



A Vision For West Bay - Regeneration Framework



Adopted February 2003

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1. Introduction

West Bay is located on the south coast of the rural county of Dorset. It is the harbour area of Bridport, supported by a local fishing economy and tourism.

The purpose of this Framework for Regeneration is to guide the future development of West Bay. It will inform the review of the Local Plan, and is also adopted by the District Council as 'Supplementary Planning Guidance'. This document sets out the study approach, the themes and objectives that have arisen from Steering Group and public meetings and the possible projects and proposals that have emerged from the consultation as having the potential to improve West Bay. Finally, it sets out a series of controls or a design rationale to ensure that any new development meets the original objectives of the 'Vision for West Bay'.

2. Study Approach

West Bay has been the subject of various regeneration proposals. In November 2001, with the redevelopment of the harbour imminent and lack of progress on a number of initiatives, the need for an up to date regeneration strategy for West Bay was revisited. A series of public meetings (listed below) were held:

- an Open House Event held at St. John's Church on 13 December 2001 to gauge what aspects of West Bay people either liked, disliked, had concerns about or wanted to see improved;
- a Visioning meeting held at Parkdean on 16 January 2002 to give feedback and agree the strengths and problems facing West Bay, and the overriding Vision for West Bay;
- a Projects meeting held at Parkdean on 24 January 2002, where ideas for different projects to achieve the Vision were brainstormed and discussed;
- a Draft Vision Plan held at Parkdean on 2 May 2002, where the draft Vision Plan (prepared jointly with the Steering Group) was outlined and agreed for public consultation (a public exhibition on the draft Vision Plan then took place from 29 May to 14 June, with a manned exhibition held at Bucky-Doo, St. John's Church and Parkdean during the first two days, and the exhibition then stationed in the Old Salthouse);
- a Feedback meeting held at St. John's Church on 3 July 2002, where the results of the consultation were presented and further consultation agreed.

Officers from the District Council met frequently with the Steering Group between each event to discuss progress. The County Council and relevant public bodies (such as the Environment Agency) were also involved in discussions.

West Bay - Aerial View



A Vision for West Bay - Regeneration Framework (3)

3. Landscape and Heritage

Medieval Bridport grew prosperous as a result of its rope industry and its seaward port 'Bridport Harbour', was evidently sited towards the mouth of the River Brit. However, it wasn't until 1740-44 that a harbour was constructed on the coast. In 1779 there was the first recorded launch of a ship from the 'Old Shipyard' to the west of the inlet. Shipbuilding was a significant activity throughout the Napoleonic Wars until 1879, when the last boat was built. In its heyday, the shipyard employed up to 300 men. Between 1823-45, the harbour was improved and there were exports of net, hemp and flax and imports of timber, coal and gravel. Fishing was an important local activity that continues to the present day. The port was small to medium sized but merited a small Custom House and a number of purpose built warehouses had been erected by this time.

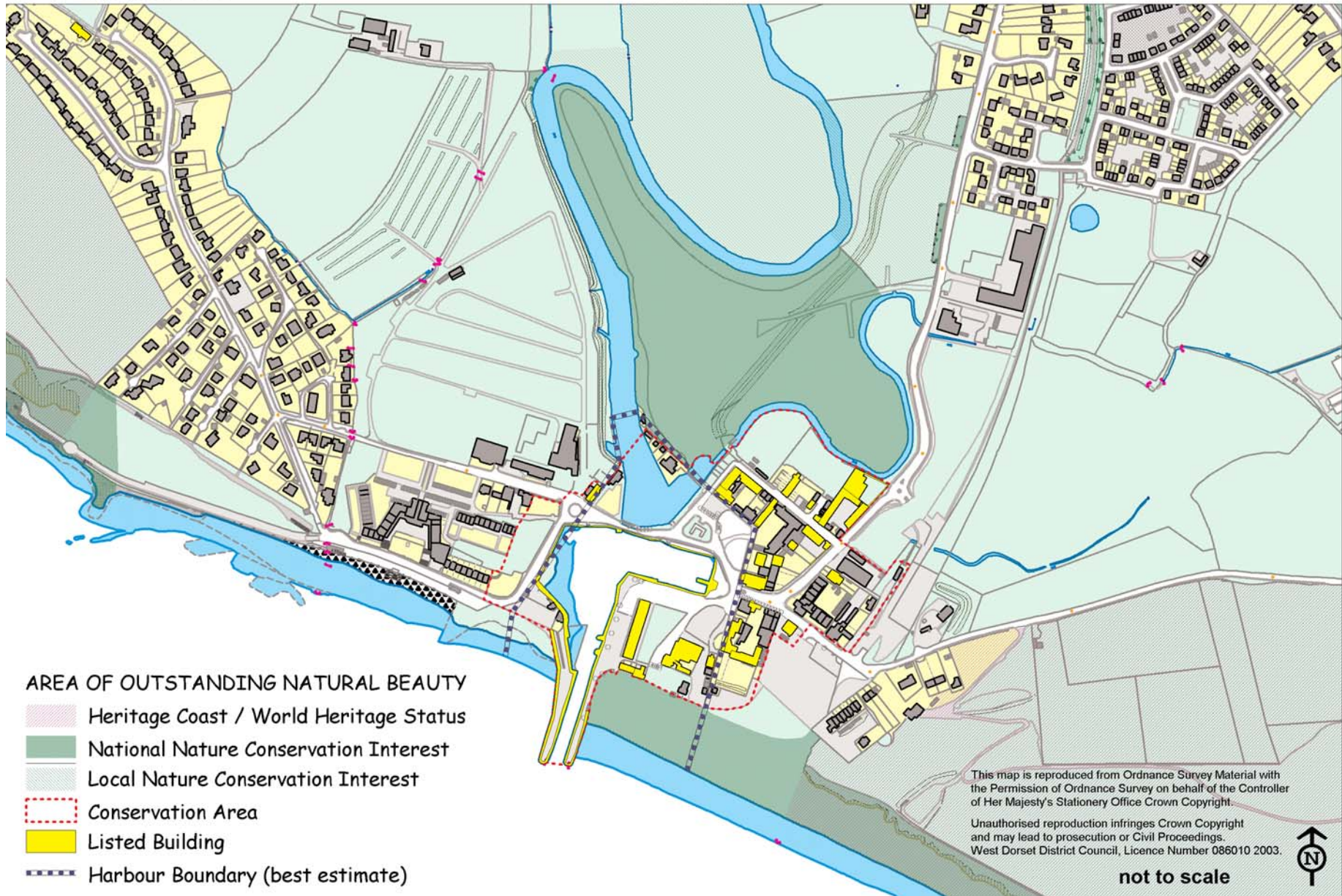
In 1857, the Bridport Railway arrived at the parent town and Bridport Harbour entered into a gradual decline and lost its customs status. In 1884 the railway was extended to the coast, to the east of the river, and the next year the Harbour Commissioners constructed a road around the west side of the harbour, opening up access to West Beach. At this time, the settlement was renamed West Bay. This change of name marked the birth of West Bay as a seaside resort and in 1887, a new type and scale of building was introduced in the speculative Pier Terrace - built by the West Bay Land and Building Company. The same year saw the opening of the Esplanade. The late Victorian resort was enhanced by the improvement of its public houses and hotels, a Pavilion on the Mound (washed away by storms in 1942) and the erection of a Coastguard station in 1905. In 1914 the West Cliff estate was sold and the area began to be developed after the Great War.

A large area to the west of the harbour (The Shipyard Centre) was developed for residential and tourism uses in the 1970's. The post war period also saw the increased commercialisation of the core, with the conversion of older buildings into shops, café's and tourism related uses. The late 20th Century also saw increased use of the car, having a major visual and functional impact on the area around the harbour, particularly with large areas used for public car parking. The harbour itself is now mainly used for pleasure craft and fishing boats.

Bridport Harbour was designated as a Conservation Area in 1972 and contains approximately thirty Statutory Listings (buildings, groups of buildings or structures eg walls). It is set against a spectacular coastal and countryside backdrop, recognised by various designations (Area of Outstanding Natural Beauty, Heritage Coast and World Heritage Site (the Jurassic Coast)). There are also areas of nature conservation interest - parts of the river's floodplain to the north is designated for national or local nature conservation value (as a Site of Special Scientific Interest or Site of Nature Conservation Interest), as well as the geology of the cliffs (a Site of Special Scientific Interest and Special Area of Conservation). The coastline and river floodplain also bring other issues in terms of flooding and land instability.

A Map showing the Landscape and Heritage designations in West Bay

West Dorset District



Examples of some historically important harbour-side buildings that contribute to the character of West Bay



The Moorings late C19 - early C20th



Methodist Chapel 1849



The Bridport Arms C17-C18th



St Johns Church 1936



Pier Terrace 1887



The George 1820

4. Land Uses and Movement

Variety and Vitality

The heart of West Bay has a vibrant mix of building types and uses - including shops, pubs, churches, cafes and kiosks, as well as flats and houses. Much activity is related to the harbour itself - the commercial fishing, boat repair, as well as tourists enjoying the ambience. In the summer, and on sunny days, the place is bustling with holidaymakers as well as local residents going about their daily lives.

Outside the core area, although, there are some areas where the character and level of activity is quieter, with the variety of building types and uses is much more limited. West of the harbour the land is predominantly in residential use, and a large area taken up by the caravan park with its regimented static caravans. The caravan park and its links through the Shipyard Centre to West Beach are relatively bustling during the holiday season, but outside this period activity is low.

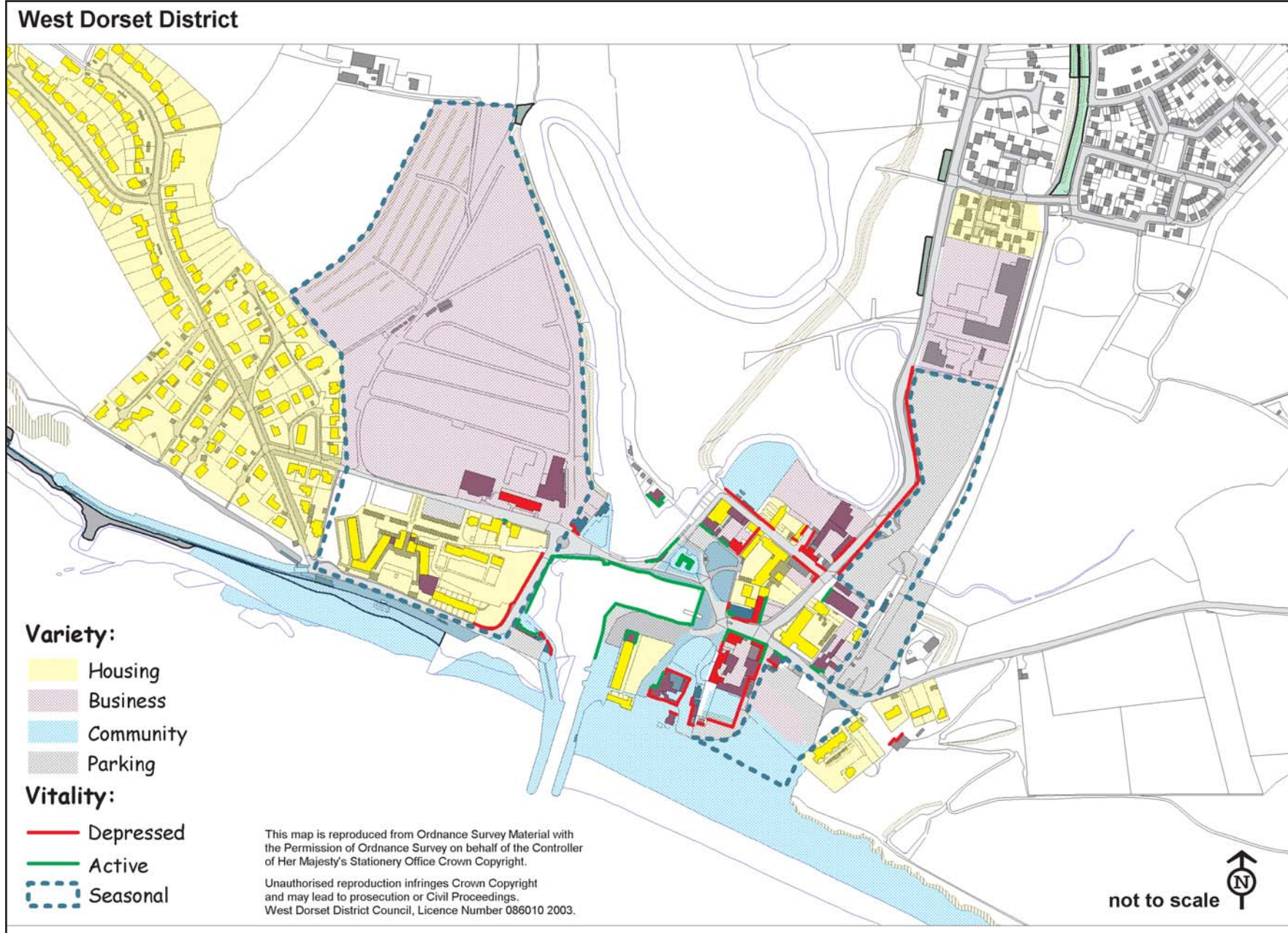
East of the harbour, the mix of uses and activity extends out along West Bay Road and George Street, up to the West Bay Road car park which is a largely laid to tarmac, but broken up by some landscaping. Again, the car park and its links through to East Beach are relatively bustling during the holiday season, but outside this period activity is low.

Movement and Legibility

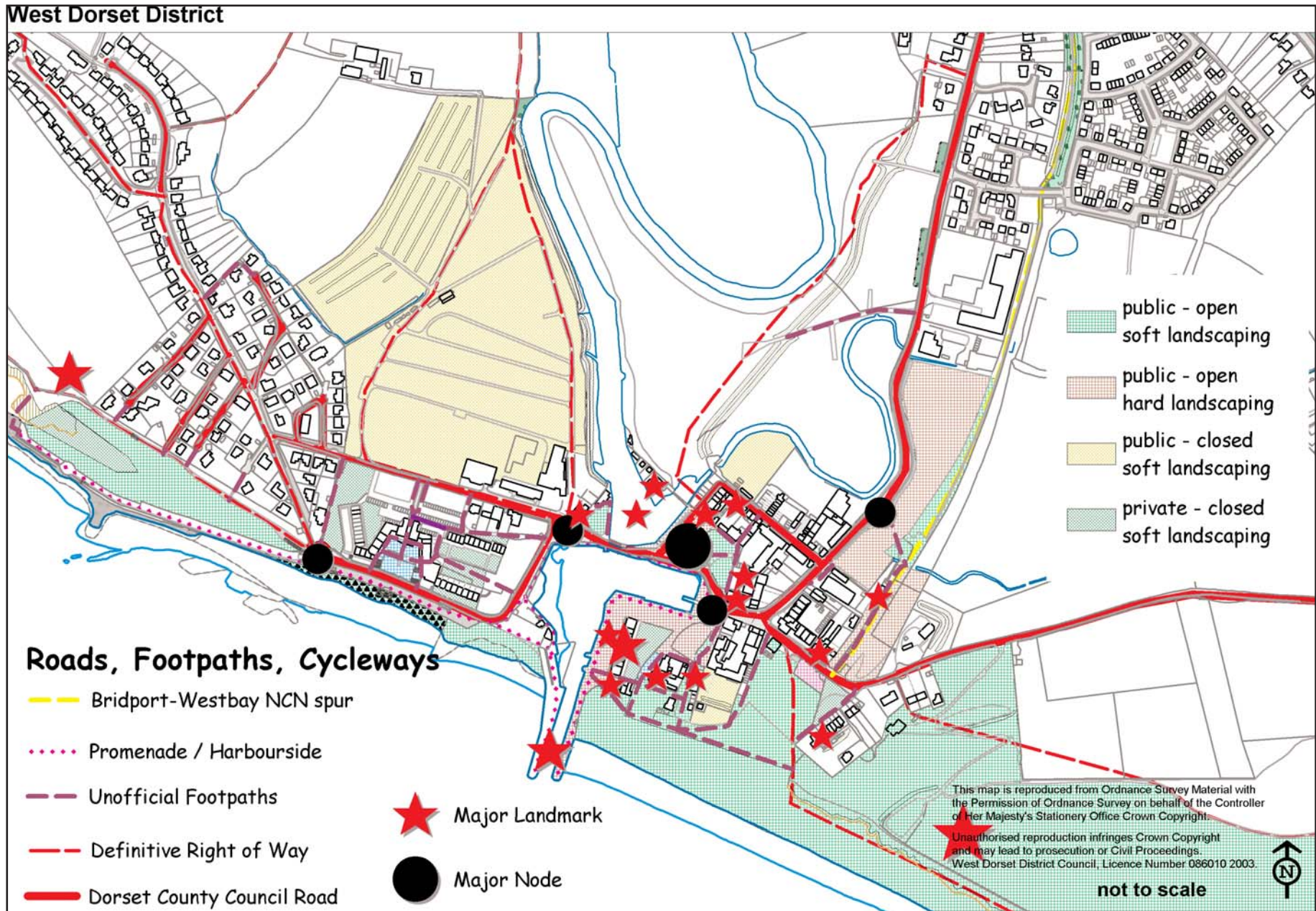
The harbour is the centre of West Bay, from where roads and footways radiate out to the surrounding areas, as well as the point where the river meets the sea. There are a number of key meeting points (or "nodes") where these routes converge, and people tend to linger. These are: where West Bay Road enters the harbour (by the old slipway); the area outside the George; the area outside the entrance to the Caravan Park; and at the Mound at its juncture with the esplanade. Some of the open spaces around the harbour are planted, others are predominantly laid to tarmac and used for parking, some are in private ownership where the public are not invited, and visitors cannot be blamed for being confused as to where they can and cannot go.

Key landmarks are the cliffs either side of the Bay and Pier Terrace. In addition, more locally recognised landmarks include the old Salt House, St. John's Church and the Methodist Chapel, The Moorings and its softer echo, Querida.

Variety and Vitality - A Map showing different uses in West Bay



A Map showing Movement and Legibility within West Bay



5. Strengths and Problems

The following strengths and weaknesses of West Bay were agreed at the public meeting:

Strengths

- Heritage - "Old West Bay " charm / history
- Harbour / beaches
- Landscape - spectacular setting
- Tourism - that it helps support local shops / services, but it is not a commercialised resort
- Community - it's a community where people live and work

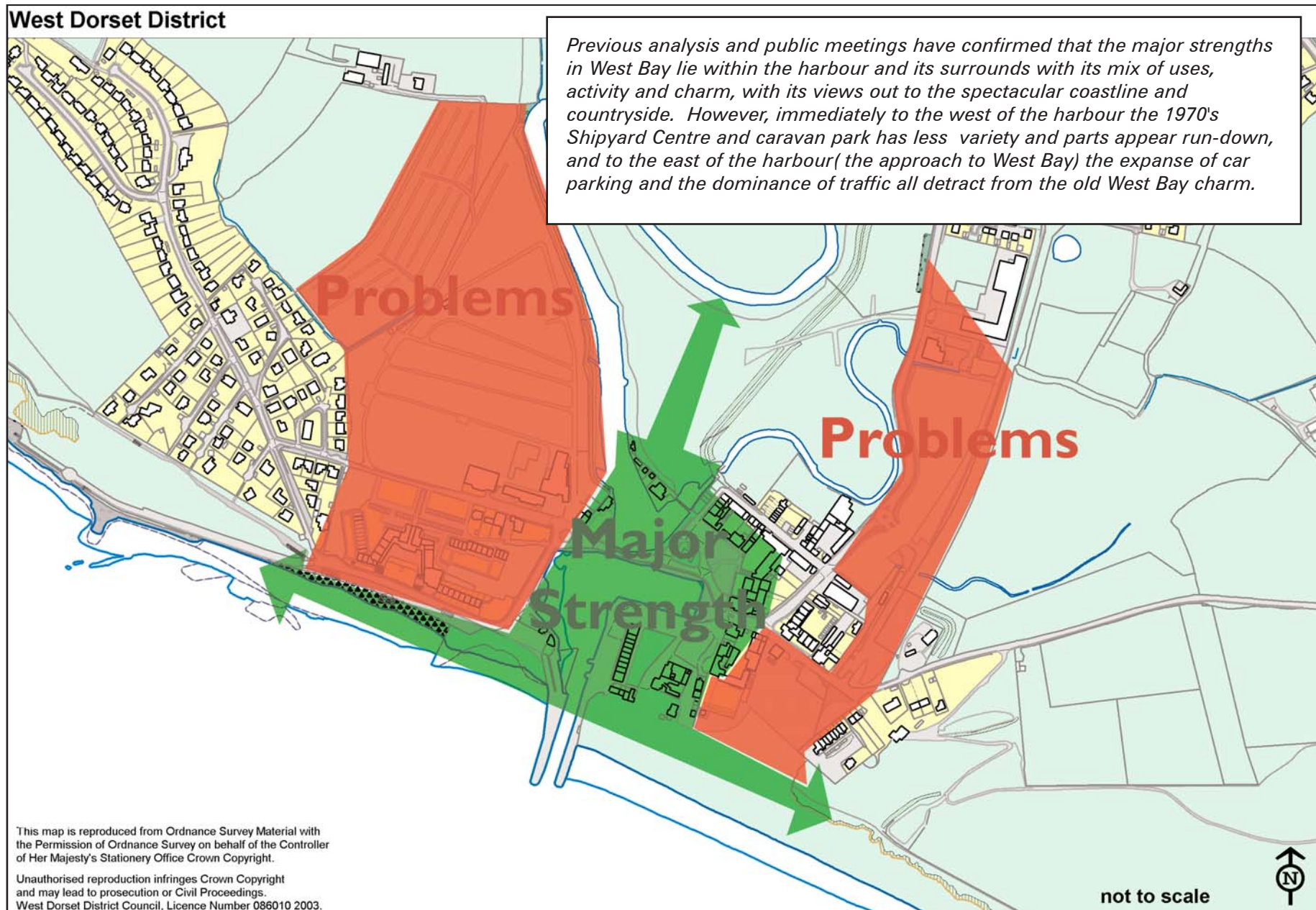


Pier Terrace - part of the old West Bay Charm and history

Problems

- Traffic/parking - danger to pedestrians (especially Forty Foot Way), access / infrastructure, the promenade is a dead end
- Tourism - it makes West Bay overcrowded in summer, more litter, unsightly caravan park, poor facilities (toilets)
- Housing - imbalance of elderly / young, impact of second homes
- Harbour - uncertainties, impact during construction on tourism, need for appropriate fishing areas (conflict with swimming on the beaches) and facilities for commercial fishermen
- Facilities - lack of children's facilities and year-round community facilities
- Policing - lack of general policing (parking etc...)
- Environment - run down feel / lack of greenery

A Map showing Focus Areas of Problems and Strengths in West Bay



Major consultation was undertaken in May / June 2002 on the ideas that had emerged and there was strong support for the overall vision:

West Bay should be:

- a village in its own right, not just a subsidiary part of Bridport;
- a place with a distinctive local identity, maintaining a continuity with the past, but not stuck in the past;
- a viable community, with jobs and housing for all social groups;
- a place which welcomes visitors, but not a specialised resort: a place where tourism is an integral part of a larger picture, to benefit the community as a whole;
- a place which can be reached by many modes of transport, where people are not dependent on the car;
- a green place where landscape and the river are brought into the heart of the village; and
- a place which is clean and well maintained.



It was agreed that this Vision would be achieved through four key objectives:

- **keeping the harbour special** - by retaining its identity and vitality as a place of activity, with a mix of uses and routes in and out, a place of enjoyment where people can wander around in safety and stop and enjoy a variety of experiences - the working harbour, the sunset, entertainment, and as a distinctive place where buildings tend to be larger, individual and ornate, and spaces are important with many relating to the old harbour boundary;
- **providing a warm welcome to visitors** through improved traffic management and facilities;
- **linking the land, sea and countryside** (West Bay's assets) through improved pedestrian links (physically and visually) and the enjoyment of green spaces; and
- **distinguishing between public and private areas** to ensure surveillance of public spaces through appropriate design, so that people can safely explore West Bay, ensuring that new buildings front onto and are entered from public areas, private areas are enclosed and vacant buildings re-used, minimising the need for unnecessary signing.

Projects were then identified that would meet these objectives along with controls to guide these projects. These have been incorporated into the following pages.

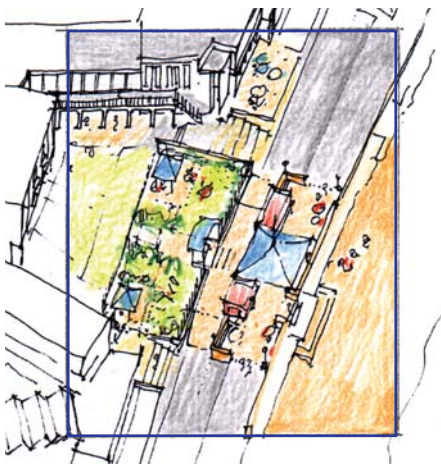
(Any capital receipts received from the sale of Council land or property in West Bay will be recycled back into providing further projects and improvements within West Bay itself.)

Objectives and Controls for New Development and Projects in West Bay

<i>Local Plan Policy Ref / Project</i>	<i>Objectives</i>	<i>Controls / Design Rationale</i>
<p>WA10 Traffic Management and Environmental Enhancements</p> <p>Key to the regeneration of West Bay is the implementation of a program of traffic management and environmental enhancement. This is based on the need to reduce traffic and improve the pedestrian environment around the harbour - the core of West Bay - whilst improving visitor arrival facilities and access from the peripheral car parks into the core. The Council will negotiate for contributions in order to improve the traffic management and pedestrian environment within this area and will expect any new development to pay particular attention to new landscaping proposals.</p>  <p><i>Motorcycle parking on 'George Island'</i></p>	<ul style="list-style-type: none"> ■ Effective traffic management in keeping with West Bay character <p>The aim is to provide a warm welcome to visitors, through improved traffic management and facilities to encourage visitors to West Bay to park in the car parks on the eastern fringe (Station Road or East Beach car parks) and to discourage unnecessary traffic from entering the village of West Bay. See Sketch Diagram</p> <ul style="list-style-type: none"> ■ Improved Pedestrian and cycle links:  <p><i>The alleyway from George Street through to the green - an attractive alternative pedestrian route from the West Bay Road car parks to the harbour, avoiding the main traffic route.</i></p>	<p>An area is identified for the provision of a traffic management and environmental enhancement scheme, and contributions will be sought from development in the area towards this objective. Designs and materials should be of a quality that reflects the fact that the centre of West Bay is designated as a Conservation Area. Street clutter and proliferation of signage should be avoided and where possible should be uniform and attached to existing poles and columns.</p> <p>Pedestrian Links: From the car parks pedestrians should be directed along new improved, well signposted routes to the beach or the harbour. Well lit and signed, attractive and direct routes will be encouraged that take pedestrians to the centre of West Bay, away from traffic as much as possible. There may be opportunities to guide visitors through otherwise little visited attractive areas of West Bay (eg along George Street and through the alleyway to the green) - additional footfall may breathe new life into old buildings.</p> <p>Cycle Links: There is an opportunity to extend the existing cycle path from the old station, where it terminates at the moment, down to East Beach.</p>



An example of the new harbour and esplanade lighting columns



Artist's Impression showing how seasonal structures could help make possible improvements to the area in front of the Shipyard Centre and the adjacent area of the Esplanade

■ Improved Pedestrian Areas and Streetscape Enhancement:



Patched pavement and car parking detracts from the ambience of the harbour vicinity

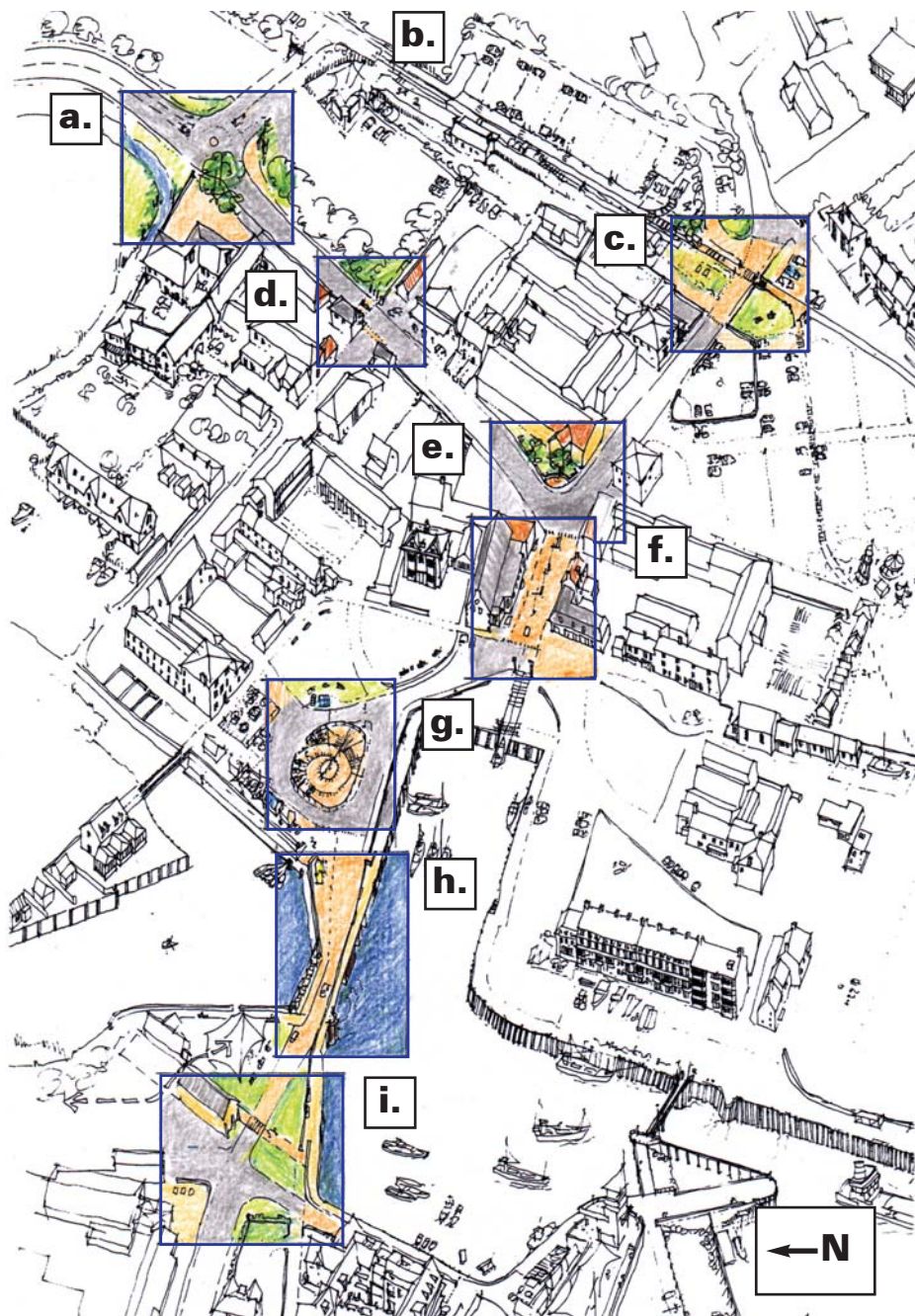


The Esplanade requires improvements - at present it is a barren expanse of tarmac and concrete, with little sheltered seating and no planting.

The Harbour: by removing some parking, there is opportunity for the paved area around the harbour to be improved in terms of pedestrian circulation space, paving, covered seating areas, and sheltered as well as open benches and bins. Lighting around the harbour and esplanade has recently been successfully improved but may need to extend further. Any new materials or street furniture should respect the traditional building materials used in West Bay and its Conservation Area status and the layout should reflect the old harbour boundary to emphasise its historic importance (see Landscape and History Map).

Forty Foot Way: a pavement should be provided along Forty Foot Way and traffic calming considered, to reduce conflict between cars and pedestrians in this street.

Esplanade: consultation was inconclusive regarding closure of the esplanade to traffic. If traffic is restricted all year round, major improvements could be carried out to create a more attractive environment in which to walk and sit. If traffic is restricted seasonally, there would still be an opportunity to improve the esplanade by creating more sheltered seating areas, planting and paving. Provision will need to be made on the Esplanade to accommodate at a minimum, access and parking for disabled and possibly some boat trailers. Any parking provision should be delineated in such a way as to be incorporated into the design of the paving and interspersed with planting suitable for the climatic conditions. Temporary 'pilot' closures may be necessary before any permanent arrangements are made.

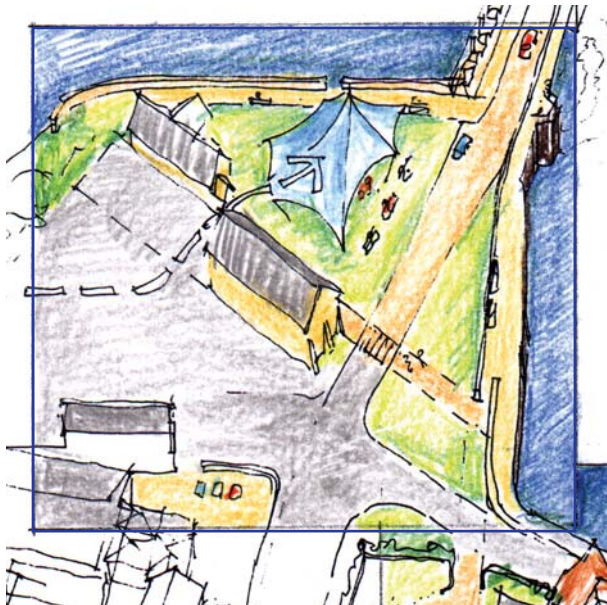


Traffic Management Proposals

- a) At this roundabout vehicles will be encouraged to enter the car park
- b) A new vehicular link through to station yard car park to improve ease of access and use
- c) Pedestrian priority traffic calmed area outside car park entrance / exits
- d) A surface change representing pedestrian priority to enable pedestrians to cross the road from the car park to George Street will encourage vehicles to slow down
- e) A change of priorities at this junction will mean that the driver has to give way to make a right turn into the harbour area.
- f) Another change of surface will slow drivers down once again, as this becomes a pedestrian priority area
- g) It is proposed that in the area outside The George;
 - A turning circle and drop off point will be created for coaches and buses
 - Increased motorcycle parking will be provided on George Island with retention of a seating and pedestrian area
 - The pavement will be widened in front of the kiosks
- h) By this point the majority of traffic should be local 'access only' traffic and priority across the bridge will be given to west bound traffic, to reduce any queuing over the bridge
- i) A new road layout will replace the roundabout at this point meaning less road space is necessary, giving rise to the opportunity to create a green open space adjacent to the harbour and creating a better visual link between the Salt House and the harbour.



Fisherman's Green



Artist's Impression of Fisherman's Green with a covered seating area and an extra green space created on the other side of the road by removing the roundabout

■ **Provision of Green Links and Planting:**

The aim is to link the land, sea and countryside through improved pedestrian links and the enjoyment of green spaces



Harbour Green - an important green space

Coastal Path: Subject to agreement with the West Cliff Homeowners Assoc., suitable trees along West Cliff bridleway and locally native maritime species should be re-established where possible along the coastal path on West Cliff. If possible provision should also be made to re-establish the footpath link between Eype and the West End of the Esplanade.

Green Links: Further planting will also be encouraged along West Bay Road and along the extension to the cycle path in an attempt to link the surrounding countryside into the village.

Caravan Park: Opportunities should be taken to help screen the caravan site and provide a recreational path between the river and the caravans. The details will be agreed with the Environment Agency. Improved landscaping (which would require the repositioning of some static units) will be encouraged. There is an opportunity for a green link to run through the caravan park and western side of the Shipyard Centre connecting to the beach along the Parish boundary (traditionally marked by hedgerows). Grant Funding may be available through WDDC Conservation and Countryside Grant Scheme.

Green Spaces: Fisherman's Green, Harbour Green and the area behind Pier Terrace are all important green spaces that soften and complement the built environment. The area behind Pier Terrace is used by fishermen to store equipment and should remain as such, contributing to the old West Bay charm and history. Fisherman's Green (outside the Salt House) is a popular area for entertainment and has the potential to be improved with a covered seating area and bandstand. More seating could be provided for people to enjoy the harbour-side activity.

WA11 West Bay Core Area

The heart of West Bay - the harbour - contains a variety of uses, including retail, tourism facilities, community facilities, employment, holiday and residential accommodation.



Fishing from the slipway - tourism/recreation



The Riverside Restaurant - commercial/employment

This mix of uses is key to the area's identity, and it is important that the variety of uses is retained, whilst allowing flexibility to change between uses to ensure that buildings do not remain vacant and become derelict. The aim is to keep the harbour special by retaining its identity and vitality as a place of activity, with a mix of uses and routes in and out, a place of enjoyment where people can stop and partake of a variety of experiences.



A mix of uses around the harbour-side include, residential and holiday accommodation, retail, employment and tourism.

Within the core area of West Bay a mix of retail (including sales of food and drink), offices, workshops, community facilities, holiday accommodation, leisure uses and residential use should be retained.

Any new development should:

- Retain the varied character and vitality of the immediate area - it is this variety of uses that keeps the harbour special. Of particular importance to the character is the retention of community facilities and employment uses.
- Where opportunities arise, improve the legibility and permeability of existing and potential pedestrian routes emanating from the harbour to the surrounding areas. This will enable people to find their way to the core of West Bay, wander around in safety and stop and enjoy the variety of harbour-side experiences.
- Be in line with the objective of reducing unnecessary traffic, new development should not result in a substantial increase in traffic generation either to the west of the harbour or in the vicinity of the harbour.
- Complement the distinctive character of the harbour area, and its positioning respects its relationship to the old harbour boundary to retain and emphasize its historical importance.
- Take into account the need to maintain key views into or out of the area, of locally important buildings and to ensure that views of the sunset are not impeded.
- Be in line with WA10, the retention of open green spaces and where possible appropriate landscaping and planting (or contributions to achieve this aim) to visually enhance the area around the harbour will be sought;

- Ensure the distinction between public / private areas and provide natural surveillance to ensure public places are suitably overlooked (including conversion of existing buildings):
- Any change of use or new development should be fully accessible for all users, including those with disabilities.

Improved Visitor Facilities

Visitors are key to West Bay's survival, in supporting local businesses and providing additional vitality and activity in the village. The community consultation recognised that the needs of holidaymakers need to be managed in a way that continues to benefit the village. To complement the traffic management and environmental enhancements proposals, a section in the southern part of the West Bay road car park has been identified for improved visitor facilities.

The aim is to improve visitor facilities in West Bay on a small scale, in keeping with the traditional character of West Bay as a working fishing harbour. Any new facilities should provide a good level of service and provide visitors with low key alternative activities during periods of wet weather.



The old station building could be a small refreshment / information shop.

Improved visitor facilities, should include:

- **Public toilets in the West Bay Road car park** accessible as people arrive and depart. The building should be of a suitable design and of reasonable quality so as not to detract from the adjacent Conservation Area.
- **Appropriate re-use of the Old Station Building** The old Station Building is a locally important building, the fabric of which should be retained and enhanced. It could be used for a variety of small business uses and could also act as the pick up / drop off point for any land train service that may operate.
- **A wet weather attraction** is considered necessary in West Bay to encourage people to stay in the area during inclement weather - this should be a commercial enterprise. Possible attractions may include for example, an aquarium, museum / interpretation centre or a gallery / craft centre. If the opportunity arises through redevelopment the adjoining area (Harbour Garage) could be incorporated.



Improved Visitor Facilities

West Bay Road car park and Station Yard car park will be the main visitor car parks where there will be new toilet facilities, picnic areas, information and a children's play area. The cycle path will be extended right down to East Beach.

From the car parks pedestrians will be directed along new improved routes to either, 'the beach' or 'the harbour'

● A Sea Angling Jetty

The Council has approved expenditure of up to £45,000 to provide 8 piles, which could support a sea angling jetty. If these piles are not provided while the coastal defence and harbour entrance improvement works progress, the possibility of providing a jetty will be lost. It is suggested a charitable trust may be the best body for raising funds for the construction and for managing and maintaining the jetty. The District Council has also agreed to provide up to £10,000 to help cover the cost of designing the jetty. The jetty would need:

- Funding above the £45,000 provided by the District Council
- Planning consent
- Hydraulic and structural design to approved standards
- Approval of the crown commissioners· Agreement with WDDC
- Approved methods of operating and maintaining the jetty including Health and Safety considerations. The location will be the same in distance from the shore and in the same depth of water as the end of the Old West Pier, on the seaward side of the new pier. Due to wave action the jetty and connecting bridge need to be very robust with possibly open grid metal flooring.

George Street

Land at the George Street boatyard is suitable for the provision of a mix of housing and employment uses. Prior to development satisfactory additional and alternative provision for the boatyard will be provided, possibly on the Station Yard/West Bay Road car park areas.



The Boatyard



Haddon House Hotel

The community consultation exercise recognised that provision of employment and affordable housing, especially from the responses of the younger people, would lead to a more balanced 'live-work' society in West Bay. Relocation of the boatyard would assist in meeting this objective. The adjoining land in the grounds of the Haddon House Hotel was also considered, however, any development within this area should not compromise the hotel's ability to expand to meet future tourism needs.

Any new development should:

- create mixed use employment and housing including a proportion of affordable housing to meet current local plan standards or a contribution towards an equivalent provision on other sites in West Bay;
- respect the form and height of the surrounding buildings. Any housing element should be a majority of 2-3 bedroom cottage style dwellings;
- respect or enhance the character of any adjacent traditional buildings along George Street and the Conservation Area;
- respect the pattern of development along George Street eg. the perpendicular terrace pattern;
- clearly distinguish between public and private areas and provide natural surveillance;
- maintain or enhance views out to the river valley
- Any new development may be at risk from flooding and may require a flood risk assessment in accordance with new guidance - PPG25 on Development and Flood Risk. The Environment Agency will be pleased to advise further.

Old Shipyard Site

An existing planning permission entitles the owner to 45 dwellings on this site. The design is under review as part of formulating this Supplementary Planning Guidance.



These pictures show the view from the site across the harbour out to the surrounding countryside...



A view from the eastern side of the harbour towards the Old Shipyard Site

Development of this site should aim to take into account its physical relationship with the harbour and adjoining buildings, the significance of the nearby Mound, views over the harbour and towards East Cliff and the local effect and enjoyment of the sunsets.



...and across to Pier Terrace and East Beach

This site is very visible on approaching the harbour from West Bay Road, and at present the vista across the harbour has no focal point or strong edge, but instead is lost to the blank side elevation of the 1970's Shipyard Centre development. Where the site turns the corner onto the Esplanade there is the opportunity for the design of the building to address this corner.

Any new development should:

- Respect the form and character of the buildings surrounding the harbour. The maximum height of building around the harbour is the 4 - 4 ½ storeys of the imposing Pier Terrace, built by Edward Prior in 1887, across the harbour from the site. The majority of buildings in West Bay are 2 storey, with some of the more architecturally important single buildings being 2 ½ - 3 storeys. Taking the above into account a maximum height for the majority of the building of 3 ½ storeys would be considered acceptable. However, certain limited elements of the building could rise to a greater height providing this has due regard to the overall height of Pier Terrace. Opportunities for the taller elements of the building may be more suited to the seafront elevation where there would be a lesser impact on key elements of the older core of the conservation area, but may serve to provide a focal point in wider views across both the old and new harbour elements.
- Respect or enhance the design of adjacent buildings. Of particular importance is its relationship to Querida to the north of the site. Any development on this site must acknowledge its focal position in the heart of



An aerial view of the harbour showing the Old Shipyard Site in context (to the right of the picture on the western side of the harbour)

- Prior to any development, it is recommended that a desk study is undertaken to identify historical land-use and the potential for contamination, for example for the use of fuel oil. If the potential for significant ground contamination is confirmed then further assessment should be undertaken. The Environment Agency will be pleased to advise on this.

West Bay and its prime location on the harbour-side, whilst respecting the character of West Bay.

- Improve permeability through the site by breaking the frontage along the eastern boundary to provide a visual and potential future pedestrian link through to the shipyard centre and by taking advantage of the depth of the site by creating a public square. Properties should front onto the southern and eastern boundaries as well as onto the new link and square and a number of different accesses into building blocks should be encouraged to provide maximum activity, visual interest and natural surveillance.
- Include a mix of uses in accordance with WA11;
- Maintain or enhance views into and out of the area. The design of any new building on this site would need to take into account the views of the sunset across the harbour from the eastern side as well as views out over the harbour towards East Cliff. To enable this the building line should be set back from the southern boundary.
- The developer would be expected to provide a photomontage of the site showing the impact of the development in views from West Cliff, across the harbour and from the end of the new harbour arm. (A sun-path survey showing the shadowing impact of the building on the harbour may also be a useful tool.)
- Any new development may be at risk from flooding and may require a Flood Risk Assessment in accordance with new guidance - PPG 25 on Development and Flood Risk. The Environment Agency will be pleased to advise further.

Forty Foot Way

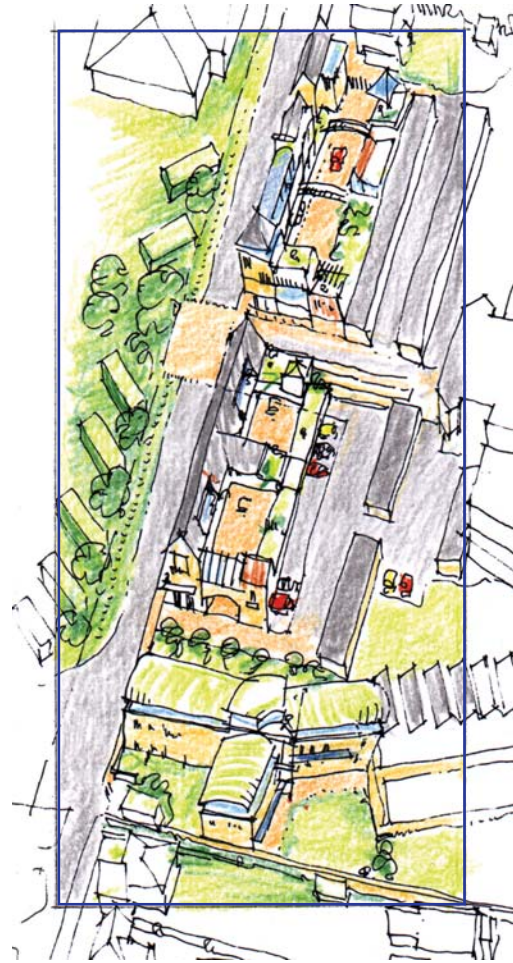


Forty Foot Way - strong boundary wall



Parking - between Forty Foot Way and the Shipyard Centre

Any development along the southern edge of Forty Foot Way should aim to form a strong edge against the boundary of this road, tidying up and consolidating the backland area of the Shipyard Centre.



An Artist's impression of development along Forty Foot Way

Any new development should:

- Respect the form and height of the surrounding buildings - a maximum of 3 storeys would be acceptable;
- Design cues should be taken from traditional buildings in the Conservation Area;
- Improve the legibility and permeability of potential pedestrian routes through the site - especially linking through to the esplanade. Clearly distinguish between public and private areas and provide natural surveillance onto Forty Foot Way;
- Ensure operational and residents parking is included within the design. Access for the residents of The Shipyard Centre and their cars should not be precluded;
- Incorporate into the design the retention of the traditional boundary wall that fronts Forty Foot Way;
- Ensure the green link along the parish boundary at the western end of Forty Foot Way is retained and appropriate landscaping will be sought;
- A badger survey of this site and the area adjacent must be completed before development takes place, due to reported sightings of badgers in this locality.

Re-use of existing old or vacant buildings



The Rocket House



The building on the corner of George Street and West Bay road

The aim is to consider bringing old redundant buildings back into viable economic use, before developing any further new buildings in West Bay.

Buildings identified were the **Rocket House** (formerly the coastguards store, owned by the District Council and currently vacant) the **corner of George Street and West Bay Road** (which was given approval for conversion to architects offices and a private dwelling in 2001) the **Salt House** (owned and currently used by the District Council as an exhibition centre) and the **Old Station Building** owned by the District Council and currently leased as offices. Use as a refreshment shop was strongly supported in the consultation exercise.



The Salt House

- Any necessary repairs to make the buildings weatherproof should be carried out immediately if necessary, rather than allowing them to deteriorate through weather penetration.
- Where the traditional style is important to the character of West Bay, any conversions should seek to retain as far as possible the original features, fixtures and fittings. The original form and fabric of these buildings should remain intact.
- Any new uses should be compliant with Local Plan Policy WA11 and compatible with the existing building in terms of respecting its traditional character.
- When converted or refurbished all of these buildings should be made fully accessible to those with disabilities.



The Old Station Building

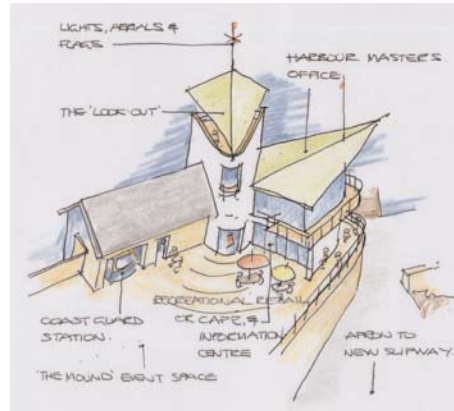
The Mound



Above: photograph of the Mound prior to harbour improvement

Right: Artist's Impression of a focal building on the Mound

The Harbour Defences project has allowed for a building on the Mound to house the Harbourmaster and Coastguard functions. The aim is to achieve a building on this site that is both practical, but also acts as a focal point incorporating a number of official, water-related, and convenience uses, as well as for public use and enjoyment throughout the year, including during inclement weather.



Any new building on the Mound should:

- Encompass a number of uses, all of which should be explored before the final design is drawn up. (As well as harbourmaster and coastguard facilities these include, public toilets, showers and waste facilities for visiting yachtsmen, changing and storage facilities for non-motorised water-sports, and a commercial facility eg café)
- Make use of the focal position of the site within the harbour and reflect this aspect within its design.
- Make full use of clear elevated views out to sea and ensure that coastal and sunset views are taken into account.
- Respect and enhance the character and materials of the Conservation Area.
- Explore the history of the site and make use of the change of levels.
- Be fully accessible to those with disabilities.

General Environment

The aim is to respect or enhance the Conservation Area and "gateway" status of Bridport and West Bay in the World Heritage Site (Jurassic Coast) in order to create a quality environment that reflects this status and continues to improve the tourism economy and the environment.

The following should be considered:

- Overhead wires should be placed underground
- Signage should be co-ordinated, well designed and presented and kept to a minimum commensurate with delivering appropriate information.
- The design and siting of any mobile structures such as kiosks and beach huts should be carefully considered and any seating used by owners for their customers should be of a style and quality that enhances the Conservation Area.

A Plan of West Bay Showing Proposed Projects and Environmental Improvements

