

May 2005

Hastings & Bexhill Seafront Strategy  
**Leading from the Front**





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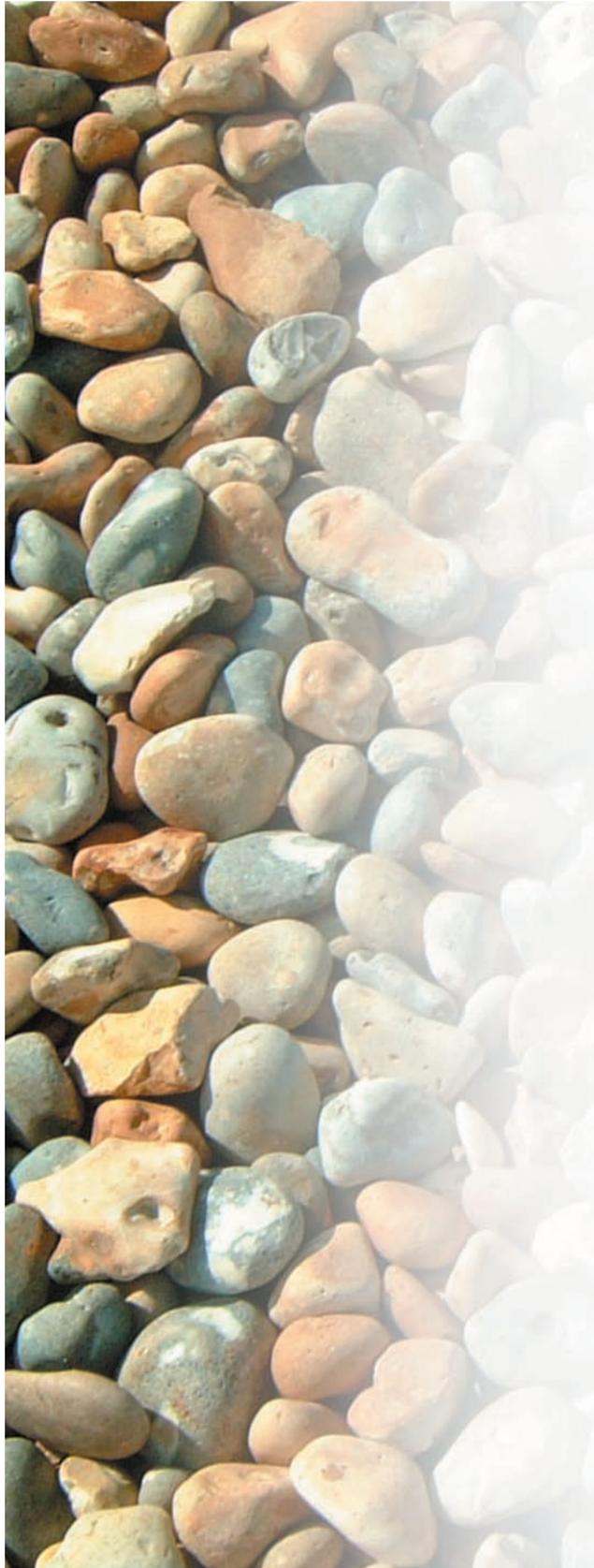
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*Halcrow*



TOURISM  
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# The Vision for the Seafront

## *Take a walk along the seafront in the year 2020*

The seafront framing Hastings and Bexhill is one of the UK's waterfront success stories. As a result of dedicated partnerships involving a range of actors – the community, Sea Space, Hastings Borough Council, Rother District Council, SEEDA, Tourism South East, investors, arts and cultural organisations and East Sussex County Council to name but a few – the renewal of the seafront has positioned the area as a place for investment, people and activity. The first step in this process was the recognition of the interdependent nature of these two towns – not only are they physically linked, sharing a remarkable setting along the water, but possibly more important, they are tied to one another economically and socially. A collective vision for economic growth and community development was therefore a requirement. Both towns and their partners chose to champion the seafront to lead growth, success and prosperity.

By harnessing the potential of this remarkable asset, these partners took the first step in the renaissance of the Hastings and Bexhill area, redefining it as a wonderful place to live, work and invest with an enviable quality of life. Through a programme of targeted investments, the 14km length of the seafront extending from Rock-a-Nore in Hastings to Herbrand Walk in Bexhill has become a destination accommodating a range of activities and offering an intriguing array of experiences that draw residents, workers and visitors alike to the seafront throughout the year.

The role of the Stade as a key attraction on the seafront has been enhanced through a series of initiatives aimed at expanding the activities

found in the area and strengthening its sense of place. Investments aimed at securing the future of the fishing activities have allowed for greater economic and visitor impacts. European Union accreditation has meant the fishing activities enjoy a new standing, serving as the basis for the promotion and success of the historic fish market and renowned restaurants in the Old Town. Public realm improvements define the Stade as a unique area, reflecting the distinct character of its buildings and activities, while better connecting it to the Old Town and Rock-a-Nore beach.

Visitors to Hastings often begin their tour with a stop at the seafront centre, located on the western edge of the Stade. The centre offers a convenient starting point for those seeking information and orientation services and provides interpretation of the history and culture of the area. The centre accommodates various events and functions throughout the year and also offers short-term accommodation for visitors, both of which have served to promote the seafront as an active place. The building itself balances innovative design with respect for the historic built form of both the Old Town and central Hastings and the uniqueness of the Stade, while taking advantage of its remarkable seafront setting and prime location.

The evolution of this eastern portion of the seafront has allowed for the development of "Seaport Village", which hosts an interesting mix of retail, café, boutique hotel and artist spaces. Many of the traditional seafront amusement uses once found in this area are now located on and around the pier, which is a focal point for entertainment-related uses. Accommodating a variety of traditional seafront activities, it plays an important role in ensuring a

range of visitor types continue to be attracted to the Hastings and Bexhill area. Established early on as a popular venue for early evening economy uses, the far end of the pier is a popular night spot among the area's 20 and 30 somethings.

The development of the landmark Pelham Place scheme has served to redefine the seafront as a place that can successfully accommodate a variety of uses, where modern design can fit comfortably beside and respect its historic neighbours, and where public activity can coincide with commercial and office uses. The presence of new business and a substantial office employment base has brought a new level of daytime activity to the seafront and new customers to support the retail, restaurant and café operations on the seafront, in the town centre and the Old Town. Pelham Place has served as the catalyst for the redevelopment of a number of nearby office sites in the Denmark Place / Castle Street area, expanding the provision of high quality office space in Hastings and supporting the needs of a growing economy. A new standard of design has been set by the building and the surrounding public spaces, which is reflected in the upgrading and renovation of the historically neglected facades and structures that shoulder St. Mary's in the Castle. St. Mary's has now gained a sustainable role within the broader regeneration of the seafront.

St. Leonards enjoys a new prosperity and popularity as an appealing central neighbourhood that is home to a diverse community enjoying easy access to the seafront and the employment opportunities located there and in the town centre. Warrior Square provides a focal point for community activities, hosting festivals and other special events on a regular basis and providing an inviting passive open

space for relaxation. Improvements to the A259 have tipped the focus from the car to the pedestrian to ensure safe and easy access to the seafront. Renovations to Bottle Alley provided an interesting mix of retail, café and commercial spaces that ensure activity at all times of the day. Further along the seafront is Marina Pavilion, which like Bottle Alley, has contributed to the success of the seafront as an active place for people working, playing and relaxing that plays a critical role in the early evening economy of the area.

Redeveloped with a mix of residential, employment, leisure and educational uses, the West Marina and Bulverhythe waterfront has been reintegrated into the urban fabric and now hosts a growing community of residents and workers who have brought a new level of vitality to the area. Innovative live / work and office spaces accompanied by higher density housing have played an important role in attracting new businesses and residents to the seafront. New educational spaces have built on the success of the University Centre Hastings to provide learning opportunities directly linked to the growth of the area's economy. As a true waterfront neighbourhood, the area is defined by the active use of the beach and the seafront pathway as well as the slip-way which has proven to be a popular recreational amenity.

Glyne Gap has emerged as a new focal point of activity along the seafront. Two major infrastructure projects have proven essential to its success – the opening of the much anticipated Glyne Gap train station and the completion of Pebsham Countryside Park on the former landfill site. The train station was a critical element in reconnecting

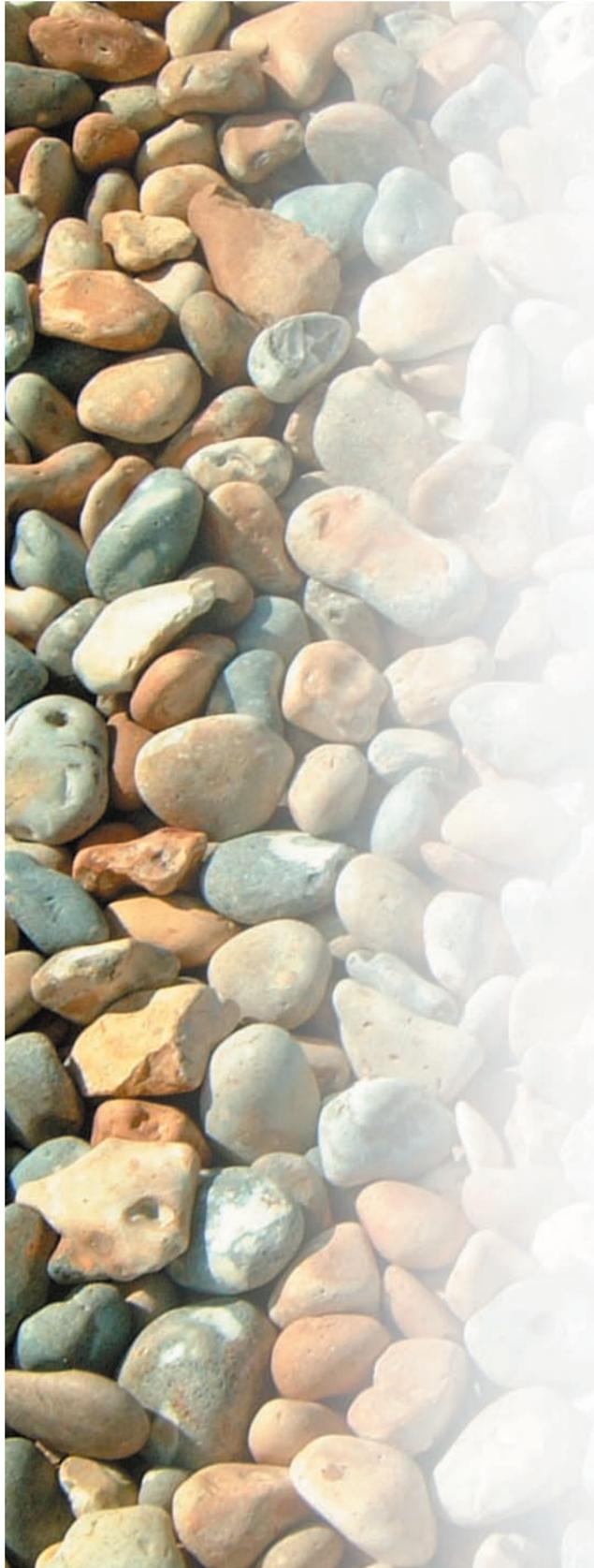


the area to the centres of Hastings and Bexhill. The station provides access to the many destinations in the area, including the Ravenside Retail and Leisure Park, the new beach community and the countryside park. The park is a vital community asset and a regional draw, as a result of the various activities it accommodates – walking trails, historical interpretation and an extreme sports facility.

Setting annual attendance records following its re-opening, the De La Warr Pavilion's offer of programmes, exhibitions and performances has secured the Hastings and Bexhill area as an arts and cultural destination. The success of the pavilion as one of the UK's premier arts and cultural facilities was the catalyst for the regeneration of Bexhill's town centre. The transformation of the seafront and the unique atmosphere it offers has played a key role in attracting new residents to Bexhill, including families and young professionals.

Central to the success of the seafront have been strategic investments in the creation of a high quality public realm that has served to redefine the seafront, and provide a unique sense of place for these distinct nodes of activity. These investments have helped to create the context necessary to attract a continued level of interest on the part of the private sector, and ultimately the substantial levels of private investment that have contributed so heavily to the new level of prosperity in the area. The continuous seafront pathway and cycle route links the two towns and provides one of the most popular community amenities in the area. New public spaces that are the sites for a range of special events, and interesting public art that reflects the history and character of the area, reinforce the seafront as a special place.





# Executive Summary

## The Seafront Strategy

The communities of Hastings and Bexhill are poised for change, eager to initiate the area's renaissance to ensure it is able to offer the economic opportunities, quality of life and environment necessary to secure a prosperous future. As their premier asset, the seafront is fundamental to efforts to reposition Hastings and Bexhill to compete successfully as attractive places to live, invest, work and visit. The seafront strategy aims to attract investment by re-positioning existing seafront assets to create a series of linked destinations, identifying further potential development opportunities and recommending environmental improvements and programmatic initiatives that will support an active and interesting seafront.

The seafront strategy has been prepared by Sea Space, Tourism South East, Hastings Borough Council and Rother District Council acting in partnership to provide strategic guidance to the planning, regeneration and development teams of the local authorities; to potential developers and investors in the seafront; to the wide range of stakeholders with an interest in the seafront including users, property owners and occupiers, and representatives of community and recreational associations; and to the communities of Hastings and Bexhill as a whole. The strategy recognises the contribution of all of these groups and that the revitalisation of the seafront can only occur through a combination of public and private sector actions that will be guided by market forces and public policy.

## Seafront Strategy Principles: “Leading From The Front”

The seafront strategy is based on a series of principles which seek to promote positive change and regeneration and achieve its vision for the seafront. It will:

- **Attract investment and new employment opportunities** - the seafront provides Hastings and Bexhill's most prestigious and distinctive destination for new investment in a range of employment, residential, visitor, leisure and other uses that will support economic growth and diversification.
- **Advance economic and social development** - ultimately, the seafront must play a key role in improving the quality of life for existing residents and in attracting new ones to the area.
- **Support a unique inviting urban and seafront environment** - the most successful waterfronts around the world provide an attractive and unique atmosphere that defines them as a special place. Achieving this is the result of the right balance of uses, development and activities in the right locations, an emphasis on interesting and changing programming, excellence in design, promotion of the special features of the setting and broader region and a strong pedestrian focus.

As the area's most distinctive and valuable asset, the regeneration of the seafront will lead the regeneration of the area as a whole and provide an exemplar for positive attitudes to change – thus, “Leading from the Front”.

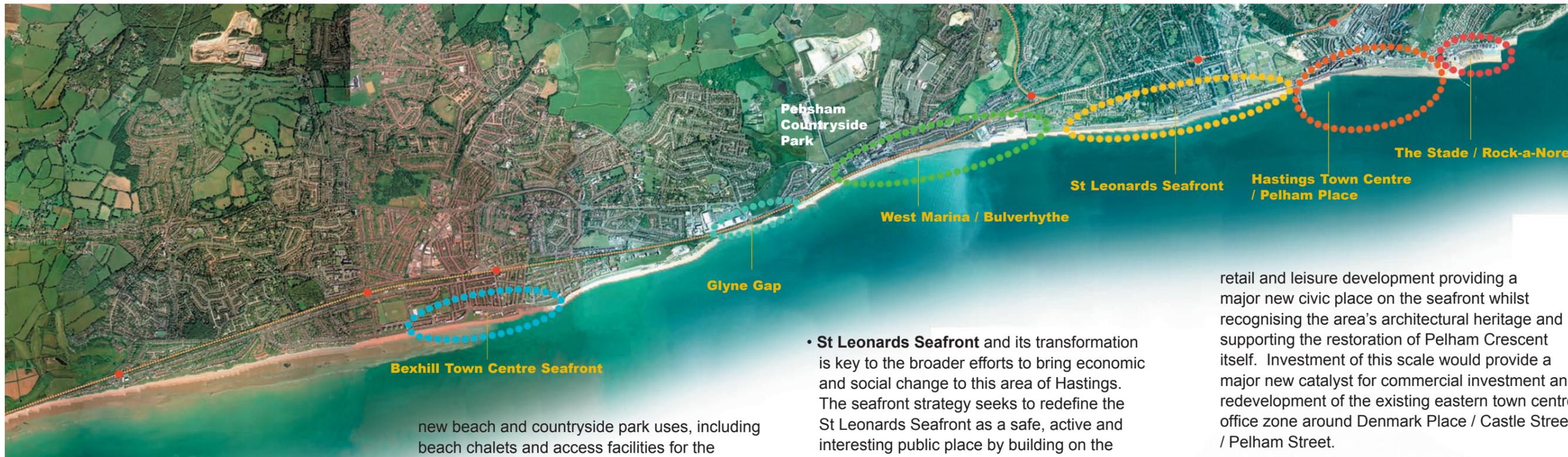
## The Seafront Strategy Framework

In order to harness the potential of the seafront to make the maximum contribution to the regeneration of Hastings and Bexhill, change will be required on a number of levels and to varying degrees in the area extending from Herbrand Walk to Rock-a-Nore. This study area was analysed as a series of 10 character areas covering the seafront as a whole where differences in area character, issues, constraints and opportunities were identified. However, in an area as sensitive to change as the seafront, scattered development must be resisted and attention instead concentrated as far as possible on key nodes where the economic benefits of development can be maximised.

The strategy therefore provides a framework for action which distinguishes areas for significant change and development from the improvements required across the seafront as a whole, and distinguishes management from physical changes. The resulting framework of the seafront strategy is in three parts:

**1. Zones of Change** – Within the seafront strategy area, six key nodes were identified where the economic benefits of development can be maximised. These “zones of change” focus the approach to area based land and property development:

- **Bexhill Town Centre Seafront** is recognised as a significant area of opportunity prompted by the current major investment in the rehabilitation of the De La Warr Pavilion as a centre of regional and national significance for the contemporary



new beach and countryside park uses, including beach chalets and access facilities for the proposed countryside park from the station and beach.

arts, performance and education. The seafront strategy recognises the contribution of the town centre masterplan to unifying the town centre with the seafront and creating a distinct destination character for Bexhill. Key proposals include improvement to the setting of the pavilion and landscape improvements to the promenade as recommended in the Tim Gale Associates study, the regeneration of the Marina, Colonnade including a destination restaurant. There should also be further studies of the need and potential on the seafront for the provision of an innovation centre, a quality hotel and promotion of the role of the sailing and rowing clubs.

- **Glyne Gap** has the potential to become a new transport and leisure node that will help to transform the destination character of this area. The implementation of the proposed Glyne Gap station would meet the transportation needs of a variety of users, including visitors to the seafront and the proposed countryside park, customers of the Ravenside Retail and Leisure Park and the staff and students of the nearby college. The station would also facilitate the development of

- **West Marina / Bulverhythe Waterfront** with the development of West Marina as a new mixed-use area offering a range of complementary uses to create an attractive destination on the seafront. Building on the designation of the former bathing pool site as a Millennium Communities site, a combination of residential, retail, educational, marine leisure and recreational uses can provide the focal point for the zone in the short to medium term. In the long-term, it is envisaged that areas of Bulverhythe to the west would undergo redevelopment for uses that will build upon the success of West Marina, gradually replacing the existing industrial activities currently located there. Redevelopment will require attention to the traffic issues in the area, particularly along the A259 which is a designated Air Quality Management Zone. While the proposed Hastings and Bexhill link road is expected to provide some relief a multi-faceted approach including improved public transport provision would be necessary to reduce travel by car in this area.

- **St Leonards Seafront** and its transformation is key to the broader efforts to bring economic and social change to this area of Hastings. The seafront strategy seeks to redefine the St Leonards Seafront as a safe, active and interesting public place by building on the Central St Leonards Renewal Strategy and other complementary efforts in this area. Current plans by Sea Space to refurbish and extend Marina Pavilion as a destination restaurant, beach café and multi-purpose function space on the seafront is the starting point. Improvements to Warrior Square would strengthen its relationship with the seafront and return it to better community use in line with the St Leonards Renewal Strategy. The rethinking of Bottle Alley – its form and function – would open it up and provide for new business, retail and leisure activities along the seafront.

- **Hastings Town Centre Seafront / Pelham Place** would capitalise on the distinctive seafront assets and promote commercial expansion within the town centre by extending and reconnecting Hastings town centre to the seafront. In the area from the pier to Carlisle Parade / Robertson Street, the emphasis is on developing the early evening economy, entertainment and dining. Investment would be private sector led, supported by planning control and town centre management policies. From Carlisle Parade to Pelham Place, the strategy supports the development of Pelham Place for a major flagship offices, hotel, residential

retail and leisure development providing a major new civic place on the seafront whilst recognising the area's architectural heritage and supporting the restoration of Pelham Crescent itself. Investment of this scale would provide a major new catalyst for commercial investment and redevelopment of the existing eastern town centre office zone around Denmark Place / Castle Street / Pelham Street.

- The Stade / Rock-a-Nore is the zone with the greatest potential to become the principal quality visitor and heritage destination in Hastings. The unique atmosphere of the Stade, the opportunity to replace and rethink the role of the present tourist information centre, and the proximity of this zone to the Old Town provide strong foundations for building on the role this area plays in the visitor economy. The approach to this zone focuses on strengthening the fishing and visitor economy of the Stade by using learning and education measures as the main drivers to support existing facilities such as the museums, and provide new accommodation and facilities for those working in and visiting the area. As economic activity increases and lifts property market values in the area, some of the existing amusement area facilities at the Stade may no longer be appropriate or financially sustainable. This area may be transformed into a "Seaport Village" potentially incorporating additional restaurants, cafes, specialist retailing, small scale pier and boat access and other leisure facilities, together with residential and visitor accommodation in the longer term.

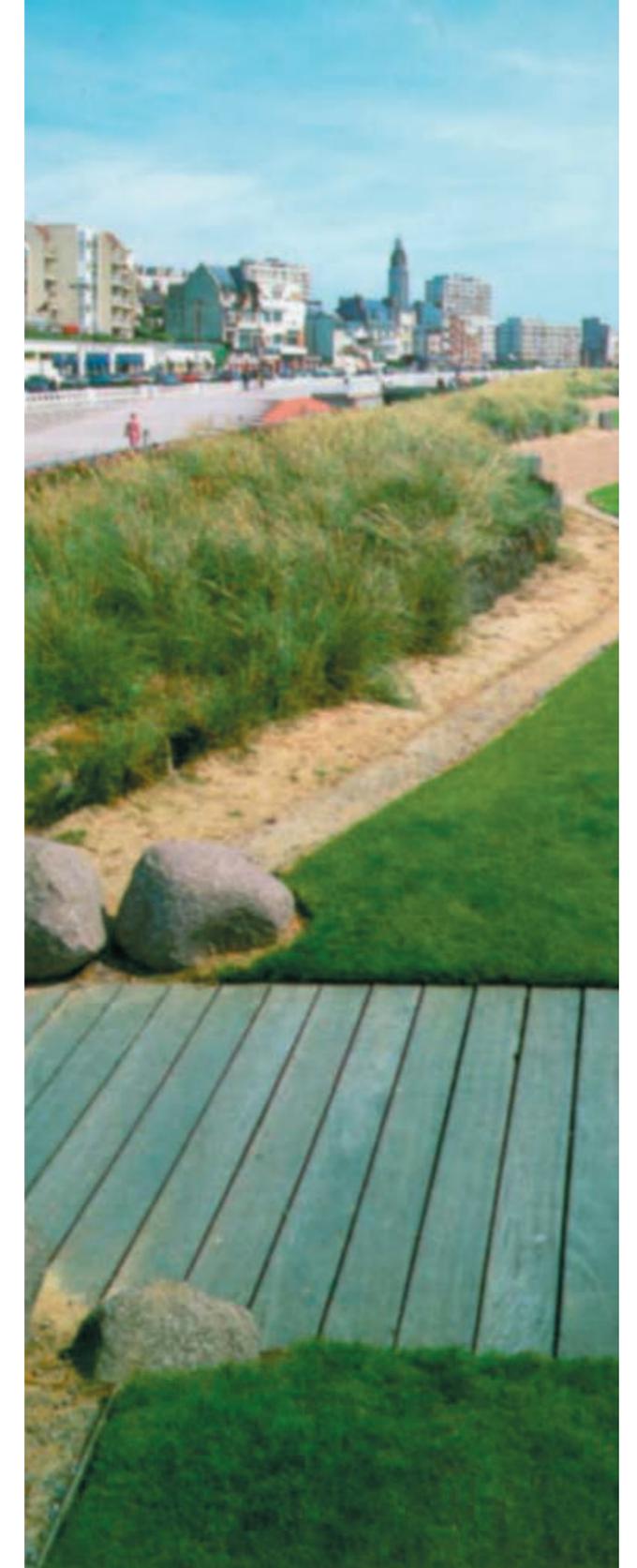


**2. Area-wide Action** – is intended to reinforce or support action in the Zones of Change, but also includes action that is needed across the seafront as a whole. Action includes:

- **Seafront Transport and Access Assessment** that supports the improvement of the highway network, effective parking policies, and improvement and integration of public/soft transport infrastructure.
- **Public Realm Improvements** to enhance the public realm as a setting for economic regeneration and development including ongoing and new public investment programmes in street furniture, surfacing and planting, dynamic lighting and public art.
- **A “Seafront Avenue” Initiative** for traffic calming, pedestrian access and planting on the A259.
- **Environmental Protection and Improvements** to improve visual appearance and minimise environmental impacts, conserve the natural and cultural heritage of special coastal features, improve beachside access and recreation and provide links from the countryside and the urban centres to the seafront.

**3. Seafront Management and Programming** - The success of public and private investments on the seafront will require sustained commitment, effort and resources aimed at transforming, maintaining, managing and programming this important asset. The measures proposed are expected to benefit residents, including the most deprived communities, enhance social inclusion and attract visitors. The management programme includes:

- **Planning, development and design initiatives** to ensure the development of a unique and high quality seafront through design competitions for key sites; establishment of design standards for the zones of change, and the ongoing review of local planning policies to ensure integration of the seafront strategy into public policy.
- **Maintenance and renewal strategies** to maintain the public assets of the seafront, link public realm investments to scheduled/ongoing maintenance and renewal of facilities and to use lease management to plan opportunities to relocate activities and invest in renewal.
- **Zone Management** to accommodate a wider range of activities on the beach and in the water including the designation of zones of use for activities such as swimming, sailing, angling, powercraft, etc. on priority beachfront areas.
- **Programming and Events** to ensure the future success of the seafront as a vibrant and lively place to live, work and visit and to attract investment. Programming should capitalise on the artistic, physical and historic assets of the area and exploit opportunities for community, cultural and educational events.



## Strategy Action Programme and Economic Impact

A Strategy Action Programme has been prepared with a total investment cost of £175 million. Investment project initiatives include:

- **Project initiatives** – usually capital projects which are then broken down into:
  - **Development projects** – 21 development projects, most of which are in the Zones of Change. The lead implementation agencies have been identified.
  - **Environmental projects** – 9 public realm projects, all of which are in the Zones of Change.
- **Strategy Programmes** – 9 mainly capital programmes, the majority of which are in the area-wide action plan.
- **Policy Initiatives** – 11 policy or related non-capital initiatives for adoption by the implementation agencies concerned.

Within the strategy action programme **10 priority initiatives** are recommended that will set a new direction for regeneration in Hastings and Bexhill and will “lead from the front”. They are:



1. Refurbish and extend Marina Pavilion as a destination restaurant, beach cafe and multi-purpose function space at St Leonards Seafront.
2. Early action at the Stade for improvement of the fish market facilities, development of a visitor information and interpretation centre and youth hostel/education facility, and provision of a coach drop-off and visitor services.
3. Landscape and environmental improvements to the setting of the refurbished De La Warr Pavilion at Bexhill town centre seafront.
4. Marine related leisure and residential development at West Marina.
5. White Rock Baths commercial car park development.
6. Seafront dynamic lighting programme.
7. Civic place and flagship mixed use hotel, retail and leisure, offices and residential development at Pelham Place.
8. Access and entrance facilities for the Proposed Pebsham Countryside Park at Glyne Gap.
9. Local authority Seafront Estate Management Programmes.
10. St Leonards “Sea Avenue” traffic calming and environmental improvement initiative on A259.

A preliminary economic impact assessment of the capital projects in the strategy action programme has been carried out. The 21 development projects included in the strategy are expected to bring the following economic regeneration benefits:

- nearly 2,500 net new jobs created and safeguarded.
- approximately 12 hectares of brownfield land remediated or recycled.
- 175 net new businesses created or attracted to the region.
- nearly £20 million investment benefiting deprived areas.

The strategy action programme also identifies the primary and supporting implementation agencies recommended to take responsibility for each part of the programme. The strategy indicates significant implementation roles for the Hastings and Bexhill Task Force members - particularly for the local authorities and for Sea Space in the promotion of private sector development in the Zones of Change. In addition to these individual commitments, the strategy will require coordinated action from these agencies within the partnership framework of the Task Force.



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# 1

## Introduction





## 1.1 Introduction

The communities of Hastings and Bexhill are poised for change, eager to initiate the area's renaissance to ensure it is able to offer the economic opportunities, quality of life and environment necessary to secure a prosperous future. As their premier asset, the seafront is fundamental to efforts to reposition Hastings and Bexhill to compete successfully as attractive places to live, invest, work and visit. The Hastings and Bexhill Seafront Strategy capitalises on the potential of the seafront as the primary focus for economic and community development.

Specifically, the seafront strategy aims to attract the investment necessary to begin addressing the economic, social and physical challenges facing Hastings and Bexhill. It does so by assessing the economic and land use benefits of existing seafront assets, identifying further potential development opportunities and recommending

environmental improvements and programme initiatives that will support an active and interesting seafront that is attractive to a full range of users – residents, investors and employers, workers, visitors, families and youth.

The Hastings and Bexhill Seafront Strategy sets out a series of targeted projects and initiatives that will set the foundations for investment, regeneration and growth. In doing so, it takes into account previously prepared documents and initiatives already underway as a starting point and identifies new and complementary project opportunities that take advantage of synergies with existing proposals. It is an economic development strategy that seeks to reposition Hastings and Bexhill by using the seafront as the area's primary asset to create a new destination for investment. It sets out what the area could offer on its seafront in terms of employment opportunities, retail activity, educational opportunities and visitor products in order to communicate the type of environment and development that is sought. Most fundamentally, the strategy is based on the need for investment to have an underlying economic purpose that will bring

social and economic benefits for the area.

The development recommendations and proposals contained in the strategy have been tested to ensure they will offer real economic benefits to the community. These are supported by a series of environmental and public realm improvements that, although not as directly quantifiable in economic terms, can be expected to have significant and lasting impacts on the perceptions and image of the area held by residents, visitors and investors alike.

The seafront strategy was prepared under the direction of Sea Space, Tourism South East, Hastings Borough Council and Rother District Council. Funding and implementation of the seafront strategy itself will involve a range of both public and private partners working in close partnership with these organisations. The revitalisation of the seafront can only occur through a combination of public and private sector initiatives and decisions that will be guided by market forces and public policy. While the seafront strategy cannot and does not predict how these forces will play out on the ground, it provides a framework for the efforts that should be undertaken to promote renewal.

**Fig. 1.1 Strategy Study Area**

The seafront strategy study area covers the continuous 14km coastline extending from Rock-a-Nore in Hastings to Herbrand Walk in Bexhill. The southern limit of the area is defined by the mean low water line and the northern limit is generally defined by the facade of the buildings to the north of the seafront highway, as well as some areas behind that are linked to the use of the seafront itself.

## 1.2 The Imperatives for Seafront Regeneration

The seafront strategy is based on three objectives that set out the imperatives for seafront regeneration in Hastings and Bexhill. These objectives highlight the importance of a comprehensive approach to regeneration in the area, as the two towns function as a single integrated urban area. Their futures are therefore invariably tied to one another, with the success of one dependent on that of the other. The objectives also emphasise the importance of identifying the right balance and types of uses that will not only maximise the potential of the seafront as an economic driver, but build on previous successful initiatives to create momentum and excitement in the community for positive change.

### 1 Contribute to the regeneration of Hastings and Bexhill as set out in the 5 Point Plan

The strategic context for the regeneration of Hastings and Bexhill is set out in the 5 Point Plan prepared by the Task Force, which lays the foundations for securing the prosperity of the area. The plan endeavors to restore the confidence of businesses, investors and local people in the area through a comprehensive approach to regeneration that encompasses economic, social and physical regeneration. It proposes a range of initiatives aimed at achieving an urban renaissance, improving business culture and accommodation, raising the education and skills base of local residents, improving ICT infrastructure and ensuring lobbying efforts aimed at securing improved local and regional transport infrastructure that will reposition the area. The 5 Point Plan identifies the need for seafront regeneration in Hastings and Bexhill as a key priority and one that will contribute to achieving the regional economic targets for the South East.

The seafront strategy is an essential tool in the efforts by Sea Space, Tourism South East, Hastings Borough Council and Rother District Council to renew and reposition the Hasting and Bexhill area as an attractive place for youth, families, education, investment, creativity and technology. It provides the framework for investment and action by both

the private and public sectors that is necessary for ensuring the maximum contribution of the seafront to the area's future. In doing so, the strategy builds upon the 5 Point Plan by incorporating a number of the projects recommended in the plan and by identifying complementary ones that will further advance seafront renewal. The strategy positions the seafront to accommodate a range of uses that will contribute to the provision of new employment, education, residential and recreation spaces that will begin to address issues of deprivation and under investment that exist today. The strategy also makes the case for a number of infrastructure investments that are key to providing an investment-friendly context. Figure 1.2 puts the seafront strategy in the context of the 5 Point Plan and other regeneration plans and strategies and the targets contained within them.

### 2 Capitalise on the seafront as a key engine of economic development

As the premier and distinguishing asset of Hastings and Bexhill, the seafront is fundamental to redefining and rebranding the area for investment and growth. For the seafront to contribute significantly to the regeneration of Hastings and Bexhill as a whole, it must do so primarily by promoting economic development through the use of its unique coastal assets and environment. The seafront provides a remarkable setting for a range of uses that will support economic growth and diversification, building on such successful precedents as the University Centre Hastings and the Creative Media Centre, as set out in the 5 Point Plan. Located in close proximity to important retail, office, leisure and recreation areas – the town centres, Old Town, Trinity Triangle, Egerton Park – the potential for strong synergies and linkages to other areas and activities is tremendous. In addition, a number of vacant, underutilised and often brownfield sites are currently located at prime locations on the seafront. The seafront strategy provides the opportunity to examine these sites in the larger context of renewal and regeneration of the entire Hastings and Bexhill area, as set out in the 5 Point Plan, and within the seafront context itself. The best uses for these sites must be identified in order to realise their

potential contribution to economic development. High standards must be established for them to guarantee successful, quality redevelopment with lasting positive impacts. The seafront also offers important opportunities to enhance and strengthen the quality of life Hastings and Bexhill can offer in order to encourage existing residents to remain in the area and to attract the skilled workforce employers are looking for. Around the world, urban areas offering an interesting array of cultural attractions and events, excellent outdoor amenities, opportunities for learning and a residential market that can meet the needs of a variety of demographic groups are best able to both retain and attract the highly skilled workers so critical in today's economic context. It is this same high quality environment that will also bring new visitors to the area who are seeking a safe, unique environment offering a range of activities – educational, cultural, recreational – to experience and participate in.

### **3 Promote a change agenda**

The communities of Hastings and Bexhill recognise that they have undergone radical, and often negative, changes to their physical, demographic and economic make-up that must be addressed to ensure a vibrant and sustainable future. Tackling the challenges of economic decline, physical deterioration and social polarisation will require sustained commitment to and investment in regeneration on a number of levels, as set out in the 5 Point Plan, by the community and its leaders, and the public and private sectors. There are a number of early initiatives which have initiated this process of economic, social and physical renewal. The seafront strategy must encourage and promote an active and positive view of the vital “agenda for change” which is necessary if regeneration is to succeed. The strategy offers an opportunity to identify further projects that can be undertaken immediately and act as critical catalysts for gathering further support and demonstrating positive changes are taking place. These projects can serve as early seafront successes, building on investments made in earlier projects and creating a positive atmosphere and attitude towards change in the community.

## **1.3 Principles for Seafront Regeneration**

The seafront strategy is based on a series of principles, which seek to promote positive change and regeneration along the seafront and achieve the vision for the seafront as set out in the strategy. Reflecting the interrelated issues and challenges that the seafront strategy seeks to address, the principles and the ideas within them overlap.

### **Attract investment and new employment opportunities**

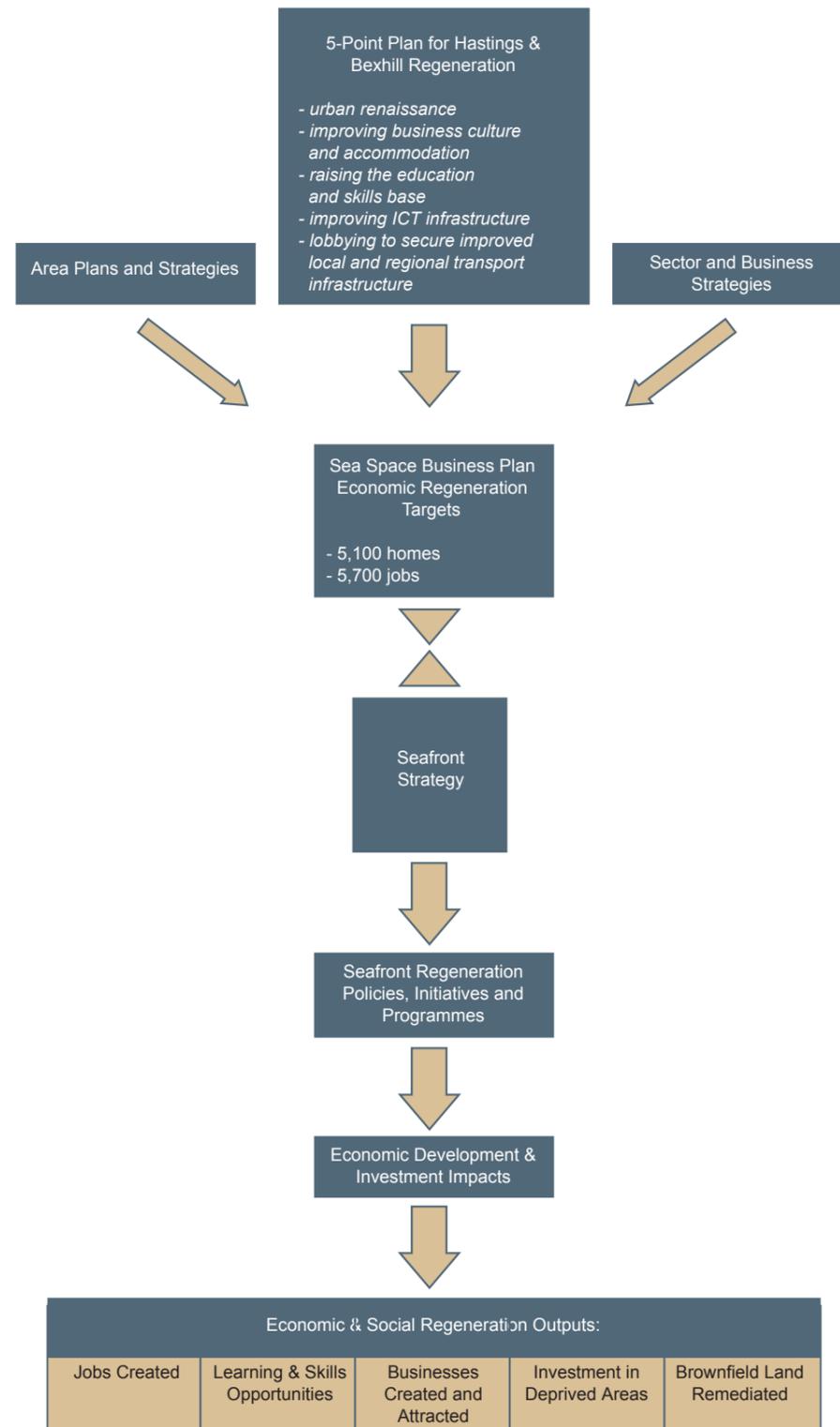
First and foremost, the strategy recognises that the seafront provides Hastings and Bexhill's most prestigious and distinctive destination for new investment in a range of uses that will support economic growth and diversification. It will position the seafront to accommodate uses that will contribute to the provision of new employment and attract both private and public sector investment. The strategy will identify development opportunities for employment and residential uses – many of them on vacant and underutilised, brownfield sites - located at prime locations on the seafront. The strategy also provides the opportunity to evaluate these opportunities both in terms of their financial viability and the wider economic contribution development would make to the renewal and regeneration of Hastings and Bexhill.

### **Advance economic and social development**

Hastings and Bexhill are facing a range of economic and social challenges that have resulted in an unsustainable socio-economic and demographic structure. For example, Hastings is home to the 27th most deprived ward in the United Kingdom, as well as many other wards exhibiting multiple signs of significant deprivation, including health problems, low educational attainment and unemployment. For many years, Bexhill benefited from its reputation as an attractive place to retire; however, its age profile is increasingly unbalanced, favoring older age groups. The demands on social and health services in the area are great and can be expected to grow in light of these conditions.

The seafront offers a multitude of opportunities

**Fig. 1.2 Strategy Logic**



to begin addressing these issues to the benefit of all Hastings and Bexhill residents. Measuring a full 14km in length, there exist opportunities for a exciting range of activities and uses – office, arts and culture, recreation, community, education, shopping to name but a few – that will provide new employment prospects, support active lifestyle choices, offer programming and facilities to engage all members of the community and support educational programmes addressing the unique skills and labour needs of local residents and employers, both existing and potential. Ultimately, the seafront must play a key role in improving the quality of life for existing residents and in attracting new ones to the area.

**Support a unique and inviting urban seafront environment**

The Hastings and Bexhill seafront is currently characterised by a number of conditions that have resulted in an unwelcoming, and in some areas unsafe, atmosphere. Some of the most noticeable include a lack of lighting and activity in certain areas, busy adjacent roadways and a cycling lane in the middle of the promenade. As a result, many members of the community do not use the seafront and are prevented from experiencing the many benefits of living by the sea. While the length of the seafront is one of its greatest assets, these conditions may discourage visitors and those new to the area from taking in its full length and the different experiences it offers.

The most successful waterfronts around the world provide an attractive and unique atmosphere that defines them as a special place. Achieving this is the result of a number of variables – the right balance of uses, development and activities in the right locations, an emphasis on interesting and changing programming, excellence in design, promotion of the special features of the setting and broader region, a strong pedestrian focus – all of which require careful consideration for the Hastings and Bexhill seafront through the seafront strategy. Investments in the seafront environment must be followed by resources and efforts dedicated to their on-going maintenance and upgrading to ensure the seafront remains an inviting place.

As the area’s most distinctive and valuable asset, the regeneration of the seafront will lead regeneration of the area as a whole and provide an exemplar for positive attitudes to change – thus, “Leading from the Front”.

**1.4 The Economic Benefits of Seafront Regeneration**

The Sea Space Business Plan has set targets for the regeneration of Hastings and Bexhill, including 5,100 additional homes and 5,700 jobs. The seafront investments can contribute directly and indirectly to the economic development and regeneration of Hastings and Bexhill by providing:

- new and improved premises for around 175 businesses
- remediation and redevelopment of some 12 hectares of brownfield land
- attractive locations for inward investment and business creation
- job creation in “seafront” businesses totaling around 2,500 jobs
- better quality jobs and higher incomes
- improve the sense of place and thereby, improve destination competitiveness and quality of life
- provide a quality destination, infrastructure and facilities to attract visitors and retain their expenditure
- opportunities for new skills, training and life-long learning
- over 350 high-quality and affordable housing units to attract and retain a high quality and skilled workforce
- over £20 million of investment directly benefiting deprived communities
- improved health and welfare of residents

## 1.5 Strategy Framework

In order to harness the potential of the seafront to make the maximum contribution to the regeneration of Hastings and Bexhill, change will be required on a number of levels and to varying degrees along the full 14km of seafront extending from Herbrand Walk to Rock-a-Nore. Intervention will be necessary at key points along the seafront and some initiatives will be implemented across the seafront area as a whole. The strategy area was analysed as a series of ten character areas covering the area as a whole where differences in area character, issues, constraints and opportunities were identified. However, it is clear that if a change agenda is to be adopted for an area as sensitive to change as the seafront, then new development must be focused. Scattered development must be resisted and attention instead concentrated as far as possible in key nodes where the economic benefits of development can be maximised.

The seafront strategy therefore sets out a framework that identifies distinct areas that can be expected to undergo significant change, as they have the most potential to contribute to regeneration, accompanied by a certain level of general improvement and investment necessary along the seafront as a whole, together with area-wide approaches to management and programming.

The areas expected to undergo the greatest amount of change have been identified as **Zones of Change** (Section 2). These six areas were selected for more detailed consideration, as they provide opportunities to:

- accommodate new economic activities and uses
- knit large and often underutilised sites back into the urban fabric
- build upon the synergies resulting from existing successful activities and initiatives
- support the development of nodes of activity to ensure animation of the seafront and encourage movement along the full length of the seafront

The seafront strategy designates the following six Zones of Change along the seafront where the economic and social benefits of investment can be maximised:

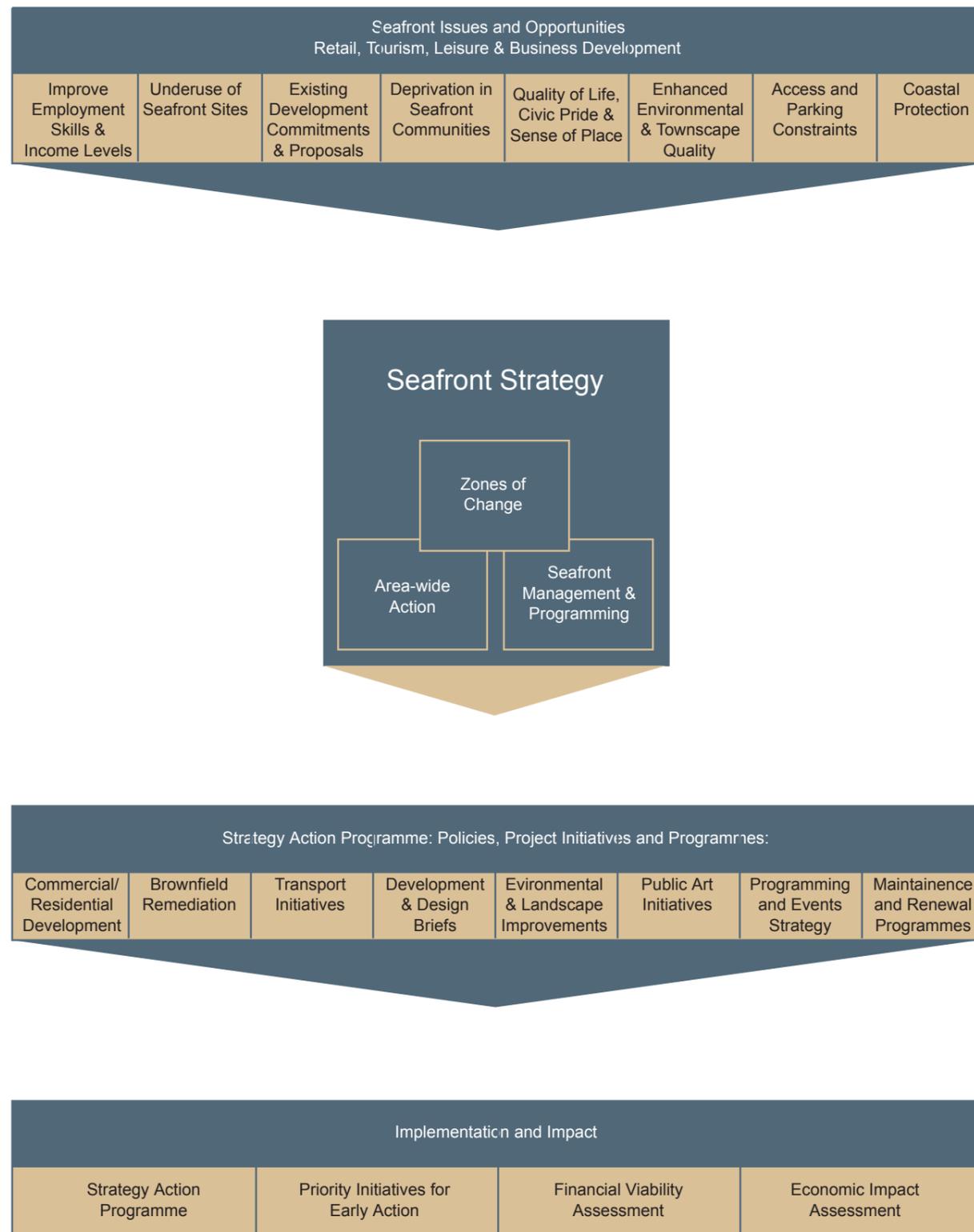
- Bexhill Town Centre Seafront
- Glyne Gap
- West Marina / Bulverhythe Waterfront
- St. Leonards Seafront
- Hastings Town Centre Seafront / Pelham Place
- The Stade / Rock-a-Nore

In addition to recommendations and proposals for each of the six zones of change, the seafront strategy proposes a series of **Area-wide Actions** (Section 3). These are policies, strategies and initiatives for the seafront area as a whole that address transportation and access, public realm improvements and coastal protection and environmental improvements.

Section 4 sets out a series of **Seafront Management and Programming** recommendations for managing and operating the seafront to ensure investments are maintained and the potential of the seafront as a major public space that should be enjoyed and active at all times of the year is realised.

Within this strategy framework, each of the three areas of action identifies a range of specific policies, project initiatives and programmes for adoption in a **Strategy Action Programme and Delivery Plan**. This framework approach is summarised in Fig 1.3.

**Fig 1.3 Strategy Approach and Framework**



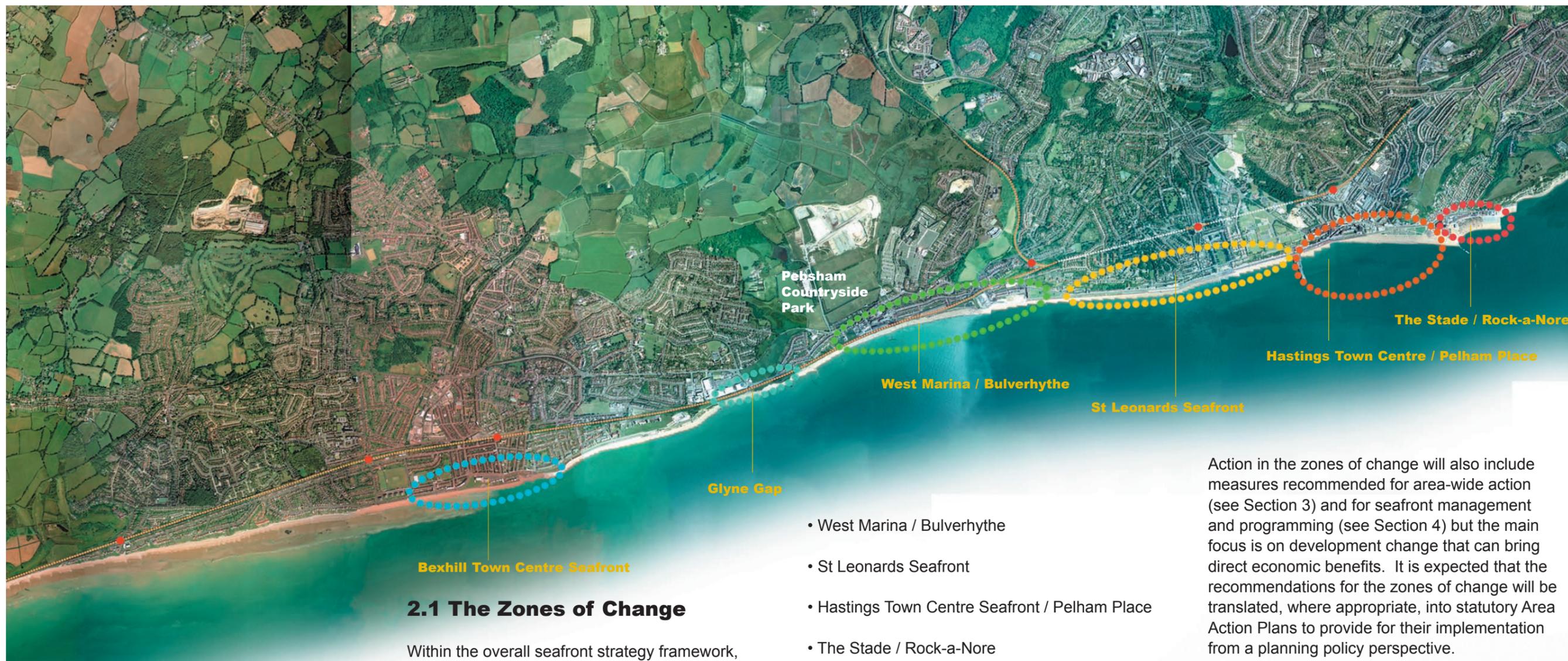


# 2

## The Zones of Change







**Fig. 2.1 Study Area Zones of Change**

## 2.1 The Zones of Change

Within the overall seafront strategy framework, the zones of change are the principal focus for area-based development and regeneration. This approach to investment and development emphasises a select number of nodes where the economic and social benefits of both public and private investments can be maximised. It avoids dispersed or scattered developments, which do not offer the same potential for creating a critical mass of development and activity and, therefore, change.

The 6 zones of change designated in the seafront strategy are:

- Bexhill Town Centre Seafront
- Glyne Gap

- West Marina / Bulverhythe
- St Leonards Seafront
- Hastings Town Centre Seafront / Pelham Place
- The Stade / Rock-a-Nore

The key objectives for each of the zones are described below. Proposals are identified as short (2005 - 2010) or long-term (2011 – 2020), according to:

- technical or physical constraints on site availability
- project sequencing to phase the amount of development coming on to the market in any one period
- whether development projects require “rising market” conditions which are expected to improve longer term market values

Action in the zones of change will also include measures recommended for area-wide action (see Section 3) and for seafront management and programming (see Section 4) but the main focus is on development change that can bring direct economic benefits. It is expected that the recommendations for the zones of change will be translated, where appropriate, into statutory Area Action Plans to provide for their implementation from a planning policy perspective.

Many of the properties and sites included in the study area, and particularly the six zones of change, are privately owned. Any future redevelopment or reuse of them, as set out in the seafront strategy, will require the agreement and active participation of the respective property owners. The seafront strategy sets out a framework for the evolution of these sites over the short and long-term that will require Sea Space, Hastings Borough Council, Rother District Council, East Sussex County Council and Tourism South East to work in partnership with the various owners and others (such as developers) to ensure each site makes the maximum contribution to regeneration possible to the benefit of the owners, as well as the wider community.



## 2.2 Bexhill Town Centre Seafront

Bexhill seafront is a prime area with which to lead the revitalisation of Bexhill town centre. The renovations and programme of development work currently underway to return the grade 1-listed De La Warr Pavilion to its former position as an arts and cultural centre of national importance are the foundation upon which further initiatives would build such as an innovation and business centre.

Through the right balance of uses and environment and the water-based activities this part of the seafront will become an active and interesting place throughout the day and the year. Residents and visitors of all ages will be attracted to the events in the town and the pavilion and its intriguing offering of programmes and exhibitions and the area's high quality retail and restaurant offering. New residential developments would provide a new type of town centre and seafront living opportunity, offering the type of accommodation sought after by young professionals to retirees. Quality accommodation supporting the business opportunities presented by the Pavilion and innovation and business centres will be necessary to support the economic growth of the town.

A high quality public realm (as per the Tim Gale Associates design proposals and as adopted by the Council) would give this zone a sense of place that is in keeping with its role as a major destination on the seafront, while providing strong connections north to the commercial heart of

Bexhill. Improvements to the townscape of the promenade will promote town centre regeneration as well providing a continuous seafront trail that links Hastings and Bexhill.

The seafront strategy is being prepared alongside the preparation of a masterplan to secure a sustainable future for Bexhill town centre. The strategy recommends that, based on the results of the masterplan work and other studies, there should be further investigation of the need and potential for other supporting development on the seafront including the provision of an innovation centre to support the development of creative and cultural businesses, the need for a quality hotel, and promotion of the role of the sailing and rowing clubs.

The following recommendations for the future of Bexhill Town Centre Seafront combine the objectives of the masterplan work with some new initiatives developed as part of the strategy.

### Short-term proposals

1. Landscape and lighting improvements to the setting of the De La Warr Pavilion (as per the Tim Gale and Mark Sutton Vane design and lighting proposals).
2. Promotion of a regeneration scheme for the Marina, Colonnade, promenade and seafront locations that would include a focus on the early evening economy and a destination brasserie style restaurant.

The renovation of the De La Warr Pavilion will create a new and exciting focal point on the seafront



The quality of the public realm can strengthen and improve the beach / urban interface



3. Residential and retail development at the corner of Egerton and Sackville Roads.

4. Social road and public realm improvements to the promenade and strengthening of links to the town centre (as per the Tim Gale adopted proposals).

5. Further studies on seafront development needs and opportunities for:

- The provision of an innovation centre in a suitable location to support the development of creative and cultural businesses that would complement the role of the Pavilion.
- Promoting the role of the sailing-rowing clubs in developing water-based activities/events.
- Need for a quality hotel in a suitable location to underpin the Pavilion's forward strategy.

**Strategy Action Plan Programme Projects**

- Landscape improvements to the setting of the De La Warr Pavilion
- Marina / Colonnade destination restaurant - Approximately 250 sq.m
- Egerton / Sackville Road – residential and retail development
- Public realm improvements to the promenade and strengthening of links to the town centre





## 2.3 Glyne Gap

Glyne Gap is envisioned as an important access node for the seafront with new uses and connections intended to better integrate the area into the surrounding urban fabric and make the most of its proximity to the sea, the proposed Pebsham Countryside Park and the Ravenside Retail and Leisure Park.

The introduction of the proposed Glyne Gap station on the eastern edge of the zone, south of Bexhill Road, would meet the transportation needs of a variety of facilities and users in the area, including visitors to the seafront and the countryside park, customers of the Ravenside Retail and Leisure Park and the staff, students and faculty of the nearby college. The south side of the train tracks would provide new beach and recreational related uses, including beach chalets and conveniences would be provided. The area would be better linked to both Hastings and Bexhill with improved pedestrian and cycle routes towards Galley Hill in the west and Bulverhythe / West Marina in the east, additional parking and an improved connection under the railway tracks.

With the closure of the landfill site north of Bexhill Road in 2008, and its conversion to the Pebsham Countryside Park, this area will provide an important substantial public amenity to be enjoyed by the residents of the area as well as the region, with access to the seafront at Glyne Gap. Access points to the countryside will be provided at various points,

including one off Bexhill Road. A park entrance and amenities facility at Glyne Gap, on the north side of Bexhill Road, would provide a gateway for visitors to the countryside park from the station and beach area and a focal point for the active and extreme sports which may be located in the south portion of the park and to water-based and beach sports at Glyne Gap beach itself.

### Short-term proposals

1. A Pebsham Countryside Park entrance and associated amenities could be provided within the area bound by Bexhill Road and Lewis Avenue. With its proximity to the seafront, it can be expected that this will be an additional key entrance point into the park for visitors accessing facilities at this end of the park from the beach and from the main road and rail connections.

2. An action plan should be prepared for a new train station at Glyne Gap, already identified as a priority by a number of agencies. Careful design consideration would be necessary to ensure parking is appropriately integrated into the site and that appropriate access to the seafront under the railway line and clear connections to both the retail and leisure and countryside parks are provided.

3. Connections to the centres of Bexhill and Hastings would be improved through enhanced pedestrian cycle connections west towards Galley Hill and east towards West Marina/Bulverhythe. It is expected that a study for adoption before 2010 of the physical conditions of the beachfront area and cliffs to the east would be necessary in order to better understand how a beachfront path could be introduced and whether a cycle connection will be possible. If it is not, the connection provided by Bexhill Road will need to be more clearly marked and the potential for a cycle lane on the roadway studied further.

The quality of the public realm can strengthen and improve the beach / urban interface



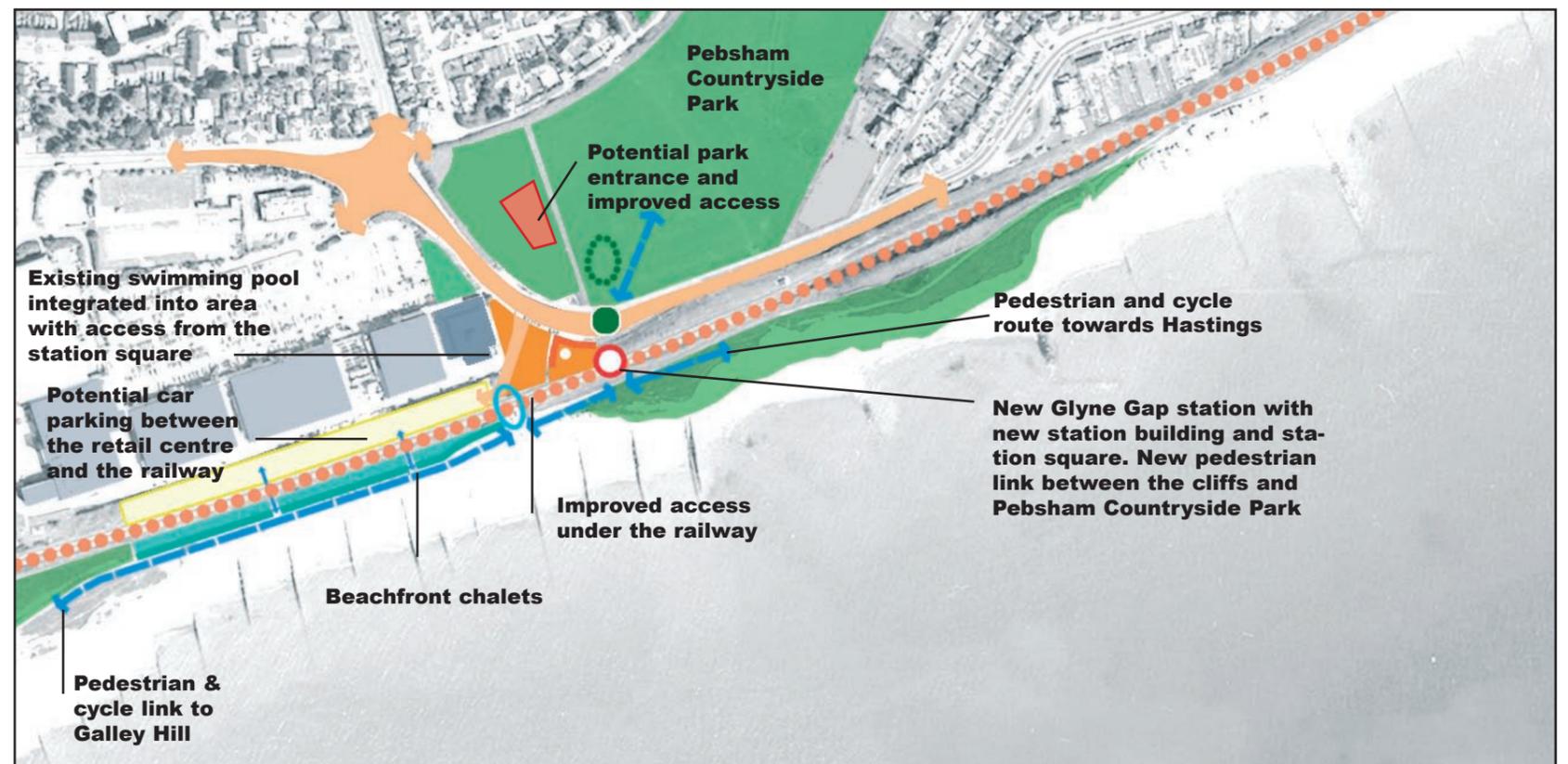
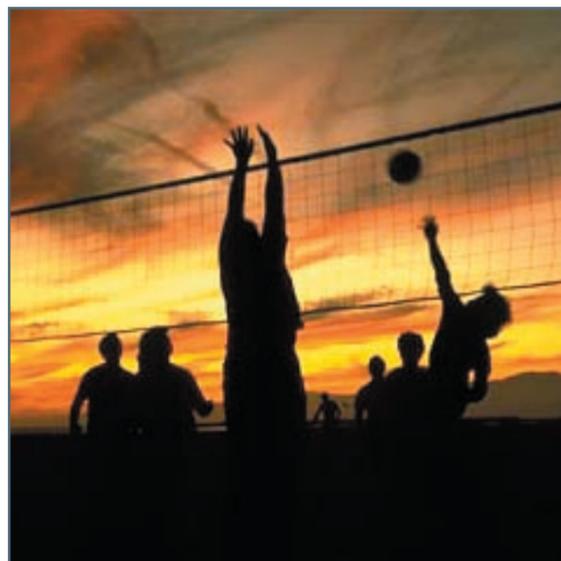
### Long-term proposals

4. New beach chalets would be introduced to the seafront area on the south side of the railway line, in proximity to the existing pedestrian link underneath the line. The chalets should enhance the atmosphere of the area, with the focus being on eco-design and sustainability. Parking for beachside developments could be located on the north side of the railway lines.

### Strategy Action Programme Projects

- Beach Chalets and services - Up to 60 units
- Pebsham Countryside Park facility - Approx. 200 sq.m
- Action plan for new train station and seafront / Countryside Park connections

Improved parking and beach facilities, and expanded provision of chalets in a quality setting will create a new beach community





## 2.4 West Marina / Bulverhythe

West Marina / Bulverhythe is envisioned as a new mixed-use area offering a range of complementary uses that together would create an attractive destination on the seafront. Building on the Millennium Communities designation of the former bathing pool site, a combination of residential, retail, educational, leisure and recreational activities would position the zone as a focal point on the seafront in the short to medium-term. Investment in the site can be expected to promote the continued up-grading of existing surrounding properties, following the successful precedent of the residential building located at Bulverhythe and Arnside Roads. Public realm improvements should provide strong links to the proposed Pebsham Countryside Park to the north, which can be expected to act as a critical open space for a growing community at West Marina / Bulverhythe. Improvements should specifically encompass the A259 and Bridge Way. Additional opportunities to provide a substantial connection between the park, the West Marina / Bulverhythe Zone of Change and the seafront should be explored in more detail, taking into consideration the potential of vacant or underutilised sites to provide a generous, easily accessible link.

In the long-term, it is expected that additional areas to the west would undergo redevelopment for uses building upon the success of those on the Millennium Communities site, gradually replacing the existing industrial ones. Residential, live/work, studio and marine commercial developments would

enhance the zone as an interesting and vibrant area that is attractive for living, working and playing. The longer-term regeneration of areas to the west should be the subject of an Area Action Plan, which would need to take account of the recurrent flooding problems in this low lying area. Long-term opportunities also include investigating the potential for re-opening of the West Marina station to provide an alternative transportation option for the growing residential community and employment base in this zone.

The redevelopment and reuse of the West Marina / Bulverhythe Zone of Change will require attention to the traffic issues in the area, particularly along the A259 which is a designated Air Quality Management Zone. While the Hastings to Bexhill link road is expected to provide some relief by shifting some traffic away from the A259, a multi-faceted approach, ideally including improved public transit provision, the potential for re-opening West Marina station and the link road, would be necessary to reduce travel by car in this area.

### Short-term proposals

1. Site 1, the former bathing pool site, should be the subject of a development competition. The details and protocol of the competition call should be set out in a comprehensive development brief seeking a development comprised of high density waterfront residential, commercial / retail and leisure and recreational uses. The development brief should specifically address:

- the mix and proportion of potential uses
- the viability of including a slip-way for public access to the sea or “dry marina” facilities immediately south of the former bathing pool site
- the need to incorporate innovative and environmentally sustainable design as per the requirements of the Millennium Communities programme
- the infrastructure requirements needed to support redevelopment
- the provision of public open space that would create a focal point for a growing residential community
- the need for additional parking associated with new development to be accommodated on-site
- design standards and criteria
- the requirement for traffic impact analysis for proposed developments

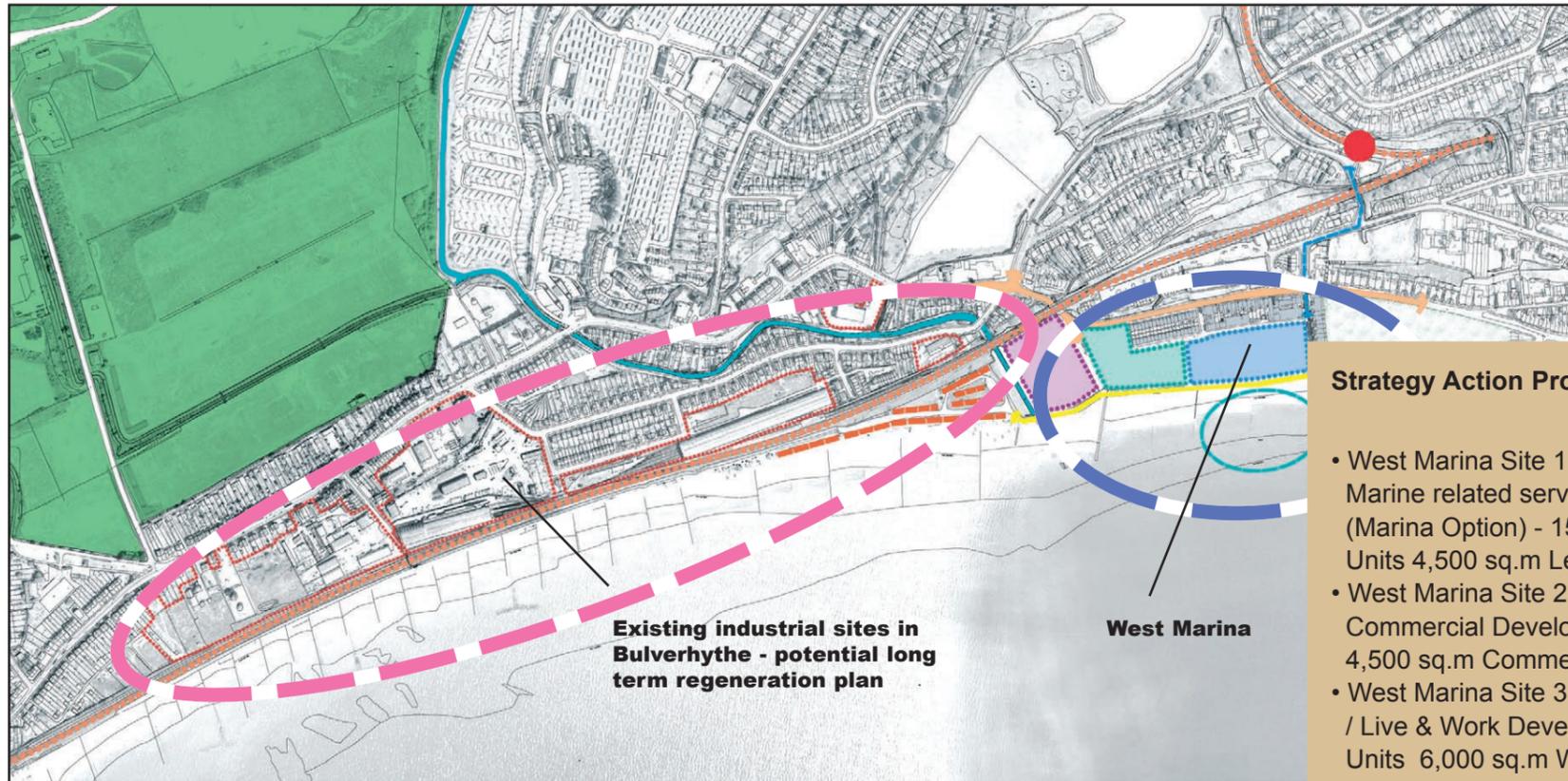
Due to the presence of underground facilities that support their operations, Southern Water would need to be consulted during the preparation of the brief.

A critical mass of development, including residential, is needed in West Marina / Bulverhythe



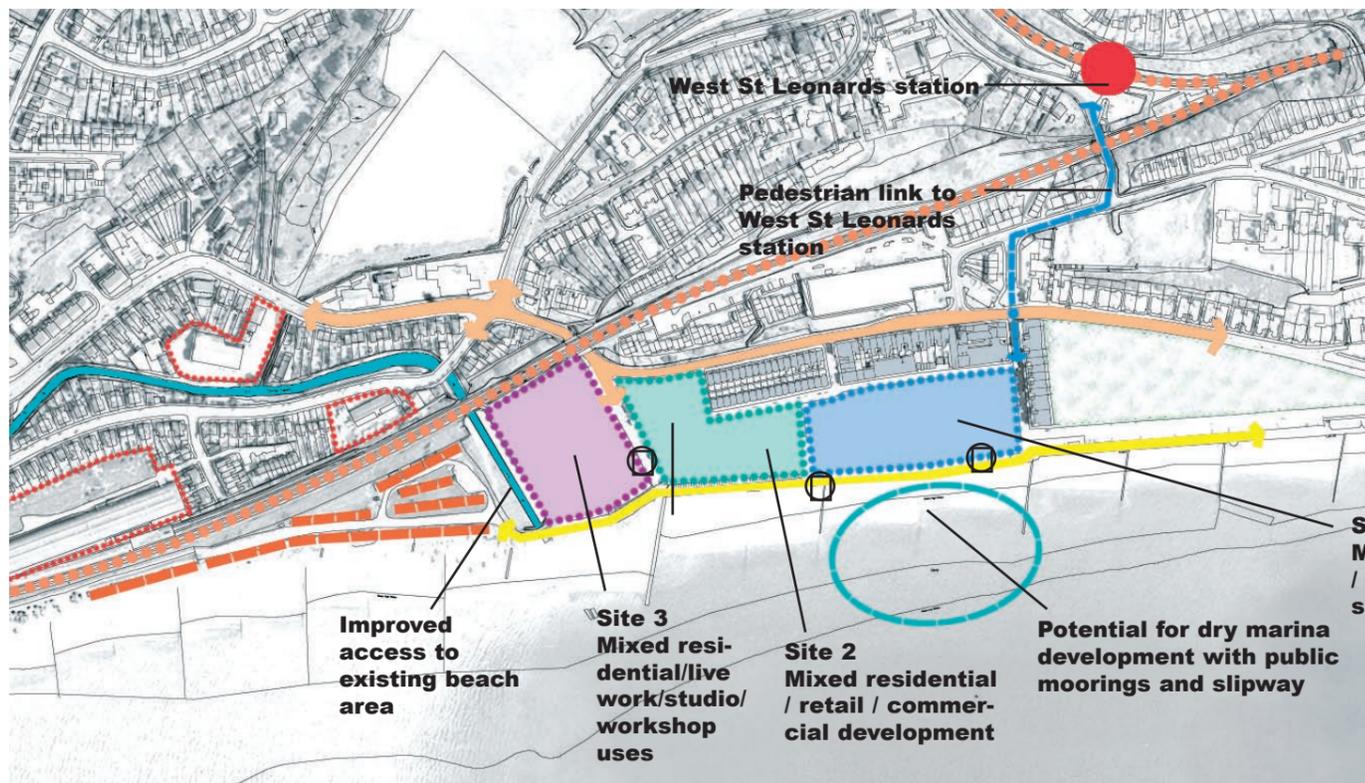
Innovative, environmentally progressive design will help to define this zone





**Strategy Action Programme Projects**

- West Marina Site 1 – Residential / Retail / Marine related services / Leisure Development (Marina Option) - 150-200 Res. Units 4,500 sq.m Leisure / Commercial
- West Marina Site 2 – Residential / Retail / Commercial Development - 75 Res. Units 4,500 sq.m Commercial & Retail
- West Marina Site 3 –Workshop / Studio Space / Live & Work Development - 50-100 Live/Work Units 6,000 sq.m Workshop / Studio



**Economic Benefits**

The strategy proposals for this zone of change will bring investment of around £45 million with wider economic benefits of:

- Over 400 net new jobs created and safeguarded
- 4 hectares of brownfield land remediated or recycled
- 70 net new businesses created or attracted to the region

**Long-term proposals**

2. Over time it is expected that the redevelopment of site 1 would act as a catalyst for the redevelopment of sites 2 and 3, located to the west. In order to continue building on the momentum of change initiated with the redevelopment of site 1, a mix of uses should be sought for these sites that would encourage activity in this zone throughout the day and the year. A combination of unique residential and employment developments are recommended to support residential, live / work, artisan workshop and small business uses. Educational / institutional spaces should also be accommodated. Developments should be designed to take advantage of their beachfront locations, with careful consideration given to issues of access, protection of views and vistas and the creation of a high quality public realm.

A master planning study would be necessary for this area to address the following:

- the allocation and location of different uses
- the infrastructure requirements needed to support redevelopment
- community open space requirements
- the phasing of development
- design standards and criteria



## 2.5 St. Leonards Seafront

The transformation of the St. Leonards Seafront is key to the broader efforts to bring economic and social change to this area of Hastings. More than £35 million of additional public investment will be spent in the St. Leonards renewal area by 2013 - much of it in improving the housing stock. More than £1.75 million is available through Single Regeneration Budget funding for environmental and community investment. To this end, the seafront strategy seeks to redefine the St. Leonards Seafront as a safe, active and interesting public place by building on other complementary efforts in this area. The Central St. Leonards Renewal Strategy has identified a number of priorities in the community, which the seafront strategy begins to address, namely the need for more community space, a more active lifestyle for local residents and an improved local retail offer. The master planning work currently underway on behalf of Hastings Borough Council and SEEDA will further explore these and other issues and identify means of addressing them throughout the wider St. Leonards area.

As a key node on the seafront, a variety of activities and uses should be promoted in on the St. Leonards Seafront through both public and private investment. Current plans by Sea Space to refurbish and extend Marina Pavilion as a destination restaurant, beach café and multi-purpose function space on the seafront is the starting point. The pavilion initiative is an important catalyst for regeneration in St. Leonards.

Improvements to Warrior Square would strengthen its relationship with the seafront and provide a reason for residents and tourists alike to go there. The rethinking of Bottle Alley – its form and function – would open it up and provide for new business, retail and leisure activities along the seafront.

### Short-term proposals

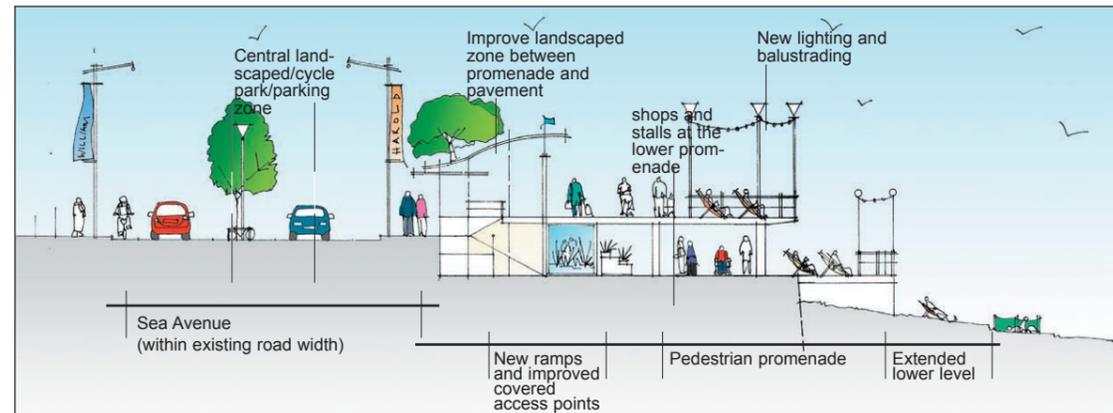
1. Redevelopment of the Marina Pavilion for destination restaurant, beach café and multi-purpose function space to kick-start the regeneration of the St Leonards seafront.
2. An improvement programme should be undertaken for Warrior Square that sets the framework for upgrading the quality of this important public amenity and returns it to better community use in line with the St Leonards Renewal Strategy. The programme should set out a landscape enhancement and maintenance programme and a public art strategy. It should provide for improved connections to the seafront and the town through the use of paving materials that emphasise the connectivity between Warrior Square, the seafront and key streets.
3. In the short term a framework and plan should be prepared for the regeneration of Bottle Alley in the context of the Renewal Strategy and the impact and success of the Marina Pavilion redevelopment. It should be redesigned to provide a series of covered studio space / craft workshops / small market style accommodation, offices for small service

or technology businesses, and café and small retail spaces. By extending the lower promenade outwards and beyond the upper promenade, new spaces for these uses could be provided and safety and security in this area would be enhanced. The potential for sections of Bottle Alley to be redesigned with an additional storey at grade and access from the upper promenade should be explored, as this would better connect lower level activities with the upper level to promote a greater amount of movement between them. The redesign should also seek to provide more open access to the seafront from the upper promenade by including new covered ramp access points.

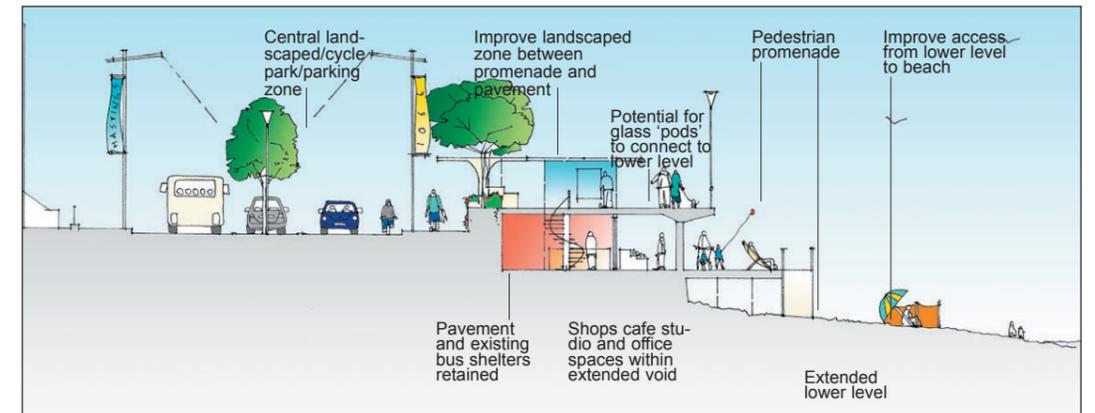
The redevelopment of Marina Pavilion is an exciting first step in the renewal of the St. Leonards Seafront



**1** Cross section 1 promenade and Bottle Alley illustrating an extended lower promenade and improved upper promenade



**2** Cross section 2 promenade and Bottle Alley illustrating the potential for an additional at-grade storey and access



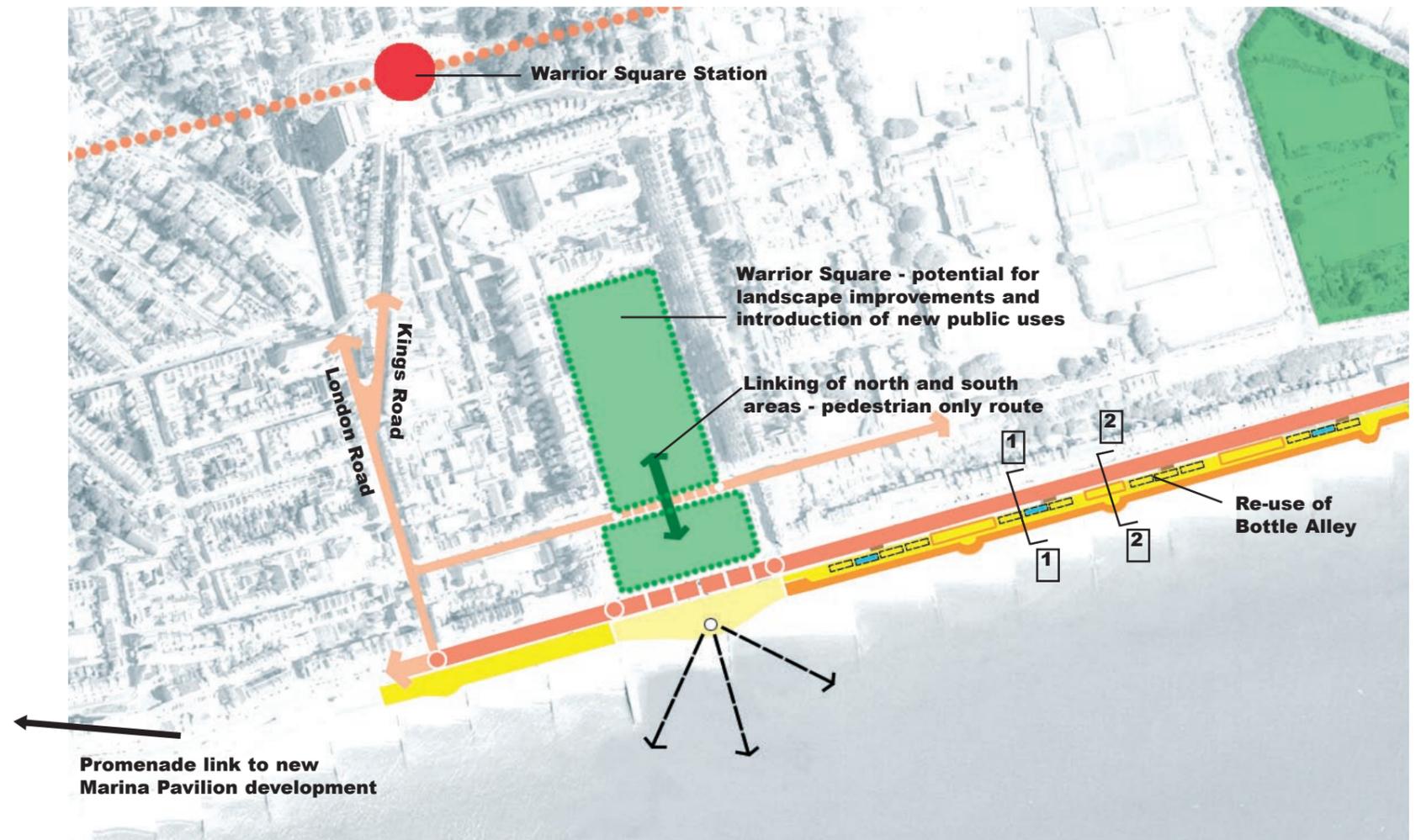
### Strategy Action Programme Projects

- Marina Pavilion refurbishment and extension for restaurant, beach cafe, multi-purpose function space - 1,150 sq.m
- Bottle Alley mixed / studio / workshops / offices / retail / dining rehabilitation - 1500 sq.m
- Warrior Square improvement programme

### Economic Benefits

The strategy proposals for this zone of change will bring investment of nearly £4 million with wider economic benefits of:

- 75 net new jobs created and safeguarded
- 1.5 hectares of brownfield land remediated or recycled
- 15 net new businesses created or attracted to the region
- over £1 million investment benefiting deprived areas





## 2.6 Hastings Town Centre / Pelham Place

The seafront strategy seeks to extend and reconnect Hastings town centre to include the seafront in order to capitalise on the distinctive seafront assets and promote commercial expansion of the town centre, building on the success of Trinity Triangle and its role in supporting the further growth and development of the area's creative industries. Different approaches are recommended for the different parts of this Zone of Change. In the area from the pier to Carlisle Parade / Robertson Street, the emphasis should be on developing the early evening economy, entertainment and dining. Investment would primarily be private sector led, supported by appropriate planning control and town centre management policies. In the area between Carlisle Parade and Pelham Place, the development of Pelham Place should be secured as a flagship development comprised of offices, hotel, residential and retail and leisure space and a major new civic place on the seafront, while recognising the area's architectural heritage. Investment of this scale would provide a major new catalyst for commercial investment and redevelopment of the existing eastern town centre office zone around Denmark Place / Castle Street / Pelham Street.

### Short-term proposals

1. Pelham Place should be secured as a major catalyst development and civic place within this zone that would set the standard for quality design and economic regeneration in Hastings. This initiative would extend the activity and vibrancy of the town centre's commercial activity to the seafront along Wellington Place and Castle Street to Breeds Place. Careful consideration would need to be given to the tenancy of the scheme as well as the programme of the public open space to ensure its contribution to uplifting the quality of the seafront experience is maximised. It is recommended that the key stakeholders put in place a programming strategy prior the opening of this landmark development.
2. In conjunction with, and in advance of, the Pelham Place flagship development, a programme for the restoration of the Pelham Crescent façades should be undertaken to provide a high quality heritage setting of the proposed civic place at Pelham.
3. Hastings Borough Council and Sea Space should engage in discussions with the owner / operator of the pier to explore how this facility can better contribute to the success of the seafront to the benefit of all three partners. Specifically, a pier improvement programme should be undertaken that examines how intensifying leisure attractions along its length, improving access and the character of the surrounding environment could enhance the

role of the pier. This could include upgrading and relocating to the pier some of the existing traditional seafront amusement activities currently located further to the east. Environmental improvements should be undertaken to better link the pier to White Rock Gardens to strengthen the relationship between these destinations.

4. The White Rock Baths' site should be the subject of a detailed study to better understand its potential as a car parking facility. Structural repairs to the facility are necessary to secure the seawall and the identification of new long-term uses would further support the investment necessary to do so. New car parking facilities would support the further development of the evening and nighttime economies in the area.

5. Subject to the viability of securing car parking within it, additional uses for the White Rock Baths' site should be sought, as this site holds an important location on the seafront that should be capitalised on. A development brief should be prepared that seeks to combine the parking uses discussed above in item 3 with commercial uses at grade and above. Potential uses could include leisure or commercial uses (perhaps for the creative industries now focused in the Creative Media Centre in nearby Robertson Street) that would benefit from the seaside location, and build upon efforts to expand the leisure offer of the area. Additional uses such as cafes, retail and restaurants should be located at grade and front both the promenade and the street to provide an active edge.

6. An environmental improvement programme should be undertaken along the promenade and at key crossing points in to the town centre to provide a more inviting and safe pedestrian atmosphere. The improvements should enhance wayfinding, provide for improved access to the beach and ensure key destinations are easily found. Connections to the town centre should be strengthened at Robertson Street, Harold Place and Wellington Place.

7. A management programme should be established for the beach in this area to address conflicts between users and support its continued success as a popular and active area. The programme should set out recommendations for improving facilities and coordinating management of the beach as the main resort beach for Hastings.

### Long-term proposals

8. With the implementation of Pelham Place, a Town Centre Area Action Plan for the Hastings Town Centre area should be undertaken with the aim to creating a new seafront office quarter linking the existing town centre to Pelham Place. The plan should identify up to 20,000 square metres of quality office redevelopment opportunities in the area around Pelham Street and Denmark Place based on site capacity and long-term development potential alongside town centre office developments at Station Plaza and the Priory Quarter.

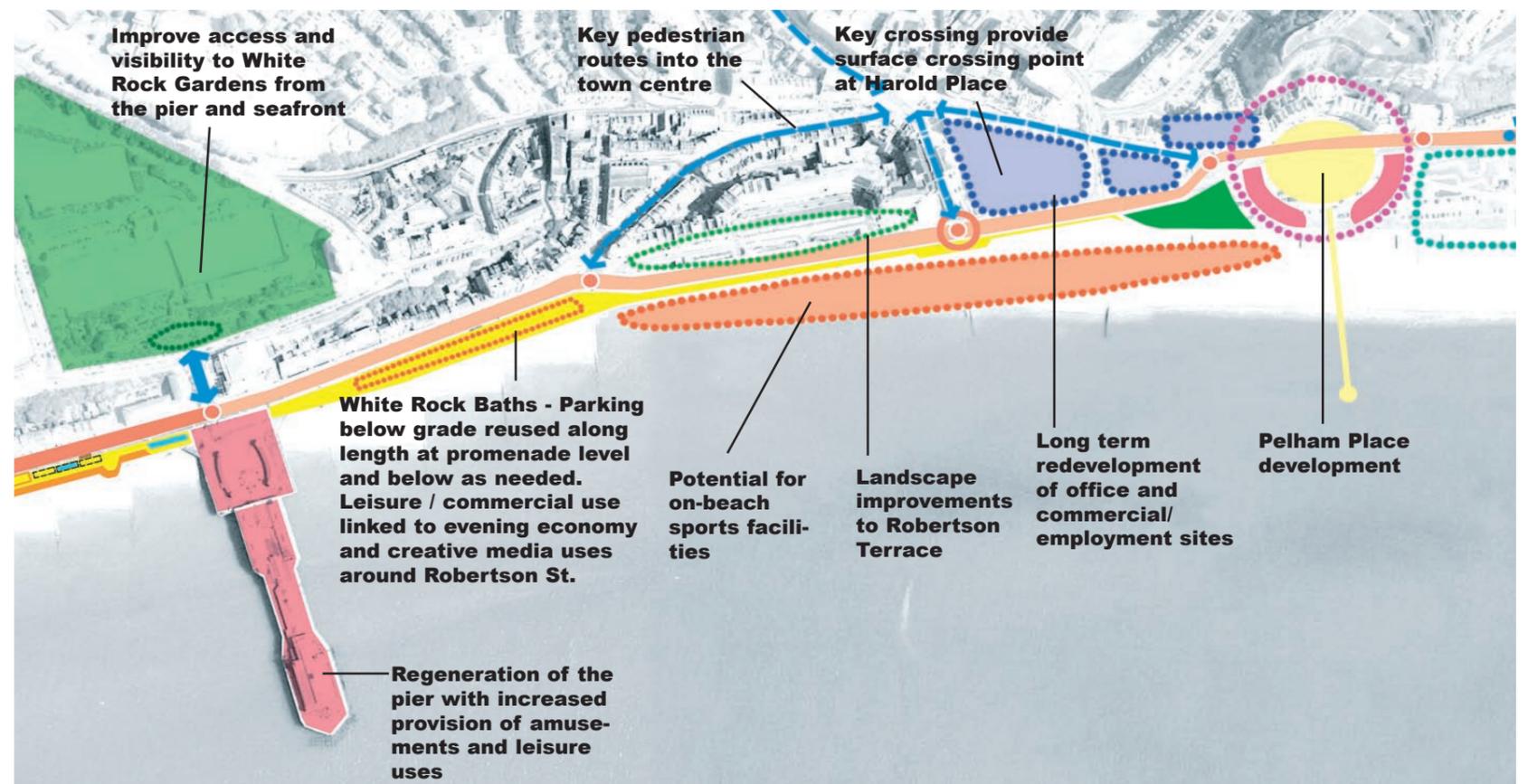
### Strategy Action Programme Projects

- Pelham Place – Civic Place and mixed use hotel / offices / residential / retail and leisure development - Retail / leisure: 3,300 sq.m, Offices: 3,800 sq.m, Hotel: 80 Rms, Residential: 32 Units and Car parking
- Pelham Crescent Façade Restoration
- Pier improvement and development project
- White Rock Baths Ph.1 – commercial car park development - 260 Car Spaces
- White Rock Baths Ph. 2 – Leisure / Retail / dining - Approx. 1,250 sq.m
- Town Centre Offices / Business Space Redevelopment - Approx. 20,000 sq.m

### Economic Benefits

The strategy proposals for this zone of change will bring investment of between £80 - £130 million:

- over 1,650 net new jobs created and safeguarded
- approximately 60 net new businesses created or attracted to the region
- £10 million investment benefiting deprived areas.





## 2.7 The Stade / Rock-a-Nore

The seafront strategy recognises the Stade / Rock-a-Nore area as the zone of change with the greatest potential to become the principal quality visitor and heritage destination in Hastings in the short-term. The unique atmosphere of the Stade, the opportunity to replace and rethink the role of the present tourist information centre, and the proximity of this zone to the Old Town provide strong foundations for building on the key role this area plays in the visitor economy. In addition, the beach-based fishing fleet has the potential for an increased contribution to the Hastings economy with the securing of Marine Stewardship Council (MSC) certification for Hastings fish supported by quality and marketing initiatives. The strategy seeks to strengthen this zone of change and its contributions to supporting tourism and fishing by building upon the recommendations of the Stade Partnership's Fisheries Study to reinforce the unique identity of this area and secure its long-term success.

The approach focuses on strengthening the fishing and visitor economy of the Stade using learning and education measures as the main drivers to support existing facilities such as the museums, and provide new accommodation and facilities for those working in and visiting the area. Opportunities for linking with and complementing new investment at Pelham Place and existing facilities in the Old Town, Rock-a-Nore and Pebsham Countryside Park and for partnering with the University Centre Hastings should be explored in conjunction with

the development of such facilities. New buildings in this zone should be sensitive to the existing built environment while providing inspiring designs that are in keeping with the unique waterfront setting and the need for sustainable coastal management.

In the longer term, as the regeneration or development of Pelham Place and the Stade increases economic activity and uplifts property market values in the area, some of the existing amusement area facilities in the area may no longer be appropriate or financially sustainable. As leases and other estate management opportunities allow, this area may be transformed into a "Seaport Village."

### Short-term proposals

1. Improvements to the Harbour Arm as part of the ongoing sea defense strategy to support coastal protection and provide better boat access for leisure and commercial purposes.
2. Based on the most recent recommendations of studies for the Stade Partnership, an Area Action Plan and development brief should be prepared and implemented for a "Stade Fishing Heritage Quarter". The action plan and brief should address:
  - redevelopment of the existing tourist information centre to provide a new facility potentially combining visitor information, an interpretation centre, youth hostel accommodation and education and meeting facilities.

The potential of the Stade must be maximised by building upon its unique character



Public art in this zone should reinforce its special character



- removal of the existing car/coach parking facilities and replacement with a coach drop-off area and other public visitor facilities and edge-of-town long-term coach parking
- area wide environmental and townscape improvements to enhance legibility, lighting and interpretation and provide stronger connections to the Old Town, Rock-a-Nore beach and the country park
- expansion and improvement of the existing fish market and fleet facilities and services in line with the recommendations contained within the Nautilus fishing industry study

### Long-term proposals

3. Transform the existing amusement area through long term estate management and redevelopment into a “Seaport Village” potentially incorporating additional restaurants, cafes, specialist retailing, a pier and boat access and other leisure facilities and residential and visitor accommodation. A master planning study for the area should be undertaken that considers:

- the location and allocation of different uses
- improvements to Harbour Arm to support coastal protection measures and boat access
- the infrastructure requirements needed to support redevelopment

- the phasing of development
  - the location of public open space
  - design standards and criteria
  - the potential traffic impact of new uses and developments
4. Following improvements of the Stade facilities, encourage private sector development of a restaurant quarter along Rock-a-Nore Road.

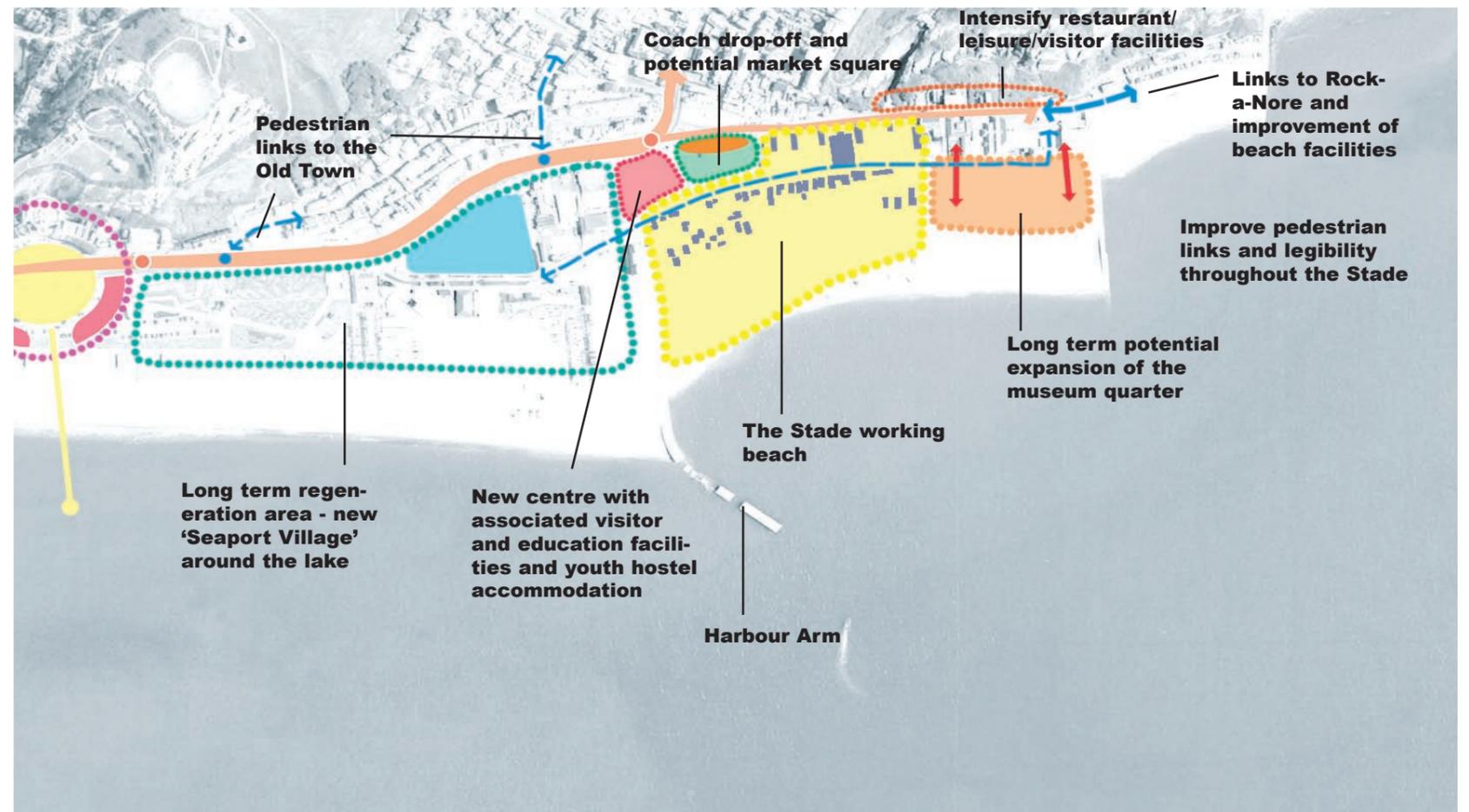
### Strategy Action Programme Projects

- Improvements to the Harbour Arm
- Expansion and improvement of fish market / fleet facilities
- Visitor information / Youth hostel / education / interpretation centre
- Removal of coach / car parking facilities and provision of drop-off point
- Seaport village regeneration area - 5.0+ ha

### Economic Benefits

The strategy proposals for this zone of change will bring investment of about £7 million with wider economic benefits of:

- over 300 net new jobs created and safeguarded
- 6 hectares of brownfield land remediated or recycled
- over 30 net new businesses created or attracted to the region





# 3

## Area-wide Action Plan



### 3.1 Introduction

The seafront strategy includes an area-wide action plan that provides policies, strategies and initiatives for the seafront area as a whole. Area-wide action includes initiatives that provide a setting for and reinforce or support action in the Zones of Change. It also includes actions that are recommended for areas outside of the Zones of Change or that are more generally applicable across the seafront area as a whole. The impacts and benefits of many of these actions are also expected to be area-wide. Specifically, the Area-wide Action Plan includes a Transportation and Access Assessment for the seafront, a series of policies and initiatives for landscape and other improvements of the public realm, coastal protection and environmental improvements.

### 3.2 Transportation and Access Assessment

#### 3.2.1 Key Principles

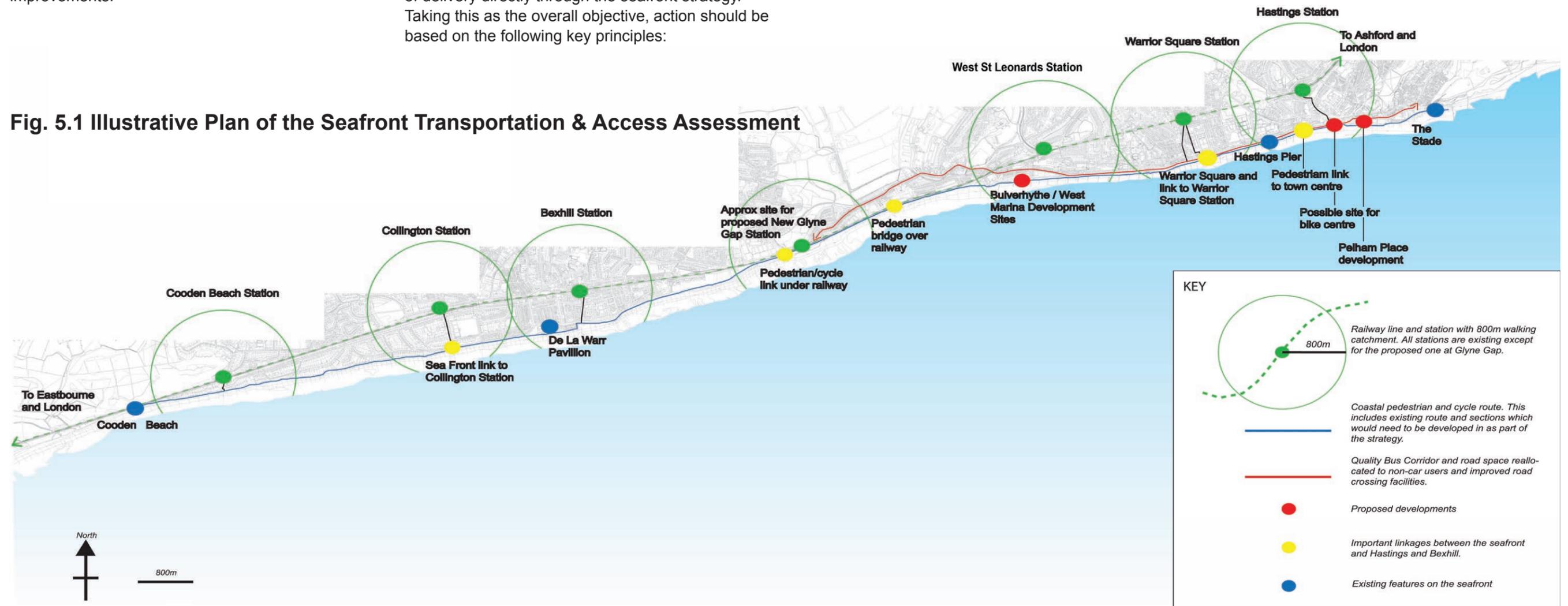
Improving transport and accessibility is critical to the future regeneration of Hastings and Bexhill. New and existing development should be designed on the premise of reducing car dependency and facilitating a greater public transport, walk and cycle mode share whilst recognising that regeneration and development on the seafront will increase the demand for car travel and parking, particularly from visitors. Action is required at a regional as well as local level if the problems and opportunities on the seafront are to be addressed, though delivery of some of these changes will be beyond the scope of delivery directly through the seafront strategy. Taking this as the overall objective, action should be based on the following key principles:

#### Improving the highway network

The seafront currently accommodates large amounts of traffic, both local and tourist. Support for the Hastings and Bexhill link road (currently awaiting a public inquiry) is important, as it:

- provides some opportunity to relieve traffic pressure along the seafront, including the Air Quality Management Zone on Bexhill Road through Bulverhythe
- allows for a reduction of pressure on the Bulverhythe area to support further development in this area. The A259 can be positively redesigned to create a more pedestrian / cyclist friendly environment.

Fig. 5.1 Illustrative Plan of the Seafront Transportation & Access Assessment



Cycling opportunities on the seafront will support active lifestyles and the promotion of green transport



### **A sustainable seafront transport corridor**

The existing seafront A259 route provides an ideal opportunity to create a sustainable transport corridor that facilitates both day-to-day movement and forms part of leisure usage. The seafront already has a promenade and acts as a quality bus corridor. However, whilst accepting that the road will continue to act as a strategic route, major efforts are now required to enhance this existing provision including:

- reallocating road space from the car to public transport, pedestrians and cyclists
- improving the public realm
- upgrading facilities such as road crossings and bus stops
- generally creating a more user friendly environment

The opportunity to reduce travel on the A259 provided by the implementation of the new link road would create not only a more sustainable and effective movement corridor for public transport and green transport options, but also provide the opportunity for improving the design of the A259.

### **Development of public transport networks**

The development of the seafront, particularly the rationalisation of the road space and the development of new transport infrastructure such as improved local rail services, bus stops and shelters, gives an opportunity to improve the efficient running of the whole public transport network. The reallocation of seafront road space to public transport uses should be carried out at the same time as the new link road is constructed. Without this, benefits are unlikely to be 'locked in' (e.g. the new link road will simply result in higher traffic levels on both the link road and the A259). Such a scenario is not compatible with urban regeneration in Hastings and Bexhill. As developments are implemented and activity increases on the seafront, local bus providers will likely need to review schedules and routes to ensure demand is being met.

### **Effective parking strategies**

Linked with the improvement of the highway network and the establishment of a sustainable seafront transport corridor is the development of effective parking strategies. The issues relating to parking require more detailed strategies than is appropriate here, and will require further work in the future. The seafront strategy supports the principle of a more sustainable parking strategy for both Hastings and Bexhill while recognising that increased demand on the seafront will be generated in developments in the zones of change and through increased activity on and use of the seafront. The seafront strategy indicates the main issues and the options most likely to be successful in easing parking problems as new developments come on stream.

### **Improvement and integration of public / soft transport infrastructure**

Walking and cycling on the seafront offer the best opportunities to encourage local people and visitors not only to take part in leisure activities, but also to find an alternative method of traveling. A seafront cycle route exists between West Marina and Robertson Street in the town centre and also at Galley Hill in Bexhill. The ultimate aim is to create a continuous route along the length of the seafront. By dealing with current conflicts created by an ad hoc and discontinuous provision of promenade facilities, user conflict can be reduced, improving the environment for both user groups. Leisure cyclists and walkers in particular would benefit from the clear designation of an off-road walking and cycling route running the 14km of the study area.

By including new bus stops, cycle facilities, road crossings, signage and lighting within public realm design strategies over the length of the seafront, not only will the seafront have a unifying thread running through it, but movement patterns will be easier, and more legible. In order to encourage local people to use these soft transport modes, clear, safe, direct, attractive routes and facilities must be provided. Landscaping and other environmental improvements to the public realm of the seafront should explicitly facilitate the sustainable seafront transport corridor.

### 3.2.2 Seafront Highway Network

The existing A259 route along the seafront favours cars by providing wide carriageways and restrictions on pedestrian and cycle crossing points. The strategy seeks to enhance this main seafront link by creating a smaller two-way road to create a more open promenade area for pedestrians and leisure usage. Specifically, crossing this route should be made easier for pedestrians and cyclists, and new crossings be built into public realm proposals. Specific measures recommended for the highway network are:

1. Support the Bexhill link road, which provides some opportunity to relieve traffic pressure along the seafront, including the Air Quality Management Zone on Bexhill Road, and other Zones of Change.
2. Enhance the A259 as a 'sustainable transport corridor', utilising the opportunity provided by implementation of the link road to allocate road space to create a narrower two-way road. This would enable speed management and free up space for dedicated bus and cycle lanes and a more open promenade area for pedestrians and leisure usage. Crossing the roadway would be easier and safer for pedestrians and cyclists. The contribution of new pedestrian crossings to improving wayfinding should be considered.
3. Reinforce and improve dedicated bus and cycle routes along the seafront to reduce the length of bus journeys and improve the route for all user groups. Bus lanes (or bus priority at junctions when adequate road width is not available) and cycle lanes should be utilised on both sides of the carriageway.
4. Additional sections of the cycle lane on the seafront promenade should ideally be located on the street side of the promenade to avoid conflicts with pedestrians. Clear demarcation of the route and consistency of layout is essential to ensure all users are accommodated in a safe, legible environment.

### 3.2.3 Public Transport

The seafront strategy supports further improvements to and development of public transportation provision within both Hastings and Bexhill and between them. Hastings and Bexhill are served by both internal and through bus routes, and train services which run both locally, and connect into the national network; however, continued efforts are needed to make public transit more attractive to both existing and potential users, particularly local residents making regular journeys. The following public transport measures are recommended:

1. Support the continued success of the Quality Bus Partnership with improved facilities for bus usage, timetable information, increasing bus only routes, improved bus shelters, lighting and generally greater integration into the fabric of the public realm. This is an important element of linkage with the open space and public space strategy that would be impacted upon by any changes to the arrangements for public car parking on the seafront.
  2. Securing frequent rail service both locally and to London will be critical to the regeneration of Hastings and Bexhill, improving the connectivity of the area and creating more opportunities for travel both into and out of the area by residents and visitors.
- Sea Space and Hastings and Rother Councils should continue to promote the development of rail services, specifically:
- a number of new stations to create a more effective local stopping service and facilitate development. There are three proposed new stations within the Hastings and Bexhill area, two of which are located in the study area. The priority development is the station at Glyne Gap, which has been the subject of feasibility work by both the Council and the Strategic Rail Authority and currently gains a positive rating for value for money. This station will provide access to the nearby retail park and college, Pebsham Countryside

Park and the seafront. This station has significant support and implementation could begin within a few years. The potential to reopen West Marina station will become increasingly feasible with the redevelopment of the West Marina / Bulverhythe Zone of Change creating the business case which should be considered for the station.

- local service improvements, which would increase the frequency of local stopping services without requiring users to arrive at specific times. This would increase the number of people using trains for short trips into the town centre and improve services for rail commuters.
- improvements to the services to London. Increases in speed and frequency would encourage commuters to use rail services, and companies to locate in Hastings and Bexhill.

### 3.2.4 Parking

1. Sustainable parking strategies should be undertaken for both Hastings and Bexhill that include both the seafront and town centre areas. Increased demand is expected to be generated by developments in the zones of change and through increased visitor numbers that will need to be taken into account. To ensure a comprehensive approach to parking that simultaneously addresses the unique needs of each community. The strategies should examine opportunities for addressing town centre and seafront parking requirements in a holistic manner, minimising the impact of parking facilities on the quality of the seafront environment and addressing future parking needs as new developments are undertaken. They should address the need for parking to be integrated into major new developments and for further visitor and business parking provision arising out of the seafront strategy proposals themselves. The Hastings strategy should follow from the Hastings Town Centre Parking Evaluation carried out by consultants on behalf of the Hastings and Bexhill Task Force.

2. Explore the potential to amend the Hastings Controlled Parking Zone (CPZ) scheme in the town centre to allow for dual-purpose use during the day. The existing scheme provides permits to residents in order to secure parking for this group within allocated roadside bays. In light of the numerous commercial developments within the centre and their parking requirements, parking could become dual purpose – for general use during a larger portion of the day and for use by residents only outside of business hours. This would reduce the pressure on town centre car parks from shoppers and intermittent users, leaving more spaces free for those using commercial properties.

3. Increasing the provision of pay and display in Bexhill town centre should be studied. There is currently a large amount of free on-street parking within Bexhill town centre, which discourages the use of designated car parks on the seafront. As car ownership grows this practice will become unsustainable. In order to encourage residents to find alternative methods to access, pay and display meters in the town centre and on the seafront could be introduced at the same time as increased bus services through Bexhill.

4. Parking facilities on the seafront should be better integrated into the public realm surroundings. A hierarchy of pedestrian routes should be provided through them that are clearly identified and signed, with street furniture and lighting to improve safety. Provide bands of simple, bold, mass shrub planting to provide structure, shelter and visual enhancement to minimise the potential negative impacts of parking facilities on the public realm.

### **3.3 Public Realm Improvements**

#### **3.3.1 Surfacing, Street Furniture and Planting Enhancement Programme**

Improvements to the siting, design quality and maintenance of key elements of the seafront public realm can play a significant role in enhancing the visual character of the seafront, and generally uplifting the perception of the area.

The considerable length and diverse character of the seafront provides the opportunity to design varied treatments to define specific areas, which together would create a more interesting public realm. A consistent approach to the primary surfacing, railings and lighting columns to each of the main Hastings / St Leonards and Bexhill promenades is desirable, with a lower key approach to the seafront areas on the countryside edges. Within these broader seafront areas, individual character areas should then be differentiated by varying the design of paving, detailing, planting, shelter design, etc. It is recommended that within the zones of change these enhancements should be carried out to a consistent programme as part of development agreements with private and public developers. Outside of these zones the programme would be implemented as part of ongoing local authority public realm maintenance and improvement.

The local planning authorities should seek to:

- coat existing extensive tarmac, asphalt and concrete flag paved areas with bound gravel or similar material in natural colours
- use simple brick, natural stone or timber detailing and patterning to highlight particular features, mark routes across the promenade accessing the beach, and create orientation areas
- use timber decking for surfacing where high level sections of promenade are cantilevered out towards the sea to provide viewing platforms

- remove existing poor quality mock stone walls and planters
- use low brick walls, evergreen hedges and glass panels to provide shelter
- use bold, colourful contemporary style ground cover shrub planting to extend the tradition of seasonal bedding
- supplement shrub planting with the provision in summer of continental palm trees in containers that can be moved in winter
- add colour through the use of flags and banners during special events and consider the use of co-ordinated canopies, deck chair coverings and canvas wind breaks
- rationalise and improve the siting, design of seats and litter bins
- develop a comprehensive signage and way finding strategy
- introduce interpretation boards for key features of historic or natural heritage interest
- design of bespoke seafront furniture (e.g. pavilions, fencing, lighting, decorative paving) in a distinctive and creative manner as part of a public art initiative
- incorporate interest and character into functional, directional and interpretative signage as part of a wider public art programme (see section 3.3.2)

In order to manage the successful provision of and improvements to the public realm on the seafront, the local authorities should establish teams and dedicate budgets to support these efforts. The teams should be responsible for ensuring a comprehensive approach is taken to the public realm, aimed at reducing clutter, ensuring a safe, attractive and legible user environment.

### 3.3.2 Public Art Initiative

Public art has an important role to play in the economic and cultural regeneration of the seafront and its visual enhancement. It can create a sense of place as well as a unique identity. It can draw people into and through a space and add an extra layer of quality for a relatively low cost. Public art should enhance the character of the space and create spatial identity while contributing to the overall uniqueness of the seafront as a special place. Temporary artwork can be used to support festivals or events, especially during summer months, or act as attractions themselves.

Three specific initiatives are recommended:

1. Planning and design for major public and private developments should include competitions for public art and public spaces.
2. A public art competition to mark a series of new gateways to the different seafront zones should be considered. Landmark features could be used to identify and celebrate specific locations, events or views such as those at De La Warr Pavilion, Galley Hill, Pebsham Countryside Park, Warrior Square and the Stade.
3. Provision of high quality, easily maintained modern water features at key development sites in the zones of change.

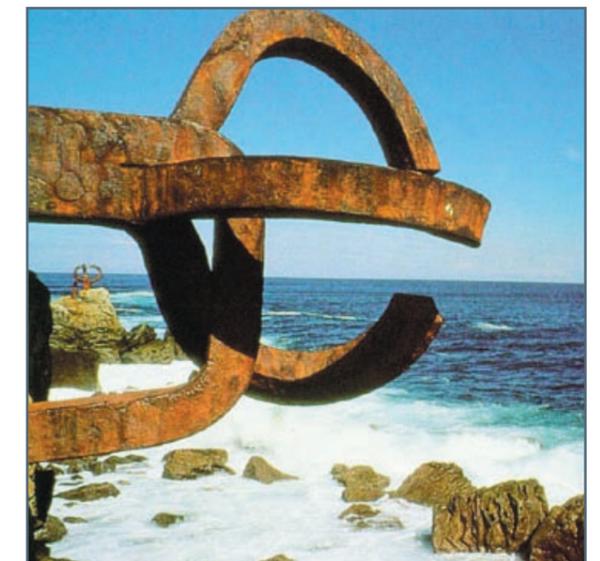
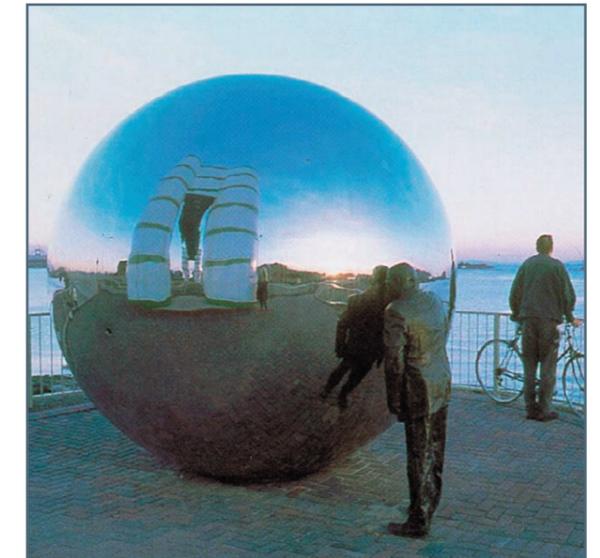
### 3.3.3 Dynamic Lighting Programme

Good quality lighting designed to enhance the seafront can extend the use and enjoyment of the seafront, provide a more exciting and safer environment and foster the evening and night time economies. Currently, the seafront is largely lit by standard highway lighting with limited use of decorative or building lighting, although the prototype “winds of change” lighting located in front of Pelham Place and Marine Court demonstrates a fresher, more creative approach. Care should be given to energy efficiency and minimising light pollution. Light fittings are seen mostly in the day, so should be of an appropriate scale and style. Simple robust designs are preferable, and over ornate replica lamps should be avoided. They should also be easily maintained.

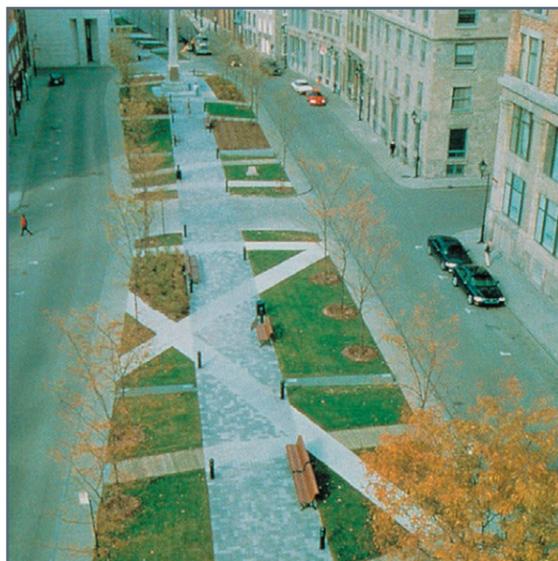
A programme should be developed for private and public sector implementation that includes:

- illumination of additional key building facades and features to bring a dramatic new dimension to the seafront
- lighting to highlight important pedestrian routes and crossings
- lighting along the promenades specifically designed for pedestrian enjoyment using fittings that are recessed into the surface, perhaps changing colour in an interactive fashion
- lighting at additional locations, such as unobtrusive lighting of public realm facilities include seafront pavilions and shelters, and around cafes and restaurants, moorings and marinas
- extending lighting at certain locations outwards into the sea using tiny lights on buoys, breakwaters, etc.

Public art should be used to define the seafront as a special place and reflect the unique qualities of the area



The impact of the car can be mediated by public realm improvements on the A259 at Central St. Leonards



### 3.3.4 “Sea Avenue” Initiative

The Transportation and Access Assessment (Section 3.2) recommends the establishment of a sustainable transport corridor on the A259 seafront road where traffic calming and improved pedestrian, cyclist and public transport facilities can encourage greater access to and use of the seafront promenade and beach. It is recommended that arrangements be established to ensure that where resources are directed to the seafront area, for example through maintenance or Local Transport Plan measures, they are carried out in a way that supports these aims. It is proposed that arrangements be put in place for auditing new schemes from an urban design / “sea avenue” perspective.

It is recommended that one area that could particularly benefit from such attention would be the portion of the A259 located in the St. Leonards Seafront zone of change. Works here would complement the Housing Renewal Area work that is currently being taken forward in Central St. Leonards. The St. Leonards Seafront has become a ‘lost seafront’ to the community of St. Leonards. This is an area where improved access would enhance the quality of the seafront experience for residents and visitors, provide greater safety and security and encourage greater use of existing and proposed seafront facilities in this area and in the Marina Parade area to the west.

Possible initiatives could include:

- introduce new, wide pavement level pedestrian crossings to improve links across the A259 from the St. Leonard’s district centre, Warrior Square, St. Leonard’s Gardens and residential areas to the seafront
- semi mature tree planting (i.e. Maritime Pine) and simple bold ground cover planting to be implemented at regular intervals where possible to create an identity as “Sea Avenue”
- provide a segregated cycle way on the promenade

- provide new high quality contemporary style bus shelters
- integrate streetscape elements such as signage, lighting columns and other poles to reduce clutter

## 3.4 Environmental Protection and Improvement

### 3.4.1 Coastal Protection Management Strategy

The Hastings and Bexhill coast is subject to considerable ongoing wave erosion and damage to existing sea defences with overlapping a frequent occurrence. These pressures are likely to continue to grow as a result of climate change with rapid sea level rise and increased winter storminess expected over the next 50-80 years. Current long-term (25 year) shoreline management strategies prepared by the Environmental Agency and Hastings Borough Council seek to continue to protect the developed sections of the Hastings and Bexhill coast. This is likely to require new and improved sea defences such as sea walls, timber and rock groynes and ongoing beach replenishment. The landscape of the coast is visually and environmentally sensitive to such defences.

The seafront strategy supports the preparation of a Coastal Protection Management Strategy and measures to ensure that consideration is given to minimising any possible adverse impacts. These include:

- coastal defences should be designed with care, particularly in relation to their form, size, scale, colour, material, and location within the coastal system. They should be integrated with other coastal elements and obtrusive ancillary features should be minimised.
- the potential for environmental impacts resulting from sea defences should be minimised (e.g. some sections of the coast are very important for their vegetated shingle communities)

- structures that appear artificial should be avoided on the more natural sections of the coast whenever possible
- rocks for rock groynes should complement natural materials and colours on the same section of coast (e.g. rounded rocks and shingle) where possible
- the scale and form of shingle banks should align with the adjacent coastal features where appropriate
- sea walls should be of an appropriate scale relative to the foreshore, follow the natural line of the coast, allow for open views and complement existing colours

#### **3.4.2 Conservation Policies for Natural and Cultural Heritage**

The Hastings and Bexhill seafront is rich in natural and cultural heritage sites and features, with many sites protected by English Nature and English Heritage. These include cretaceous sandstone cliffs, dinosaur footprints, prehistoric forest remains, shingle vegetation communities, coastal grazing marsh and historic shipwrecks. It is very important that these sites are conserved and enhanced, as there is a major opportunity to promote their importance to visitors and local communities through increased and improved interpretation and access.

The local authorities should support policies to:

- ensure both designated and non-designated sites and features are protected from any adverse environmental impacts due to development or inappropriate management
- identify new sites for providing high quality interpretation boards to highlight and explain specific sites and features. These should be integrated with proposed seafront pedestrian and cycleway links and feature at key points of public interest, such as the Pebsham Countryside Park.

#### **3.4.3 “Coastal Connections” Programme**

The Hastings and Bexhill seafront contains an interesting combination of substantial built up areas along with areas of distinctive natural coastline where the countryside and green corridors meet the sea. There is a need to strengthen the relationship between these areas, while also conserving and enhancing the natural features present to provide new recreational, leisure and tourism benefits. Improved access to and from many sections of the Hastings and Bexhill beaches could maximise the potential for recreational activity and help encourage tourism. The zoning of the seashore into areas with principal and distinct purposes related to their location and character should be considered.

A “Coastal Connections” programme is recommended that provides for:

- new and improved cycle and footpath linkages from the existing Hastings Country Park, and from the proposed Pebsham Countryside Park to the sea at Glyne Gap and Bulverhythe
- landscape enhancements to the coast as part of green corridor linkages (e.g. at Glyne Gap to improve the relationship between the corridor and the existing urban edge)
- timber access boardwalks on central sections of the seafront to provide easy access - including enhanced disabled access - along the back of the beaches. Replace steps with ramps/stepped ramps down to the beach wherever possible

# 4

## Seafront Management and Programming



## 4.1 Introduction

The success of public and private investments on the seafront, and in fact the seafront itself, will require sustained commitment, effort and resources aimed at transforming, maintaining, managing and programming this important asset. The recommendations below seek to ensure:

- the necessary policies are in place at the local level to implement the seafront strategy
- the evolution of the seafront strengthens it as a special place and investments in both the public and private realms result in an inviting and unique atmosphere
- public and private investments are maintained
- the potential of the seafront as a major public space that is enjoyed and active at all times of the year is realised through a series of programs and events

## 4.2 Planning, Development and Design

1. Whenever possible, the Councils should employ planning and development agreements to facilitate implementation of the seafront strategy, particularly with regards to investments in hard infrastructure and public realm improvements. The seafront strategy sets out investment priorities that should be met by partnering with development proponents when appropriate.

2. The objectives, recommendations and policies of the seafront strategy should be integrated and included in the relevant local planning and economic development documents. Implementation of the strategy will involve a wide array of partners, including the Councils and the private sector, and will be made more straightforward if the relevant land use policies are in place. The planning documents and policies of both Hastings Borough Council and Rother District Council should be reviewed and revised as necessary to ensure they reflect the proposals contained within the seafront

strategy. The new Area Action Plans are a tool that could be used at the local level to provide clearer guidance for development control on the seafront, thereby providing a greater degree of certainty for both developers and policy makers. The Councils and Sea Space should work with the South East England Regional Assembly to ensure the contents of the seafront strategy are reflected in the Regional Spatial Strategy, which is currently under preparation.

3. Design standards should be established for the 14km length of the seafront. It will be necessary to set out a clear design direction that will ensure the development of a strong sense of place for each zone as new structures are proposed and built and investments in the public realm are made. At minimum, the design standards should address built form, streetscape and open space quality and character.

4. Major public realm projects and developments measuring 10,000 square metres or more on the seafront should be subject to design competitions. An invited panel of leading architects, landscape architects and urban designers should chair each competition. A detailed brief should scope the project in terms of the development and provide a timeline for the competition process to provide clear direction for those participating. The use of competitions can play a key role in creating excitement and dialogue within the community about change in an area. The momentum can be maintained through public events such as lectures and presentations by both competition sponsors and participants.

## 4.3 Maintenance and Renewal

1. Hastings Borough and Rother District Council officers overseeing estate and asset management for the Councils should include those Council representatives responsible for maintenance and development of the seafront in future lease and contract negotiations to ensure strategic seafront objectives are being met. This is of particular importance within the 6 zones of change because these areas are expected to undergo the greatest

amount of change and the Councils have significant assets within them.

2. Hastings Borough and Rother District Councils and the Environment Agency should work together to ensure continued and consistent maintenance of the groynes along the seafront.

3. Public realm upgrades along the seafront should be integrated into the regular infrastructure maintenance and renewal schedules of the Councils.

## 4.4 Zone Management

1. Hastings Borough and Rother District Council, in partnership with other stakeholders who actively use the seafront (i.e. sailing, angling and rowing clubs), should develop a management programme and monitoring strategy for accommodating a full range of activities and uses on the beach and in the water.<sup>1</sup> In developing the strategy, the potential for designating zones of use should be explored. The final strategy should identify roles and responsibilities, resources for monitoring beach and water-based activity and a protocol for addressing violations of the policies set out in the strategy. The following three beachfront areas have been identified as priority areas for implementation of this initiative: Cooden Beach, the beach within the Hastings Town Centre Seafront/Pelham Place Zone of Change and Rock-a-Nore Beach.

<sup>1</sup>The Coastal Activities User Group in Bexhill is currently looking at issues around water-based uses in the Bexhill area.

Markets are an ideal way to attract residents and visitors to the seafront



#### 4.5 Programming and Events

Programming and events will be central to the success of the seafront as a vibrant and lively place for both the local community and visitors to the area. They will also bring significant tourism and economic spin-offs for the area. The opportunity to participate in a variety of activities on a year-round basis will be key to attracting a greater number of people to the seafront at all times of the year and in all seasons. The potential for a quality public realm and inviting places for people that have a strong and positive impact can only be realised if careful consideration is given to their programming and use.

The seafront is already the focal point for many successful activities and special events – Hastings Bonfire Night and Coastal Currents are two of the most well known examples. This success should be built upon to expand the range of seafront programming, including new visitor products, new festivals and arts and cultural activities. Programming should capitalise on the artistic, physical and historic assets of the area.

1. Establish a Seafront Programming Working Group with the mandate to consolidate existing and explore new opportunities for seafront programming. The working group membership should include, at minimum, Hastings Borough and Rother District Councils, Sea Space, 1066 Country Marketing Partnership and local arts, culture and performance groups.

2. A Seafront Programming and Events Strategy should be prepared by the working group that supports and promotes the seafront as an active public place. The Programming and Events Strategy should explore opportunities for events falling under the following areas, recognising that there is potential for overlap between them:

- Community programming aimed primarily at the residents of the area. Events would include holiday celebrations, Council events on the seafront and other events for families and children.

- Arts and cultural programming would involve events that reflect the specific character of the Hastings/Bexhill area, such as Hastings Bonfire Night and Coastal Currents. This stream of programming should be linked into local arts and cultural strategies, which should support and position the seafront as a primary venue for events.

- Educational and historic programming reflects the historic and environmental significance of the seafront and surrounding areas. There is a tremendous opportunity to involve such organisations as the Shipwreck Heritage Museum, the Environment Agency, the various water-based activity clubs and 1066 Country in promoting historic and educational programming on the seafront. Programming and events of this type could include historic interpretation, seafront walks and educational curriculum that would involve local schoolchildren in learning about local history and creating environmental awareness.

The Strategy should explore opportunities for partnerships in the provision of programming on the seafront that offers something new on a continuing basis. The Hastings and Bexhill area has a wealth of organisations that are ideally suited to contribute to this effort and their input and involvement is critical to ensuring the full range of potential programming opportunities is captured.



# 5

## Economic and Financial Assessments



## 5.1 Strategy Action Programme

The actions recommended in the preceding sections of the strategy in the Zones of Change, area-wide action and seafront management and programming have been assembled into a strategy action programme. The schedules in Appendix 5 present the full recommended strategy action programme arising from the recommendations in sections 2 to 4 of the seafront strategy. Projects and initiatives have been classified into broad three types of action:

1. **Project initiatives** – usually capital projects which are then broken down into:

- **Development projects** – 21 building projects, most of which are in the zones of change.
- **Environmental projects** – 8 public realm projects, all of which are in the zones of change.

2. **Strategy Programmes** – 9 mainly capital programmes, the majority which are in the area-wide action plan.

3. **Policy Initiatives** – 11 policy or related non-capital initiatives for adoption by the implementation agencies concerned.

As the most appropriate measure of the impact of the strategy as a whole, an economic and financial assessment of the seafront strategy was carried out based on these individual projects and initiatives. The assessment was carried out in two parts:

- an initial assessment of capital development projects based on their overall financial viability
- an economic impact assessment of all development and environmental improvement projects and strategy programmes

## 5.2 Financial Viability Assessment

Twenty-three of the capital projects identified as having potential for private sector investment were the subject of a preliminary financial viability assessment. The preliminary assessment was carried out with advice from estates surveyors and valuers based in Brighton, and with significant current experience in the commercial and residential markets of Hastings and Bexhill.

Specific market indicators were provided by the surveyors and applied to the proposed developments based on the broad types of use, site and building areas identified in the strategy. Although these cannot be regarded as full project viability appraisals, which will need to be carried out in full on individual initiatives as they are taken up, they have allowed for the assessment of viability and categorisation of projects into three broad viability groups:

- projects that are expected to be viable for private sector implementation in present market conditions. Given the nature of projects and current market conditions in most sectors these opportunities are limited in the short to medium-term.
- projects with measurable “regeneration impact”, as measured through the direct and indirect economic benefits they generate. These are key catalytic projects that can attract public sector financial or other support or be implemented by public agencies directly. Projects, such as infrastructure or public realm projects, which are normally funded from the public purse, are also subject to an economic impact assessment.
- projects that are expected to be viable for private sector implementation in “rising market” conditions where public sector investment, policy and the cumulative impact of the strategy and other regeneration initiatives is expected to improve market values and make projects more financially sustainable.

Key market indicators, all expressed in current prices (end 2004), provided by the surveyors and from other relevant project studies which were significant in the viability assessments included:

- broad order commercial construction costs assumed between £250 per sq.m. for industrial buildings and up to £450 per sq.m. for office and retail accommodation. Small business units and studios are also assumed to have costs within this range. These would exclude costs for overcoming special or difficult ground conditions which have not been assessed.
- environmental and other public realm improvement costs have been taken from recent project studies on equivalent works, in particular the costs assessed for a range of works proposed for the Bexhill seafront by Tim Gale Associates and costs estimated for the conversion of White Rock Baths.
- current rental levels for industrial and small business premises are assumed to average around £60 per sq.m. Due to the lack of reasonable quality supply, current office rents are not significantly different at £50 - £60 per sq.m., though serviced offices and studios on an easy-in / easy-out basis have achieved significantly higher levels. Retail, restaurant and leisure rental levels are assumed to reflect existing prime space rentals of around £75 - £100 per sq.m., adjusted for the secondary location of much of the proposed development.
- residential development costs and values have been taken from the indicators provided in the Review of the Housing Market in Hastings prepared by FPD Savills in February 2004 updated for end 2004.
- although overall development values are not quoted, they are relevant to the overall viability of some types of development and in these cases the assessment has been based on current yields applied to current rentals of around 8% for offices, 8-10% for small industrial freeholds and around 6% for retail and similar development.

Generally, while current commercial property values in Hastings and Bexhill have been improving and relatively strong demand exists in the office and small business unit sector (mainly due the lack of quality supply), values generally lag behind the regional norm by 35% (e.g. compared with Brighton) to 70% (e.g. compared with Crawley) in the small industrial unit sector and by even more in the office sector. Under these circumstances the seafront strategy must seek to raise values by leveraging investment, as has been achieved for example in the comparable centre of Littlehampton where commercial values were behind Hastings 5-10 years ago and now enjoy a premium. Specifically, in the case of those developments which are only likely to be viable in rising market conditions, the assessment assumes that development values closer to the lower end of regional norm, around 30% higher for commercial developments, can be achieved in the longer term.

The indicative project cost of the 50 project and policy initiatives proposed in the strategy has been established at approximately £175 million.

Based on the viability assessment indicators above, Appendix 5 evaluates and categorises 15 of the 21 development projects into the three financial viability categories set out above thus:

- **Category A** projects which are expected to be viable for private sector implementation in present market conditions. There is just one project in this category - the Sackville Road residential and retail development in Bexhill Town Centre Seafront.
- **Category B** projects are key catalytic projects which are not currently viable as solely private sector projects but which can attract public sector financial or other support or be implemented by public agencies. The assessment identifies eight projects in this category with a total investment cost of over £115 million, including the major investment at Pelham Place.

- **Category C** projects which are expected to be viable for private sector implementation only in “rising market” conditions where public sector investment, policy and the cumulative impact of the strategy is expected to improve market values and make projects more financially sustainable. These circumstances are assumed to be achieved only from 2011 or after. The assessment identifies six projects in this category with a total investment cost of nearly £45 million.

### 5.3 Economic Impact Assessment

The focus on the viability and economic benefits of seafront strategy projects allowed for an assessment of the overall economic impact of the strategy as a whole. The wider economic needs of the Hastings and Bexhill area, and the contribution that development of the seafront area can make in terms of addressing employment, income, skills and education, and economic and social exclusion, can also be assessed in this way. The limitations of the individual projects in financial and even economic terms must be considered in this wider economic regeneration context. The overall economic and social impact of the seafront strategy has been measured and action projects prioritised within that context.

The economic impact assessment of the seafront strategy as a whole, and the assessment of those projects justified by their regeneration impact, reflect the objectives of the strategy and have been carried out with reference to the South East England Development Agency’s current economic outputs. These include:

- net new jobs created and safeguarded
- brownfield land remediated or recycled
- net new businesses created or attracted to the area
- investment benefiting deprived areas

The preliminary economic impact assessment of the capital projects in the strategy action programme is set out in Appendix 5. Based on this analysis, the 21 development projects included in the strategy are expected to bring the following economic regeneration benefits:

- approximately 2,500 net new jobs created and safeguarded, which make up a significant part of the Sea Space business plan target of 5,700 jobs contributed from the seafront
- approximately 12 hectares of brownfield land remediated or recycled
- around 175 net new businesses created or attracted to the region
- nearly £20 million investment benefiting deprived areas

The direct impact of the environmental projects and strategy programmes is expected to be more limited but will indirectly help to transform the overall quality of the seafront as a place to invest, work and live. The assessment shows that an investment of around £6.5 million in environmental projects in the zones of change will facilitate six major development projects including those at Pelham Place, St. Leonards Seafront and the Stade.

Within the overall strategy action programme, projects recommended for public investment support on the basis of their measurable “regeneration impact” (i.e. Category B projects identified above) have been measured in terms of the direct and indirect economic benefits they generate. The projects assessed represent a total cost of over £115 million. Most of this would be private sector investment but these projects are expected to be leveraged by public investment. The economic benefits of these Category B projects include:

- 1,055 net new jobs created and safeguarded
- 3 hectares of brownfield land remediated or recycled
- around 85 net new businesses created or attracted to the region
- over £15 million investment benefiting deprived areas





# 6

## Early Action Programme and Delivery



## 6.1 Strategy Action Programme

Project initiatives and programmes identified in the strategy action programme in Appendix 5 have been classified as “short-term” (for adoption, commencement or implementation in the next five years to 2010) or “long-term” (for adoption and implementation in the period 2010 – 2020). The main determinants of the recommended phasing are:

- technical or physical constraints on site availability etc
- individual project sequencing, usually to phase the amount of development coming on to the market in any one period
- development projects in Category C viability (see section 5) which require “rising market” conditions where public sector investment, policy and the cumulative impact of the strategy is expected to improve market values and make projects more financially sustainable. Such projects are always for long- term delivery after 2011.

Most of the remaining environmental projects and programmes can be delivered or commenced in the short-term, primarily on the basis of continuing funding from public agencies, whilst some policy initiatives will continue to run through the life of the strategy.

## 6.2 Priority Initiatives for Early Action

Within the short-term action programme the strategy recommends **10 priority initiatives** that will set a new direction for regeneration of the seafront and will demonstrate the commitment of the strategy partners to “Lead from the Front”. These are:

- 1 refurbish and extend Marina Pavilion** as a destination restaurant, beach cafe and multi-purpose function space to kick-start the regeneration of the St Leonards seafront
- 2 early implementation at the Stade** to secure the improvement of the fish market facilities, and reposition the area as a fishing heritage quarter with a new visitor / youth hostel / education facility
- 3 landscape and environmental improvements** to the setting of the newly refurbished De La Warr Pavilion as a first step in unifying the town centre with the seafront at Bexhill
- 4 marine related leisure and residential development at West Marina** to build on the Millennium Communities proposals for residential development by incorporating marine leisure, retail and recreational uses to provide a focal point and trigger for additional development in the adjoining area
- 5 White Rock Baths commercial car park development** to resolve the pressing structural repair problems of this important part of the seafront and provide a commercial development solution for the car parking and related evening economy needs of the area

**6 seafront dynamic lighting programme** building on the existing programme of lighting improvements of the seafront to create a more exciting and safer environment, particularly in the zones of change

**7 civic place and mixed use hotel, offices, residential, retail and leisure development at Pelham Place** to secure and implement this major development initiative to set a new standard for quality design and regeneration on the seafront and to act as a catalyst for the transformation of surrounding areas

**8 access and entrance facilities** for the proposed Pebsham Countryside Park to improve access and integration of the park with the proposed station and beach facilities at Glyne Gap

**9 local authority seafront estate management programme** should be actively reviewed to ensure the objectives of the seafront strategy are being met and that public assets, particularly in the zones of change are being used and managed effectively

**10 St Leonards “Sea Avenue” initiative on A259** - adopting the sea avenue concept for traffic calming and environmental improvements as part of the Central St. Leonards Renewal Strategy to improve access and use of this important part of the seafront for both the existing community and for visitors

### 6.3 Implementation Responsibilities

The strategy action programme in Appendix 5 identifies the primary and supporting implementation agencies recommended to take responsibility for each part of the programme. The programme indicates significant implementation roles for the Hastings and Bexhill Task Force members – particularly for the local authorities and for Sea Space – in the promotion of private sector development in the zones of change. However, it should also be stressed that implementation of the seafront strategy will require coordinated action from these agencies within the partnership framework of the Task Force. The seafront strategy should be adopted as a policy document by the individual Task Force agencies and incorporated in the relevant statutory and non-statutory policies and programmes of the authorities.

The individual programme schedules detail the primary and supporting implementation responsibilities and these can be summarised for the key agencies as below.

**Sea Space** as the principal delivery vehicle for the Task Force partners has been identified with a leading role in:

- facilitating major development projects in the zones of change. A number of priority projects have been identified for early action which will attract private sector investment. These are expected to require facilitating funding or other action and will generate significant economic regeneration benefits. It is therefore recommended that Sea Space focus initial efforts on the seafront in these areas.

- supporting roles in the implementation of area improvement programmes for projects such as Pelham Place and the Stade

- policy support for initiatives with the private sector on public art and design standards and competitions

**Hastings Borough Council** as delivery agency for

public service and investment programmes and a significant landowner on the seafront have a leading role in:

- facilitating major development projects in the zones of change in Hastings where the council owns existing assets such as the White Rock Baths and the site of the existing amusement zone at the Stade

- funding public realm, open space and promenade improvement programmes such as those at the Stade, Warrior Square, Sea Avenue at St. Leonards and Bottle Alley

- ongoing funding, primarily from existing public realm, estate management or transport facility maintenance and improvement programmes, including those for lighting, street furniture, cycle and pedestrian ways etc.

- a leading role in adopting and progressing policies and plans for services such as parking, preparation of Area Action Plans, other local planning policies and standards

- in consultation with the Environment Agency, responsibility for the long term implementation of measures to protect the coastline

**Rother District Council** as delivery agency for public service and investment programmes and a significant landowner on the seafront have a leading role in:

- facilitating projects in the zones of change in Bexhill where the council owns existing assets such as at Glyne Gap. Private sector residential projects in Bexhill will also be coordinated through the local planning authority.

- funding open space and promenade improvement programmes such as those around De La Warr, Bexhill Promenade and Glyne Gap

- ongoing funding, primarily from existing public realm, estate management or transport facility maintenance and improvement programmes,

including those for lighting, street furniture, cycle and pedestrian ways etc.

- a leading role in adopting and progressing policies and plans for services such as parking, preparation of development briefs, other local planning policies and standards

**East Sussex County Council** will have a key facilitating role in the areas for which they have primary responsibility such as the various transport, lighting and other environmental improvements around highways and initiatives such as the proposed Countryside Park

**Tourism South East** will have a key advisory and supporting role with Sea Space and Hastings Borough Council in catalytic visitor projects such as those for the Stade, Bottle Alley and ongoing programmes such as the lighting programme.

**Other agencies** with whom investment programmes and policies will require coordination include East Sussex County Council and the Highways Agency on the link road and other transport initiatives, the Environment Agency on coastal protection efforts and the Strategic Rail Authority on rail service and station initiatives.



# Appendices



## **1. Background to the Seafront Strategy**

Following the July 2001 decision by the Secretary of State to withhold approval for the western and eastern bypasses around Hastings and Bexhill, a number of partners came together to begin exploring specific projects aimed at regenerating the area. Together, Hastings Borough Council, Rother District Council, East Sussex County Council, South East England Development Agency, the Government Office for the South East, local Members of Parliament and English Partnerships developed a list of projects necessary for sparking the economic regeneration of Hastings and Bexhill and securing long-term prosperity.

Under the direction of the newly established Hastings and Bexhill Task Force in 2002, the Hastings and Bexhill 5 Point Plan was prepared, providing a comprehensive regeneration strategy for the entire area aimed at restoring the confidence of business, investors and local people. Sea Space was then established as the delivery vehicle through which funding allocated to SEEDA will be invested in order to achieve the comprehensive regeneration of Hastings and Bexhill. Established in 2003, Sea Space's mandate is to turn the initiatives contained in its business plan, the 5 Point Plan and other strategies, such as the seafront strategy, into implementable projects that together will make a meaningful contribution to regeneration.

## 2. Seafront Strategy Study Methodology

The study methodology was designed around three stages, with each stage building on the preceding one and laying the foundations for the next. The following is a brief description of these stages.

### Stage 1: The Seafront Audit

Stage 1 comprised the assembly and review of all the existing data, an additional townscape and landscape analysis of the area and consultations with stakeholders. The study commenced with a thorough review of existing plans and strategies, economic and sector studies, and transport plans for the seafront strategy study area. The study area was divided into a series of ten 'character areas' based on their current condition, and the type and levels of action each was expected to require. Summaries of the existing character, issues, development constraints and existing major initiatives in each area were prepared.

Throughout this stage an important area of activity were consultations with nearly 100 individuals and representatives of organisations with an interest in the regeneration of the seafront. Review of various documents and physical analysis, as well as numerous interviews with local authority and agency representatives, provided the necessary background for a series of stakeholder and community consultations and forums. Six forums were held, each focusing on a particular interest group such as the community, users (including water-based users, arts and culture entities, and seafront businesses and operators), as well as environmental interests and special needs. The forums canvassed each group's views on what the key issues and prospects are for the future development of the seafront as a premier asset.

The audit and stakeholder consultations highlighted a broad range of strategic issues and opportunities for the seafront area that would require consideration through the study. In broad terms these can be grouped as:

- opportunities for retail, tourism, leisure and small business sector development
- employment, skills and income levels
- underuse of some seafront sites, including brownfield sites
- existing development commitments and proposals and their contribution to regeneration
- deprivation in seafront communities
- environmental and townscape quality to improve the sense of place and animation of the seafront
- safety and crime prevention
- access and parking constraints
- the need for coastal protection
- management and programming of seafront activities

The audit and the outcomes from the consultations formed the basis of the Stage 2 work cycle.

### Stage 2: Project Proposals and Prioritisation

Stage 2 was comprised primarily of an evaluation of existing and identification of new project opportunities in the character areas in order to prioritise them for inclusion in the strategy. Existing projects were evaluated in terms of physical feasibility and impact on the area and strategic objectives. Based on the approaches and aspirations of the plans, new projects were worked up and the same criteria applied. On this basis, character areas, projects and initiatives have been prioritised for inclusion in the strategy.

At the end of this stage a full plenary stakeholder workshop was held with those who had participated in the Stage 1 forums in order to review, evaluate and finalise project prioritisation and to gain stakeholder commitment.

During the preparation of the strategy the establishment of the Foreshore Trust has raised the issue of future delivery of projects proposed within the foreshore area. Whilst this is only one of a number of delivery constraints on property ownership and estate management that the councils must consider, there will be an immediate need to consult with and make agreements on the strategy proposals with the Trustees currently being appointed.

### Stage 3: Strategy and Delivery Plan Preparation

The third and final stage of the study included the development of the overall seafront strategy and Action Plan with a delivery plan focusing on project viability, funding, delivery and economic impact of the Strategy, culminating in the preparation of the seafront strategy.

### **3. Background Documents**

The consultant team reviewed and assessed a number of plans, strategies and policies through the course of preparing the Hastings and Bexhill Seafront Strategy, which provided a context for the study. The following is a list of strategic documents reviewed from which certain projects and/or recommendations were carried forward into the seafront strategy.

A Business Plan for Coastal Regeneration (2003)  
Bexhill Regeneration Strategy (undated)  
Bottle Alley (1999)  
Central St. Leonards Renewal Strategy (2004)  
Cluster Support Strategy (2003)  
De La Warr Pavilion strategy (undated)  
Feasibility Study of Proposed Redevelopment of White Rock Swimming Baths (2003)  
Hastings and Bexhill Area Investment Framework Overview of Investment Priorities and Action Plan (undated)  
Hastings and Bexhill 5 Point Plan (2002)  
Hastings and St Leonards Cultural Strategy (2002)  
Hastings and St. Leonards Decorative Lighting Strategy (2000)  
Hastings and St. Leonards Local Neighborhood Renewal Strategy (undated)  
Hastings Fisheries Study (2004)  
Hastings Local Plan (date unknown)  
Making Waves A Regeneration Strategy for Hastings and St Leonards (2002)  
Seafront 2010 (2000)  
South Coast Multi-Modal Study (date unknown)  
Stade Fishing Sector Study and Business Plan (2004)  
The Promenade Bexhill-on-Sea (2002)  
Towards a Masterplan for Hastings and Bexhill (2002)  
West Marina Development Study (2001)

#### **4. Employment Structure Overview**

Employment in Hastings and Bexhill businesses in 2002 was dominated by public administration, education and health with nearly 12,000 jobs in Hastings and over 4,000 in Bexhill. Distribution, hotels and restaurants are the next largest sectors but most of the 10,000 jobs in Hastings and Bexhill are in retail and wholesale distribution. Within this sector, the 2002 Tourism Impact Study estimated that there were over 3,250 jobs (including part-time and seasonal working) in the tourism sectors - the equivalent of only 580 to 665 full-time-equivalent jobs.

The office-based banking, finance and insurance sector has grown in both areas and now employs around 5,000 people. This also includes business services jobs in professional services, ICT and creative industries. Employment in this sector has declined in recent years and although this is due in part to some reclassification of jobs to the manufacturing sectors, some major employers have also downsized in both areas. Manufacturing has also declined to just over 4,000 jobs. It is notable that notified vacancies are concentrated in the same service sectors but it is the finance sectors that offer the greatest and growing number. There are few or no notified vacancies in any other sectors.

The unemployed claimant count has declined continuously from nearly 2,800 in 1999 to approximately 1,500 in Hastings by mid 2004. In Bexhill, the 1999 figure was approximately 600 falling to just under 370 by 2004. Claimants are still consistently high in St. Leonards and Castle wards on the Hastings seafront however and make up about 30% of the total. Unemployment in these wards contributes to their being among the most deprived wards in the South East region, a situation compounded by low incomes and other social deprivation factors. Indeed, at less than £375 per week gross average weekly earnings in Hastings, this is less than 75% of the southeast average.

## 5. Analysis of Strategy Action Programme

Schedule A.1a Strategy Action Programme –Implementation of Development Projects

Ref	Initiative	Development Area	Viability Category	Economic Impact in Category:				Phasing		Implementation Agency	
				1	2	3	4	Short-term 2005-10	Long-term 2011-2020	Primary	Support
<b>Zones of Change</b>											
<b>Bexhill Town Centre</b>											
DP1	Colonnade Destination Restaurant	Approx. 250 sq.m	B	10		1				Private	RDC
DP2	Egerton / Sackville - Residential and Retail Development		A	10						Private	
<b>Glyne Gap</b>											
DP3	Pebsham Countryside Park Entrance / Access Facilities	-		-	0.1					ESCC	RDC / HBC Sea Space
DP4	Beach Chalets and Services	Up to 60 units	C			-	-			Private	RDC
DP5	New Train Station and Seafront / Country Park Connections	-	-		0.4					ESCC/ RDC/HBC	
<b>West Marina / Bulverhythe Waterfront</b>											
DP6	West Marina Site 1 – Residential / Retail / Leisure Devpt (Marina Option)	150-200 Res. Units 4,500 sq.m Leisure & Retail	B	100	1.2	35				Private	HBC SeaSpace
DP7	West Marina Site 2 – Residential / Retail / Commercial Development	75 Res. Units 4,500 sq.m Comm. & Retail	C	150	1.2	20				Private	
DP8	West Marina Site 3 –Workshop/ Studio Space/ Live& Work Development	50-100 Live/Work Units 6,000 sq.m Workshop/Studios	C	150	1.5	15				Private	
<b>St. Leonards Seafront</b>											
DP9	Marina Pavilion Refurbishment and Extension – Restaurant / Beach Café / Multi-purpose Function Space	1150 sq.m	B	25			1.75			Private	SeaSpace
DP10	Framework and Plan for Bottle Alley Mixed - Studio / Workshops / Retail / Dining Rehabilitation	1500 sq.m	B	50	1.5	15	2.0			HBC	SeaSpace TSE
<b>Town Centre / Pelham Place</b>											
DP11	Pelham Place – Civic Place and Mixed Use Hotel / Offices / Residential / Retail and Leisure Development	Retail/Leisure 3,300sq.m Offices 3,800 sq.m Hotel: 80 Rms Res: 32 Units	B	800		30				Private	SeaSpace
DP12	Pier Improvement and Development	-	C	35		5	2.0			Private	
DP13	White Rock Baths Ph.1 – Commercial Car Park Development	260 Car Spaces	B				7.5			Private	HBC
DP14	White Rock Baths Ph. 2 – Leisure / Retail / Dining	Approx. 1250 sq.m	B	40	0.15	3	1.0			Private	HBC
DP15	Town Centre Offices / Business Space Redevelopment	Approx. 20,000 sq.m	C	800		20				Private	
<b>Stade / Rock-a-Nore</b>											
DP16	Expansion and Improvement of Fish Market / Fleet Facilities	-	-	25	1.0	5				HBC	DEFRA
DP17	Visitor /Youth Hostel / Education Centre	N/Av	B	30	0.25	2	3.0			HBC	TSE SeaSpace
DP18	Seaport Village Regeneration Area	5.0+ ha	C	250	4.5	25				Private	HBC
<b>Area-wide Action</b>											
DP 19	Public Art Gateway Competition		N/A							HBC/RDC	Private
DP 20	St. Leonards Sea Avenue Initiative		N/A				1.5			ESCC	HBC
DP 21	Coastal Connections Programme		N/A							HBC/RDC	

### Economic Impact Category:

1. net new jobs created and safeguarded
2. brownfield land remediated or recycled (ha's)
3. net new businesses created or attracted to the region
4. investment benefiting deprived areas (£m)

**Schedule A.1b Strategy Action Programme – Implementation of Environmental Projects**

Ref	Initiative	Economic Impact in Category:				Phasing		Implementation Agency	
		1	2	3	4	Short-term 2005-10	Long-term 2011-2020	Primary	Support
	<b>Zones of Change</b>								
	<b>Bexhill Town Centre</b>								
EP1	De La Warr Pavilion Area Landscape Improvements							RDC	
EP2	Townscape improvements to Promenade							RDC	
	<b>Glyne Gap</b>								
EP3	Pedestrian and Cycle Route							RDC	
	<b>Town Centre / Pelham Place</b>								
EP4	Promenade Environmental Improvement and Town Centre Connection Programme							ESCC/HBC	
EP5	Pelham Place Façade Restoration							HBC	
	<b>Stade / Rock-a-Nore</b>								
EP6	Coach Drop-off and Visitor Services Area		0.25		1.8			HBC	SeaSpace
EP7	Stade Environmental & Townscape Legibility Improvements and Connections				1.5			HBC	SeaSpace TSE
EP8	Harbour Arm Improvements							HBC	EA

**Economic Impact Category:**

1. net new jobs created and safeguarded
2. brownfield land remediated or recycled (ha's)
3. net new businesses created or attracted to the region
4. investment benefiting deprived areas (£m)

**Schedule A.2 Strategy Action Programme –Implementation of Strategy Programmes**

Ref	Initiative	Economic Impact in Category				Phasing		Implementation Agency	
		1	2	3	4	Short-term 2005-10	Long- term 2011-2020	Primary	Support
	<b>Zones of Change</b>								
	<b>St. Leonards Seafront</b>								
R1	Warrior Square Improvement Programme				1.0			HBC	SEEDA
	<b>Area-wide Action</b>								
R2	Quality Bus Corridor Improvements				0.5			ESCC	
R3	Increased Provision of Town Centre Pay & Display Parking							RDC	
R4	Car Park Landscape Improvements Programme							HBC/RDC	
R5	Seafront Surfacing / Street Furniture / Planting Enhancement Programme							HBC/RDC/ESCC	
R6	Dynamic Lighting Programme							HBC/RDC	TSE
	<b>Seafront Management and Programming</b>								
R7	Local Authority Seafront Estate Management and Maintenance Programme							HBC/RDC	
R8	Beach and Seafront Activities Management Programme							HBC/RDC	
R9	Seafront Programming and Events Strategy							HBC/RDC	

**Economic Impact Category:**

1. net new jobs created and safeguarded
2. brownfield land remediated or recycled (ha's)
3. net new businesses created or attracted to the region
4. investment benefiting deprived areas (£m)

**Schedule A.3 Strategy Action Programme – Implementation of Policy Initiatives**

Ref	Initiative	Phasing		Implementation Agency	
		Short-term 2005-10	Long- term 2011-2020	Primary	Support
	<b>Zones of Change</b>				
	<b>Bexhill Town Centre Seafront</b>				
L1	Development Needs Study on Innovation Centre, Quality Hotel and Sailing/Rowing Clubs			RDC	
	<b>West Marina / Bulverhythe</b>				
L2	Long Term Strategy for Bulverhythe Waterfront Regeneration			HBC	
	<b>Area-wide Action</b>				
L3	Support Bexhill Link Road			Highways Agency	All
L4	Promote Regional / Local Rail Services			SRA	All
L5	Parking Strategy for Hastings Seafront			HBC	
L6	Review of Hastings Controlled Parking Zones			HBC	
L7	Promote Public Art / Water Feature Design in Development Competitions			HBC/RDC/ SeaSpace	
L8	Support for Coastal Protection Management Strategy			EA/HBC	
L9	Support for Natural and Cultural Heritage Policies			All	
	<b>Seafront Management and Programming</b>				
L10	Policy on Seafront Planning Agreements			HBC/RDC	
L11	Adoption of Seafront Strategy in Local Planning Policies			HBC/RDC/ESCC	
L12	Preparation and Adoption of Seafront Design Standards / Competitions			HBC/RDC/ SeaSpace	