

# PEACEHAVEN TOWN CENTRE

## Masterplan

FINAL  
October 2020

AECOM

locality  
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## Limitations

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## Quality information

Project role	Name	Position	Action summary	Signature	Date
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Introduction

01

# 1. Introduction

## 1.1. Introduction

Through the Ministry for Housing, Communities and Local Government's Neighbourhood Planning Programme led by Locality, AECOM has been commissioned to provide support to Peacehaven Town Council. The main objective is to provide masterplanning and site capacity assistance and from there define design principles against which any proposed masterplan would be tested.

## 1.2. Objective of the study

The report aims to provide a masterplan and site capacity study based on a detailed analysis of the allocated site. The analysis will form a set of constraints and opportunities in relation to the site and the wider town centre. Second to the masterplan, a set of design principles will be developed that reflect the local area and the views of the local residents. These objectives were agreed with Peacehaven Town Council at the outset of the project. This report will support policies set out by the Peacehaven Neighbourhood Plan.

## 1.3. Structure of the study

The following steps were undertaken to produce this report:

- Initial meeting and site visit;
- Desktop research and policy review;
- Site analysis and site concept plan;
- Preparation of draft design principles;

- Virtual presentation and visioning workshop and follow up stakeholder event.
- Preparation of a draft report, subsequently revised in response to feedback provided by Peacehaven Town council; and
- Submission of a final report.

## 1.4. Area of study

Peacehaven is a town and civil parish located in the district of Lewes and the county of East Sussex. Built after the 1st World War, the town's general layout consists of a grid structure with self build plots. Figure 1. shows the general town which will be reviewed to understand the context, however the focus of this study will be on the town centre. The red line boundary in Figure 1. shows the Meridian Centre which lies at the centre of the town and is underused shopping centre which is to be the focus of this study, along with its immediate surroundings.

The current community and commercial uses that take place on the site are seen as valuable to the town and local community, and therefore deserve an equally lively and unique environment for the locals to cherish.

## 1.5. The importance of good design

As the National Planning Policy Framework (paragraph 124) notes, 'good design is a key aspect of sustainable development, creates better places in which to live and work

and helps make development acceptable to communities'. Research, such as for the Government's Commission for Architecture and the Built Environment, now part of the

Design Council<sup>1</sup> has shown that good design of buildings and places can:

- Improve health and well-being;
- Increase civic pride and cultural activity;
- Reduce crime and anti-social behaviour; and
- Reduce pollution.

The National Design Guide<sup>2</sup> highlights that a well-designed place consists of individual characteristics which work together to create its physical character. These characteristics nurture and sustain a sense of community as well as work to positively address climate and environmental issues. It is under this framework that the masterplan for Peacehaven Town Centre is developed.

1. See, for example, The Value of Good Design at: <http://www.designcouncil.org.uk/sites/default/files/asset/document/the-value-of-good-design.pdf>

2. See, for example, National Design Guide at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/843468/National\\_Design\\_Guide.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/843468/National_Design_Guide.pdf)



Figure 1: Aerial map showing the town centre site in the context of Peacehaven and key features.

## 1.6. Policy Context

### Introduction

Peacehaven is a town and civil parish in the Lewes District in the county of East Sussex. It had a population of 14,067 as of the 2011 census. Peacehaven is located on the English Channel coast, on a scenic part of the coastline with tall cliffs. It is located within a relatively urbanised part of SE England, where linear development along the coast stretches with some interruptions some 50 miles from Bognor Regis to Eastbourne. Peacehaven lies just 6 miles south-east of Brighton, 10 miles south of Lewes, and 2 miles west of Newhaven. It follows a similar linear pattern to other nearby coastal settlements, which are framed by the sea to the south, and the terrain of the South Downs National Park to the north. Peacehaven has relatively modern origins and was founded in 1916 to enable people to purchase self-build plots in a new seaside community, especially for WW1 veterans returning home. Peacehaven has therefore developed in a unique fashion, with each property typically of an individual, self-built style on a uniform grid system running perpendicular to the coastline. Peacehaven became a popular destination for people looking for a quiet, suburban, coastal community in proximity to the major city of Brighton and Hove.

Peacehaven has added numerous services and mixed-uses since its origins as a residential community, including the site in question, the Meridian Centre. The site is located centrally in the town and includes a purpose-built shopping centre with a Co-Op supermarket, several other shops and post office, alongside a library, medical centre, children's centre, service areas, three small green spaces and a 213-space car park.

The surrounding area also includes the Peacehaven Town Council offices, a leisure centre, Peacehaven Community School, two parks, a youth centre and industrial estate. Other services in the town tend to be located along the main road to the south that runs parallel to the coast, the South Coast Road (A259). Peacehaven has 4 primary schools and a secondary school, a football club, numerous public parks, cafés, pubs and restaurants. In terms of public transport, Peacehaven is served by the regular 14 bus to Brighton and Newhaven, and the Coaster 12 bus to Brighton and Eastbourne. The nearest station, Newhaven Town, offers rail services to Lewes, where connections can be made to Bexhill, Hastings, Brighton, Eastbourne, London and Seaford. There is also a daily cross-channel ferry service to France from the port of Newhaven to Dieppe in Normandy.

The post-war Meridian Centre has become outdated and unsuited to the contemporary needs of Peacehaven. The site is mostly owned by the Co-Op Group, who are looking to sell to developers and become a tenant. The new owners of the site will work in partnership with Peacehaven Town Council seeking to redevelop the shopping centre to create a vibrant town centre, while retaining the existing community services and commercial amenities. This will comprise mixed-use development with community facilities, retail and residential uses. The site has opportunities to integrate with the surrounding green spaces and community uses to create a cohesive and vibrant town centre district for Peacehaven.

The following policy review summarises the relevant paragraphs in regards to the site in question from the National Planning Policy Framework (NPPF)<sup>1</sup>, and the relevant policies in the local statutory development plan, the Lewes

Local Plan. The Lewes Local Plan has two parts, the Core Strategy or Part 1, and the Site allocations and development management policies, or Part 2. The South Downs National Park Authority Plan covers parts of Peacehaven. However, the site falls within the area of the town under the jurisdiction of Lewes District Council and is outside of the South Downs National Park.

### National Planning Policy Framework (NPPF)

**Paragraph 8** requires that plans meet economic, social and environmental objectives in mutually supportive ways. This involves building a strong, responsive and competitive economy to encourage growth, innovation and improved productivity. To support strong, vibrant and healthy communities, plans should foster accessible services and open spaces. Plans should also contribute to protecting and enhancing the natural, built and historic environment, including by improving biodiversity.

**Paragraph 11** sets out that plans should apply a presumption in favour of sustainable development. Plans should seek opportunities to meet development needs and be sufficiently flexible to adapt to rapid change.

**Paragraph 68** encourages the use of small and medium sized sites to meet the housing requirements of an area.

**Paragraph 69** adds that neighbourhood planning groups should consider the opportunities for allocating small and medium sized sites suitable to accommodate housing in their area.

**Paragraph 80** requires that plans create the conditions for businesses to invest, expand and adapt. Significant weight should be placed on the need to support economic

1. See, NPPF at: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>



growth and productivity, accounting for the needs of local businesses and opportunities for further development. This should support communities in building on their strengths, countering weaknesses and addressing future challenges.

**Paragraph 81** requires plans to set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth. Policies should encourage economic development and regeneration. Plans should also identify strategic sites for local and inward investment. They should also seek to address any potential barriers to investment, including inadequate infrastructure, services or housing, or a poor environment. Policies should be flexible in order to accommodate needs not anticipated in the plan, allow for new and flexible working practices and enable a rapid response to any changes in economic circumstances.

**Paragraph 85** sets out that plans should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Town centres should be allowed to grow and diversify in a way which can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses, including housing and reflect their distinctive characters. Residential development often plays an important role in ensuring the vitality of centres and housing should be encouraged on appropriate sites.

**Paragraph 91** stipulates that plans aim to achieve healthy, inclusive and safe places which foster social interaction through mixed-use developments, strong neighbourhood centres and street layouts that allow for easy pedestrian and cycle connections. Pedestrian routes should be clear and legible, and public space should encourage the active and continual use of public areas. Plans should support

healthy lifestyles by providing safe and accessible green infrastructure, local shops and layouts which encourage walking and cycling.

**Paragraph 92** adds that plans should encourage the provision and use of shared spaces, community facilities and other local services to enhance the sustainability of communities. They should prevent the unnecessary loss of valued facilities and services, while ensuring that established shops, facilities and services are able to develop and modernise.

**Paragraph 96** encourages plans to use opportunities for new provision of open space, sport and recreation facilities as these are important for the health and wellbeing of communities.

**Paragraph 125** sets out that plans should set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is required. Design policies should be developed with local communities, so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood plans play an important role in identifying the special qualities of an area and explaining how this should be reflected in development.

**Paragraph 126** supports the preparation of design guides and design codes as visual tools to provide maximum clarity about design expectations. These should set out a framework for creating distinctive places, with a consistent and high-quality standard of design.

**Paragraph 127** adds that the design of developments should establish a strong sense of place, using the arrangement of streets and spaces to create attractive, welcoming and

distinctive places to live, work and visit. Plans should optimise the potential of a site to accommodate an appropriate amount and mix of development, including green and other public space, and support local facilities.

### **Lewes Core Strategy: Local Plan Part 1**

The Lewes Core Strategy was adopted by Lewes District Council in May 2016 and the South Downs National Park Authority in June 2016. Relevant policies from the Core Strategy have been summarised below, but the Core Strategy should be referred to in full by those making proposals in Peacehaven<sup>2</sup>).

The Local Plan notes that Peacehaven is predominantly a low density 20th century residential development. Peacehaven only provides 5% of the total employment in Lewes, despite comprising 14% of the district's population. This means that the town suffers from considerable congestion at peak periods, particularly towards Brighton, which is a major job centre. The Meridian Centre provides many of the town's public services including a supermarket, shops, library, leisure and other public facilities.

The Local Plan aims that leveraging the regeneration of Newhaven and its role as an international freight and passenger port will benefit nearby Peacehaven. However, the A259 requires enhancement as a sustainable transport corridor. The Local Plan also aims for the provision and quality of recreational and community services to be enhanced. Where opportunities arise, employment floorspace should be encouraged to reduce the reliance of Peacehaven on commuting to other job centres. The retail provision should be improved by developments which encourage a

2. See, Lewes Core Strategy at: <https://www.lewes-eastbourne.gov.uk/planning-policy/lewes-core-strategy-local-plan-part-1/>

rich and diverse mix of shops and other town centre uses. Peacehaven is designated as a District Centre, which is an accessible settlement by road and public transport containing a range of shops, employment opportunities and facilities including a secondary school.

**Spatial Policy 1** – Provision of housing and employment land sets out that a minimum of 6,900 net additional dwellings will be provided between 2010 and 2030 in the plan area (345 per annum). In the period between 2012 and 2031, around 74,000 square metres of employment floor space will be provided, split between 60,000 square metres of industrial space and 14,000 square metres of office space.

**Spatial Policy 2** – Distribution of Housing adds that there will be delivery of 1,588 dwellings across the plan area, with an allowance for 600 units to be permitted on unidentified small-scale windfall sites and 125 dwellings on rural exception site. The remaining 3,597 dwellings will be met by site allocations or housing requirement figures for specific settlements. 450 dwellings will be delivered at Lower Hoddern Farm in Peacehaven. A further 255 net additional units should be delivered in Peacehaven & Telscombe subject to the satisfaction of the East Sussex Highways that multi-modal transport measures to mitigate the impacts of development on the A259 have been sufficiently considered.

**Core Policy 2** – Housing Type, Mix and Density requires that housing developments provide a range of dwelling types and sizes to meet the identified local need, based on the best available evidence. Account should be given to the existing character and housing mix of the vicinity. Densities should be around 47 to 57 dwellings per hectare in towns, and higher or lower densities may be justified by the specific character and the context of the site.

**Core Policy 4** – Encouraging Economic Development and Regeneration encourages the regeneration of coastal towns, with support for local and key strategic businesses. This may involve identifying sites for a flexible range of employment space to meet current and future needs. Existing employment sites should be safeguarded and where suitable, intensification, upgrading and redevelopment is supported. Sustainable working practices such as home working and live/work units are encouraged. Sustainable tourism should also be promoted by creating spaces for recreation, leisure, cultural and creative activities.

**Core Policy 5** – The Visitor Economy seeks opportunities for the sustainable development of the visitor economy with provision of new or upgraded visitor attractions. This should include the encouragement of local crafts, food and produce businesses.

**Core Policy 6** – Retail and Sustainable Town and Local Centres designates the Meridian Centre in Peacehaven as a District Retail Centre which provides a range of convenience and comparison retail goods, but relies on larger retail centres for a wider range of goods and services. The council will support development that reinforces or enhances the identified role of the centre in the retail hierarchy. In district retail centres, a predominance of retail units should be retained with the defined Primary Shopping Areas and Primary Shopping Frontages in order to maintain the range of retail goods to serve the local area. A range of other supporting uses such as cafés and offices will be encouraged where they support the wider function, vitality and viability of the town centre.

**Core Policy 7** – Infrastructure requires that existing community services will be protected, retained and enhanced. Proposals involving the loss of sites or premises

currently used for the provision of community facilities or services will be resisted unless a significant enhancement to the nature and quality of an existing facility will result from the redevelopment of part of the site or premises for alternative uses. Land should only be released for development where there is sufficient capacity in the existing local infrastructure to meet the additional requirements.

**Core Policy 8** – Green Infrastructure promotes a connected network of multi-functional green infrastructure. Development should maintain identified green infrastructure, contribute to the green infrastructure network and make provision for new green infrastructure or linkages to existing green infrastructure where appropriate. Development will be resisted where it would undermine the green infrastructure network or result in the loss of existing green spaces, unless alternative and suitable provision is made.

**Core Policy 11** – Built and Historic Environment and High Quality Design seeks high quality design in all new development in order to assist in creating sustainable places and communities. Development should respond sympathetically to the site and its local context, ensuring it is well integrated in terms of access and functionality with the surrounding area. It should make an efficient and effective use of land, avoiding the creation of public space without an identified use or function.

**Core Policy 13** – Sustainable Travel adds that development should encourage travel by walking, cycling and public transport and reduce the proportion of journeys made by car. The design and layout of new development should prioritise the needs of pedestrians, cyclists and public transport users over ease of access by the motorist. Development should provide an appropriate level of cycle and car parking in accordance with Lewes Council parking guidance.

## **Lewes Local Plan Part 2: Site allocations and development management policies**

The Local Plan Part 2 allocates land for housing and employment. It also sets out detailed planning policies to guide development and change, termed as development management (DM) policies. The Local Plan Part 2 was adopted by Lewes District Council in February 2020. Relevant policies have been summarised below, but the Local Plan Part 2 should be referred to in full by those making proposals in Peacehaven<sup>3</sup>).

**Policy DM14** – Multi-functional Green Infrastructure requires that development should fully consider opportunities for additional green infrastructure. This should be justified by the character of the area and the need for outdoor playing space. Green infrastructure should encourage biodiversity and retain, or enhance where possible, existing features of nature conservation value within the site.

**Policy DM15** – Provision for Outdoor Playing Space requires the following minimum provision of outdoor space: 1.6 ha per 1000 population for outdoor sports, 0.25 ha per 1000 population for children's play space, 0.3 per 1000 for other outdoor provision.

**Policy DM16** – Children's Play Space in New Housing Development adds that residential developments of 20 dwellings or more must provide children's play space on site in accordance with the requirements of Policy DM15.

**Policy DM25** – Design requires that development contributes towards local character and distinctiveness through high

quality design. The criteria for high quality design includes: its siting, layout, density, orientation and landscape treatment; its scale, form, height, massing and proportions; the retaining of trees or tree groups; the consideration to the spaces between and around buildings; sensitive location of car parking or other servicing areas; and the creation of permeable, accessible and easily understandable places with spaces that connect to each other, are easy to move through and have recognisable landscape features.

**Policy DM27** – Landscape Design adds that development proposals should demonstrate a high quality of landscape design. This requires reflection, conservation and enhancement of the character and distinctiveness of the local landscape or streetscape. Developments should integrate into their surroundings both by adding visual interest and amenity and connecting into the existing green infrastructure network.

3. See, Lewes Local Plan Part 2 at: <https://www.lewes-eastbourne.gov.uk/planning-policy/lewes-local-plan-part-2-site-allocations-and-development-management-policies/>





Emerging Vision

02

## 2. Emerging Vision

### 2.1. Introduction

The following pages aim to introduce the vision which has started to emerge based on findings from a survey that was carried out with local residents. A virtual workshop also took place with a visioning exercise at the beginning in order for the AECOM team to better understand the residents desires.

### 2.2. Survey Findings

A survey carried out by the Neighbourhood Plan Steering Group highlighted different potential aspects of urban regeneration which could be applied to Peacehaven. The participants were then asked to rank each element in order of what they would most like to see in the town centre to what they would least like to see.

Figure 2. shows a bar chart indicating the results with a covered shopping area coming out on top. Figure 3. shows the most popular overall elements which include enterprise business units and weekend markets. These findings were used as a basis for the workshop and further develop the vision for the town centre.

### 2.3. Vision Method

In order to start establishing what the vision and aspirations for the town centre were, the group took part in a visioning exercise. This exercise involved asking the group to write a postcard from Peacehaven in 2030 describing what the town was like. Each member wrote their own account and posted them on the chat box within the video meeting. Some examples can be seen in Figure 4. From this some clear themes emerged, such as sustainable travel as well as cycling and walking for leisure, making the most of the nearby South Downs, creating a vibrant, inclusive town centre for all ages and creating a destination for both local residents and people from further afield.

### 2.4. Workshop Outcomes

AECOM led a virtual workshop which aimed to firstly obtain a clearer understanding of what the vision for the town centre is and then to present and get initial feedback on the principles and opportunities the site provides.

When discussing the vision for the town centre some of the key themes were accessibility both in terms of cycle and pedestrian routes but also vehicle access for residents that are unable to walk or cycle longer distances. The retention of key facilities and amenities such as the council building and

the library should be a priority with the potential to reuse the council building.

Furthermore, Peacehaven should be an attractive place for both local residents and people from the surrounding areas to visit. This can be achieved by providing a mixture of leisure and business enterprises. A covered market or shopping area was also highly favoured.

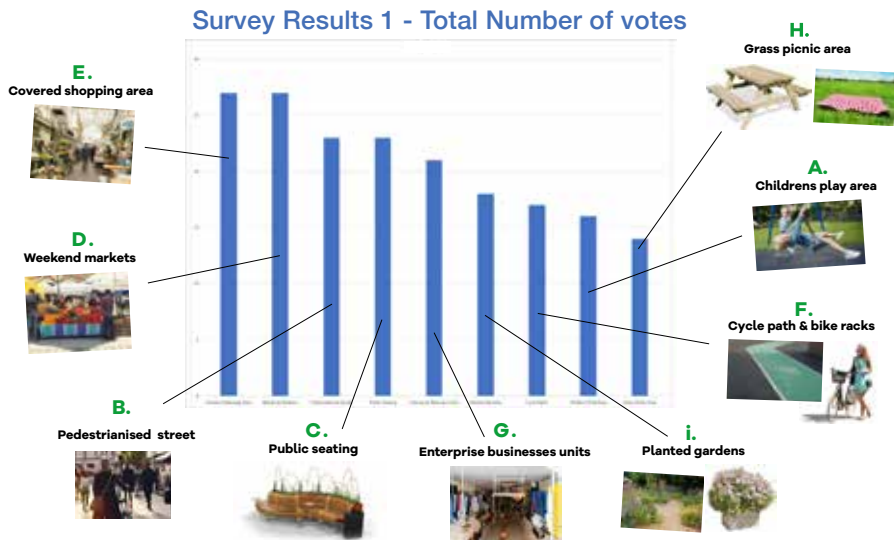


Figure 2: Image showing bar chart of survey results.

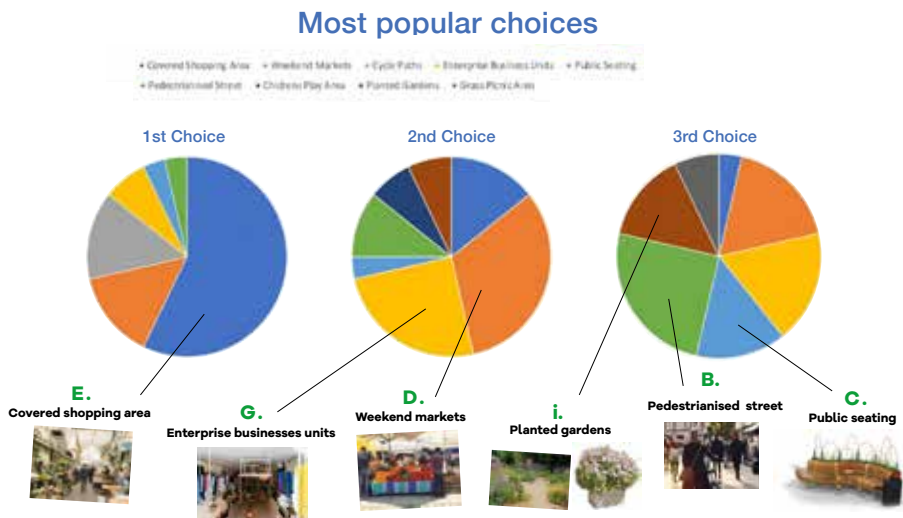


Figure 3: Image showing pie charts of most popular elements from survey results.

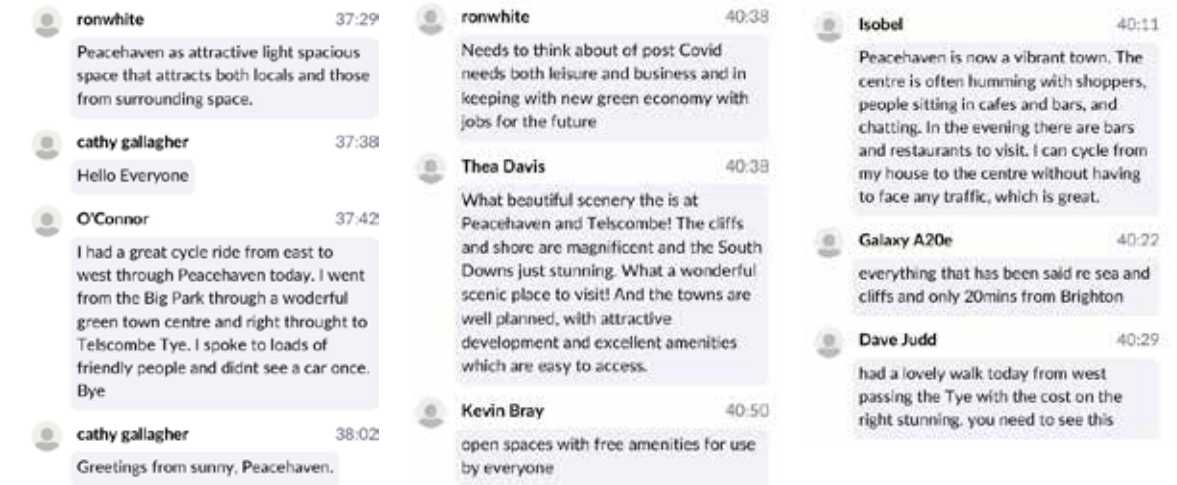


Figure 4: Screenshots from the Peacehaven workshop visioning exercise.







**Town and Site Context**

**03**

## 3. Wider Context and Site Analysis

### 3.1. Introduction

In order to understand the opportunities and constraints of the site, a series of analyses has been carried out, in which the needs of the town and the people that live there are prioritised. Firstly, the wider town context was looked at to understand the general character and spatial layout of the town. A site specific analysis then focuses on the challenges within and surrounding the site. These analyses will inform the site opportunities which will form the design principles.

#### 3.1.1. Wider Context

The map of Peacehaven shows how the site is located centrally and in close proximity to both the coast and the boundary of the South Downs National Park, therefore links to both from the site will be essential. The layout of the town generally conforms to a grid pattern creating permeable streets, a characteristic that should be carried forward.

There is an allocated development of 450 homes to the west of the town which could enhance the need for more amenities within the town, which should be considered in the design and development of the site.

Furthermore, the uses surrounding the site, such as the schools, industrial estate and park should inform all aspects of the site design to ensure it meets the needs of the people that live and work in the area.



Figure 5: Pedestrian entrance to the Meridian Centre from Greenwich Way.



Figure 6: Roundabout leading to leisure centre and school.



Figure 7: Youth centre with green space and public footpath.



Figure 8: Industrial unit converted to a trampolene park.



Figure 9: Wider town analysis map.

### 3.1.2. Site Issues

The following photos and site map highlight the key issues in and surrounding the site which will need to be addressed throughout the design of the masterplan.

- Firstly, there are many land uses on the site which will most likely need to be retained but could potentially be relocated to different positions within the site.
- The map in Figure 15. shows the limited active frontages within the site. One of these frontages can be seen in Figure 12. which is one of the uninviting entrances to the Meridian Centre.
- The main pedestrian route through the site is through the Meridian Centre, providing only limited permeability for pedestrians.
- There are also many mature trees surrounding the car park which should be retained.
- While there is plenty of car parking surrounding the Meridian Centre, Figure 11. indicates that it is not always used to its full capacity. Retaining parking will be essential, however there is an opportunity to rethink how it will be best utilised on the site.
- Figure 13. shows a large servicing area to the north of the site which could be better utilised and the flats above potentially relocated.
- The relationship with the industrial estate shown in Figure 10. will need to be considered and better integrated into the town centre both physically and in terms of use.



Figure 10: Entrance to the industrial estate to the east of the site.



Figure 11: Underused Meridian Centre car park.



Figure 12: Limited active frontage of the Meridian Centre.



Figure 13: Service area for Meridian Centre shops with flats above.

**Meridian Centre existing uses and floor areas**

- Co-op Food (46,356m<sup>2</sup>)
- Shops including post office, charity shop, opticians, butcher, pharmacy and information centre. (1,635m<sup>2</sup>)
- Circulation (1,267m<sup>2</sup>)
- Library (1,026m<sup>2</sup>)

Source: Clifton Emery Design (2018)

**Key**























	Site boundary	<b>Land use:</b>
	Existing park	 1 Meridian Centre
	Play area	 2 Ground floor shops with flats
	Green space	 3 School
	Car park (213 spaces)	 4 Industrial estate
	Service area	 5 Leisure centre
	Trees	 6 Library
	Roads	 7 Community house/ Town council offices
	Bus routes	 8 Anchor healthcare centre
	Bus stop	 9 Children's centre
	Site access	 10 Youth centre
	Active frontage	



Figure 14: Site issues map.





**Design Principles**

**04**

## 4. Opportunities and Design Principles

### 4.1. Introduction

The opportunities and design principles are the result of the site and context analysis as well as the visioning exercise. Furthermore, any future development should follow these design principles to achieve the emerging vision for the site and the wider town.

#### 01 Linking Green Space

Key connections through the site should be made in order to link the existing green spaces that surround the site. Figure 15. shows how the open space to the north of the site can be connected to the mature trees that sit on the southern area of the site. Running through the centre of the site, this route can act as one of the main axes through the new town centre. This route should have plenty of street trees offering shade and protection from the wind and rain.



Figure 15: Map showing key connection to green spaces.



## 02 Connecting Facilities

The design and layout should look to connect existing facilities within the town to the centre with various, direct routes. Figure 17. shows some of the key facilities surrounding the site, such as the leisure centre and the industrial estate which should form east-west connections with the park and other amenities.

Figure 16. indicates that the streetscape surrounding the school and leisure centre is dominated by cars and is not pedestrian friendly. Therefore, creating these east-west connections, can act as a catalyst for improving the pedestrian and cycle environment as well as achieving an integrated town centre.



Figure 16: Existing streetscape outside the school and leisure centre.  
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Figure 17: Map showing connections to existing facilities.

### 03 Creating Public Space: Squares

Creating high-quality public spaces is an essential element to a successful town centre. Public squares should be located at key nodes within the centre to provide areas for people to rest or gather.

Figures 18. and 19. show how squares could be utilised at either end of the high street at key intersections, which can offer break out spaces for corner buildings. Furthermore, a new square adjacent to the school and leisure centre could act as a transition to the centre.



Figure 18: Examples of public squares.



Figure 19: Map showing proposed location of public squares and new high street.

## 04 Creating Public Space: Weather Proof High Street

Creating active frontages is hugely important for creating a lively town centre. The term active frontage relates to the activity taking place at the ground level of a building. To make the most of an active frontage there should be entrances to buildings and large windows at street level to allow people to see inside as well as allowing people to see out, encouraging people to come to the street as well as increasing natural surveillance. Figure 20. shows the elements required to create an active frontage.

Active frontages can be achieved in Peacehaven by creating a new public space in the form of a high street, as shown in Figure 19. The high street should retain existing commercial uses from the site, as well as provide new commercial spaces.

Following feedback from the survey and workshop (see p.14) the idea of a covered shopping area has been explored in order to show the different options that could be considered with their respective advantages and disadvantages in the context of Peacehaven.

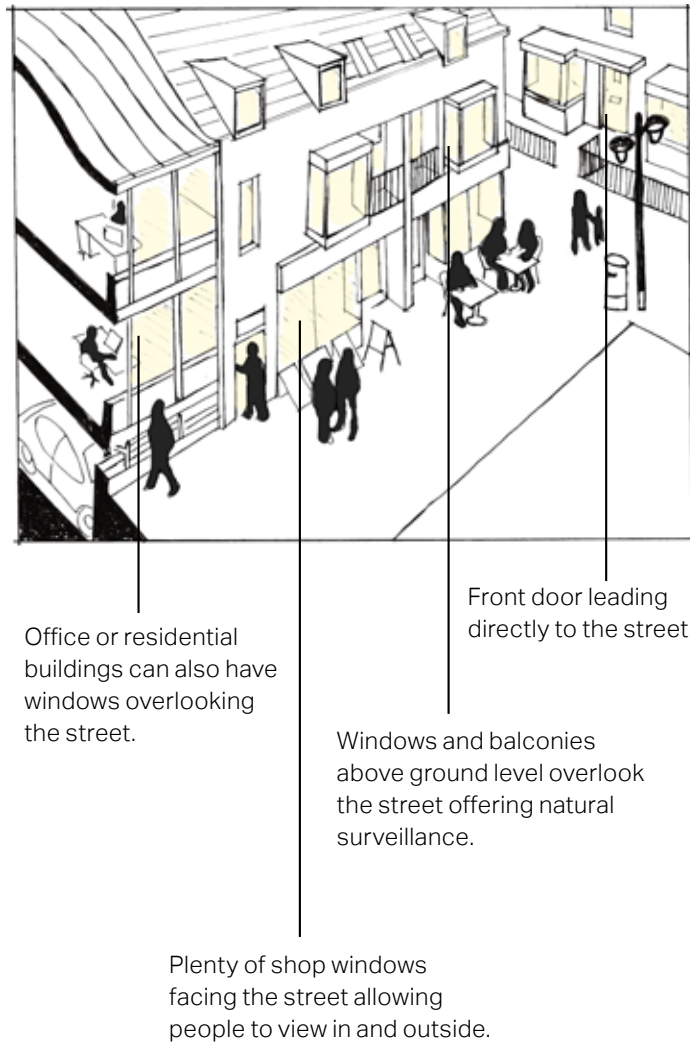


Figure 20: Active frontage diagram.



Figure 21: Colonnades, Maidstone.

### Colonnades

Pros:

- Provides a sense of enclosure.
- Can be easily incorporated into the building design.

Cons:

- Provides only partial coverage which may not be ideal due to the windy coastal location.
- Maintenance would be required, particularly if they are glass.



Figure 24: Permanent Canopy, India.

## Canopy

### Pros:

- Provides protection from rain and wind.
- Can be an attractive solution that provides distinctiveness to the town.

### Cons:

- Could be expensive depending on the chosen design.
- Maintenance will be required.



Figure 22: Umbrella City, Paris.

## Temporary Canopy

### Pros:

- Can provide some protection from the weather at certain times of year.
- The design can be changed from year to year.
- It could become an attraction in itself.

### Cons:

- Depending on the design, may not provide the best level of protection from the weather.
- Could be costly to erect and dismantle regularly.



Figure 23: Traditional shopping arcade, Cardiff.

## Covered Arcade

### Pros:

- Provides full protection from the weather, enabling the street to be fully utilised throughout the year.

### Cons:

- More expensive to construct and maintain.
- Will need to be integrated into the design at the beginning.
- May create a bad view for properties that overlook the arcade.

## 05 Creating Public Space: Flexible Space

Creating flexible public spaces within the town centre allows the same space to have multiple functions at different times. The example used in Figures 25. and 26. show how spaces such as the park, high street and other green spaces could be used for a market. The same principle can be applied to other uses and spaces throughout the town centre.

One of the benefits of flexible spaces is that they can increase the utilisation of different areas within the town, bringing more people to the centre at different times of day. This idea can be expanded by holding weekly or monthly activities or events that attract more people to the town on specific days.



Figure 25: Example of a park being used as market space.



Figure 26: Map showing potential locations of flexible market space.

## 06 Create Accessible Perimeter Blocks

The site can be broken up into development blocks in order to establish the type of buildings that would be appropriate in size and form for each. The development blocks should be formed using the connections and links through the site as a guide.

Figure 28. shows one layout for development blocks based on the key north-south and east-west connections. These blocks will form the basis for the illustrative masterplanning options described in the following pages. Figure 27. shows some of the types of buildings that you might expect to find within these development blocks.

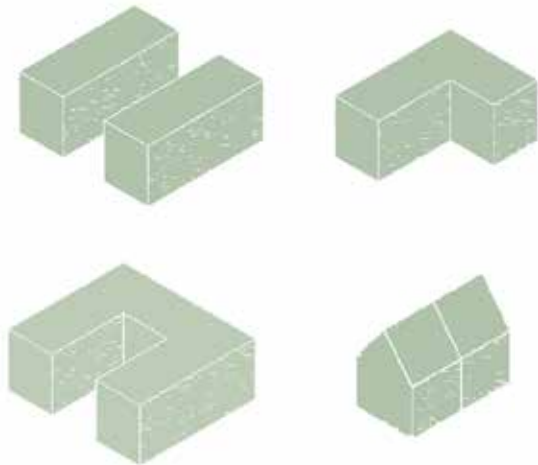


Figure 27: Diagram showing different buildings types that can be used within a block.



Figure 28: Map showing potential development blocks.

## 07 Integrating the Industrial Estate

Figure 30. shows one way in which the industrial estate can be integrated into the town centre by extending the east-west connection through the industrial estate. New development blocks can then be formed which should have a positive relationship with the road adjacent to the town centre development creating an active frontage. Figure 29. shows how industrial units can be re-purposed for different employment uses and shows the importance of high-quality architecture to enhance the town centre.



Figure 29: Example of industrial units being re-purposed as workshop space.

AECOM



Figure 30: Map showing how the industrial estate can be integrated into the town centre.







Illustrative Options

05

## 5. Illustrative Options

### 5.1. Introduction

This section of the report will aim to show how the site could be utilised in terms of form, height and massing based on the design principles, whilst taking into account the site analysis as well as feedback from the workshop.

Plans, sections and 3D images have been used to demonstrate the options. It should be recognised that the options presented here represent three layouts of many that could be achieved on the site to transform the space, therefore these should be seen as a starting point to test different heights and layouts to help establish what works best for the site and the town's residents.

### 5.2. Option 1

The permeable layout of option 1 allows for active frontages at ground level, which can be fully utilised by the commercial and community uses that make up much of the ground floor as shown in Figure 31.

Figures 32. and 33. show that the upper levels of the development would mainly consist of residential units, which would facilitate the ground floor development.

Figure 32. indicates that parking could be moved to the first floor above the supermarket, in order to create a less cluttered, more pedestrian friendly streetscape.

Figure 34. shows the height and massing of the development and the potential impact that will have on the site and the surroundings. At the highest point the development could reach four storeys in the centre and taper down to two storeys at the edges, in keeping with the surrounding buildings.



Figure 31: Plan showing ground floor land use.



Figure 32: Plan showing first floor land use.



Figure 33: Plan showing second floor and above land use.

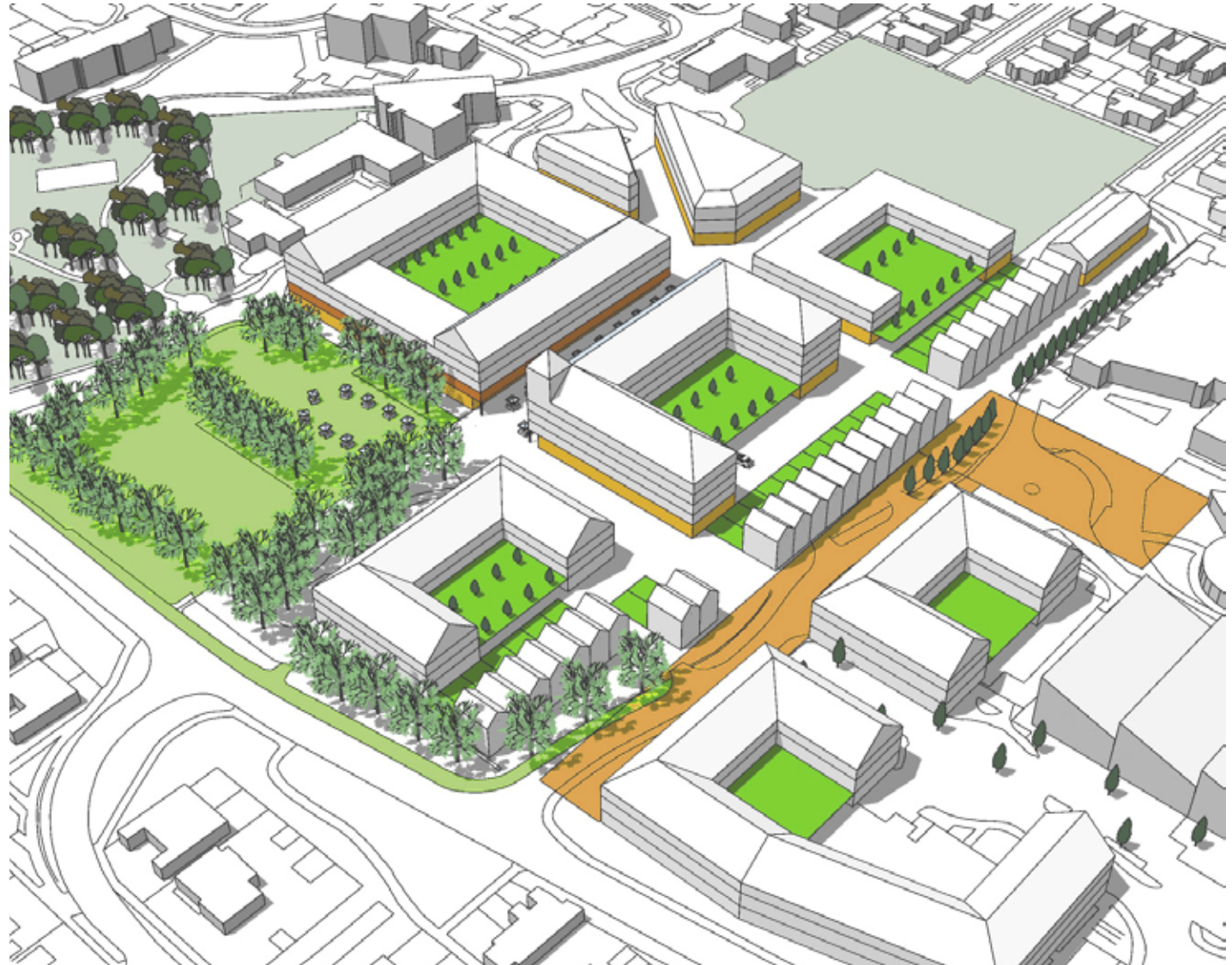


Figure 34: 3D sketch showing layout, height and massing.

## Illustrative Sections

The following pages aim to further demonstrate the dimensions of the option to gain a greater understanding the impact of scale and massing on the surroundings. Figure 37. cuts through the highest point in the development at 23m and shows the relationship to the high street.

Figure 35. shows a section through the residential building which steps down in height to be in keeping with the surrounding buildings. It also shows the residential car parking at ground level behind the building.

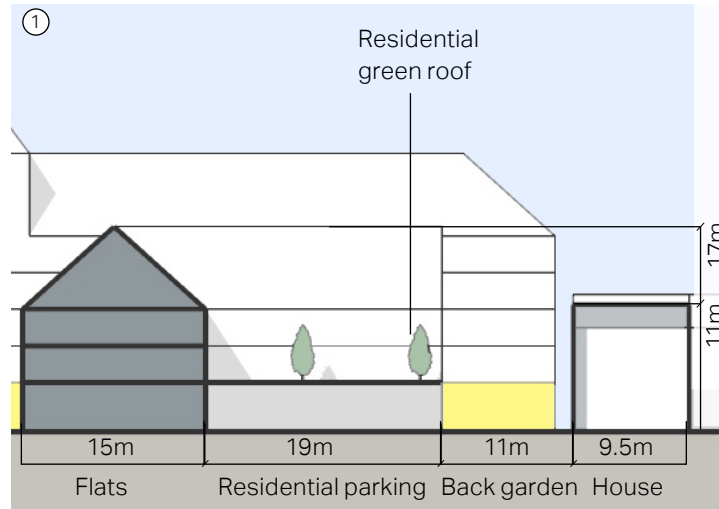


Figure 35: Section showing residential block dimensions.

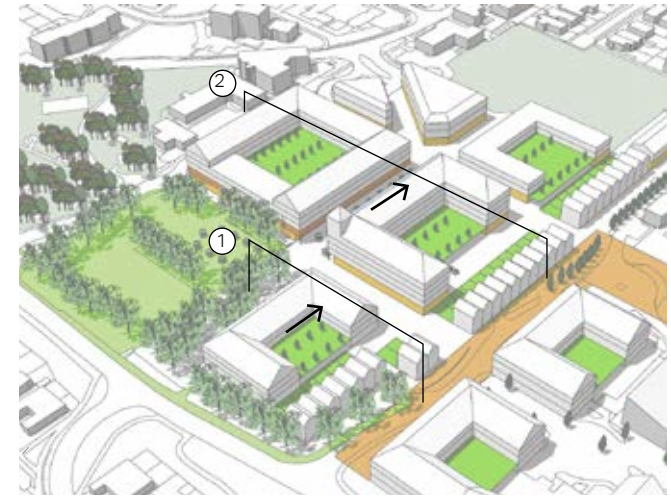


Figure 36: Sketch of site showing location of section cuts.

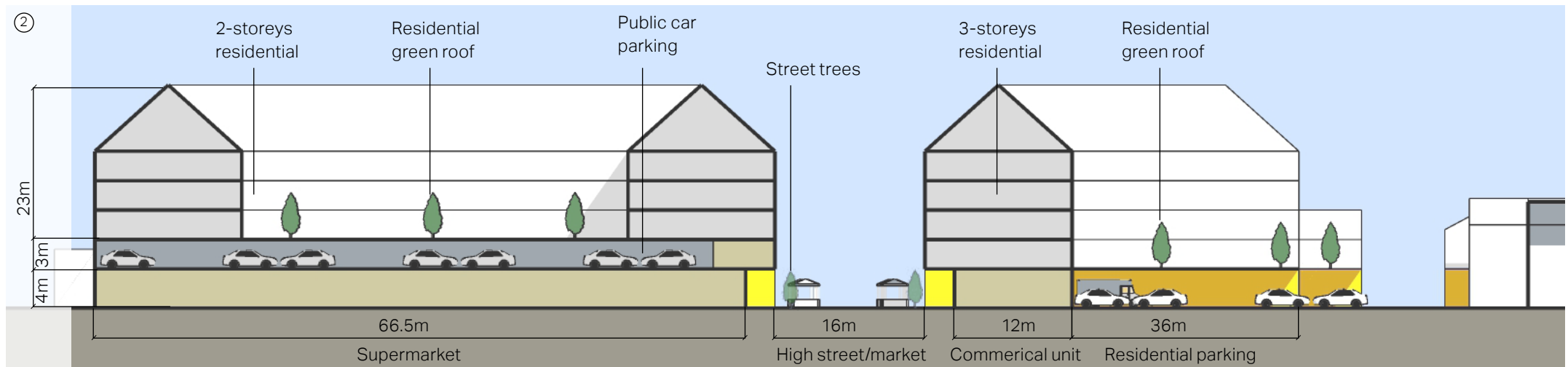


Figure 37: East-west section cutting through the highest point of the development and the high street.

### Land capacity

This page aims to show estimated floor areas for each block within the development along with the number of units this will accommodate. Figure 39. shows that option 1 would accommodate 299 flats based on a housing mix of 30% 1 bed (45m<sup>2</sup>), 60% 2 bed (60m<sup>2</sup>) and 10% 3 bed (85m<sup>2</sup>). Option 1 would also accommodate a further 29 houses based on a housing mix of 30% 2 bed (90m<sup>2</sup>), 60% 3 bed (110m<sup>2</sup>) and 10% 4 bed (180m<sup>2</sup>). It is recognised that this option provides a much higher density than that suggested in Lewes Core Strategy: Local Plan Part 1 which suggests that in towns the density should be 47-57 dwellings per hectare (see p.10 Core Policy 2).

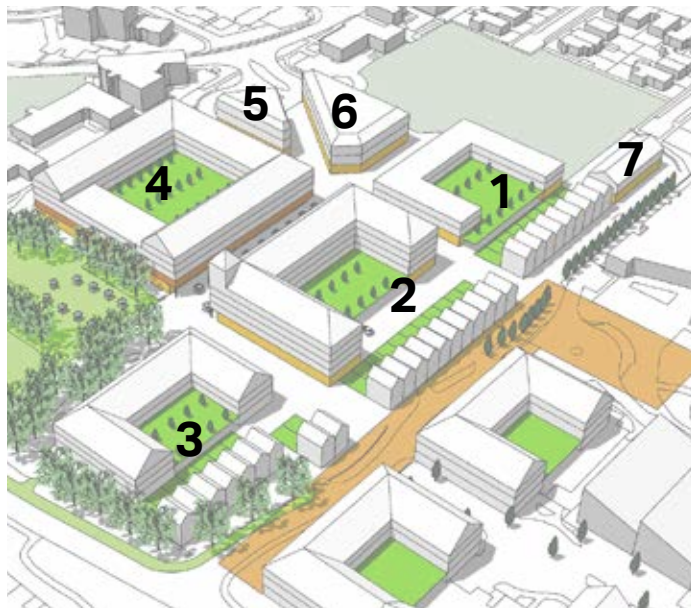


Figure 38: 3D model with labeled blocks.

No. of building	Commerical		Communtiy	Residential-Flats		Residential- House	
	Floor area (sqmt)	No. of units	Floor area (sqmt)	Floor area (sqmt)	No. of units	Floor area (sqmt)	No. on units
1	1262.58	18	0	2209.52	39	1090.00	9
2	1609.24	22	0	4740.58	85	1200.00	11
3	0	0	0	3525.99	63	1090.00	9
4	4304.1	1	0	5333.63	95	0	0
5	0	0	1007.78	0	0	0	0
6	0	0	3031.11	0	0	0	0
7	0	0	0	940.80	17	0	0
<b>Total</b>	<b>7175.93</b>	<b>41</b>	<b>4038.89</b>	<b>16750.52</b>	<b>299</b>	<b>3380.00</b>	<b>29</b>

Figure 39: Table showing the number of units and floor areas for the proposed development.

## 5.3. Option 2

The following pages aim to show an alternative option using the same design principles but modifying the heights and massing to show a different mix within the design.

Figure 40. shows that the core of the development remains the same at ground level in order to retain the active frontages required to create a vibrant town centre. One of the key variations can be seen to the north east of the site which has become residential at ground level. The shape of the block has changed to accommodate houses rather than flats.

The other key difference is the maximum height of the development. Figure 43. shows that the tallest buildings are 3-storeys with the surrounding buildings stepping down in height to 2- storeys.



Figure 40: Plan showing ground floor land use.



Figure 41: Plan showing first floor land use.



Figure 42: Plan showing second floor and above land use.



Figure 43: 3D sketch showing layout, height and massing.

## Illustrative Sections

The following sections show key points within this development option. Figure 46. shows a section through the highest point in the development at 3-storeys. Figure 44. cuts through the new additional housing in the north of the site shows its relationship to the adjacent open green space.

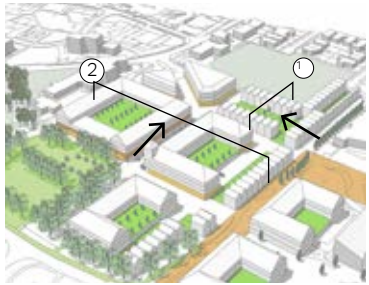


Figure 44: Sketch of site showing location of section cuts.

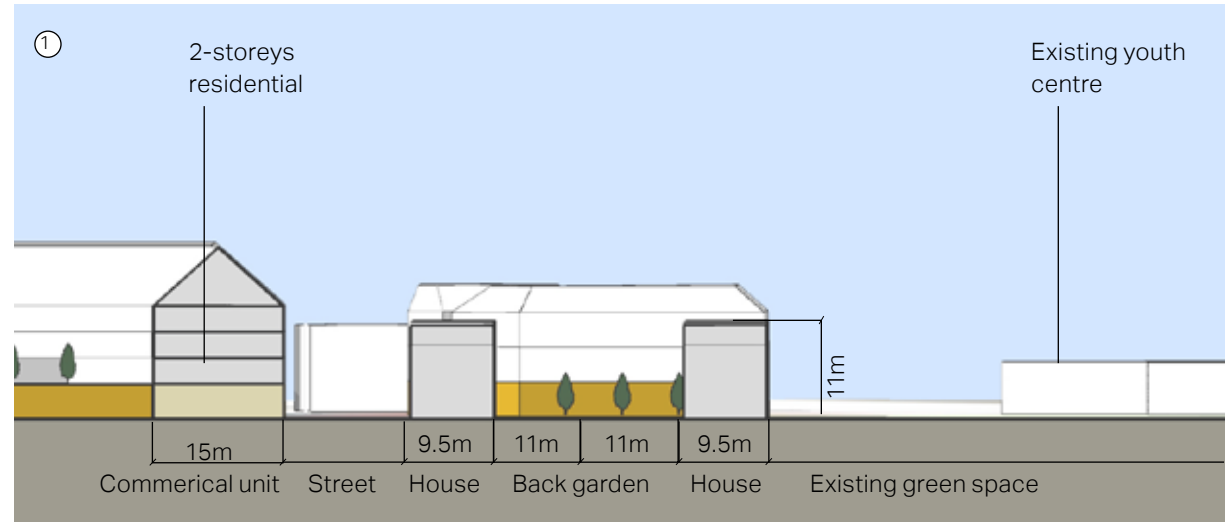


Figure 45: Section showing residential block dimensions.

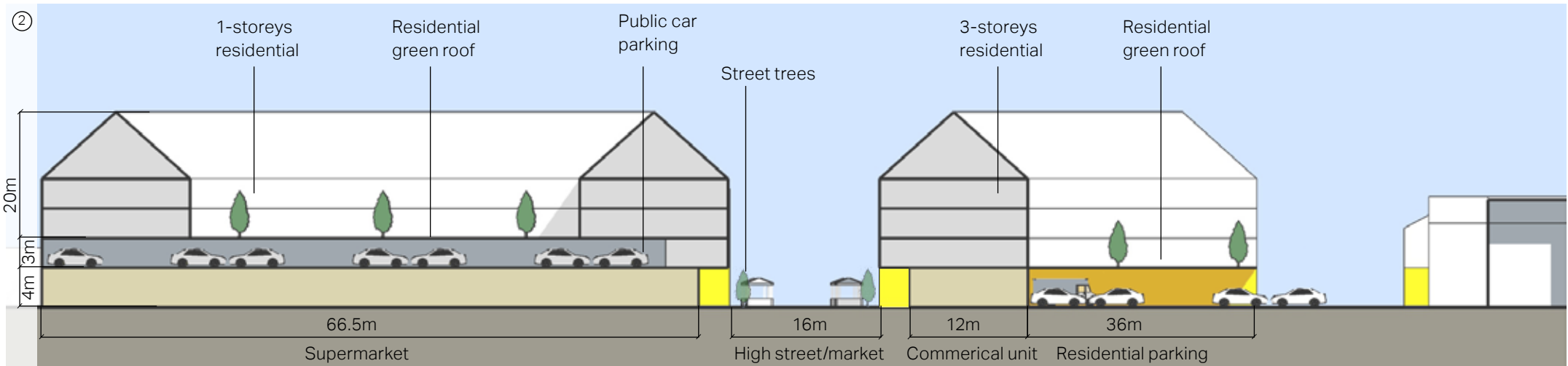


Figure 46: East-west section cutting through the highest point of the development and the high street.



### Land capacity

The table in Figure 48. indicates that reducing the overall height of the development reduces the number of flats to 167, however the number of houses has increased to 52 by introducing a perimeter block solely of houses. There is less commercial space, giving a reduced number of units at 23, however this could be a more reasonable number of units for the town centre. Furthermore, the amount of community space remains unchanged as it is important to retain the existing community uses on the site.

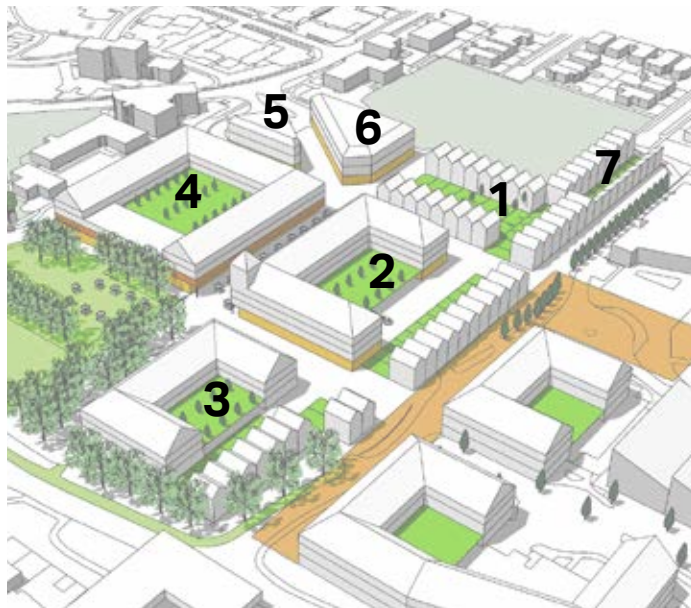


Figure 47: 3D model with labeled blocks.

No. of building	Commerical		Communtiy	Residential-Flats		Residential- House	
	Floor area (sqmt)	No. of units		Floor area (sqmt)	No. of units	Floor area (sqmt)	No. on units
1	0	0	0	0	0	2530.00	23
2	1609.24	22	0	3160.39	56	1200.00	11
3	0	0	0	3525.99	63	1090.00	9
4	4304.1	1	0	2666.82	48	0	0
5	0	0	1007.79	0	0	0	0
6	0	0	3031.11	0	0	0	0
7	0	0	0	0	0	1000.00	9
<b>Total</b>	<b>5913.35</b>	<b>23</b>	<b>4038.89</b>	<b>9353.19</b>	<b>167</b>	<b>5820.00</b>	<b>52</b>

Figure 48: Table showing number of units and floor area for each development block.

## Market Stalls

To test how a market could work within the new town centre a series of standard sized market stalls, as shown in Figure 49, were placed along the high street with additional stalls spilling into the park if needed, as shown in Figure 50. This would allow for more than 20 market stalls to fit comfortably within the 16m wide high street shown in Figure 51.

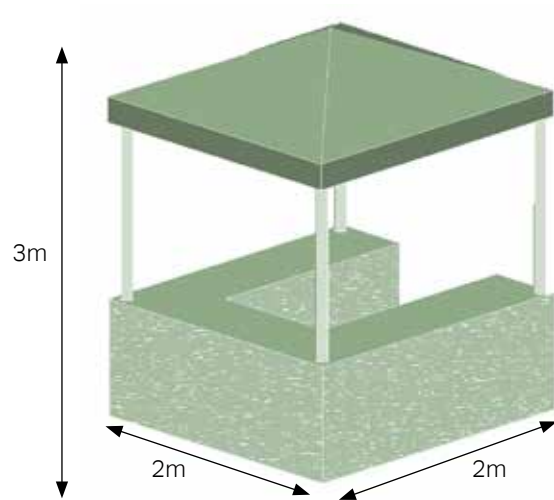


Figure 49: Diagram of market stall with dimensions.

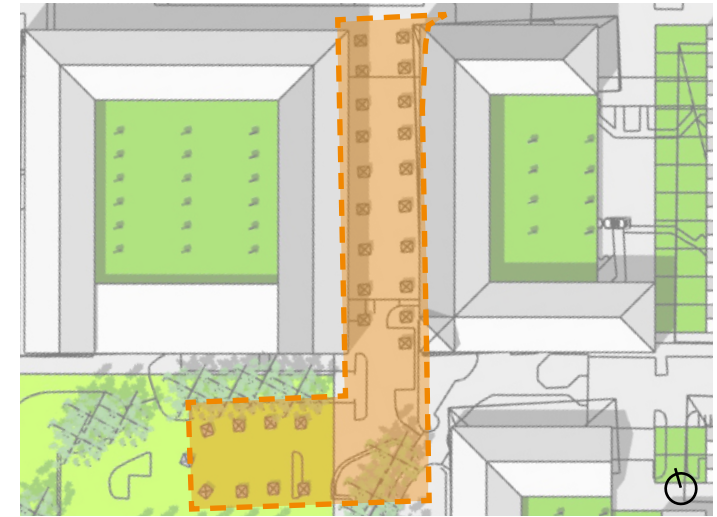


Figure 50: Plan of site showing location of market stalls.



Figure 51: East-west section showing the high street and tree dimensions.

## Integrated Town Centre and Industrial Estate

The sketch in Figure 52. shows how the industrial estate could be integrated into the town centre development. In order to retain and bring more jobs to the area, one option for the industrial estate is to become an employment hub. The sketch indicates that a mix of office space and larger units should be used. This will encourage a variety of businesses to set up here, as well as being able to retain some industry.

The purple lines indicate some of the key pedestrian routes through the new town centre and industrial estate. These routes will be well utilised at certain times of day by school children coming from all directions to the nearby school.

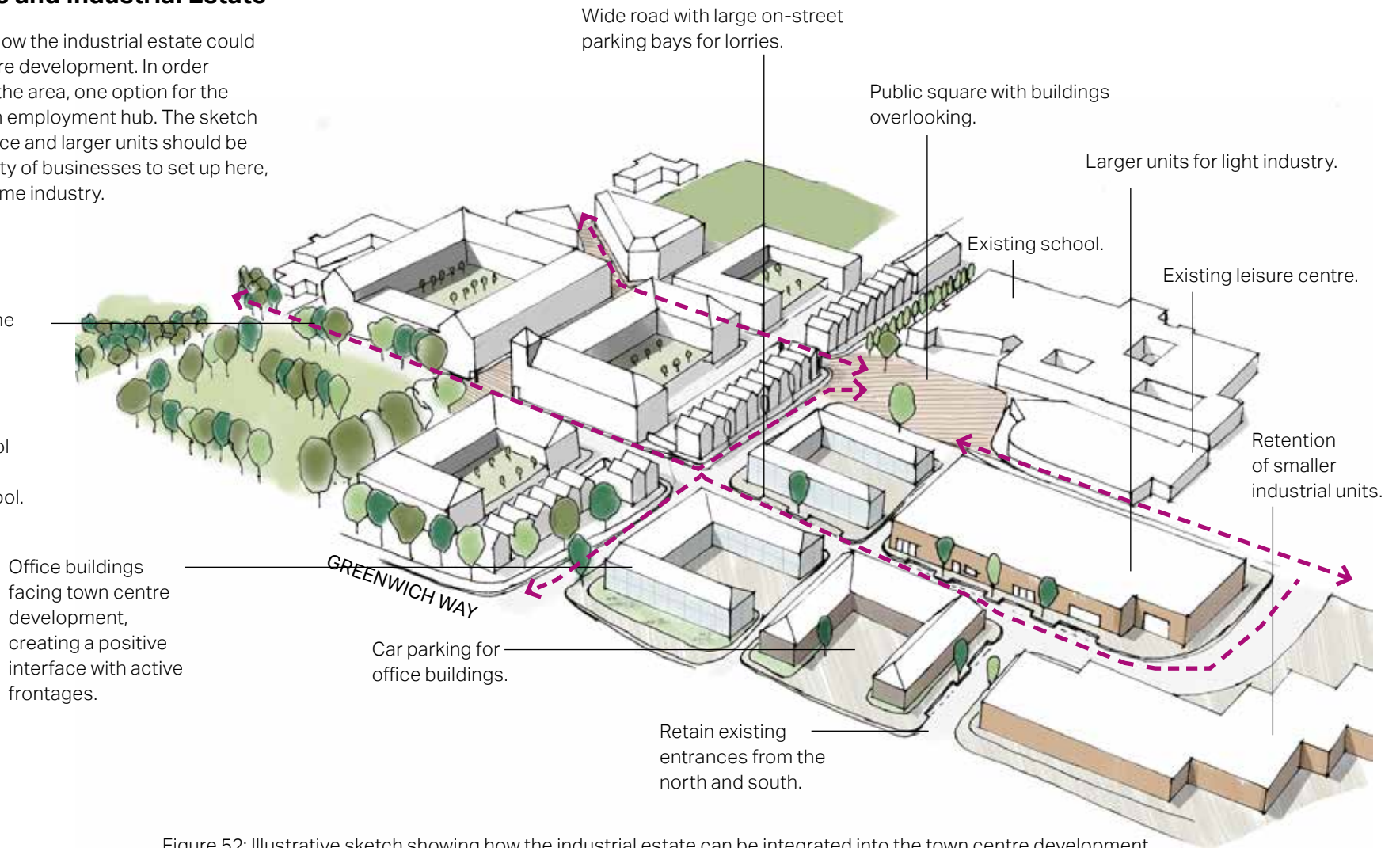


Figure 52: Illustrative sketch showing how the industrial estate can be integrated into the town centre development.

## Building Examples

The following images show some examples of the types of building styles that could be used within the Peacehaven town centre. Figure 53. indicates where each example could be used appropriately to create the best outcomes.

For example, Figure 54. shows how a restaurant can be located on the corner of a building leading to a public square creating a pleasant place to relax. Figures 55 and 57. show how a residential building can be stepped in on the top floor to decrease the impact of the height of the building from the surroundings.



Figure 53: 3D sketch showing the potential location of different types of building examples.



Figure 54: Ground floor restaurant spilling onto street with residential above.



Figure 56: Light industrial units with residential above.



Figure 58: Town house style housing.



Figure 60: Mews style housing.



Figure 55: Apartment block with a step back.



Figure 57: Apartment block with a step back.



Figure 59: Apartments with a coastal feel.



Figure 61: Angled roof to allow daylight in.

## 5.4. Issues derived from the workshops

The following points are issues that arose and were discussed within the two workshops but are beyond the scope of this report, therefore can be picked up by the Neighbourhood Plan Steering Group for further discussion.

- A full assessment of the amount of traffic a development such as this could bring will need to be looked at, particularly along the already congested A259.
- The new town centre will need to be commercially viable, therefore the retail demand will need to be fully assessed.
- As Peacehaven is on the coast there is some concern about a wind tunnel effect, therefore a wind modelling expert should be employed at an early stage.
- Much discussion around car parking and how this can be best balanced with other sustainable modes of transport.
- Further discussion around the cost of a 1st floor car park as well as the need to separate visitor car parking to residential car parking.
- Parking for the council/library/ community buildings will need to be considered.
- Peacehaven Town Council will need to retain their large hall and meeting spaces, with ground floor space being essential for the significant number of users with mobility issues.
- There is a requirement for the new supermarket to be built before the new one is demolished, therefore the placement of the supermarket will be important.
- Concerns that the options presented provide too much housing as it is much higher than the original brief of 100 homes, however it is recognised that this reflects the capacity of the site not necessarily the wishes of the community. It was also acknowledged that development at this scale can provide larger developer contributions (Community Infrastructure Levy) to transform community facilities and parks.
- Other constraints that will need to be understood in more detail include the youth centre to the north of the site and the electricity sub-station located on-site.
- The high street will need to be wide enough to not suffer from overshadowing from the taller buildings. Some shade in the summer will also need to be considered.
- Economic viability and deliverability of any proposal will need to be tested.
- The idea of integrating the industrial estate into the Town Centre as some form of enterprise centre was well received. Some assessment of the types of businesses that would be interested will need to be understood. Furthermore, the land owner of the industrial estate should be engaged in the discussions.
- MSc Town Planning students from the University of Brighton compiled a report suggesting that cultural regeneration could play a bigger part in its future. Furthermore, another report on the economy identified a lack of office floorspace in Peacehaven.

These design related issues have been addressed in a 3rd option shown on the following pages. This option does not deal with more detailed pieces of evidence and technical studies, such as: transport and traffic assessment, commercial viability, wind and tunnel effect testing, types of enterprises in a potential regeneration of the industrial estate to the east. It does however, show a stronger focus on family homes, reduced number of units, enabling the construction of a new, smaller supermarket whilst keeping the existing operational during construction, the provision of surface car parking as a town wide facility (i.e. not only for the supermarket).

## 5.5. Option 3

Following the second workshop and the comments received it was agreed that another option would be produced to address issues raised. As a result this option has a smaller number of overall residential units and a different mix of housing types, consisting of more houses and less flats. The other major change would be the location of the supermarket to allow the current supermarket to be operational while the new one is being built.

The following pages aim to show a third option using the same design principles but adjusting the massing and height of the buildings to accommodate a maximum of 150 dwellings.

The supermarket has been relocated to the south of the site to allow the current supermarket to remain operational while the new one is built. There is an option to place 2-storeys of residential above the supermarket (Option 3.1). This could be an ideal location for an elderly people's home as less parking would be needed. The second option is to have a single storey supermarket with a green roof (Option 3.2).

The central blocks will have active frontages at ground level along the central street and 2-storeys of residential units above. Behind these blocks there will be a row of housing on either side, stepping down in height. The light blue colour in Figure 62. shows a ground floor level car park which could be used for both the supermarket and the town centre. If in the future this car parking is not needed the block can be further developed.



Figure 62: Plan showing ground floor land use.

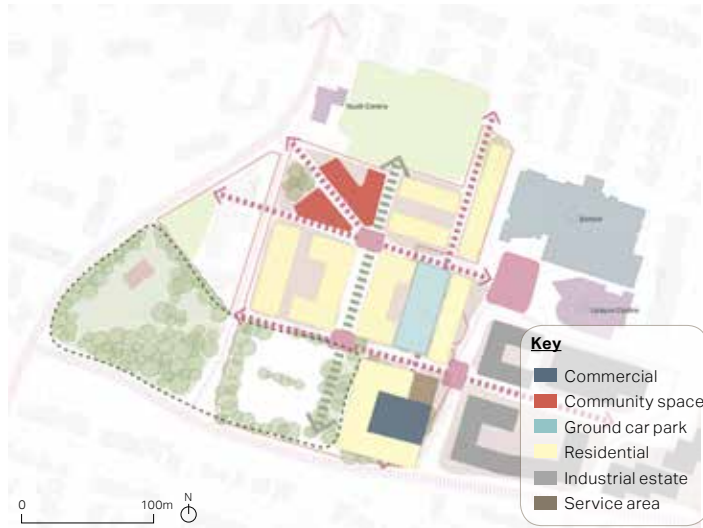


Figure 63: Plan showing first floor land use.



Figure 64: Plan showing second floor and above land use.

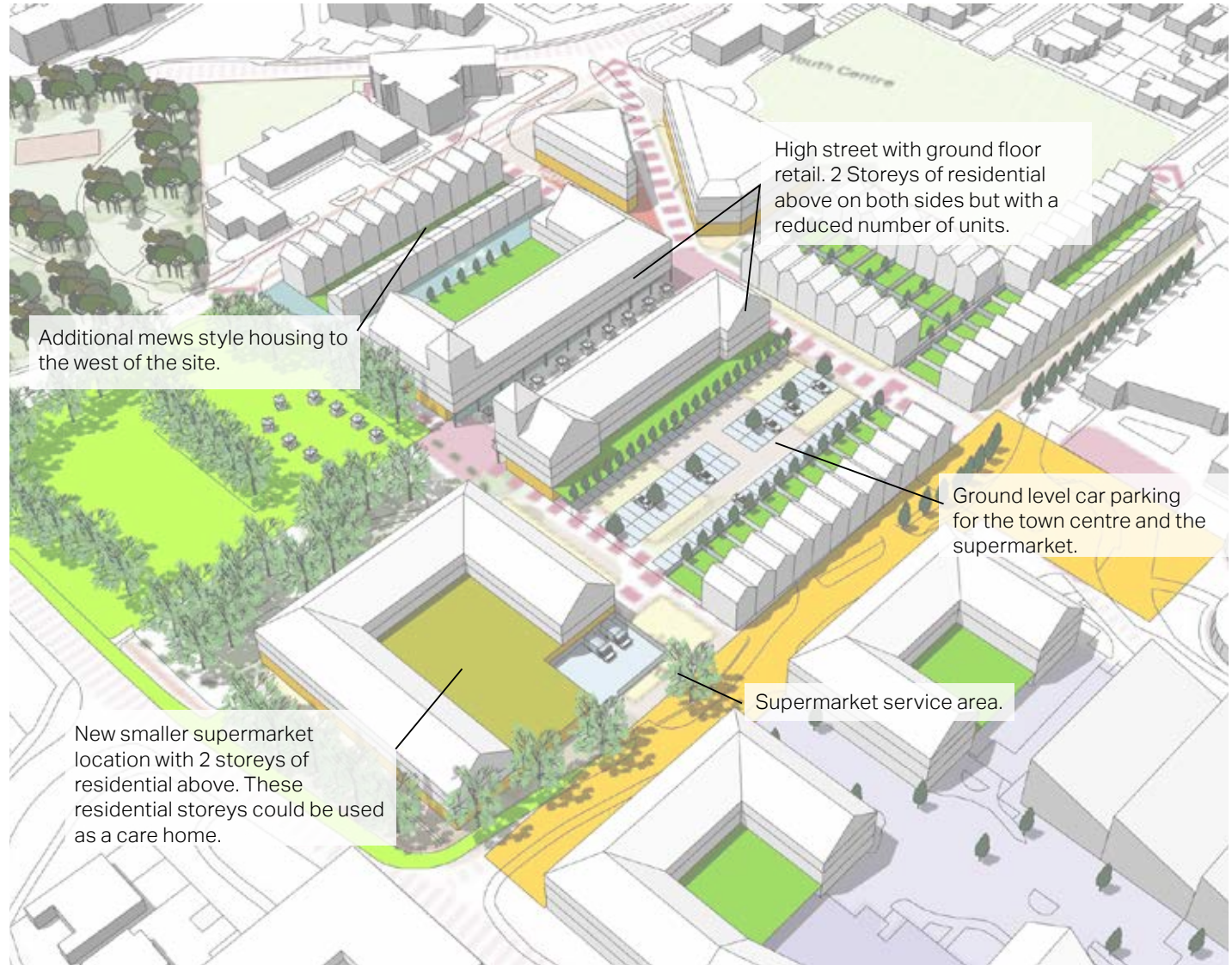


Figure 65: 3D sketch showing layout, height and massing for Option 3.1



### Land capacity

The table in Figure 67. shows the change in housing mix and a reduced number of overall units that is produced by Option 3.1. This option allows for two storeys of flats above the supermarket taking the total number of residential units to 179.

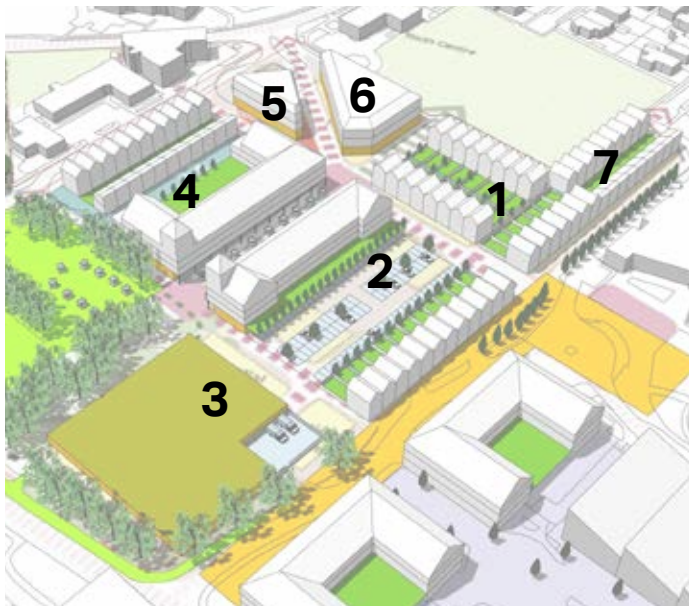


Figure 66: 3D model with labeled blocks.

No. of building	Commerical		Communtiy	Residential-Flats		Residential- House	
	Floor area (sqmt)	No. of units		Floor area (sqmt)	Floor area (sqmt)	No. of units	Floor area (sqmt)
1	0	0	0	0	0	2530.00	23
2	766.85	12	0	1886.50	34	1310.00	12
3.1	2485.12	1	0	3163.77	56	0	0
4	766.85	12	0	1886.50	34	1200.00	11
5	0	0	1007.78	0	0	0	0
6	0	0	3031.11	0	0	0	0
7	0	0	0	0	0	670.00	9
<b>Total</b>	<b>4018.82</b>	<b>25</b>	<b>4038.89</b>	<b>6936.77</b>	<b>124</b>	<b>5710.00</b>	<b>55</b>

Figure 67: Table showing number of units and floor area for each development block for Option 3.1.

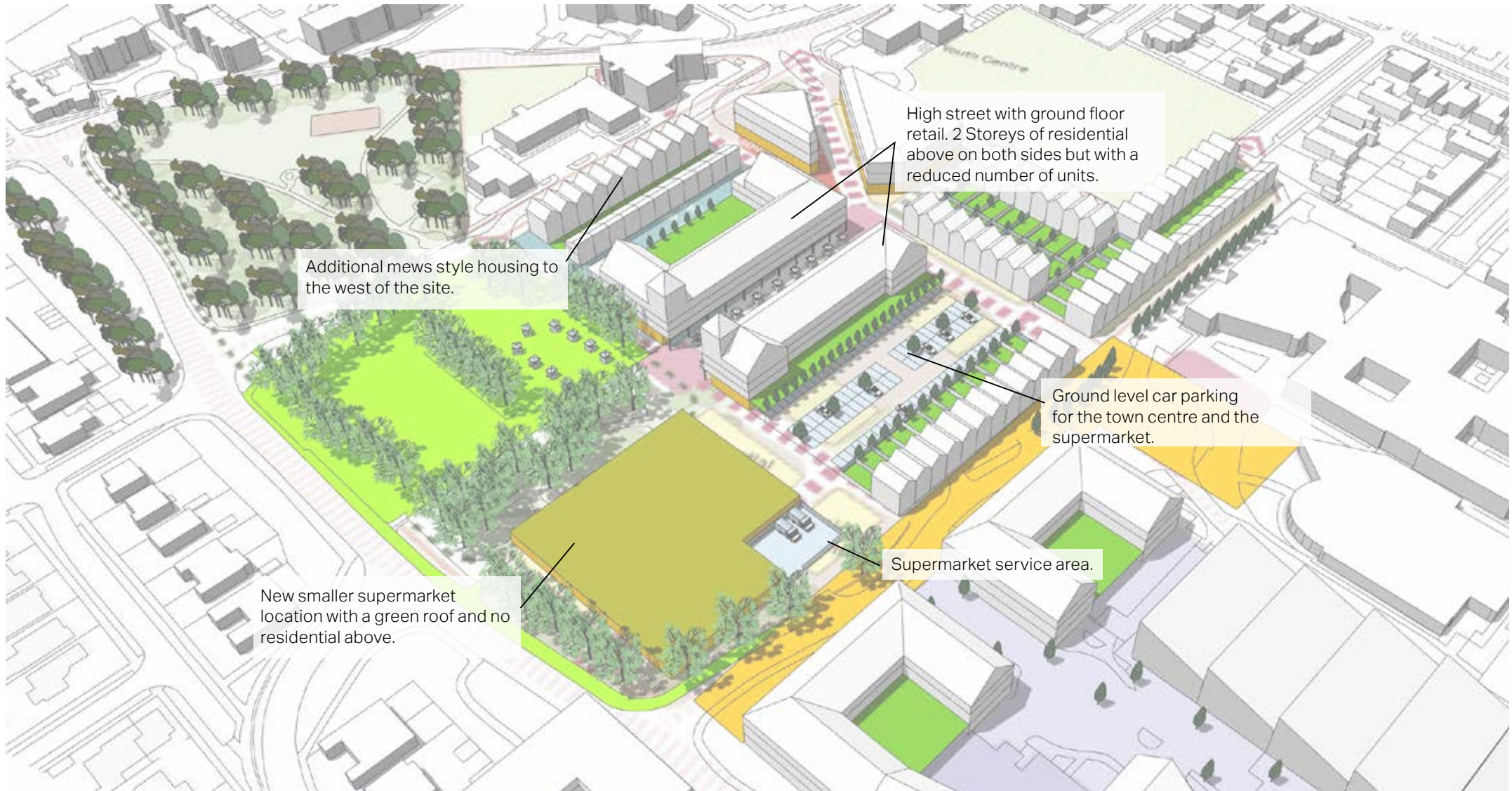


Figure 68: 3D sketch showing layout, height and massing for Option 3.2to

### Land capacity

The table in Figure 70. shows the change in housing mix and a reduced number of overall units that is produced by Option 3.2. This option has a single storey supermarket with a green roof. The total number of residential units for this option is 123.

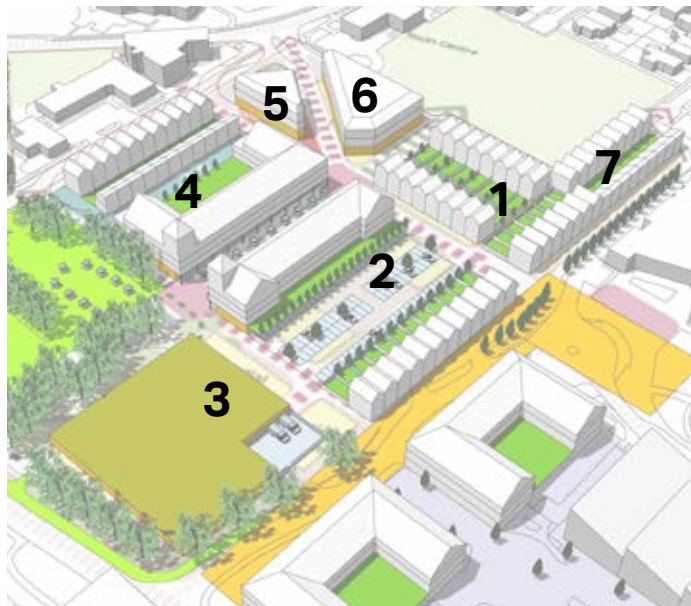


Figure 69: 3D model with labeled blocks.

No. of building	Commerical		Communtiy	Residential-Flats		Residential- House	
	Floor area (sqmt)	No. of units		Floor area (sqmt)	Floor area (sqmt)	No. of units	Floor area (sqmt)
1	0	0	0	0	0	2530.00	23
2	766.85	12	0	1886.50	34	1310.00	12
3.2	2485.12	1	0	0	0	0	0
4	766.85	12	0	1886.50	34	1200.00	11
5	0	0	1007.78	0	0	0	0
6	0	0	3031.11	0	0	0	0
7	0	0	0	0	0	670.00	9
<b>Total</b>	<b>4018.82</b>	<b>25</b>	<b>4038.89</b>	<b>3773.00</b>	<b>68</b>	<b>5710.00</b>	<b>55</b>

Figure 70: Table showing number of units and floor area for each development block for Option 3.1.

## Illustrative Sections

The following sections illustrate the proposed dimensions and heights for option 3.2. Figure 72. shows that at it's highest point the development is 3 storeys and then steps down on either side with a single storey supermarket to the south and 2 storey residential to the north.

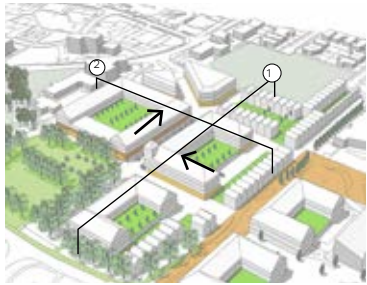


Figure 71: Sketch of site showing location of section cuts.

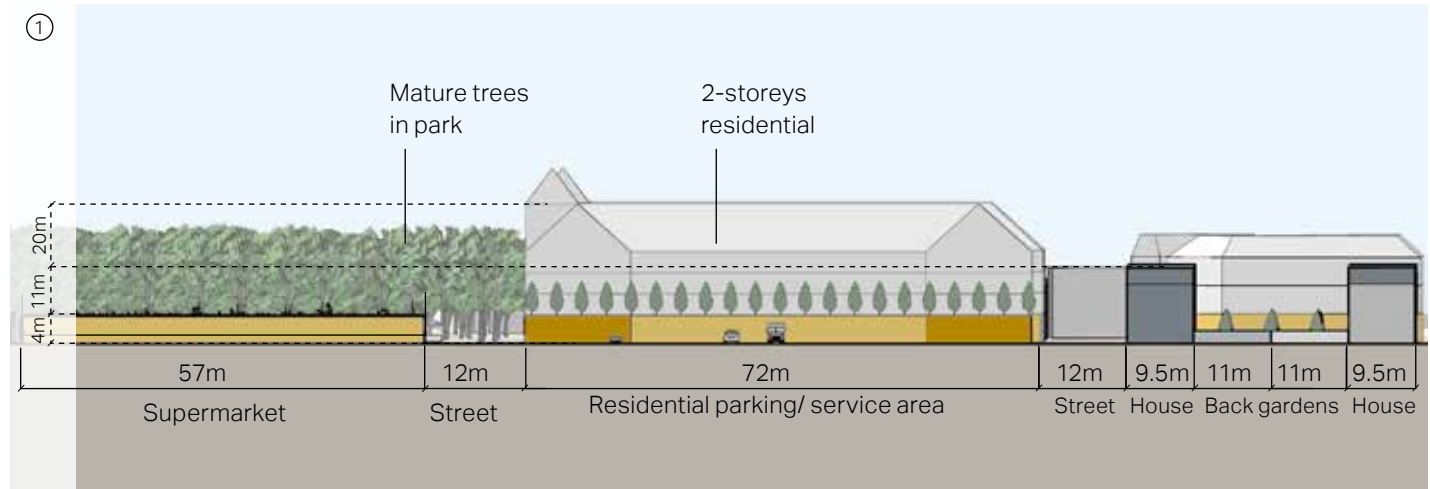


Figure 72: North-south section cutting through single storey supermarket and residential.

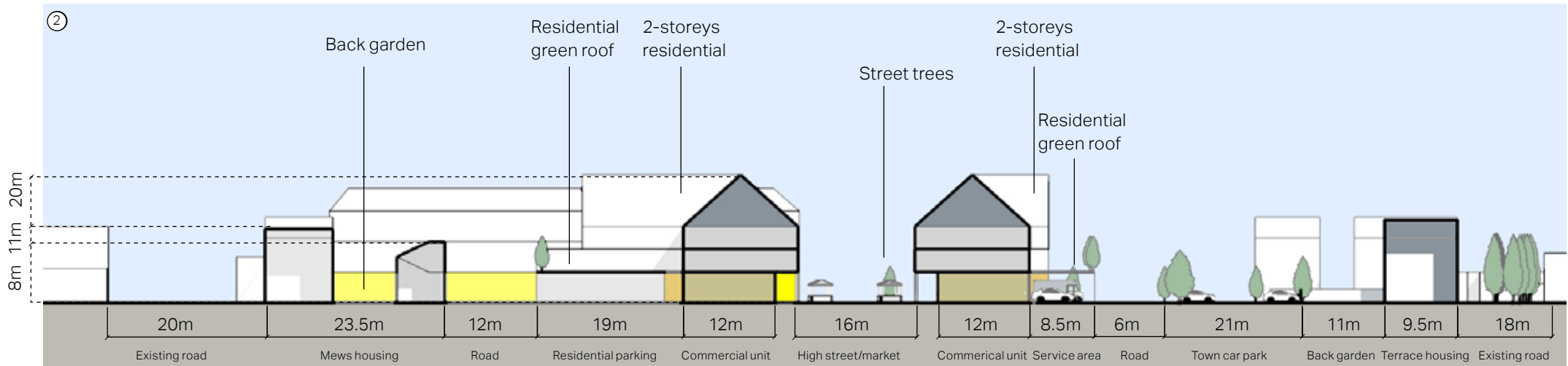


Figure 73: East-west section cutting through the highest point of the development, the high street and houses on the edge of the development.

## 6. General issues to consider when presented with development proposals

As the design guidelines in this report cannot cover all design eventualities, this section provides a number of questions based on established good practice against which the design proposal should be evaluated. The aim is to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development. It is up to the Town Council to decide the ones that are relevant to each specific case.

As a first step there are a number of ideas or principles that should be present in the proposals. The proposals or design should:

1. Integrate and enhance existing paths, streets, circulation networks and patterns of activity;
2. Reinforce or enhance the established town character of streets, greens, and other spaces;
3. Respect the character of views and gaps;
4. Harmonise and enhance existing settlement in terms of physical form, architecture and land use;
5. Relate well to local topography and landscape features, including prominent ridge lines and long distance views;
6. Reflect, respect, and reinforce local architecture and historic distinctiveness;
7. Retain and incorporate important existing features into the development;

8. Respect and minimise impact on surrounding buildings in terms of scale, height, light, form and massing;
9. Adopt contextually appropriate materials and details;
10. Provide adequate open space for the development in terms of both quantity and quality;
11. Incorporate necessary services and drainage infrastructure to minimise flood issues, without causing unacceptable harm to retained features, by using a sustainable urban drainage system.
12. Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;
13. Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours; and
14. Positively integrate energy efficient and renewable energy technologies, such as photovoltaics.

Following these ideas and principles, there are number of questions related to the design codes outlined earlier in the document.

### Street Grid and Layout

- Does it favour accessibility and connectivity over cul-de-sac models? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists, and those with disabilities?
- What are the essential characteristics of the existing street pattern? Are these reflected in the proposal?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

### Local Green Spaces, Views and Character

- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?

- Does the proposal maintain or enhance any identified views or views in general?
- How does the proposal affect the trees on or adjacent to the site?
- Has the proposal been considered in its widest context?
- Has the impact on the landscape quality of the area been taken into account?
- Has the impact of the development on the tranquillity of the area been fully considered?
- How does the proposal affect the character of the nearby South Downs National Park and surrounding countryside?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- Can any new views be created?
- Is there adequate amenity space for the development?
- Does the new development respect and enhance existing amenity space?

- Have opportunities for enhancing existing amenity spaces been explored?
- Will any communal amenity spaces be created? If so, how will this be used by the new owners and how will it be managed?

#### **Gateway and Access Features**

- What is the arrival point, how is it designed?
- Does the proposal affect or change the setting of a listed building or listed landscape?
- Is the landscaping to be hard or soft?

#### **Buildings Layout and Grouping**

- What are the typical groupings of buildings?
- How have the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on The Streetscape?

- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?

#### **Building Line and Boundary Treatment**

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Have the appropriateness of the boundary treatments been considered in the context of the site?

#### **Building Heights and Roofline**

- What are the characteristics of the roofline?
- Have the proposals paid careful attention to height, form, massing, and scale?
- If a higher than average building is proposed, what would be the reason for making the development higher?

### Household Extensions

- Does the proposed design respect the character of the area and the immediate neighbourhood, or does it have an adverse impact on neighbouring properties in relation to privacy, overbearing, or overshadowing impact?
- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?
- Do the proposed materials match those of the existing dwelling?
- In case of side extension, does it retain important gaps within The Street scene and avoid a 'terracing effect'?
- Are there any proposed dormer roof extensions set within the roof slope?
- Does the proposed extension respond to the existing pattern of window and door openings?
- Is the side extension set back from the front of the house?

### Building Materials and Surface Treatment

- What is the distinctive material in the area, if any?
- Does the proposed material harmonise with the local material?
- Does the proposal use high quality materials?
- Have the details of the windows, doors, eaves, and roof been addressed in the context of the overall design?
- Do the new proposed materials respect or enhance the existing area or adversely change its character?

### Car Parking Solutions

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?

### Architectural Details and Contemporary Design

- Does the proposal harmonise with the adjacent properties? This means that it follows the height, massing, and general proportions of adjacent buildings and how it takes cues from materials and other physical characteristics.
- Does the proposal maintain or enhance the existing landscape features?
- Has the local architectural character and precedent been demonstrated in the proposals?
- If the proposal is a contemporary design, are the details and materials of a sufficiently high enough quality and does it relate specifically to the architectural characteristics and scale of the site?

