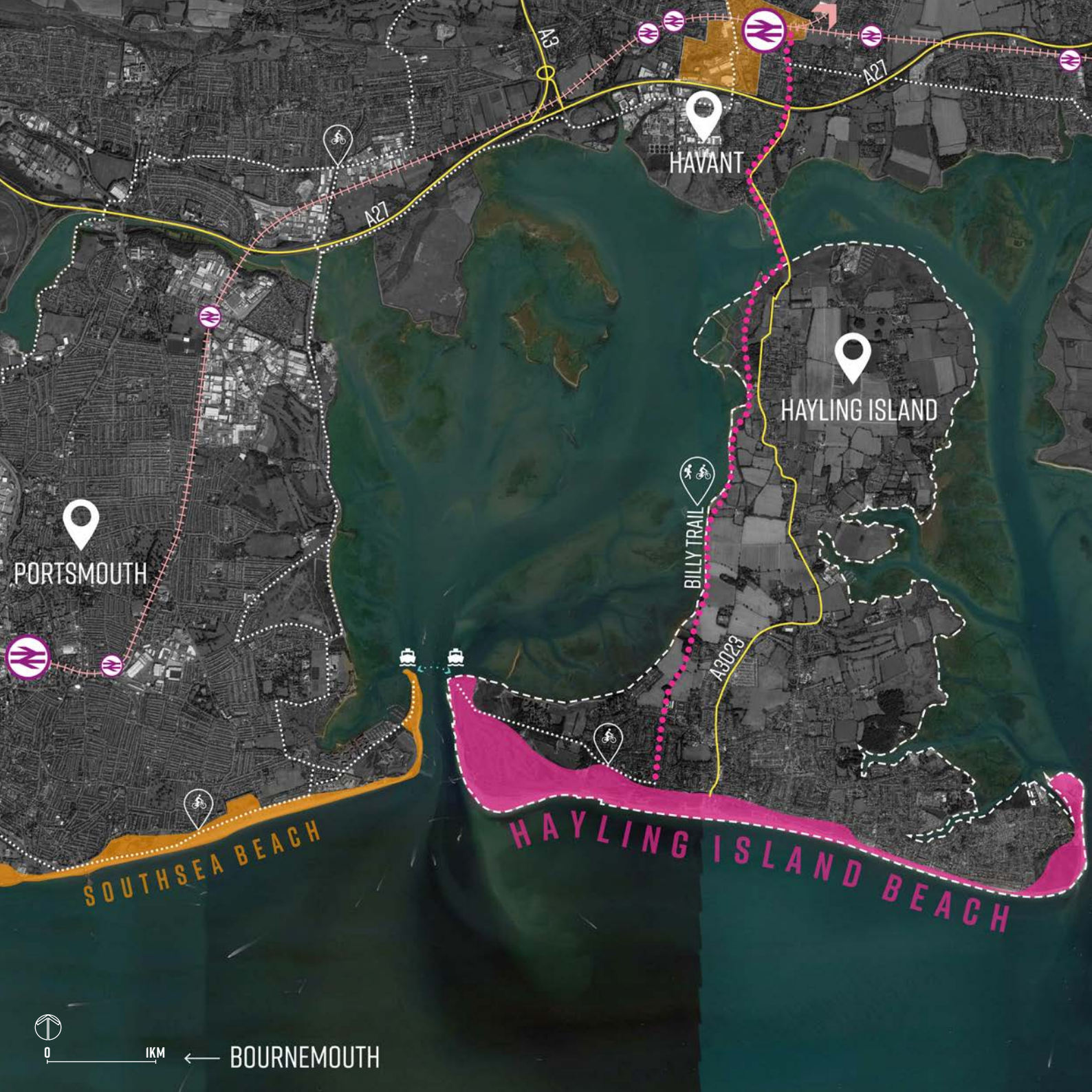


AN AMBITION FOR
HAYLING ISLAND
SEAFRONT

DRAFT

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HAVANT

HAYLING ISLAND

PORTSMOUTH

BILLY TRAIL

SOUTHSEA BEACH

HAYLING ISLAND BEACH



1KM

← BOURNEMOUTH



I.0 INTRO

Hayling Island has been a popular **destination** for over a century. The seafront has a heritage rich in **watersports** and it offers a high-quality **natural environment**. The local tourism sector has great potential to contribute to the local economy, attracting significant visitor spend and supporting over 4,500 jobs across the Borough. The potential growth in the staycation market provides another fantastic opportunity to support a **vibrant economy**.

However, there are some key challenges:

- 1 Parts of the seafront are dated and require updating and investment
- 2 The coastline is dynamic and vulnerable to coastal flooding and erosion, particularly during high tide and storm events.
- 3 The peninsula geography can lead to congestion on the roads during peak times
- 4 The seasonality of the visitor offer means that the seafront is often crowded during peak times but quiet out of season
- 5 The poor perception of Hayling seafront.

Havant Borough Council wants to work with local residents, businesses and a range of other key stakeholders to develop and deliver **ambitious** and exciting plans to **enhance** the seafront and create an **inspiring destination**.

We want to develop a new approach to managing the seafront to drive up the quality of the resident and visitor experience. We want to explore opportunities to grow **niche markets** - such as watersports and activity holidays - improve access to the beach, including enhancements to the **Billy Trail**, strengthened connections across the seafront via new and enhanced cycle and walking routes facilitated by clear wayfinding signage.

We want to encourage high quality development and the creation of new facilities, including an improved leisure offer and a stronger commercial proposition - one that is sustainable in the long term and supported by a clear brand and identity. We want to protect and enhance the precious natural environment, and create a **happy, healthy and vibrant place**.

This document builds on work undertaken by Hemingway Design (January 2019) and Mace (December 2019/20). It sets out a clear **ambition** and **strategy** for the future of the seafront, accompanied with a comprehensive **concept plan** and **roadmap to delivery**. It aims to enhance the range and quality of attractions, improve the environmental quality and urban design of the seafront and connect key attractors in ways that reflect the heritage of the island. Regeneration is focused at **West Beach, Beachlands and Eastoke**.

A SEAFRONT AMBITION

HAYLING SEAFRONT WILL BE A HAPPY, HEALTHY AND VIBRANT PLACE.

Hayling Island Seafront is a key asset for the borough and a focus for regeneration and positive place-making.

The seafront will become a focus for new investment to grow and sustain a thriving local economy that will transform the area to one that focuses on activity and experience-based tourism, which takes advantage of the natural qualities of the seafront.

The ambition for the seafront is supported by a series of **Design Principles** that are fundamental to supporting a long term strategy for the coastal destination that both enhances and preserves:

- 1 Create an **exciting** and **modern seafront** and **marine leisure** offer, supported by a **strong brand**, which increases the quality of the visitor experience and opportunities for visitor spend
- 2 Improve **sustainable access** to the beach, including enhancements to the **Billy Trail** and improved connections across the seafront via new and enhanced cycle and walking routes, facilitated by clear wayfinding signage, moving towards a **car free** future
- 3 Protect the unique character of the coastal landscape and enhance the **natural environment**, supported by a high-quality **public realm**



- 4 Any strategic approach will be responsive to **climate** issues, creating **low carbon footprints**, and will be proactive in **protecting** the coastline
- 5 Create opportunities to support **active lifestyles, health and well-being**, where residents and visitors can experience the landscape through activities, including walking, cycling, running and watersports
- 6 Create a new approach to **managing the seafront** to drive up the quality of the resident and visitor experience, and sustainable coastline.



CHICHESTER
HARBOUR SSSI

EASTOKE

THE JOURNEY

FREE LEISURE OPPORTUNITIES. HIGHER
QUALITY SHOPPING & FOOD OUTLETS.
HAYLING SEASIDE RAILWAY RUNS
BETWEEN EASTOKE AND BEACHLANDS

3.0 TODAY



NATURAL ENVIRONMENT

- High natural value seafront environment, including Sinah Common Site of Special Scientific Interest (SSSI), an area designated as a Site of Interest for Nature Conservation (SINC) and the adjacent Solent Maritime Special Area of Conservation (SAC)
- The lowland dry acid grassland and coastal vegetated shingle beach are of biodiversity interest and value
- Blue Flag status achieved for last 27 years
- Championship Hayling Golf Course with spectacular views of the Solent, alongside the popular Hayling Island Sailing Club.

POPULATION

- The population is estimated to increase to 18,565 in 2021
- Median age of residents is 52
- 29.6% of the population are over 65, with 24.7% retired
- In 2011, almost one third of the population were in the 45-64 age group, although this group is predicted to decrease to a quarter while those aged 65 years and over are predicted to increase
- In 2011, 69% of homes were owner-occupied. 15% of Hayling households were occupied by a single resident over the age of 65 years at this time.

LOCAL EMPLOYMENT

- The tourism industry supports 4589 jobs across the borough (Tourism South East 2018)
- Tourism remains a significant employer on the island, helping to encourage working age families to stay and work locally
- The proportion of unemployed on Hayling Island, was 5.9% in February 2021
- 8.4% of the local population were employed within the accommodation and food industry.



TRANSPORT & ACCESS

- Two bus services connect the Island with the mainland every 15 minutes
- Hayling Ferry service connects Hayling with Eastney Point and operates summer and winter timetables
- The Island suffers from a fragmented public right of way network, made up mainly of short linear routes and little formal horse riding provision
- The main recreational experience is concentrated on the south coast and Hayling Billy disused railway on the west coast.



4.0

THE FUTURE

NATIONAL TRENDS

- **Ageless Visitors:** With people increasingly delaying major milestones such as marriage and children till later in life, coupled with people living longer and more active lives, it is becoming increasingly less relevant to think about visitors in terms of their age and more in terms of their interests
- **Solo Visitors:** Increasingly people are experiencing living on their own across any number of points in their lives. In the UK, 26% of households are single and solo travelling is one of the fastest growing categories and many travel brands are tapping into this niche. Solo adventures are positioned as enriching opportunities for self-discovery
- **Inspiration and pre-planning:** The online world offers an endless inspiration and ideas for travel. Tourism products need to ensure they are part of consumer conversations, endorsed by social influencers and hopefully tick the boxes of key criteria to feature in algorithm results. Tourism products need to be clear on which target groups/ niches they want to address
- **Experiences:** Future visitors will opt for trips that allow them to collect as many unique experiences

as possible for the minimum investment of time and money to get there. With limited budget and holiday time available, future visitors want to find out as much as possible about their destination before getting there. Some visitors are also looking to combine their visit with learning additional skills, self improving activities or trying new experiences.

REGIONAL & LOCAL TRENDS

- National chains within the lower to mid-market accommodation range are looking to develop new quality offers to draw in a higher price premium (higher quality accommodation/improved provision of leisure activities and facilities)
- The tourism offer on the island needs to improve the quality of the visitor experience, otherwise holiday park guests will increasingly stay within resorts, reducing the wider economic benefits to the island
- Opportunities to address seasonality of visitor demand on the seafront lie in enhancing the visitor experience and encouraging visits outside of the school holidays from specific market segments
- The markets offering the greatest potential for off-peak growth for Hayling Island include empty nesters (over 55s) for health and wellness, under 35s for activity/ active breaks and building an audience from local residents
- Key challenges for tourism development include limited transport connections to the island, the availability of high speed broadband, WIFI and mobile reception, and the availability of skilled staff, with tourism perceived as a low-skilled sector.





FUTURE POTENTIAL

- Potential to develop a strongly **branded niche location for active pursuit and activity holidays**, underpinned by its heritage as the home of windsurfing
- **Walking and cycling** are the most popular activities, but there is significant interest in **watersports** too
- The **ideal activity holiday** involves at least three different active experiences, blended with a mix of other holiday activities
- Successful holidays are not just about the activity, the local scenery, accommodation, **food and drink, and other attractions** play an important part
- There is an opportunity to improve communication about provision and ease of access for these activities to encourage more people to participate. The presence of an **activity hub facility** on Hayling Island seafront could support tourism growth by providing information about the range of activities available, alongside local maps and guidance, and free WiFi access
- Consumers like to **pick and mix their activities** to create their own personal activity holidays, as well as combining these active experiences with other general holiday pursuits such as visiting sights, shopping and entertainment
- The **love of local** is common ground for people taking activity holidays on the English coast.





CAFE DEL SOL

COFFEE

5.0

OPPORTUNITIES

An exciting opportunity exist to revitalise Hayling Island seafront, catering for the core local population, as well as attracting visitors and encouraging them to stay longer by providing a range of activities catering for all ages. **West Beach, Beachlands** and **Eastoke** provide hubs around which to focus regeneration activities, with the **connections between** them of equal importance.

Key opportunities to address the challenges outlined on page 5 and realise the ambition for Hayling Seafront include:

- Improving the perception of the seafront through the creation of a **clear brand and identity**
- Preserving and enhancing **areas of wilderness and concentrating tourism** and residential development in the three key activity hubs
- A sensitive and targeted approach to investment, regenerating and improving the tourism economy and encouraging further commercial investment and job creation, creating a **modern and exciting commercial offer**

- Improving **access to and across the seafront**, encouraging greater participation in healthy lifestyle activities, such as walking, cycling and watersports. This should include capitalising on the **Billy Trail** to connect the seafront to the rest of the island, as well as with Havant town centre, providing stronger links to its catchment area
- Better **connections and improved public realm** between the three activity hubs, through a looped network of foot and cycle paths, building upon the informal trails that already exist. Provision of **shelters and seating** along the seafront, with activities located along the journey between the hubs. A clear **wayfinding strategy** which identifies the three hubs of activity, their locations, the respective attractions and the routes and spaces along the Hayling Island Journey.

These opportunities should all be underpinned by a new and smarter way of managing the seafront, which addresses climate change through initiatives such as the creation of a **plastic-free seafront**, advocating the use of sustainable alternatives.



CONCEPT PLAN

BEYOND THE BEACH

OPPORTUNITY FOR AN EXTENDED WALKING & CYCLING LOOP TOWARDS THE FERRY BOAT INN & SINAH COMMON

NATURE ROUTE

MEANDERING ROUTE THROUGH THE BACK OF THE BEACH & SINAH COMMON SSSI. PROVIDES AN OPPORTUNITY TO ADMIRE THE WILDLIFE & VIEWS OF THE COAST

WEST BEACH

ACTIVITY & NATURE

WATERSPORTS & ACTIVITY HUB, COUPLED WITH A MORE DIVERSE FOOD & BEVERAGE OFFERING & SENSITIVELY DEVELOPED BEACH-BASED VISITOR ACCOMMODATION. ACCOMMODATION COULD BE DEVELOPED AROUND OVERNIGHT STAY BEACH HUTS, CAMPER VAN OR CAMPING EXPERIENCES, THAT COULD SIT LIGHTLY WITHOUT DETRACTING FROM THE HIGH QUALITY NATURAL ENVIRONMENT

BEACHLANDS





























COMMUNITY & LIVING

SMALL-SCALE, FAMILY FRIENDLY ACCOMMODATION, ALONGSIDE SEA VIEW CAFÉS & RESTAURANTS WITH AN INDEPENDENT FOCUS. IMPROVEMENTS TO PUBLIC SPACE & LANDSCAPE SHOULD PROVIDE INVITING CONNECTIONS TO THE BEACH



0

250M

-  BEACH FRONT WALK - FORMAL
-  BEACH FRONT WALK - INFORMAL
-  NATURE ROUTE
-  FOOT/CYCLE LINK ALONG EXISTING LANE
-  INFORMAL FOOTPATH
-  BILLY TRAIL
-  EXISTING RAILWAY LINE
-  PROPOSED BEACH HUT ARRANGEMENT
-  CHANGING/OVERNIGHT STAY HUTS/ SHIPPING CONTAINERS
-  POP UP FOOD/DRINK VENDORS
-  EXISTING BUILDING
-  PROPOSED RESIDENTIAL BUILDING
-  PROPOSED MIXED USE BUILDING
-  VISITOR INFO/TOILET FACILITY
-  MEETING/BBQ AREA
-  BEACH
-  SINAH COMMON
-  PROPOSED PARKING
-  BERM/DECORATIVE SCREEN TO SCREEN PARKING
-  FEATURE BEACON - 1KM MARKER
-  BEACON
-  NATURE VIEW HUT
-  COPP
-  HAYLING SKATE PARK
-  HAYLING SEASIDE RAILWAY STATION
-  BUS STOP
-  WAYFINDING
-  BEACHFRONT ACTIVITY PARKING

SEA FRONT ROAD LINKS

PROVISION OF INTER-CONNECTIVITY BETWEEN SEA FRONT ROAD & THE BEACH. LINKING TO BUS STOPS & ACCESS POINTS

BEACHFRONT WALK

CONNECTS ALONG THE LENGTH OF THE BEACH, PROMOTING HEALTHY LIFESTYLES. THE WALK IS MORE FORMAL AT THE ACTIVITY HUBS & MORE NATURAL FOR THE JOURNEY BETWEEN

BEYOND THE BEACH

OPPORTUNITY FOR AN EXTENDED WALKING & CYCLING LOOP TOWARDS HAYLING ISLAND SAILING CLUB

EASTOKE

LEISURE & EXPERIENCE

ENHANCED LEISURE FOCUS WITH A MIXTURE OF PAID FOR & FREE SMALL-SCALE REGENERATION FACILITIES TO ENCOURAGE ACTIVITY AT THIS PART OF THE WATERFRONT THROUGHOUT THE DAY & EVENING, AS WELL AS OFFERING ACTIVITIES ALL YEAR ROUND.

WEST BEACH: A FOCUS FOR NATURE & ACTIVITIES



OPPORTUNITY FOR SENSITIVE REDEVELOPMENT TO ENHANCE THE GATEWAY EXPERIENCE, WITH POP UP VENDORS & A DEDICATED MEETING & ARRIVAL SPACE WITH VIEWS TOWARDS THE BEACH

REARRANGEMENT OF PARKING & INTRODUCTION OF PLAY/BBQ ACTIVITIES

REDEFINED BEACH PLACEMENT ARRANGEMENTS SKATE PARK



SEA FRONT

INN ON THE BEACH

WEST BEACH CAR PARK

12

8

4

3

1

3

7

3



Key principles have been developed for West Beach to become a focus for nature and activities:

- A quiet, open, and natural area, preserving the existing character. Interventions will be subtle and modest, bedded within the environment. Creation of a wild landscape aesthetic
- An innovative 'Blue Park', allowing greater access to water-based activities whilst protecting the environment and building on the history of watersports on the island
- West Beach as a hub for health and well-being, enabling people to

experience the landscape through a broad range of outdoor activities, providing an alternative experience to the typical tourist offer, as well as an excellent facility for residents

- Introduction of artwork along the beachfront walk and nature walks referencing the island's history. Incorporation of art within visual screens and berms to screen areas of parking, creating a more positive interaction between beach and car park
- A multi-generational experience where people can come together and socialise and immerse in the natural beachfront environment.

- 1 WATERSPORTS CENTRE, INCLUDING TEACHING & TRAINING FACILITIES FOR ALL ABILITIES
 - 2 LOCATION FOR STREET FOOD VENDORS, MEETING AREA & BBQ SPACE
 - 3 BEACHFRONT WALK
 - 4 NATURE ROUTE
 - 5 SSSI/NATURE VIEWING HUTS
 - 6 BEACHFRONT BEACON
 - 7 BEACH HUTS POSITIONED TO SCREEN CAR PARKING
 - 8 WATERSPORTS ACTIVITY & PARKING
 - 9 HAYLING SKATE PARK INTEGRATED WITHIN THE LANDSCAPE
 - 10 EXTENSION OF THE BILLY TRAIL TO THE BEACH
 - 11 EXISTING LANE CLOSED TO VEHICULAR TRAFFIC & USED AS CYCLE & PEDESTRIAN LINK
 - 12 BEACHLANDS GOLF COURSE
- BEACH FRONT WALK - FORMAL
 - BEACH FRONT WALK - INFORMAL
 - NATURE ROUTE
 - FOOT/CYCLE LINK ALONG EXISTING LANE

- INFORMAL FOOTPATH
- BILLY TRAIL
- PROPOSED BEACH HUT ARRANGEMENT
- CHANGING/OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
- POP-UP FOOD/DRINK VENDORS
- EXISTING BUILDING
- MEETING/BBQ AREA
- BEACH
- SINAH COMMON
- CAMPERVAN/GLAMPING AREA
- PROPOSED PARKING
- BERM/DECORATIVE SCREEN
- FEATURE BEACON- IKM MARKER
- BEACON
- NATURE VIEW HUT
- BUS STOP
- WAYFINDING
- BEACHFRONT ACTIVITY

ACTIVITY

West Beach offers great heritage with watersports and links to the natural coast, sympathetic development can bring a focus of watersports activity and facilities for both local residents and visitors to the beach.



PROVISION OF A DEDICATED HUB FOR WATERSPORTS ACTIVITY



WATERSPORTS ACTIVITY CENTRE, STORAGE & SHOP CREATES A HUB OF ACTIVITY



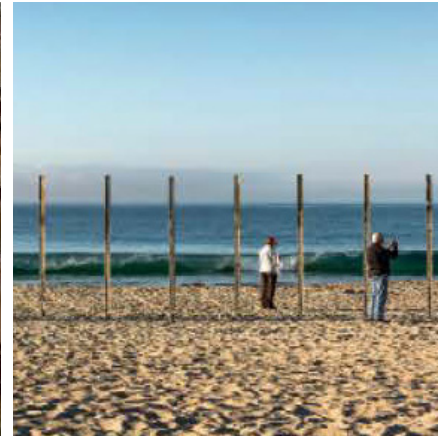
NEW BBQ & PICNIC AREAS, ALONGSIDE STREET FOOD & POP UP SPACES



POTENTIAL FOR PERMANENT STRUCTURES COULD BE DESIGNED INTO THE LANDSCAPE



SCREENING WALL BETWEEN THE CAR PARK & BEACH PROVIDING FOR INTERACTION & DELIGHT



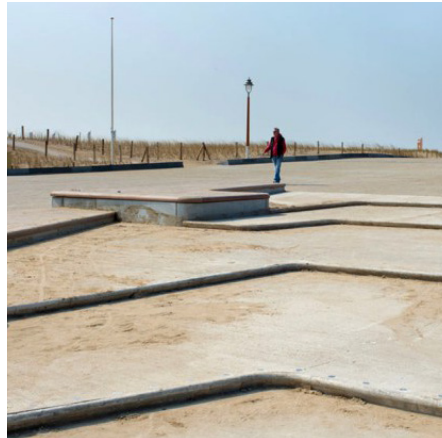
ARTWORK INSTALLATIONS COULD BE USED TO CREATE A LINK ALONG THE BEACH

NATURE

West Beach has retained much of its natural beauty, with proposals looking to enhance this natural setting, with dedicated routes and viewing pods/huts that allow the enjoyment of the natural setting.



MODERN, YET SYMPATHETIC PODS THAT SIT DISCREETLY IN THE LANDSCAPE



USE OF PUBLIC REALM TO CREATE A SIMPLE & CLEAN TRANSITION TO THE BEACH EDGE



PROVISION FOR DOG WALKING, BOTH ALONG THE BEACH & WITHIN THE LANDSCAPE BEHIND IT



NATURAL MATERIALS CAN HELP IN SHAPING & FRAMING NEW ROUTES



PLACES TO VIEW & INFORM THE PUBLIC OF THE HISTORY & NATURE OF THE AREA



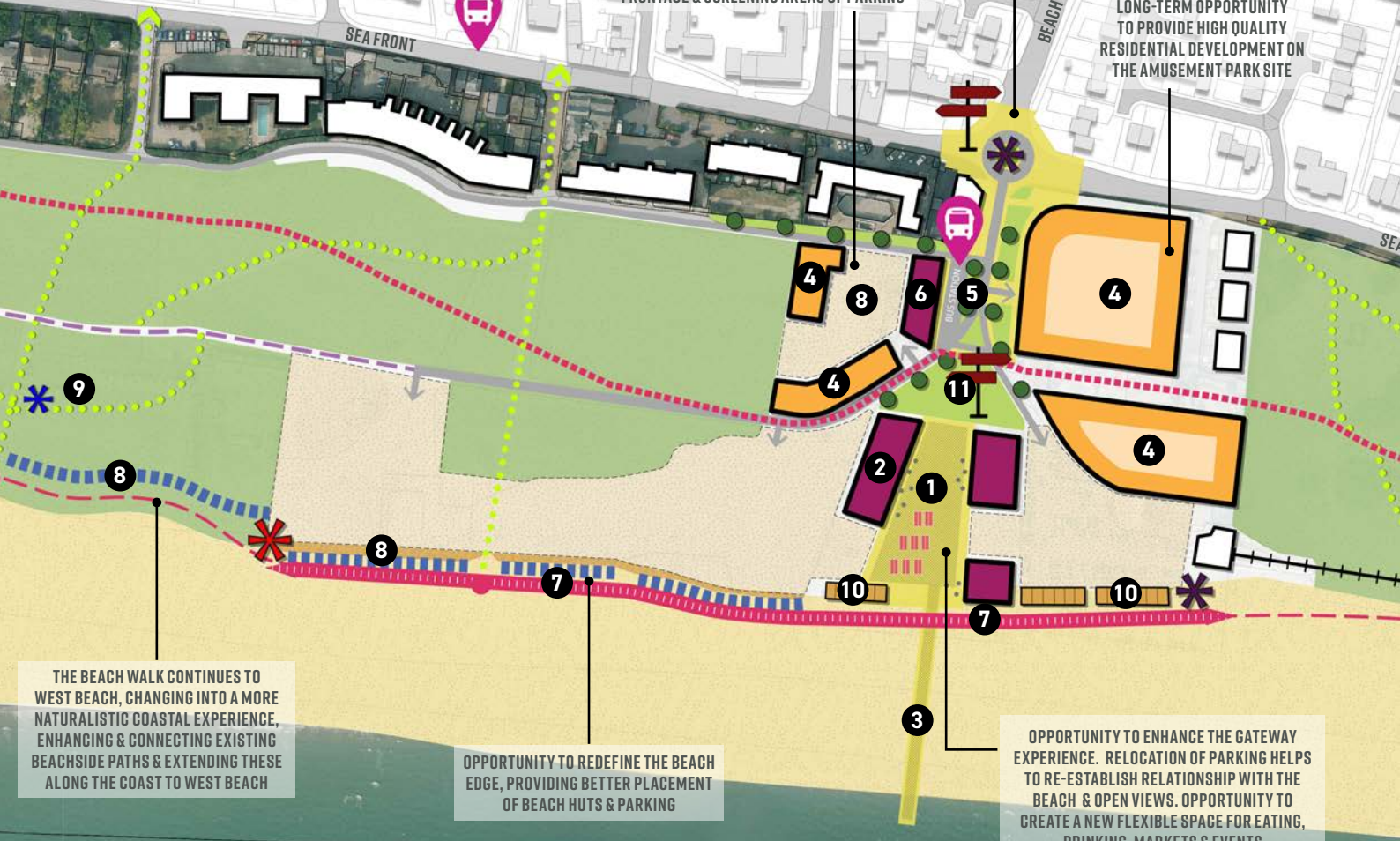
USE OF SIGNAGE & WAYFINDING

BEACHLANDS: A PLACE FOR LIVING & THE COMMUNITY

PUBLIC REALM ENHANCEMENTS AT THE JUNCTION OF SEA FRONT & BEACH ROAD TO CREATE A WELCOMING, PEDESTRIAN FRIENDLY GATEWAY

OPPORTUNITY TO PROVIDE A HIGH QUALITY NEW RESIDENTIAL DEVELOPMENT, REDEFINING THE BUILT FRONTAGE & SCREENING AREAS OF PARKING

LONG-TERM OPPORTUNITY TO PROVIDE HIGH QUALITY RESIDENTIAL DEVELOPMENT ON THE AMUSEMENT PARK SITE



THE BEACH WALK CONTINUES TO WEST BEACH, CHANGING INTO A MORE NATURALISTIC COASTAL EXPERIENCE, ENHANCING & CONNECTING EXISTING BEACHSIDE PATHS & EXTENDING THESE ALONG THE COAST TO WEST BEACH

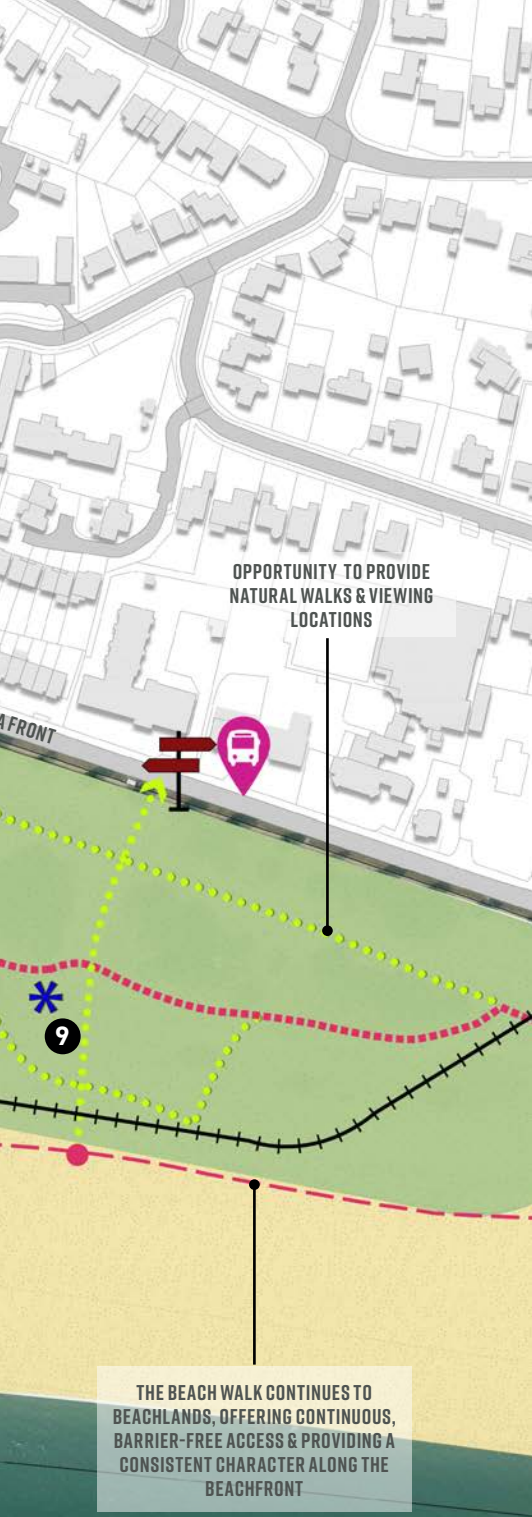
OPPORTUNITY TO REDEFINE THE BEACH EDGE, PROVIDING BETTER PLACEMENT OF BEACH HUTS & PARKING

OPPORTUNITY TO ENHANCE THE GATEWAY EXPERIENCE. RELOCATION OF PARKING HELPS TO RE-ESTABLISH RELATIONSHIP WITH THE BEACH & OPEN VIEWS. OPPORTUNITY TO CREATE A NEW FLEXIBLE SPACE FOR EATING, DRINKING, MARKETS & EVENTS



0

100M



Key principles have been developed for Beachlands that set it as a destination along the seafront:

- Creation of an arrival experience that connects Hayling Island with the beach, becoming a destination in its own right
- Provision of a new flexible public space for local markets, events, outdoor seating and views of the sea
- Extension of the public realm to the Sea Front Road creating an improved gateway to the beach. A pedestrian friendly environment connects both sides of Sea Front

- A formal section of the beachfront walk interacts with the proposed public square, with a feature promontory/accessible groyne extending to the waters edge
- Beyond the areas of activity, the beachfront walk changes character to reflect the changing environment along the beach
- Small scale and family friendly overnight or short stay opportunities overlooking the beach
- Organisation of beach huts have to maximise sea views. The position of the beach huts also acts to screen parking areas.

- | | | | |
|-----------|---|--|--|
| 1 | DESTINATION SPACE FOR OUTDOOR EVENTS & SPILL OUT AREA | | OVERNIGHT STAY HUTS/SHIPPING CONTAINERS |
| 2 | MIXED-USE BUILDINGS WITH GROUND FLOOR FOOD & DRINK UNITS, WHICH SPILL OUT ONTO THE SQUARE | | EXISTING BUILDING |
| 3 | FEATURE PROMONTORY/ACCESSIBLE GROUYNE | | PROPOSED RESIDENTIAL BUILDING |
| 4 | RESIDENTIAL APARTMENTS WITH VIEWS OF THE COASTLINE | | PROPOSED MIXED USE BUILDING |
| 5 | BUS DROP-OFF / BUS STATION | | PUBLIC REALM |
| 6 | VISITOR CENTRE WITH RESIDENTIAL ABOVE | | BEACH |
| 7 | BEACHFRONT WALK | | SINAH COMMON |
| 8 | BEACH HUT FRONTAGE | | PROPOSED PARKING |
| 9 | SINAH COMMON SSSI | | BERM/DECORATIVE SCREEN TO SCREEN PARKING |
| 10 | OVERNIGHT STAY / CHANGING ROOM BEACH HUTS FOR HIRE | | FEATURE BEACON- IKM MARKER |
| 11 | GATEWAY GREEN SPACE | | BEACON |
| | BEACH FRONT WALK - FORMAL | | NATURE VIEW HUT |
| | BEACH FRONT WALK - INFORMAL | | BUS STOP |
| | FOOT/CYCLE LINK ALONG EXISTING LANE | | HAYLING SEASIDE RAILWAY STATION |
| | INFORMAL FOOTPATH | | WAYFINDING |
| | EXISTING RAILWAY LINE | | BEACHFRONT ACTIVITY |
| | PROPOSED BEACH HUT ARRANGEMENT | | PROPOSED TREE |

COMMUNITY

Beachlands can become a key destination for both the community and visitors, creating a public space that links Hayling Sea Front to the beach and provides the opportunity for outdoor events, gallery space and rentable spaces or overnight stay.



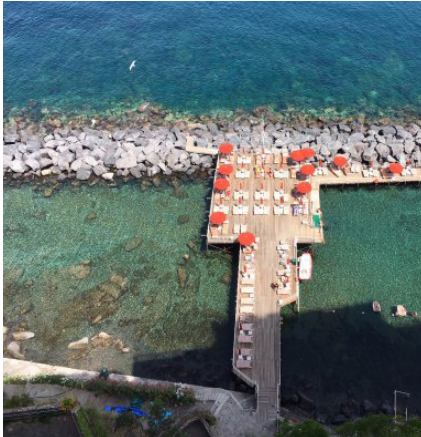
NEW GROUND FLOOR EATING AND DRINKING. THE OUTDOOR EVENT SPACE CAN ACCOMMODATE MARKETS & OTHER EVENTS



A UNIFIED WALK ALONG THE BEACH, CHANGING CHARACTER ALONG ITS LENGTH TO REFLECT ITS SURROUNDINGS



SEAFRONT BEACONS CREATE UNIQUE 'LIGHOUSES' ALONG THE BEACH, CONNECTING THE HUBS & JOURNEY SPACES TOGETHER



COASTAL DEFENCES CAN ALSO BE USED AS EXTENSIONS TO PUBLIC REALM



A NEW AREA OF PUBLIC SPACE TO CONNECT & GUIDE PEOPLE TO THE BEACH



INTEGRATING THE WORLD WAR II TRAIL & COPP MEMORIAL AS PART OF WIDER WALKING ROUTES

LIVING

Longer term aspirations could involve bringing new homes to the area to create high quality living opportunities consisting of new modern homes for families. Natural materials could help reflect the coastal location. New homes will have to be designed to consider the flood risk of the coastline.



EASTOKE: A LEISURE & EVENTS OFFER



POTENTIAL TO RATIONALISE PARKING SO THAT IT IS LOCATED CLOSER TO EASTOKE, ALLOWING FOR THE EXTENSION AND ENHANCEMENT OF THE NATURAL LANDSCAPE TO THE REAR OF THE BEACH

OPPORTUNITY TO PROVIDE A MULTI-USE EXTENDED CAR PARK, WHICH CAN ALSO BE USED FOR EVENTS, E.G. POP-UP CINEMA, VINTAGE MARKETS, CAR BOOT SALES, MINI/CRAZY GOLF, ETC

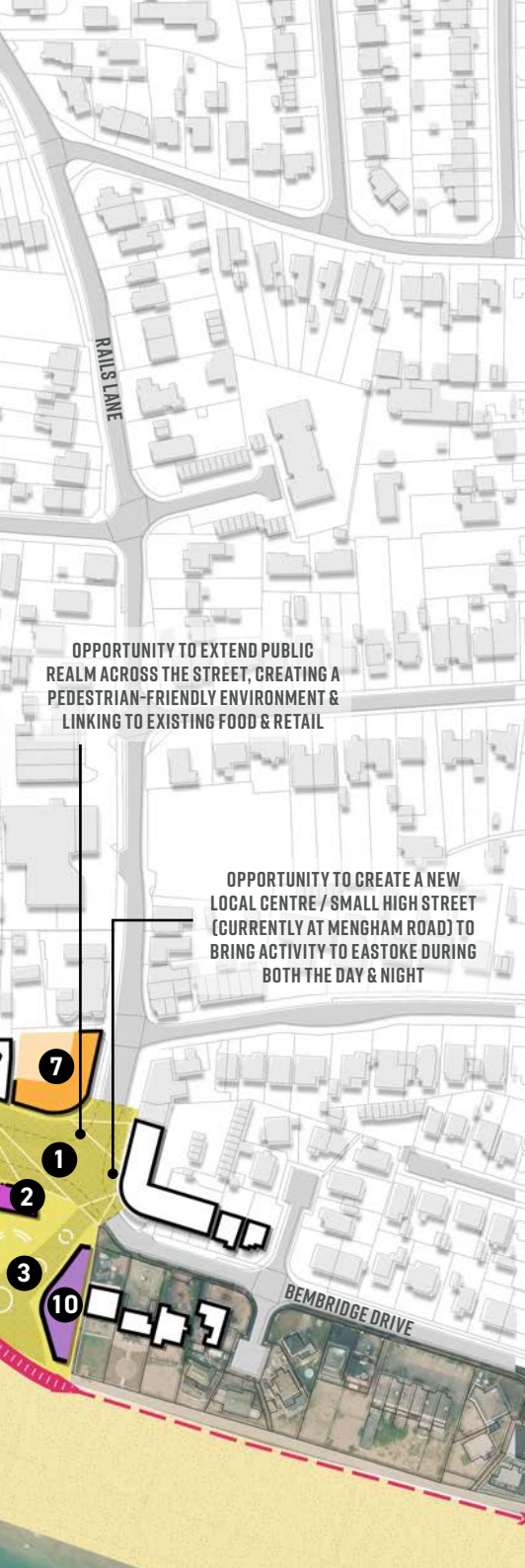
THE BEACH WALK CONTINUES TO BEACHLANDS, OFFERING CONTINUOUS, BARRIER-FREE ACCESS & PROVIDING A CONSISTENT CHARACTER ALONG THE BEACHFRONT

OPPORTUNITY TO ENHANCE THE EXISTING EVENTS SPACE, INCLUDING A BEACH BAR, KIOSK SPACES & EXTRA OUTDOOR SEATING, WHICH EXTENDS THE EVENT/PERFORMANCE SPACE



0

100M



OPPORTUNITY TO EXTEND PUBLIC REALM ACROSS THE STREET, CREATING A PEDESTRIAN-FRIENDLY ENVIRONMENT & LINKING TO EXISTING FOOD & RETAIL

OPPORTUNITY TO CREATE A NEW LOCAL CENTRE / SMALL HIGH STREET (CURRENTLY AT MENGHAM ROAD) TO BRING ACTIVITY TO EASTOKE DURING BOTH THE DAY & NIGHT

Key principles have been developed for Eastoke that set it as a destination for both leisure and events, building on the previous public realm improvements and existing events:

- Extending the public realm to provide a greater space for outdoor entertainment and events, creating new public outdoor seating and space, and creating a more pedestrian-friendly environment and reducing the presence of cars
- Provision of outdoor kiosks create the opportunity a variety in modern food, drink and retail offering,

creating a vibrant and lively place

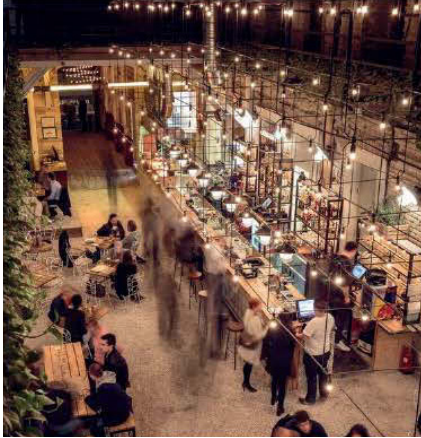
- Provision of a new beach bar or restaurant to help to create a modern relaxed beach environment that spills into the events space and onto the beach
- Incorporation of toilet facilities as part of a new tourist and visitor centre, which creates a new frontage to Sea Front Road and the events space
- New high quality residential creates a new corner frontage to Sea Front Road and Rails Lane.

- 1** OPPORTUNITY TO EXTEND PUBLIC REALM ACROSS SEA FRONT ROAD, CREATING A PEDESTRIAN FRIENDLY ARRIVAL TO EASTOKE
 - 2** NEW VISITOR INFORMATION CENTRE PROVIDES FRONTAGE TO SEA FRONT ROAD & A WELCOMING ARRIVAL
 - 3** EXTENDED EVENT SPACE, SCREENED FROM VEHICULAR TRAFFIC & EMBRACING ITS RELATIONSHIP WITH THE BEACH
 - 4** OUTDOOR GYM EQUIPMENT DESIGNED INTO THE PUBLIC REALM, WITH AN EXTENSION OF FITNESS TRAIL DESIGNED INTO THE BEACHFRONT WALK
 - 5** HAYLING SEASIDE RAILWAY EXTENSION, IMPROVING RELATIONSHIP TO PUBLIC REALM, USES MAY INCLUDE A CAFÉ OR WAITING AREA
 - 6** FLEXIBLE EVENT/LEISURE SPACE
 - 7** HIGH QUALITY RESIDENTIAL
 - 8** CONCENTRATION & RATIONALISED OF CAR PARKING CLOSER TO EASTOKE
 - 9** RESTORED PARKLAND FOR USE AS A KITE PARK
 - 10** OUTDOOR KIOSKS AND BEACH BAR/ RESTAURANT FRAMING THE EVENTS SPACE
- |||||** BEACH FRONT WALK - FORMAL
 - - -** BEACH FRONT WALK - INFORMAL
 - - -** FOOT/CYCLE LINK ALONG EXISTING LANE
 - ● ●** INFORMAL FOOTPATH

- |||||** EXISTING RAILWAY LINE
- ■ ■** PROPOSED BEACH HUT ARRANGEMENT
- ■ ■ ■ ■** OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
- EXISTING BUILDING
- PROPOSED RESIDENTIAL BUILDING
- PROPOSED MIXED USE BUILDING
- VISITOR INFO/TOILET FACILITY
- PUBLIC REALM
- BEACH
- SINAH COMMON
- ■ ■ ■ ■** PROPOSED PARKING
- ■ ■ ■ ■** BERM/DECORATIVE SCREEN TO SCREEN PARKING
- *** FEATURE BEACON- IKM MARKER
- *** BEACON
- *** NATURE VIEW HUT
- 🚒** COAST GUARD
- 🚌** BUS STOP
- 🚉** HAYLING SEASIDE RAILWAY STATION
- +** WAYFINDING
- BEACHFRONT ACTIVITY

LEISURE

Eastoke is well-located for access to all the holiday accommodation on the island, and has the potential to offer a family-friendly environment during the day and night.



INFORMAL BAR & DINNING WITHIN A NEW PUBLIC SPACE



**OUTDOOR SEATING THAT SPILLS ONTO THE BEACH EDGE
CREATING A VIBRANT DAY & NIGHT LIFE LOCATION**



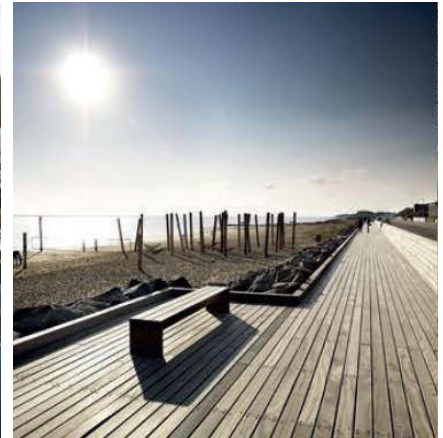
**PEDESTRIAN FRIENDLY STREETS CREATING A UNIQUE
SENSE OF IDENTITY**



**KIOSKS & VANS OFFER FLEXIBLE SPACES TO SELL GOOD
QUALITY FOOD & GOODS**



**RESHAPED PUBLIC SPACE PROVIDING THE OPPORTUNITY TO
HOST LARGER OUTDOOR EVENTS, FESTIVALS AND OPEN AIR
CINEMAS**



**THE BEACHFRONT WALK EXTENDS TO EASTOKE,
INTEGRATING AREAS OF SEATING, REST & FITNESS ALONG
ITS LENGTH**

EXPERIENCE

West Beach brings the opportunity for living, visiting, leisure, relaxing or keeping fit. The site offers great potential and variety in its location and as part of the wider beach journey.



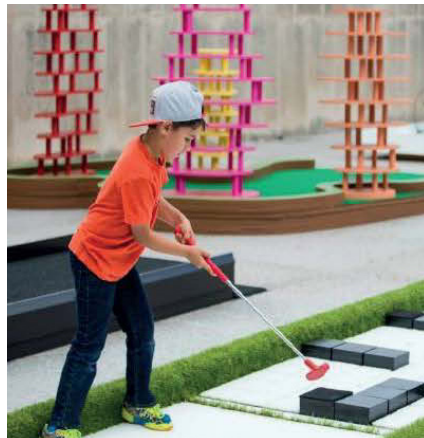
BEACH BAR SEATING CAN EXTEND OUT ONTO THE BEACH



SYMPATHETIC ARCHITECTURE CAN TIE TOGETHER MULTIPLE COMMUNITY USES



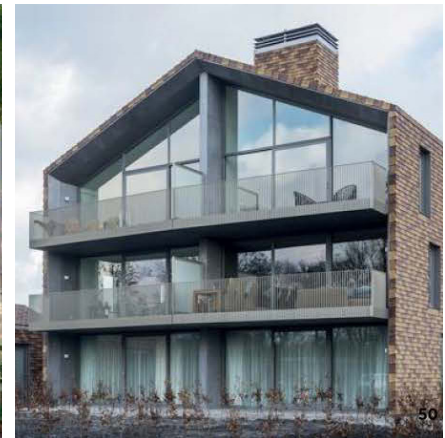
POP-UP FOOD VANS OFFER VARIETY & THE CHANCE FOR LOCAL RESTAURANTS TO CAPTURE TOURIST TRADE



FLEXIBLE SPACES ALLOW FOR A VARIETY OF SEASONAL EVENTS



CHILDREN'S PLAY REFERENCES THE CHARACTER & MATERIALS OF THE COASTLINE



HIGH QUALITY LIVING FRAMING THE CORNER OF THE SEAFRONT, WITH VIEWS OVERLOOKING THE BEACH

8.0

NEXT STEPS

- ENGAGE WITH RESIDENTS & BUSINESSES
- PREPARE AN ILLUSTRATIVE MASTERPLAN
- CREATE A CLEAR & STRONG BRAND/IDENTITY TO TELL THE STORY OF HAYLING SEAFRONT
- TRIAL POP UPS AT WEST BEACH & TEST NEW IDEAS ALONG THE SEAFRONT
- DEVELOP COMMERCIAL OFFER & UNDERTAKE SOFT MARKET TESTING
- PREPARE FUNDING & IMPLEMENTATION PLAN
- ✓ MAKE THE CHANGE!



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