

CONCEPT



*An overall vision for the sustainable future development of the area is vitally important and very timely.*

## a vision of integration and regeneration

As we journey into the future, growth and change are inevitable parts of any thriving town's life. Over the past 50 years Hastings and Bexhill have experienced many changes, not all of them planned. Changes will continue to take place as the towns grow and new opportunities or problems occur.

But never before have we had such a good opportunity to plan for these changes creatively so that they compliment one another.

This masterplan process offers a chance to prepare for the future and make the most of our environment, culture and heritage. It creates a framework to guide the way change takes place, providing an opportunity to influence the shape and quality of future developments and to build upon existing identities.

The goal of the masterplan is to co-ordinate the growth of attractive, connected and prosperous communities and districts by improving transport infrastructure and initiating appropriate development around quality public space. It aims to facilitate better communication, business support and new business growth, and to provide better and more attractive learning facilities, skills training and job opportunities.

The Masterplan does not replace existing plans or interfere with the statutory planning process. At this stage it is a vision within which both current and previously unimagined projects can unfold over the next 30 years. It is a starting point to inform and stimulate creative thinking and discussions at all levels. Projects within the framework will be tested and brought forward through the normal statutory planning process.

This document - together with large displays of a more detailed plan at public buildings throughout the area - seeks to set out the possibilities, stimulate debate and secure feedback. It gives you an opportunity to express your views and to influence the way the plan is progressed.

It is important that everyone is involved and therefore we ask that you take the time to read this document carefully and complete the questionnaire provided at the back.

Your comments will inform the debate and development of these ideas, including whether they can be achieved and within what timescale.

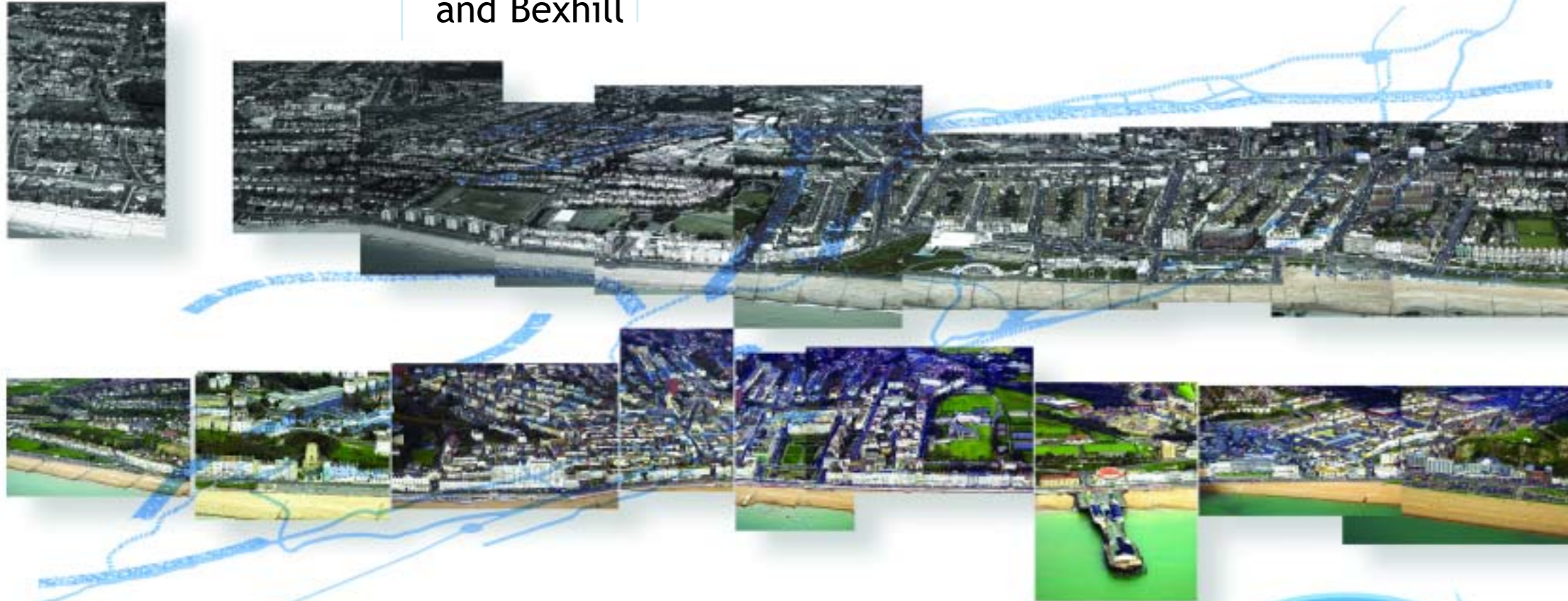
There will be other opportunities to comment on the detail of individual aspects of the Masterplan as they are progressed.

# towards a masterplan

for Hastings  
and Bexhill

A 30 year vision for Public Consultation

Prepared by MBM Arquitectes and AZ Urban Studio

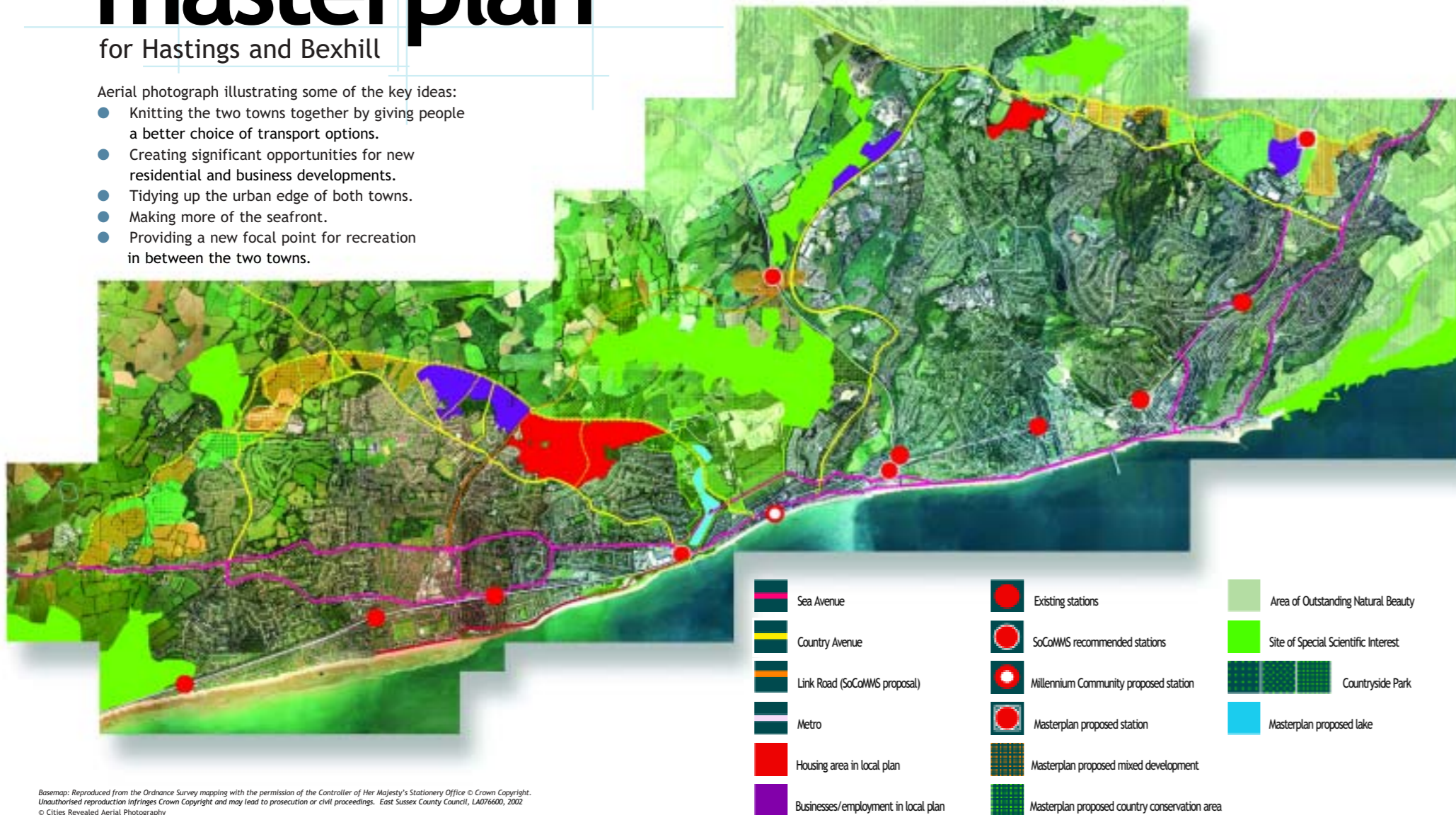


# towards a masterplan

for Hastings and Bexhill

Aerial photograph illustrating some of the key ideas:

- Knitting the two towns together by giving people a better choice of transport options.
- Creating significant opportunities for new residential and business developments.
- Tidying up the urban edge of both towns.
- Making more of the seafront.
- Providing a new focal point for recreation in between the two towns.



CONCEPT



Gathering the fragmented neighbourhoods to create one metropolitan identity without losing the different characteristics of each place.

CONCEPT



Recovering the tradition of public space for both planned and chance communication.

### key opportunities and principles

- Make the most of the key assets of the two towns - their relationship with the sea and the surrounding countryside.
- Create an environment that will attract new business and tourism, allow the growth of existing businesses, provide better skills and learning opportunities and create more jobs.
- Provide an overall, long-term framework for an integrated and sustainable pattern of both urban and transport infrastructure, rather than allow a series of uncoordinated individual projects.
- Revisit the English tradition of good public spaces, streets and neighbourhoods. Overcome the isolation of communities - by creating linked public spaces and other opportunities for both planned and spontaneous social activity.
- Make the most of an opportunity for fresh thinking, to learn from past experience and use the highest possible standards of contemporary international urban design and architecture as inspiration.

### key ideas

- 1 Millennium Community and Metro Services**  
New vibrant sustainable neighbourhoods on under-used land around existing and new stations, with more frequent train services.
- 2 Country Avenue**  
Pattern of tree-lined streets established to contain the urban areas, provide development opportunities and protect the countryside beyond.
- 3 Sea Avenue**  
Making more of the sea by transforming the seafront into a lively, sociable and inviting place, and making the most of development opportunities.
- 4 University Centre**  
Centre for further and higher education established in Hastings integrating learning, economic and social activity in the heart of the town.
- 5 Arts Quarter**  
St Leonards boosted as a centre of arts and design with a landmark art or design facility.
- 6 Beach Community**  
New neighbourhood at Bulverhythe focussed on a beach lifestyle and with accommodation enjoying sea views.
- 7 Countryside Park**  
New countryside park at Pebsham with the possibility of a large lake as its centrepiece.
- 8 Hill Community**  
New living and working community, based around a new station at Upper Wilting.

## a vision for intergration and regeneration

# 1

CONCEPT



As the steeples identified the Parishes in 18th Century London, so landmark buildings identify the neighbourhoods. Distinctive neighbourhoods connected by a good public transport system.

Higher urban density can make public transport more viable.

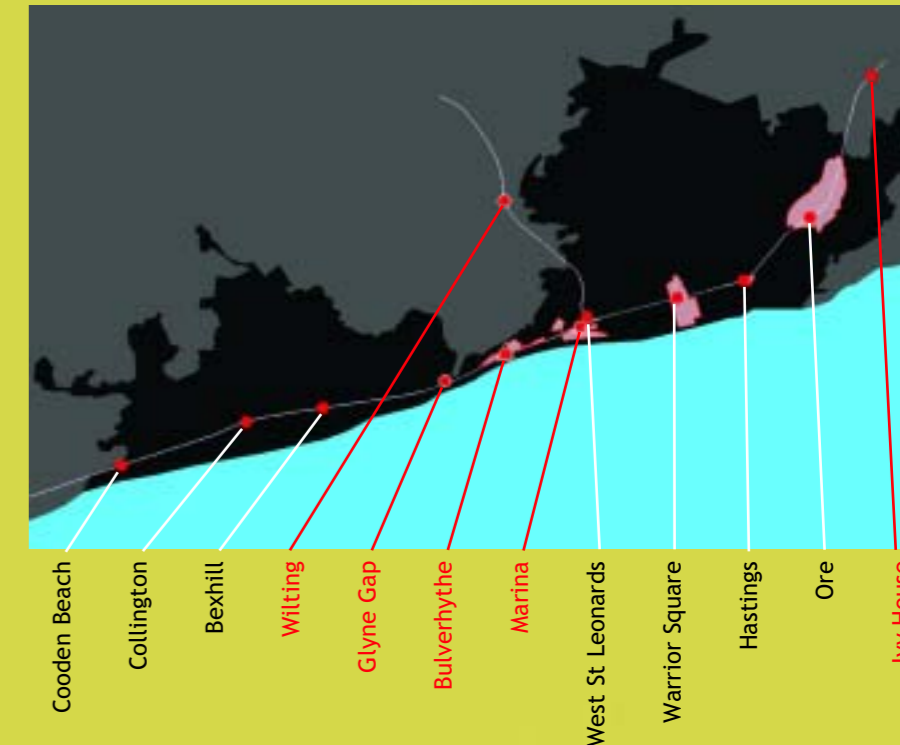
STATUS

- Project designated a Millennium Community by the Government in July 2002, with funds allocated to assist project delivery.
- Feasibility work being undertaken with the Strategic Rail Authority (SRA) on the new metro service.
- Detailed planning of the Glyne Gap station is underway.
- Together with local people, plans will be drawn up for each of the Millennium Community sites from 2003. Concept ideas by MBM for some of the sites are included in this Masterplan.
- The idea of having elegant landmark buildings at each station is open for debate.

## millennium community and metro services

- Regeneration initiatives to be focused on unused or under-used 'brownfield' land around existing and new stations, so reducing car use. These to form the 'Hastings Millennium Community': innovative and sustainable new homes and mixed use neighbourhoods on six sites with an emphasis on high quality urban design.
- Railway upgraded as a new urban metro service with frequent trains and cheap, turn-up-and-go travel - with travelcard style ticketing.
- Five new stations: at Glyne Gap, Bulverhythe, Marina and Ivy House on the coastal line, and Wilting on the London line. The increased ease of movement for the whole community will have economic benefits and create opportunity.
- Two or three new architecturally distinctive buildings at each station to act as landmarks to reinforce the identity of the neighbourhoods.

Millennium Community sites and future stations.



- The towns of Hastings & Bexhill
- Surrounding neighbourhoods & countryside
- Track
- Stations
- Millennium Community sites

# 2

(The Stray in Harrogate, Yorkshire)

## CONCEPT



Making a more attractive and useful edge to the towns.

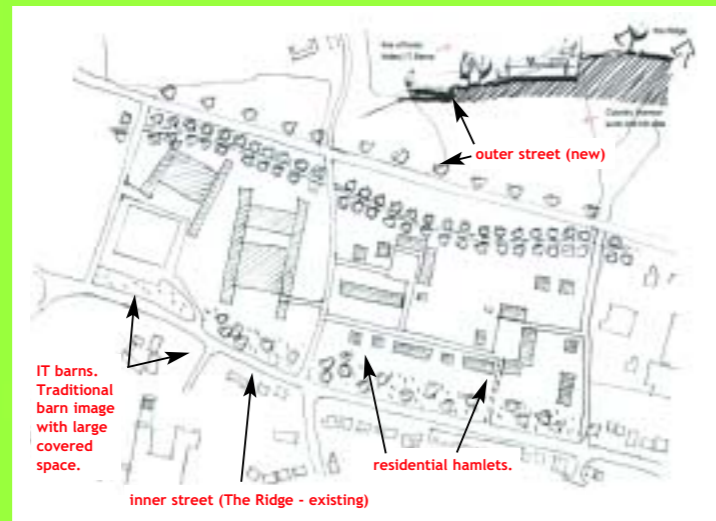
The Country Avenue would enable people to connect more easily with each other around the outskirts. It also provides a framework to cater for the new development needed in the area in the long term.

## STATUS

- Concept open for debate.
- Further feasibility studies required for all areas.
- Link road recommended to Government in recent South Coast Multi Modal Study (SoCoMMS) but detailed route planning still to be done.
- The Rother Local Plan proposes substantial development areas in North East Bexhill and some north of The Ridge in Hastings & St Leonards. Other developments proposed in the Masterplan are open for debate.

## country avenue

- A pair of two-way streets, lined with trees, around the north side of the towns. This will provide an attractive and clearer urban edge as well as providing space between the streets for new business and housing. Many of the streets forming the country avenue would be existing roads.
- The idea incorporates the South Coast Multi Modal Study recommendation for a new Link Road between Bexhill and Hastings which will help relieve traffic congestion at Glyne Gap.
- Land in between the twin streets of the 'Country Avenue' to be used as expansion space for both towns with mixed use development of homes and business. Development would avoid ancient woodland and Sites of Special Scientific Interest (SSSIs) but the Country Avenue could extend into the Area of Outstanding Natural Beauty north of Hastings.
- Roads designed as low speed environmental routes, landscaped to their surroundings. They would provide alternative routes to the seafront for local and through traffic.



EXAMPLE: Plan and section showing how the Country Avenue might work in north Hastings. The Ridge becomes the inner street with a new outer street created to the north. In between, sites become available for residential 'hamlets' and Information Technology (IT) 'barns' - buildings that relate visually to the agricultural landscape and contain parking and business activity inside.

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- KEY:
- Country Avenue
  - Sea Avenue
  - Link Road
  - (north of Coombe Haven SSSI)
  - Sites of Special Scientific Interest
  - Area of Outstanding Natural Beauty
  - Other countryside
  - Built up areas

Map showing the Country and Sea Avenues. Notice how they link up at Glyne Gap forming a figure of eight around the two towns.

# 3

## CONCEPT



Making more of the two towns' relationship with the sea which is one of their greatest assets. At present too much of the seafront has become dominated by heavy traffic or disused industrial sites.

Beach promenade, Barcelona

## sea avenue

- Presenting the seafront better, creating more opportunities for people to make connections between the town and the beach, and focussing on 'seaside'.
- Renewal of the entire seafront - from Hastings to Bexhill - with lighting, bars, restaurants, public art, landscaping and activities that will make it attractive for local people and visitors throughout the year. Different approaches will be used that focus on the strengths and address the issues of each individual section.
- Separate east and west bound traffic with lawns, terraces and parking in between wherever possible in Hastings.
- Extension of the sea avenue idea between Hastings and Bexhill, releasing under-used land for development facing the sea.



## STATUS

- Concept open for debate.
- Further feasibility studies required for all areas.
- Early projects to improve the seafront in Hastings and Bexhill are already underway.

EXAMPLE: Plan and cross-section showing how the Sea Avenue concept might work in St Leonards.



## CONCEPT



University Centre based in the heart of the town, encouraging energy, vibrancy and opportunity.

The integration of learning, economic and social activity will be a powerful force for regeneration.

## CONCEPT



University facilities and student accommodation with a modern image on Hastings station goods yard.

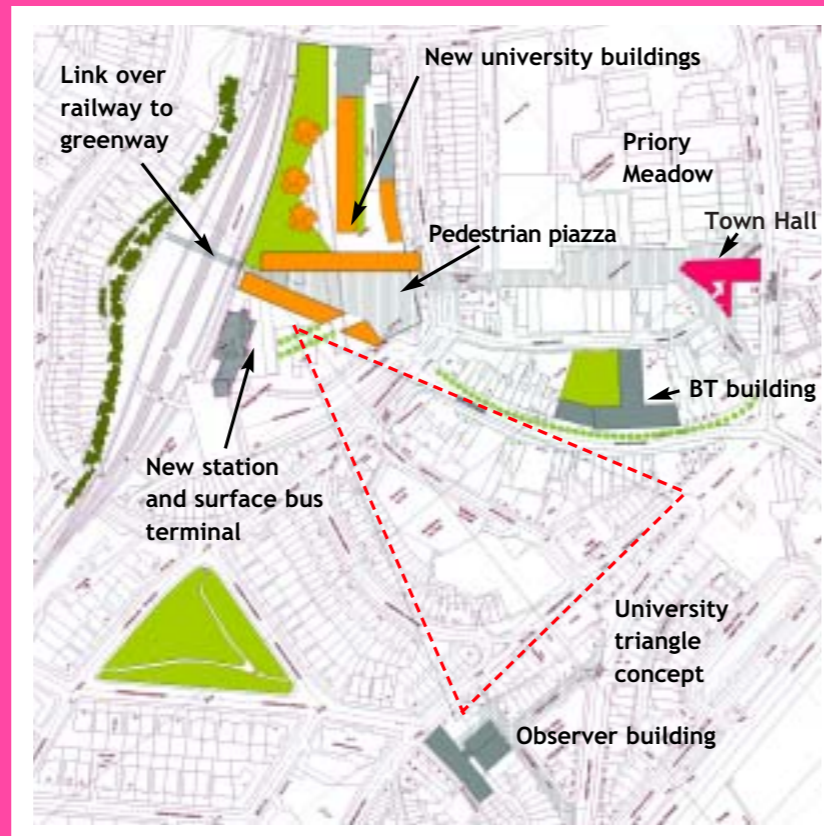
## STATUS

- Concept of a University Centre linked to Brighton University and Hastings College is supported by the authorities.
- Work has already started on acquiring and refurbishing buildings.
- The Hastings goods yard is one of the proposed Millennium Community sites.
- Detailed planning of new buildings to start shortly.
- First students anticipated September 2003.

Piero della Francesca, The ideal city

# university centre

- New university facilities introduced to meet training and skills shortages and to support and attract business development. This will provide a ladder of opportunity into employment.
- University hub to be located at the heart of Hastings town centre. This will bring energy and life to the area throughout the year, balancing summer tourism with student-led activity in winter.
- First phase of the University Centre to be located in refurbished town centre buildings - possibly the British Telecom and Observer buildings - and in new development on Hastings station goods yard. This would form a University 'Triangle'.
- The main faculties and facilities to be located at the three points of the triangle, encouraging new activity in the area between them.
- New pedestrian piazza from the station to the Town Hall, which will create an attractive and easy route into the town and the existing pedestrian area.



Plan of Hastings Town Centre University site.



Cross-section of pedestrian piazza from station to Town Hall.

## CONCEPT



A major new purpose-designed arts and design centre alongside improved public space inspiring greater involvement with the arts.

## CONCEPT



The design centre could become a year-round tourist attraction, creating the impetus for revitalising local housing and commerce.

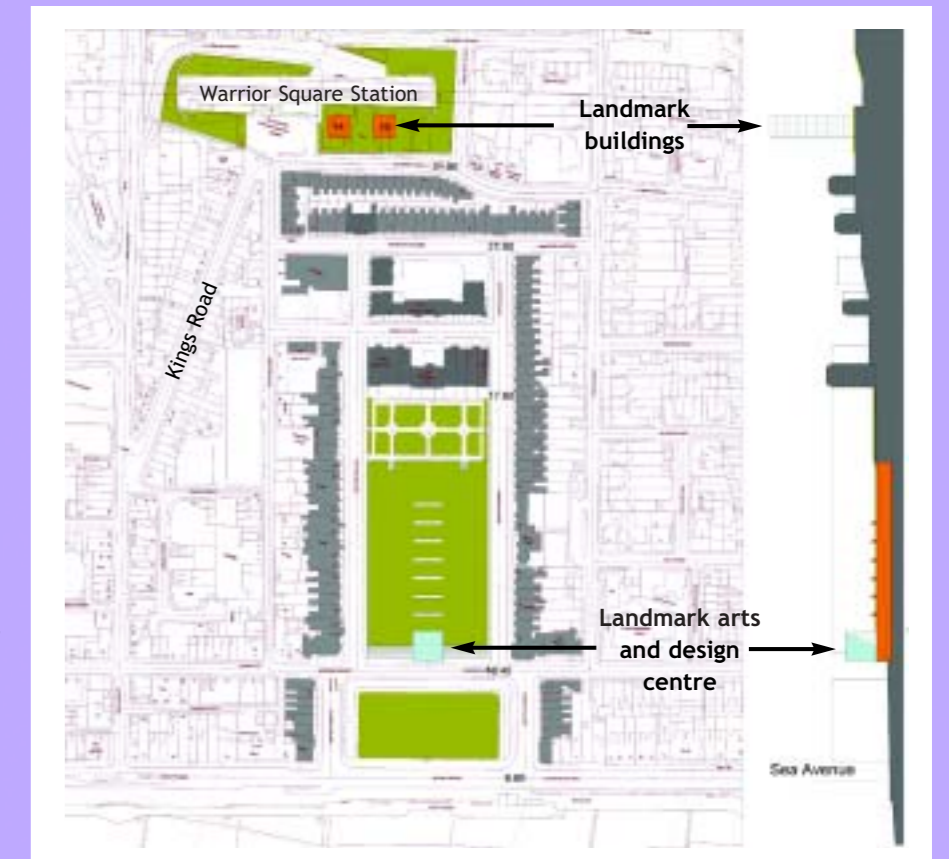
## STATUS

- Concept open for debate.
- Housing renewal area approved in principle. Discussions taking place on what area it should cover.
- The area around Warrior Square is one of the Millennium Community sites.

Louis I Kahn, Kimbell Museum, Fort Worth, Texas, USA, 1967-72

# arts quarter

- Create a focus for arts and design in St Leonards, building on its rich history of artistic traditions and historic buildings, and linked to nearby facilities such as the De La Warr Pavilion in Bexhill.
- New landmark or 'icon' building for arts and design, large enough to house a permanent art collection and host international exhibitions - perhaps in Warrior Square or in White Rock Gardens. Design through international competition.
- Declaration of a Housing Renewal Area for Central St Leonards to help improve the housing stock.



Plan of Warrior Square showing a possible location for a new landmark building for arts and design.

Cross-section



## CONCEPT



(Beach home in California by the architect Frank Gehry.)

A beach environment community with innovative self-build housing. Quirky contemporary reinterpretations of the beach hut on the shingle.

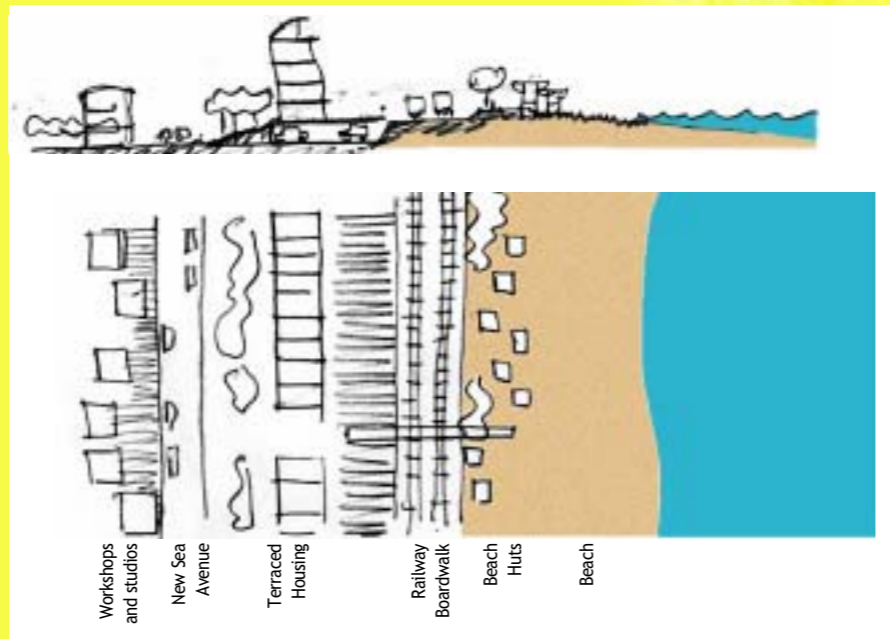
An extended community linking Hastings and Bexhill will give a focus for much needed regeneration in Bulverhythe.

## STATUS

- Concept open for debate.
- Bulverhythe is one of the proposed Millennium Community sites.
- Detailed consultation and planning to be undertaken.

## beach community

- A new seafront neighbourhood at Bulverhythe made possible by both the proposed new metro stations and the re-routing of main trunk road.
- Self designed contemporary beach huts reached by a timber boardwalk to match the individualism of the net shops at the other end of the seafront.
- New seafront apartments, restaurants, cafes and workshops on redundant railway shed and industrial sites.



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- Terraced Housing and Flats
- Beach Huts, and workshops further inland
- Sea Avenue (Re-routing of the A259)
- Countryside Park

## CONCEPT



(Michelangelo, The creation of Adam)

Making the nowhere place at Glyne Gap where the settlements meet - but do not quite meet - into a somewhere place.

## CONCEPT



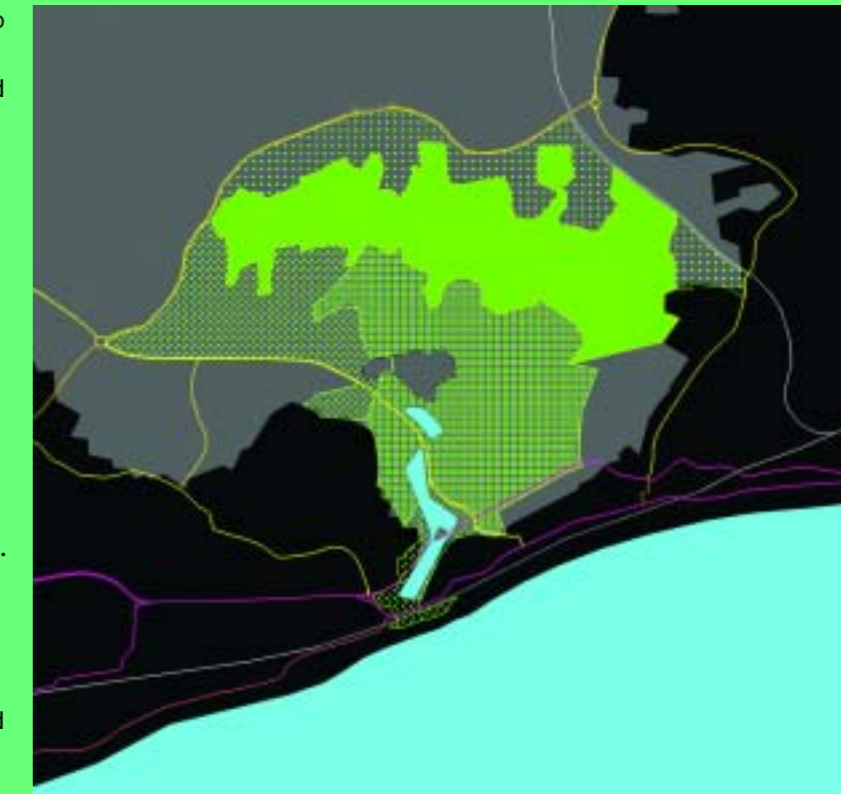
A large lake within a countryside park provides a haven for recreation and a protective boundary around the Site of Special Scientific Interest (SSSI)

## STATUS

- A commitment has already been made to a Countryside Park which is included in Supplementary Planning Guidance.
- The large lake is a new idea open for debate.
- The boundaries of the park and the mix of activities still has to be decided.
- Glyne Gap is one of the Millennium Community sites.

## countryside park

- New countryside park at Glyne Gap and Pebsham, in the area between Bexhill and Hastings, as a local and regional attraction.
- A centrepiece to the park, which could be a large lake with opportunities for water activities alongside the natural wildlife areas.
- The two towns of Bexhill and Hastings, surrounded by countryside to the north and bordered by the sea to the south, would meet in this finger of green landscape running down to the sea. The transformation of this area, much of which is wasteland, into a coherently planned countryside park would both separate and join together the two towns in a shared public facility of great natural beauty.



- Site of Special Scientific Interest (SSSI)
- Park area agreed in North Bexhill Strategic Framework
- Option 1 for extended park boundary
- Option 2 for wider extended park boundary (to include SSSI)
- Masterplan proposed lake

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CONCEPT



Creating a distinctive new neighbourhood around a new transport intersection.

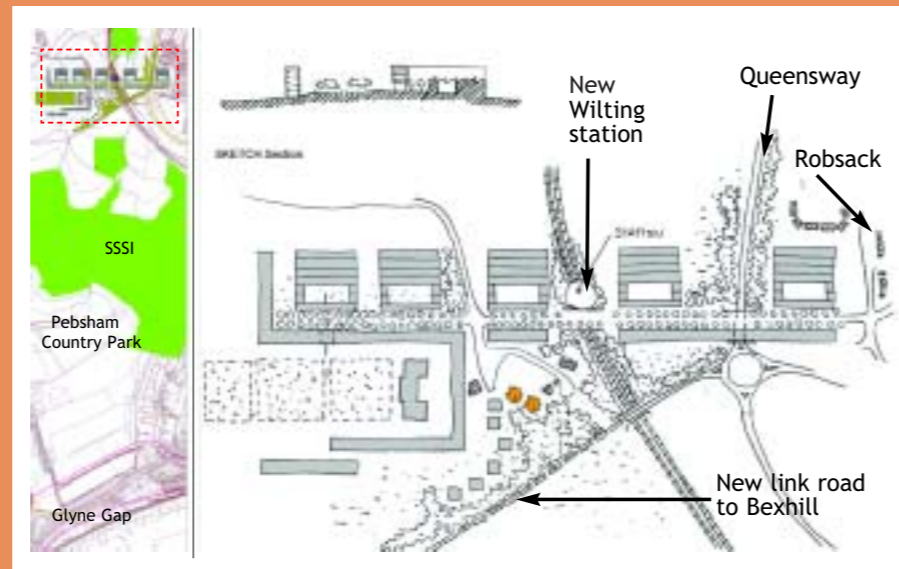
The hill community would improve transport connections, create new development opportunities and reduce the isolation of the local community.

STATUS

- Concept open for debate. Detailed consideration needed.
- Unlikely to be a case for developing in this location until there has been a commitment to building the link road and a new station.
- Development would in turn fund the rail and road infrastructure.

# hill community

- A longer term proposal for a new mixed use development - including a new station - on the hill at Wilting, looking over the Pebsham Countryside Park and through Glyne Gap to the sea. This is the point where the proposed Link road would cross the railway and join Queensway.
- The area surrounding this new station could be a focus for hi-tech industry, research facilities and university centre expansion.
- The development could also provide a new heart for the existing community at Robsack with new jobs, shops, health, leisure, training opportunities and transport connections.
- A park and ride facility for the area could be located here, so reducing traffic in the town centres and on the seafront.



Plans showing initial design concept for a new community at Wilting, and its general location. Wilting would be the first station in the area on the train from London and would be at the junction of Queensway and the new proposed link road to Bexhill.

# your views wanted

The key ideas presented here show how a framework for positive change could be developed. How the Masterplan is taken forward from this point will be largely influenced by your views.

Please answer some or all of the questions. If there is not enough space, use a separate sheet.

All responses will be treated as confidential. There is no need to include your name and address but all named entries will be entered into a prize draw for Christmas pantomime tickets at a local theatre.

Completed forms and any other responses should be handed in as soon as possible to one of the information points listed below, or posted to:

**FREEPOST PTL**

No stamp required.

## further information

Further information about these and other planning initiatives can be found at:

**The Regeneration Shop,**  
45a Robertson Street, Hastings TN34 1HL  
Telephone: 01424 429438 Fax: 01424 445992  
e-mail: [contactus@ourfuture.org.uk](mailto:contactus@ourfuture.org.uk)

You can also visit our website at:

[www.ourfuture.org.uk](http://www.ourfuture.org.uk)

## what happens next

The results of this public consultation will be advertised in the local press. A full report will be made available at the Regeneration Centre and posted on the website.

Do you like the proposed Masterplan ideas?

	Yes	No	Not sure
1a Millennium Community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1b Metro rail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Country Avenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Sea Avenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 University Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Arts Quarter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Beach Community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Countryside Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Hilltop Gateway Community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

It would be useful to know what **details** you like or dislike. For instance, you may like the idea of a countryside park but not the proposed lake. Or you may be against a beach community at Bulverhythe but in favour of re-aligning the A259 in that area.

Which specific details do you like the most and why?

Which specific details do you like the least and why?

What else could be included in the Masterplan?

Any other comments?

Name

Address

Postcode

Your age: Under 18  19 to 29  30 to 39   
40 to 49  50 to 59  60 to 69  Over 69

Business name

Nature of business

Address

Postcode



Fold here, moisten the indicated areas on the reverse and stick

## development team

Masterplan prepared by  
**MBM Arquitectes**, Barcelona  
**AZ Urban Studio**, London

Commissioned by:  
**South East England Development Agency**

On behalf of:  
**The Hastings and Bexhill Task Force**  
which includes:

1066 Enterprise  
Bexhill Further Education College  
East Sussex County Council  
East Sussex Economic Partnership  
Government Office for the South East  
Hastings Borough Council  
Hastings College of Art & Technology  
Housing Corporation  
Rother District Council  
South East England Development Agency  
Sussex Careers Services  
Sussex Enterprise  
Sussex Learning and Skills Council  
University of Brighton

The Deputy Prime Minister's Millennium  
Communities Programme is led by  
**English Partnerships**

Published November 2002



Consultation process developed by Clive Jacotine. Public consultation material produced by Nick Wates Associates. Graphic Design: Intergrafix