis)
- Daisy Bush (Olearia macrodonta)
- Spanish Broom (Spartium junceum)
- Privet (Ligustrum vulgare)
- Blackthorn (Prunus spinosa)
- Common juniper (Juniperus communis)

### Native Hedgerow mix

- 30% Blackthorn (Prunus spinosa)
- 30% Hawthorn (Cratategus monogyna)
- 10% Privet (Ligustrum vulgare)
- 15% Hazel (Corylus avellana)
- 10% Holly (Ilex aquifolium)
- 5% Dogwood (Cornus sanguinea)



#### 6.3 URBAN DESIGN GUIDELINES

Camber Village has a unique character which combines the local seaside attributes of its immediate setting with a rural Kent vernacular similar to villages in the nearby Weald. Camber has developed in a piecemeal and organic fashion over the years which gives it a modest appearance that includes a patchwork of styles for individual buildings. This patchwork is part of Camber's character and should be embraced for future development.

The urban design guidelines have been established to help maintain and enhance Camber's character in the future and to help ensure that new development can contribute to strengthening the overall environment in the village.

#### Built environment

#### 1. Built form hierarchy

Buildings at key locations within the village, either in central points or at key junctions, should help to orientate people within the village. Key locations have been identified as:

- The central car park site;
- The former petrol station site;
- Other sites in the central section of Lydd Road which has been identified as the village heart;
   and
- Any future sites at key junctions including New Lydd Road/Old Lydd Road and at New Lydd Road/Scotts Acre.

#### 2. Frontages

Active/commercial frontage should be provided at ground level at key sites in the village, which have been identified as:

- Camber central car park;
- The former petrol station site on Lydd Road; and
- Other sites in the central section of Lydd Road identified as the village heart.

New residential buildings should seek to provide front door access onto streets where possible.

#### 3. Building heights

Building heights in the village are generally low at one or two storeys. However, flood risk mitigation policies dictate that habitable rooms may not be included at ground floor in any new or converted buildings within Camber. This means that new buildings will need to be two or three storeys in height in order to accommodate adequate living space.

Building heights for new developments should therefore be two-three storeys, without habitable rooms on the ground floor, but should explore options for minimising heights such as working with split levels or forgoing pitched roofs. This approach has been successfully used for new development in the village, which acts as a useful guide.

















#### 6.3 URBAN DESIGN GUIDELINES



The palette of building materials for new development in Camber is an important part of ensuring that the village's character is maintained and enhanced.

Historic buildings in the village follow a Kent vernacular which uses white wooden weatherboard cladding and natural wooden tiled cladding. More recently, weatherboard cladding has been added with a traditional coastal palette of pastel colours, which has integrated well with the village. Render has also been used traditionally in the local area and has been reflected in new developments in the village.

In order to ensure that new developments continue to respond carefully to the existing character of the area, new buildings should seek to incorporate a natural and local palette of materials, including:

- Red brick;
- White, black and coastal coloured weatherboard;
- Natural wooden tiled cladding;
- Render: and
- Natural wooden surfaces

#### 5. Design innovation

Innovative modern design which can respond to the local vernacular would be welcomed. Projects at key locations within the village might benefit from an architectural competition to encourage innovation in design and ensure that whilst local vernacular and materials are given consideration, a diversity of built fabric can be ensured. Camber is in general a village of detached buildings and does not feature many terraced rows or individual buildings with broad facades. This small scale built environment should be respected and new development should ensure that buildings are reasonably narrow in width or, that broad facades are broken up by changes in the roof line or pavement alignment. This will help to ensure that new development is not too 'urban' for the setting.

The predominance of detached buildings in Camber also means that the building alignment is stepped as one moves along the street. This contributes to Camber's distinctive character and could be used as a design cue for future development.

7. Amendments to existing homes Camber Village has a low level and distinctive sky line which has developed in part as a response to the exposed coastal location of the village. Adjustments to elements of this skyline have an impact on the whole and should therefore be considered carefully.

The impact of building extensions and roof dormer windows will be taken on a case by case basis in order to assess the likely impact on the broader skyline of the village and to ensure developments do not have a negative impact on the character of the village.









#### Land uses

 Camber's village centre has been identified as the section of Lydd Road between Nisa/Premier convenience stores and the Camber Castle pub, although this could be stronger in terms of provision.

In order to help establish a stronger centre, general commercial uses and community uses providing local amenity should be provided within this location. This will help to raise the profile of the centre and connect well for pedestrians with the visitor centre at the central car park via Sea Road.

 Camber's central car park site has been identified as a weak point in the village's flood defences and as such has been assessed as unsuitable for permanent residential buildings.

Visitor accommodation that is not inhabited on a full time basis is considered acceptable at this location.

10. The central car park site has been identified as the visitor hub for the village. As such, commercial and cultural facilities directed at a visitor audience should be located at the central car park as a preference or at the former putting green site. 11. Camber's Core Strategy identifies scope for up to 20 additional homes in the village and these are unlikely to have a significant impact on social infrastructure in the local area.

However, should a development come forward which is close to or exceeds this allocation of housing, the planning applicant should liaise with Rother District Council regarding social infrastructure capacity in the local area.

#### 6.4 FLOOD RISK CONSIDERATIONS

The Rother District Council Strategic Flood Risk Assessment process concludes that within Camber any planning application received for the redevelopment of previously developed land or for 'infill' will be considered subject to appropriate assessment, which would be likely to require a detailed flood risk assessment for the site. Proposals for new residential development or other vulnerable uses, on previously undeveloped land outside the existing Development Boundary are unlikely to pass the Exception Test. However, development essential for local community needs, such as community buildings or affordable housing for local people, may, exceptionally, be required. In such circumstances the least vulnerable flood risk location will, where possible, be chosen and the necessary mitigation measures put in place.

In light of the flood risk detailed above, development proposals within the Camber Development Boundary will be subject initially to Sequential Testing and if appropriate Exception Testing. Key to this process will be the classification of development being proposed. The National Planning Policy Framework classifies flood risk vulnerability into five categories:

- Essential Infrastructure (includes transport and utility infrastructure, wind turbines);
- Highly Vulnerable (includes basement dwellings, caravans);
- More Vulnerable (includes residential, health or education buildings, care homes);
- Less Vulnerable (includes shops, restaurants,

- cafes, leisure facilities); and
- Water Compatible Development (includes docks, marinas, sand workings).

Potential new development within Camber is likely to fall within the three middle categories of less, more and highly vulnerable, with highly vulnerable development not considered appropriate within Flood Zone 3.

With respect to potential redevelopment at the two key sites of the Central Car Park and the Old Putting Green, the sites are situated within Flood Zone 3 (undefended) and Flood Zone 2 respectively. Proposals for either site will require further assessment through a detailed flood risk assessment (FRA) which will assess risk specific to the proposed development and provide mitigation recommendations to reduce or remove this risk.

Assessment of risk will also give consideration to potential future climate change, the most significant of which will be predicted sea level rise. The National Planning Policy Framework quantifies predicted changes in sea level through provision of a recommended contingency allowance for sea level rise, based on data provided through the UK Climate Impacts Programme (UKCIP). UKCIP is a government sponsored organisation established in 1997 to help co-ordinate scientific research into the impacts of climate change, and to help organisations adapt to those unavoidable impacts. Contingency allowances for the south east of England, including the Rother



District, indicate that sea levels in the south will rise by approximately 35-40cm over the next 50 years and by approximately 1.0m over 100 years.

As the primary flood mechanism for these sites is tidal, the most effective mitigation measure is to raise sensitive aspects of the proposal above the predicted peak water levels and remove from the area of risk. This approach should be achievable for most forms of potential development proposals on the Old Putting Green site due to the lower level of risk in this location. This strategy is evidenced in the adjacent housing development at Royal William Square where the more sensitive residential floors are set at the first floor and above, with car parking in undercrofts at ground level.

The Central car park site is situated at a notable low point in the sand dunes, with little or no defences between the car park and the main beach area. Redevelopment of this area will need to be cognisant of this lower level of protection and any proposed redevelopment will require close consideration of flood vulnerability. There is likely to be some scope for raising of levels for any proposed development however other mitigation measures are likely to require consideration such as flood resilient construction techniques and materials.

The most important aspect of assessing flood risk for proposed development is the safety of end users. The nature of potential flooding throughout Camber makes it very difficult to provide evidence of safe access and egress and liaison with the EA and Rother District Council emergency planners will be essential in determining an acceptable approach for ensuring safety. As any potential flooding is time limited due to the tidal cycle, provision of safe refuge in upper floors may be considered acceptable if no evacuation of the area is possible.

The Environment Agency is scheduled in 2013/2014 to implement further investment in improving sea defences at Broomhill Sands to ensure the long term protection of Camber from flooding'



#### 6.5 ECOLOGICAL CONSIDERATIONS

European and national legislation and guidance including that contained in PPS9 sets out how biodiversity will be protected and enhanced. Rother District Council aims to protect and enhance biodiversity in accordance with national guidance and have regard to the targets of the Sussex Biodiversity Action Plan (SBAP).

The Appropriate Assessment of this SPD examines whether the SPD is likely to have any significant impacts on European designated conservation sites. The proposals within the SPD do not have an adverse effect upon the integrity of these sites, but it is recognised that there is a need to manage recreation and tourism activities.

More generally, green infrastructure can be used to avoid adverse impacts on biodiversity through buffering or provision of alternative sites for outdoor recreation.

New development provides an opportunity to help protext existing green infrastructure, to create or restore habitats based on the targets set out in the SBAP and to contribute, on a smaller scale, to the formation of green infrastructure. It would be expected that developers integrate biodiversity into development schemes, by protecting existing habitats and features in development sites, and by enhancement to improve habitat and biodiversity, including measures to mitigate for any loss.

The principles used in the SPD are:

Avoid land-take or recreational damage to European or global designated sites

- No land designated as Special Protection Area, Special Area of Conservation or Ramsar site, or proposed for such designations will be used for development
- No development will be proposed which could cause harm through the cumulative effect of public usage on land designated as Special Protection Area, Special Area of Conservation or Ramsar site, or proposed for such designations.

Avoid land-take or recreational damage to Sites of Special Scientific Interest or locally designated site.

- No Site of Special Scientific Interest or locally designated will be used for development.
- No development will be proposed which could cause harm through the cumulative effect of public usage on land designated as Site of Special Scientific Interest or locally designated.

#### Enhance ecological features where possible

 Design a scheme at the central car park, which, whilst accommodating more useable space at the beach, can also allow for the enhancement of ecological features, particularly those currently being harmed.

#### Sites available for development

 All open sites available for development (central car park, western car park, Johnson's field, old putting green) and other sites where development might be possible (for example, holiday parks in the north of the village) are generally low in ecological value, although the value of the western car park requires investigation for dune annual plants, invertebrates and reptiles.



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