

# BROOMGROVE

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# BROOMGROVE

## Strategy for Broomgrove

11.81 The Broomgrove area includes the land around Ore Station and the adjoining former railway sheds, the former power station site, together with the open land south-east of Chiltern Drive, the former Mount Pleasant hospital site and adjacent land. The area suffers from long-term problems of dereliction, poor access and lack of investment in the area – together with an image problem.

11.82 Broomgrove represents the largest ‘brownfield’ redevelopment opportunity in the town and regeneration of the area has, for a number of years, been a key priority within the Borough Regeneration Strategy. In 1997, the Hastings Regeneration Partnership obtained £3.5 million funding from the Government to help regenerate the area and provide new jobs. Following a review of the initial strategy for the area during 1999/2000, the Council proposed the redevelopment of the area for mixed uses, including housing, local employment, and local community facilities, with the retention of a considerable area of land as public open space. It is intended that the strategy will be implemented through a programme of phased development and improvements.

11.83 The Council is working to progress the regeneration of the Valley in partnership with the Hastings and Bexhill Task Force, 1066 Housing Association, the Ore Valley Forum and other agencies and stakeholders. The 1066 Housing Association is in the process of formulating ambitious plans for the Ore Valley based around the regeneration of its three housing estates. Broomgrove is one of the “String of Pearls” sites and is an important component of the successful Millennium Community bid. The regeneration of the Ore Valley is being taken forward by the Hastings and Bexhill Task Force and will be the first Millennium Community site to be developed. A planning brief for the site will be prepared.

## **POLICY B1**

### **Broomgrove Regeneration**

Planning permission will be granted for a mixed use development at Broomgrove in accordance with the Proposals Map, to include:-

- (a) Housing (see also Policy H1);
- (b) Local employment uses;
- (c) Local retail and community facilities; and
- (d) Open space.

A phased and comprehensive approach to the development of the site will be required.

## **Housing**

## **POLICY B2**

### **Broomgrove Housing Sites**

Land for new housing development is allocated at the following sites within the Broomgrove area :-

- (a) Land between Firtree Road and Fellows Road, including the former power station, to be accessed from Firtree Road, Upper Broomgrove Road and Parker Road via the former goods yard site if developed;
- (b) Land to the east of Frederick road and north of Farley Bank (Mount Pleasant Hospital land), to be accessed from Frederick Road;
- (c) The former goods yard, as part of a mixed development, to be accessed from Parker Road and via the former power station site if developed;
- (d) The former Stills factory site, accessed via Parker Road.

11.84 Provision will be made for affordable housing as part of the development, in accordance with Policy H6. Account will also be taken of the wider balance and distribution of tenures within the Ore Valley as a whole.

11.85 The opportunity to create a housing development which is designed on the principles of energy efficiency set out in Chapter 9a 'Development Guidelines' should be explored.

## **Local Employment Uses**

11.86 Land adjacent to Parker Road and north of the railway line (former goods yard site) is allocated for local employment uses as part of a mixed development of the site (see Policy E1(a)). This is considered suitable to accommodate around 7,000 sq.m of commercial/business/light industrial floorspace, with an emphasis on provision for small businesses. Access will be primarily from Parker Road with a link to the former power station site, if developed. Landscaping and planting would be incorporated in the development to improve the frontage facing Parker Road.

## Ore Station Area

11.87 It is proposed that Ore Station, which is currently very isolated should become a hub for both neighbourhood facilities and road, cycle and footpath routes. A new local convenience store is proposed and any new community facilities which are required to serve the area (for example a new health centre) will be encouraged to be located close to the station. Proposed improvements to the station itself are supported in Paragraph 6.26 in Chapter 6 'Transport'. All this is intended to serve and provide a focus for the proposed new residential and business development, together with existing residential areas. It will also help to make local rail services more attractive.

### **POLICY B3**

#### **Facilities at Ore Station**

**Planning permission will be granted for retail and community facilities in the vicinity of Ore Station to serve local needs. Proposals for the upgrading of Ore Station will include improved pedestrian access, setting down facilities for cars, buses and taxis, and parking space for vehicles (including secure storage for cycles).**

## Open Space

11.88 A substantial area of open space has been identified to the south east of Chiltern Drive to be incorporated into a new local park to tackle the acknowledged shortage of properly managed open space in the Broomgrove area.

### **POLICY B4**

#### **Local Park**

Planning applications submitted in accordance with Policy B1 shall provide for a new local park south east of Chiltern Drive in accordance with the Proposals Map, to serve the wider Broomgrove area.

## **Broomgrove Site of Nature Conservation Importance (SNCI)**

11.89 Broomgrove SNCI is to remain in open use and its natural features will be conserved and enhanced.

## Highway Access and Transport Issues

11.90 Existing highway access to the Broomgrove area is poor, particularly in respect of the quality and suitability of the roads in the immediate vicinity of the development site entrances. It is known that local residents are concerned about the potential negative impacts of commercial traffic generated by the redevelopment of Broomgrove for employment uses.

11.91 The limited scale of proposed employment development at Broomgrove will lessen the projected level of commercial traffic generation compared with earlier proposals. In addition, it is proposed to restrict the traffic impacts of new development by a number of means, including:-

- Implementation of a comprehensive programme of junction improvements and traffic calming measures covering the main routes to the Broomgrove area;
- Implementation of a green travel plan in association with the proposed new employment development;
- Improvements to public transport provision in the area, including support for improvements to Ore station, and increased rail and bus services to the area;
- Provision of good quality links for pedestrians and cyclists.

11.92 It is proposed that access to the development in the western part of the Broomgrove area will be provided from a new junction on Parker Road. This would provide a link to Ore station which would considerably improve its utility, safety and convenience to travellers. The access will also serve the proposed local employment development, and could be extended to serve the adjoining new housing development, with the possibility of extending the road to form a loop linking with Firtree Road.

- 11.93 The proposed housing development in the eastern part of the Broomgrove area will be accessed from a new junction on Frederick Road. The existing junction of Frederick Road with Farley Bank could be closed, with the latter accessed via a spur from the proposed new site access road.
- 11.94 Improvement of the junction of the A259 Old London Road, Priory Road and Frederick Road is seen as necessary to support all the development proposals and for safety reasons.
- 11.95 The comprehensive redevelopment of the Broomgrove sites will require the preparation of an Environmental Impact Assessment as part of the submission of a planning application for that development and the assessment must include a transport impact assessment.
- 11.96 Poor connections between the estates and other housing areas along the Ore Valley contribute to the isolation, lack of cohesiveness and problems of the area.

## **POLICY B5**

### **Broomgrove – Highway Improvements/Traffic Management**

Planning permission will not be granted for a mixed use development at Broomgrove unless it includes all the following highway improvement schemes and traffic management measures:-

- (a) Construction of an access road from Parker Road to serve Ore station and the proposed development in the western part of the Broomgrove area;
- (b) Construction of an access road from Frederick Road to serve the proposed development in the eastern part of the Broomgrove area;

- (c) Improvements to the junction of the A259 Old London Road, Priory Road and Frederick Road – being a key link in access to the areas proposed for development;
- (d) Minimisation of the impact of commercial traffic in roads surrounding the Broomgrove area through a comprehensive programme of junction improvements and traffic calming measures: and
- (e) Suitable provision for improved road, cycleway and footpath connections within and across the Broomgrove area.

## **The Former Stills Factory Site, Fellows Road**

11.97 This site is occupied by a large factory building, which was formerly the premises of W.M Stills, manufacturers of catering equipment. This use ceased in 1991 and, although the building has since been subdivided into smaller units, it has remained only partially occupied. The site is now closely surrounded by housing and access is via residential streets. The Council considers that, were the site to be once again fully utilised for employment purposes, it would have an unacceptable impact on the amenities of neighbouring residents and its redevelopment for other uses can be justified as one of the circumstances referred to in Paragraph 5.35 in Chapter 5a 'Employment Land'. It is therefore proposed that the site be developed for a mixed use scheme mainly comprising housing with an element of local employment. This might take the form of 'live/work' units. The site is considered suitable for the erection of 120 houses and 1,000 sq.m of commercial/business/light industrial floorspace. It will be subject to the same access requirements as the other development sites in the Broomgrove area.

**The Former Stills Factory Site, Fellows Road**

Planning permission will be granted for a mixed use development of the Former Stills Factory site, to include:-

- (a) Housing (see also Policy H1); and
- (b) Local employment uses (Class B1 – business).

The site will be subject to the requirements of Policy B5(e).