Section Five

Policies

5.1 The policies set out below relate specifically to Hastings Town Centre and Bohemia. In considering new development proposals, these will be applied alongside the policies contained within the Hastings Planning Strategy (2014) and Hastings Development Management Plan (2015).

Retail

Retail Development

5.2 The Hastings Planning Strategy (HPS) identifies Hastings Town Centre as the principal commercial centre within the Borough and the main focus for retail and employment growth. In line with national planning policy, the AAP seeks to promote the vitality and viability of the retail area.

5.3 The expectations of shoppers are changing and if Hastings is to continue to be attractive to residents, shoppers and visitors, it will need to capitalise on its strengths. Hastings can offer shoppers something different. With a distinct historic environment and seaside location, these defining qualities can be exploited to ensure Hastings successfully competes with other town centres such as Eastbourne and Tunbridge Wells.

5.4 Hastings position as a sub-regional shopping destination can be enhanced by strengthening the retail and complementary leisure offer and ensuring enough retail convenience and comparison floorspace is available to accommodate future requirements.

5.5 The latest retail assessment\(^{10}\) shows that Hastings is performing well but if it is to maintain its market share and support population and expenditure growth, additional retail floorspace is required. The retail assessment identifies a requirement for up to 12,400m\(^2\) (net) of new comparison goods floorspace and an additional 3,500m\(^2\) (net) of new convenience goods floorspace between 2015 and 2030. This figure is lower than the level of additional retail floorspace identified in Policy DS3 in the HPS.

5.6 The quality and variety of retail outlets is a critical factor in continuing to attract shoppers. Hastings has a good mix of national retailers and independent shops. This position needs to be built on by increasing and improving the range of retail outlets in order to enhance the retail offer as well as increasing the mix of other complementary town centre uses and the quality of the public realm.

5.7 The development of new retail comparison floorspace and improvements to the quality of the retail offer will be promoted within the town centre. The Council will work with the Hastings BID (Business Improvement District) and other key partners to deliver this aim.

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\(^{10}\) Retail and Leisure Assessment & Urban Design Analysis, Bilfinger GVA (March 2016).
The Council will work with the private sector partners to provide an additional 12,400m² (net) of comparison goods floorspace and 3,500m² (net) of convenience goods floorspace by 2030 and to improve the existing retail stock through the upgrading or expansion of existing retail units.

Retail development will be supported on the following opportunity sites:

- SG1: Priory Street car park and ESK
- SG2: Station Approach car park and Royal Mail Delivery Office
- SG3: Former Post Office, Cambridge Road
- PM1: Land at Middle Street
- WP1: Corner of Wellington Place and Albert Road
- WP3: Cinema, Queens Road
- WP4: 1-7 Wellington Place
- QR1: Morrisons, Queens Road
- QR2: Cornwallis Street car park

New retail development should complement and be fully integrated and well connected with existing retail facilities. The improvement of and extension to existing shops will be permitted provided they achieve a high standard of design and are well integrated with the rest of the town centre. Smaller units suitable for independent traders will be encouraged in suitable locations. Temporary markets will be encouraged in suitable locations where they will enhance the town centre offer.

**Relationship to Hastings Planning Strategy**

DS3: Location of Retail Development
FA2: Strategic Policy for Central Area

**Relationship to Development Management Plan**

SA1: Hastings Town Centre Shopping Area

**Question 7: Do you agree with the proposals for retail development in Policy AAP1? If not, how should the policy wording be changed and are there other sites which should be included?**

**Primary and secondary shopping frontages**

5.8 Hastings Town Centre Shopping Area is currently defined on the Local Plan Policies Map (DMP Policy SA1). The AAP provides an opportunity to revise and refine Policy SA1 by introducing both primary and secondary frontages.

5.9 Whilst there is a need to diversify land uses to promote a more vibrant and viable town centre, it will also be important to protect core town centre activities such as retail. The definition of primary and secondary frontages will help to protect and strengthen retail provision within the town centre.

5.10 It is proposed that within the existing town centre boundary, the primary shopping frontage will include the Priory Meadow Shopping Area (as identified on the Local Plan Policies Map) and the frontages shown in figure 4. The new primary frontage includes the core retail streets within Hastings Town Centre, Queens Road, Wellington Place, Station Road, the eastern end of Robertson Street and north side of Cambridge Road.
Within these primary frontages the loss of shops will be resisted and retail (use class A1) will be the predominant use.

5.11 Secondary frontages provide greater opportunity for the introduction of other town centres uses. Claremont, Trinity Street and the western part of Robertson Street is establishing itself as a Cultural Quarter and requires provision for a variety of uses such as creative workspace and studios to facilitate a cultural and artistic environment. The extent of the secondary frontage is shown in figure 4.

5.12 Residential development can significantly improve the vibrancy of a town centre by creating active places at different times in the day as well as supporting the evening economy. However, residential development will not be permitted at ground floor level within the primary shopping frontage as this would be detrimental to the economic health of the town centre.

5.13 Policy AAP2 proposes the introduction of percentage thresholds for both primary and secondary frontages that must not be exceeded for non-A1 retail uses. Policy AAP2 will be applied when assessing applications for a change of use from A1 retail to other uses.

<table>
<thead>
<tr>
<th>Policy AAP2 - Primary and Secondary shopping frontages</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Priory Meadow Shopping Area and the primary and secondary shopping frontages are defined in figure 4.</td>
</tr>
<tr>
<td>Development will be permitted within the Priory Meadow Shopping Area provided this would not result in non-A1 retail uses exceeding 5% of the total floorspace.</td>
</tr>
<tr>
<td>Within the rest of the primary shopping frontage, planning permission for change of use from A1 retail to non-A1 use will be permitted provided proposals do not result in more than 45% of the total number of ground floor units along the frontage being non-A1 uses.</td>
</tr>
<tr>
<td>Within the secondary shopping frontage, planning permission for change of use from A1 retail to non-A1 use will be permitted provided proposals do not result in more than 60% of the total number of ground floor units along the frontage being non-A1 retail uses.</td>
</tr>
<tr>
<td>Proposals must not result in a concentration of non-A1 uses that would lead to a significant interruption in the shopping frontage, causing harm to the vitality and viability of the Hastings Town Centre Shopping Area as a whole.</td>
</tr>
</tbody>
</table>

Relationship to Hastings Planning Strategy
DS3: Location of Retail Development
FA2: Strategic Policy for Central Area

Relationship to Development Management Plan
SA1: Hastings Town Centre Shopping Area

Question 8: Do you agree with the policy wording for AAP2? If not, how should the policy be changed and why?

Question 9: Do you agree with the proposed extent of the primary and secondary retail frontages shown in figure 4? If not, how should this be changed and why?
Housing

5.14 Given the constraints to development, and the Hastings Planning Strategy requirement to provide at least 3,400 net new homes by 2028, it is therefore important to optimise the amount of housing that can be delivered in the town centre and Bohemia during this period.

5.15 Town centre living will add to the vitality of the area and new housing development in the town centre and Bohemia is a key objective. Residential development will assist in providing a more pleasant and secure environment at all times of the day. The promotion of residential uses as part of mixed use development schemes is in accordance with national and local policy and is a key element in delivering the vision for Hastings Town Centre and Bohemia.

5.16 Provision is made for around 820 new homes to meet a range of housing needs. Some of these housing sites have already been identified in the Development Management Plan; including Hastings Station Yard (HTC1), Cornwallis Street Car Park (HTC2) and the Observer Building (HTC3). However the majority of these new homes will be accommodated on opportunity sites in Bohemia. It will be important to ensure provision of a range of housing types and tenures including provision of affordable housing to meet identified local needs.

5.17 It will be important to optimise the capacity of suitable sites given the need for new housing in Hastings. This will be achieved through optimising the density of new development taking into account site context and the capacity of surrounding infrastructure. High standards of design will be required to enhance the character of the local area.

Policy AAP3 – Housing Development

The Council will work with the private sector and other providers to deliver in the region of 820 new homes in Hastings Town Centre and Bohemia.

Residential development will be supported as part of mixed use development schemes on the following opportunity sites:

- SG1: Priory Street car park and ESK
- SG3: Former Post Office, Cambridge Road
- QR1: Morrisons, Queens Road
- QR2: Cornwallis Street car park
- PM2: Station Yard, Station Approach
- WP1: Corner of Wellington Place and Albert Road
- WP4: 1-7 Wellington Place
- WR3: The Observer Building
- WRP2: White Rock Sports Park
- B1: Summerfields
- B2: Horntye Park

Residential development may be supported in Opportunity Area 8 (Former Convent of the Holy Child Jesus, Magdalen Road) as part of a comprehensive scheme which secures the restoration and viable reuse of the former convent buildings.

Development proposals will be required to make the most efficient use of land and be developed at the optimum density taking into account the site context and capacity of surrounding infrastructure.
Development proposals will be required to include a mix of housing, including family housing and affordable housing and contribute towards the provision of necessary social infrastructure including health, education and community facilities, and wider environmental improvements. A high standard of design and the incorporation of measures to mitigate and adapt to climate change will be required. Proposals for community led and self-build housing will be supported.

**Relationship to Hastings Planning Strategy**

DS1: New Housing Development  
SC3: Promoting Sustainable and Green Design  
H1: Housing Density  
H2: Housing Mix  
H3: Provision of Affordable Housing  

**Relationship to Development Management Plan**

DM1: Design Principles  
HN6: Former Convent of Holy Child Jesus, Magdalen Road  

**Question 10:** Do you agree with the proposals for housing development included in AAP3? If not, how should the policy wording be changed and are there any other sites which should be included?

**Employment**

5.18 Hastings Planning Strategy proposes that local economic growth and diversification will be met through the development of up to 70,000m² of employment floorspace over the lifetime of the Plan. To support the town centre and its role as an employment centre, the Development Management Plan, makes provision for some 21,700m² within Priory Quarter (HTC6).

5.19 Hastings Town Centre will continue to be the business hub of the town with the focus for the development of new office floorspace in Opportunity Area 1 (Station Gateway and Priory Quarter). There is a need for modern office accommodation which will meet the needs of new and expanding businesses and attract new businesses and investment to Hastings. Building on existing site allocation policies in the Development Management Plan the AAP seeks to provide a range of employment space suitable to the needs of new and expanding businesses and to promote key growth sectors such as the creative industries.

**Policy AAP4 - Employment Development**

The Council will work with the private sector and other providers to provide new business employment floorspace including affordable workspace and space for the creative industries.

The development of new business floorspace will be supported on the following opportunity sites:

- SG1: Priory Street car park and ESK  
- SG2: Station Approach car park and Royal Mail Delivery Office  
- SG3: Former Post Office, Cambridge Road  
- SG4: Queensbury House, Havelock Road  
- WR3: The Observer Building  
- B3: Civic Quarter

Development proposals will be supported which enhance employment opportunities and
provide a range of accommodation including smaller units.

In order to promote the development of sustainable neighbourhoods, the provision of co-working space and workspace for small and start-up businesses will be supported as part of mixed use developments in Opportunity Area 7 (Bohemia) and Opportunity Area 8 (Former Convent of the Holy Child Jesus, Magdalen Road).

**Relationship to Hastings Planning Strategy**

DS2: Employment Growth  
E1: Existing Employment Land and Premises  
E2: Skills and Access to Jobs  
E3: Town, District and Local Centres  
FA3: Strategy for Hastings Town Centre

**Culture and creative industries**

5.20 The creative industries sector is an important and growing part of the local economy. There is potential to provide interesting buildings and spaces which will attract start-up businesses and people looking for an alternative workspace, including affordable artisan “maker” and co-working/shared working spaces.

5.21 There is a growing cultural sector in Hastings and it will be important to create an environment which enables the cultural and creative economy to expand and thrive. The AAP places culture at the heart of the Spatial Strategy and provides the opportunity to develop and promote an exciting range of cultural attractions which will strengthen Hastings’ brand and visitor experience. This requires consideration to be given to venues, programming and promotion and to the provision of appropriate creative workspace including studios and co-working spaces.

5.22 The White Rock and America Ground Cultural Quarter (OA5) will be the focus of initiatives to promote the cultural sector including new and enhanced cultural facilities and creative workspace. In addition, cultural hubs will be encouraged around the listed buildings on the site of the Former Convent of Holy Child Jesus, Magdalen Road (Opportunity Area 8) and Hastings Museum (Opportunity Site B4)

**Policy AAP5 - Supporting Hastings Culture and Creative Industries**

The continued growth of Hastings’ cultural facilities and creative industries is supported. Existing cultural venues and facilities will be protected and enhanced. The development of new cultural venues will be supported.

The provision of workspace for the creative industries will be promoted in the White Rock and America Ground Cultural Quarter (OA5) and on the following opportunity sites:

- WR2: White Rock Theatre  
- WR3: The Observer Building  
- B4: Hastings Museum  
- SG3: Former Post Office, Cambridge Road

The development of new cultural facilities will be supported on the following opportunity sites:

- WR1: Hastings Pier  
- WR2: White Rock Theatre  
- B4: Hastings Museum  
- SG3: Former Post Office, Cambridge Road
The potential to integrate sport and leisure facilities, cultural uses and outdoor cultural space will be investigated in taking forward proposals for opportunity site WRP2: White Rock Sports Park.

New cultural facilities will be promoted as part of a comprehensive scheme to secure the restoration and viable reuse of the listed buildings in Opportunity Area 8 (Former Convent of the Holy Child Jesus, Magdalen Road).

The use of vacant properties and land for pop-ups or meanwhile uses for cultural and creative activities will be supported.

**Relationship to Hastings Planning Strategy**

DS2: Employment Growth  
E1: Existing Employment Land and Premises  
E2: Skills and Access to Jobs  
E3: Town, District and Local Centres  
FA3: Strategy for Hastings Town Centre

**Relationship to Development Management Plan**

CQ1: Cultural Quarters  
HN6: Former Convent of Holy Child Jesus, Magdalen Road

**Question 11: Do you agree with the proposals for the cultural and creative industries in Policy AAP5? If not, how should the policy wording be changed and why?**

**Delivering good design**

5.23 Place-making is central to the vision for Hastings Town Centre and Bohemia. The Council will seek to enhance the character and distinctiveness of the Opportunity Areas through the promotion of high quality and innovative design, a mix of uses and an attractive public realm and network of open spaces.

5.24 New development will be expected to improve:

- accessibility: by defining and enhancing arrival points and developing a clear movement strategy
- connection and linkages: by improved connections, including pedestrian priority streets and enhancing physical and visual connections between the Opportunity Areas
- quality of the public realm: by creating high quality streets and public spaces
- urban green spaces: by integrating green infrastructure
- quality of the townscape: through public art, lighting, and the enhancement of key views and landmarks
Policy AAP6 – Delivering Good Design

The Council will require a high quality of design in all new development. New development should seek to strengthen and enhance the character of the Opportunity Areas by:

a. improving the main gateways into the town centre and Bohemia through:
   i. streetscape and landscape treatment
   ii. distinctive and good quality architecture
   iii. new/improved pedestrian crossings and connections
   iv. enhancing heritage assets and cultural landmarks and their settings
b. retaining strategic and local views and ensuring that new development sustains or enhances these views
c. the incorporation of accessible and active frontages
d. the use of attractive, durable, high quality materials

New development will be required to promote the principles of healthy and sustainable design with a high level of resource efficiency and resilience to climate change. Consideration should be given to the incorporation of features such as electric vehicle charging points, living roofs, green walls, rainwater harvesting, passive solar design and zero carbon buildings.

Masterplans and design codes should be used to help bring forward development and ensure it delivers high quality design and place making based on the characteristics of the Opportunity Areas.

Design and access statements submitted with development proposals should provide relevant information to demonstrate how the proposal meets the design requirements of the AAP.

Relationship to Hastings Planning Strategy
SC1: Overall Strategy for Managing Development in a Sustainable Way
SC2: Design and Access Statements
SC3: Promoting Sustainable and Green Design
EN1: Built and Historic Environment

Relationship to Development Management Plan
DM1: Design Principles

Question 12: Do you agree with the approach to delivering good design set out in Policy AAP6? If not, how should this policy wording be changed and why?

Enhancing built heritage

5.25 The historic importance of the AAP area is recognised as a major asset in delivering the vision and objectives for the town centre and Bohemia. Sensitive intervention is therefore needed to balance heritage and regeneration objectives.

5.26 Ensuring the identification and sensitive management of heritage assets in tandem with promotion of the highest standards of modern architecture will be essential to maintaining the blend of old and new that gives Hastings its unique character.

5.27 Regard should be had to relevant Conservation Appraisals before development proposals are submitted to the Council.

5.28 All applications for new development in the AAP area will be required to demonstrate an understanding of the local historic environment to explain how this has been taken
in to account in evolving the designs and to assess the impacts of the new development on heritage assets. New developments should be high quality and sensitive to the historic environment. The Council will support proposals for the adaptive reuse of existing heritage assets and the integration of new contemporary design responses within the existing urban and historic fabric.

5.29 Development proposals will be required to minimise impacts on heritage assets and their setting and to enhance the character and appearance of the Conservation Areas whilst contributing positively to wider regeneration objectives.

5.30 The topography of Hastings is defined by the strong presence of the cliffs and the Castle, presiding over the town with development expanding along the valley and climbing to higher ridges. This affords spectacular panoramic views from higher grounds across the townscape and seascape. At street level, the pattern of development, differing built forms and the alignment of roads combine to create a rich townscape perceived as a sequence of views and glimpses. These are punctuated by landmark buildings and eye-catching corner buildings that are particularly distinctive to Hastings, reinforcing the role that the buildings play in townscape legibility.

5.31 Conservation Area appraisals identify a number of views that need to be considered in any future development. Such views are a key element in the character of conservation areas that will need to be taken into account in considering development proposals. Accordingly major development will require a views analysis as part of the planning application stage.

**Policy AAP7 – Enhancing Built Heritage**

Development proposals affecting heritage assets, and their settings, should be sympathetic to the asset’s significance and setting. Development proposals should seek to avoid harm and identify enhancement opportunities by integrating heritage considerations early in the design process.

The Council will support proposals which:

i. enhance the setting of Conservation Areas and heritage assets;
ii. secure the restoration, reuse and long term viability of historic buildings;
iii. replace buildings of poor quality and poorly designed shopfronts, outdoor advertisements and signage;
iv. make use of traditional building materials or complementary materials that contribute positively to local character and distinctiveness;
v. sustain or enhance historic views and vistas;
vi. provide high quality and innovative design solutions which minimise impacts on heritage assets and their setting.

**Relationship to Hastings Planning Strategy**

EN1: Built and Historic Environment

**Relationship to Development Management Plan**

HN3: Demolition involving Historic Assets
HN4: Development affecting Heritage Assets with Archaeological and Historic Interest or Potential Interest
HN5: Non-Designated Heritage Assets

**Question 13:** Do you agree with the approach to enhancing built heritage set out in Policy AAP7? If not, how should the policy wording be changed and why?
Shopfront design and advertisements

5.32 Well designed and interesting shopfronts attract shoppers by creating pleasing shopping environments where people want to dwell. They make a positive addition to the street scene and contribute to the local economy by attracting visitors as well as investment.

5.33 All shopfronts should contribute to the vitality of Hastings Town Centre by maintaining or enhancing the attractiveness of the street scene. For the purpose of Policy AAP8, shopfronts include all ground floor premises with a fascia sign and or display window, including non-retail uses such as building societies, banks, estate agents, cafés and restaurants.

5.34 All shopfront design whether an alteration or a new shopfront, and whether modern or more traditional in design should respect the character, scale, materials and detailing of the host building, as well as the setting of the shop on the street frontage. Overly deep fascias are a common flaw that should be avoided as they can make a building look unbalanced and sever the upper and ground floors.

5.35 There are fine examples of traditional shopfronts within Hastings Town Centre, many with elaborate Victorian or Edwardian detailing. The proportions and coherent design of these buildings successfully draw the customer to their display window. The Council is keen to have traditional shopfronts restored and retained and their loss will be resisted where they add positively to the streetscene.

5.36 The Council expects high quality shopfront design in all locations. This is especially important for proposals within Conservation Areas and where they impact on listed buildings. Where historic shopfronts or architectural detail exists, there will be a presumption in favour of the preservation of these historic assets. Hastings Borough Council will work alongside the Hastings Business Improvement District (Hastings BID) to improve shopfront design within Hastings Town Centre.

5.37 The Council wants Hastings to have exciting and vibrant streets, both during the day and evening and as such will expect security measures to be carefully designed with this in mind. Security measures should be integrated into the overall shopfront design. Laminated glass is the Council preferred measure, followed by internal lattice grilles as both these solutions can provide a level of protection against crime and are sensitive to the character of the street scene.

5.38 The Advertisement Regulations in place can only control the effect of advertisements and signage on amenity and public safety. External advertising comes in many forms including fascia signs, projected signs on shopfronts, free standing signs, menu boards at cafés and restaurants and post hoardings.

5.39 As with shopfront design, a key principle is that advertisements and signage must be designed as an integral part of the shopfront or building on which it is situated. All advertisements and signage must respect the character and setting of the street and be of an appropriate scale, detail, colour and use of materials. This is particularly the case in Conservation Areas, where sensitive design is needed so as to not detract from the important architectural character and quality of the town centre.

5.40 The Advertisement Regulations are complex and the Council should be contacted prior to installation of any external advertising or signage to ensure Regulation compliance. There are also special local consent requirements for Estate Agent boards along the seafront.

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5.41 The Council has adopted guidance within a Shopfronts and Advertisements Supplementary Planning Document that should be referred to in the first instance.

**Policy AAP8 - Shopfronts and Advertising**

Planning permission for new shopfronts or alterations to existing shopfronts and signage will be permitted providing the following criterion are met:

a. All elements of the shopfront (including shop shutters, blinds and signs) form part of an integrated design, with an appropriate relationship to the upper floors;
b. The proposal respects the architectural style, character and appearance, including details, proportions, material of the building it forms part of;
c. The proposal relates appropriately to the context of the surrounding area;
d. The proposal will not result in the loss of a traditional shopfront if it adds positively to the streetscene or details of architectural or historic interest;
e. Within conservation areas the Council will expect very high standards of shopfront and advertisement design;
f. Security external shutters and grilles will only be granted where internal or other security measures are not possible and they do not detract from the vitality of the streetscene;
g. The proposal would allow access to everyone, including older people and those with disabilities;
h. Consent will only be granted for outdoor advertisements or signs that do not have a detrimental impact on the amenity of the surrounding area and would not result in danger on the public highway.

**Relationship to Hastings Planning Strategy**

EN1: Built and Historic Environment

**Relationship to Development Management Plan**

DM1: Design Principles
DM3: General Amenity
HN1: Development Affecting the Significance and Setting of Designated Heritage Assets (including Conservation Areas)

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**Question 14:** Do you agree with the policy approach to shopfronts and advertising set out in Policy AAP8? If not, how should the policy wording be changed and why?

**Efficient use of natural resources**

5.42 Due to the scale and mix of potential development within the White Rock Park and Bohemia Opportunity Areas and the ability to plan development from the outset combined heat and power (CHP) linked to a district heating network is the Council’s preferred approach to meeting energy demand in these locations. The heat network and any surrounding built form will need to be designed to allow for the expansion of facilities, as development is built out over a number of years and energy demand rises. The following Opportunity Areas have potential to link new development to district heating:

- OA1: Station Gateway and Priory Quarter
- OA6: White Rock Park
- OA7: Bohemia
- OA8: Former Convent of the Holy Child Jesus, Magdalen Road

5.43 The Council will need to test assumptions and the financial and technical feasibility of CHP in these locations before taking any potential scheme forward. The Council will
seek funding available from the Department of Energy and Climate Change (DECC) Heat Network Delivery Unit for this purpose. If found to be viable, the Council will take a lead role in engaging with potential stakeholders, most notably those with responsibility for key anchor loads, such as the existing civic service facilities and hotel, and any significant new development.

5.44 Developments within the AAP area should be designed to make efficient use of natural resources, particularly demands for water and energy. The siting and layout of buildings should make efficient use of land, utilising passive solar design to heat the buildings as well as cooling consideration through design solutions and green infrastructure, such as planting.

5.45 The Council is keen to support highly energy efficient dwellings that have a net emissions rate of near zero or below, or are designed to be Passivhaus buildings. The Passivhaus Standard is a well-known example that takes a ‘fabric first’ approach to ensure exceptional thermal performance and airtightness to deliver high levels of energy efficiency.

5.46 The business sector currently accounts for 25% of UK emissions\textsuperscript{12}. Although significant demand for energy comes from a small number of larger companies, there is an increasing emphasis on local government to contribute to energy efficiency. Improving the energy efficiency of commercial buildings, lighting and air conditioning for example can lead to significant running cost savings that may also improve the value of the building.

5.47 The Council will take the lead by requiring the new leisure centre proposed in Opportunity Area 6 to achieve BREEAM ‘Very Good’ rating. The British Research Establishment’s Environmental Assessment (BREEAM) is a measure of best practice in environmental design and management and addresses a large number of environmental issues, such as energy, water, waste, health and wellbeing, transport, materials, waste, pollution, ecology and innovation. Energy and carbon dioxide emissions are weighted heavily within the scoring framework of BREEAM.

5.48 The Clean Growth Strategy estimates that transport accounts for 24% of total UK emissions. In line with East Sussex County Council (ESCC) parking guidance, the Council requires that all new residential development with off-street parking include charging facilities for electric vehicles\textsuperscript{13}. This action will contribute towards climate change mitigation and air quality improvements within the AAP area. Developers of non-residential schemes will need to consult ESCC at the earliest opportunity to agree requirements for charging points within their proposed development.

5.49 Building Regulations – Part G\textsuperscript{14}: Water efficiency of new dwellings requires all homes to meet the mandatory national standard of 125 litres per person per day. Following the outcome of the Housing Standards Review\textsuperscript{15} a new ‘optional’ standard was introduced into Building Regulations enabling local planning authorities to require new dwellings to achieve a minimum estimated water use of no more than 110 litres per person per day where clear evidence of need has been established.

5.50 Research into the cost of complying with the new standard shows that the additional cost over usual industry practice would be minimal\textsuperscript{16}. The AAP therefore proposes to introduce a new policy imposing a condition on new residential dwellings requiring development to meet the higher ‘optional’ water efficiency standards.

\textsuperscript{12} The Clean Growth Strategy (October 2017) HM Government
\textsuperscript{13} Guidance for parking at New Residential Development (October 2017) East Sussex County Council
\textsuperscript{14} Part G of Schedule 1 Building Regulations 2010, as amended
\textsuperscript{15} Written Ministerial Statement: Housing standards: streamlining the system (25 March 2015)
\textsuperscript{16} Housing Standards Review Cost Impacts (September 2014) DCLG
### Policy AAP9 – Efficient use of natural resources

Alongside high quality design, the Council is committed to sustainable design within all new development, and supports the efficient use of natural resources, including reducing demand for energy and water.

The Council will encourage exemplar proposals that have a net emission rate of near zero or below and will consider these favourably.

The Council supports the principle of community-led renewable energy projects that help communities generate their own electricity, manage their energy needs locally and support more resilient self-sufficient communities.

To support the transition to ultra-low emission vehicles within the AAP area, all new residential development with off-street parking is required to install charging facilities for electric vehicles in accordance with current standards and codes of practice. Proposals for non-residential development where parking is required must also provide charging facilities to be agreed with East Sussex County Council.

To achieve greater water efficiency standards new residential development must be designed not to exceed 110 litres per person per day, in line with higher ‘optional’ standards set out within the Building Regulations (Part G).

#### Relationship to Hastings Planning Strategy
SC1: Overall Strategy for Managing Development in a Sustainable Way  
SC2: Design and Access Statements  
SC3: Promoting Sustainable and Green Design  
SC4: Working Towards Zero Carbon Development  
SC5: District Heating and Combined Heat and Power Systems  
SC6: Renewable Energy Development

#### Relationship to Development Management Plan
DM1: Design Principles

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**Question 15:** Do you agree with the approach to the efficient use of natural resources set out in Policy AAP9? If not, how should the policy wording be changed and why?

### Green infrastructure

5.51 Well-designed green spaces and landscaping can enhance the urban environment, influencing business location decisions leading to new inward investment and employment opportunities. It also contributes towards the creation of healthy attractive environments and importantly helps the town be more resilient to the effects of climate change, reducing summer urban temperatures and supporting biodiversity.

5.52 The AAP area presents a significant opportunity to enhance green infrastructure with benefits for biodiversity whilst supporting walking, cycling and recreation. New development should be designed to utilise the benefits of green infrastructure, by providing new or enhanced measures, such as using space for sustainable drainage to help manage intense rainfall events and the use of planting for urban cooling. New development will be required to maximize opportunities to maintain, enhance and restore green infrastructure in keeping with the Hastings Planning Strategy, notably

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17 Demystifying green infrastructure, UK Green Building Council, 2016
Policy EN2 (Green Infrastructure Network), Policy SC3 (Promoting Sustainable and Green Design) and Policy SC7 (Flood Risk).

5.53 It will be important that all scales of development make space for nature to increase the borough’s biodiversity assets.

5.54 The AAP has the following priorities for green infrastructure:
   a. Secure new and enhanced green infrastructure as part of major new development within Bohemia helping to meet the needs of residents and visitors;
   b. Add value to Hastings Town Centre through green infrastructure;
   c. Reinforce and connect existing habitats to the wider green infrastructure network helping biodiversity and habitat protection and enhancement;
   d. Improve people’s health and wellbeing by providing attractive and safe green infrastructure.

5.55 New development can contribute to the green infrastructure network through creative design and use of measures such as:
   - new and enhanced green spaces
   - green linkages providing pedestrian and cycle routes;
   - green roofs and roof gardens;
   - green ‘living’ walls;
   - sustainable drainage systems/swales;
   - street tree planting

Policy AAP10 – Promoting Green Infrastructure

New development will be required to respond positively to the creation and/or enhancement of green assets where opportunities exist in line with the priorities for green infrastructure within the AAP area.

The Council will support innovative solutions to improve the green infrastructure network in new and existing developments. The seafront contribution to the green infrastructure network should be protected and maximised. New development that secures net biodiversity gains will be supported.

Where appropriate, new development will be required to:
   i. make provision for new and improved green spaces;
   ii. contribute to the creation of a network of green spaces linking together existing and proposed green infrastructure assets;
   iii. incorporate green roofs on commercial and other buildings;
   iv. consider opportunities for biodiversity and amenity enhancement where sustainable drainage systems (SuDS) are incorporated into new development including the public realm;

Green infrastructure should be fully integrated into development from the outset and provision must be made for its future maintenance.

Relationship to Hastings Planning Strategy
EN2: Green Infrastructure Network
SC3: Promoting Sustainable and Green Design
SC7: Flood Risk

Relationship to Development Management Plan
HN7: Green Infrastructure in New Developments
HN8: Biodiversity and Green Space
HN10: Amenity Green Spaces
Question 16: Do you agree with the approach to promoting green infrastructure set out in Policy AAP10? If not, how should the policy wording be changed and why?

Public realm

5.56 The AAP presents opportunities to create a high quality public realm and new and improved public spaces. The seafront is arguably the most important public realm asset for the town and can be significantly enhanced through the provision of improved connections with the town centre and Bohemia and improvements to the pedestrian environment.

5.57 One of the challenges is to reclaim the public realm from traffic to create high quality, flexible spaces that restore the greater mix of commercial and civic activity that defined their use in the past. Delivery of public realm improvement works therefore will require coordinated efforts from the Council, ESCC, and other delivery agents. The A259 presents a particular challenge in relation to the quality of the seafront and connections with the rest of the AAP area. It will be necessary to address the problems of the A259 and existing road network in order to promote sustainable development and lasting economic regeneration.

5.58 The AAP aims to transform the experience and perception of Hastings Town Centre and Bohemia through improvements to the public realm. This will be achieved through well considered materials, planting, street furniture, signage, art, drainage and other highway infrastructure. Investment in these key elements can turn public spaces into memorable and enjoyable places and make the area attractive to investors. Public space, the way it is enclosed, the activity that takes place round its edges and within it, the choice of surface treatments, the maintenance of the space and its creative input all contribute to its image and quality.

5.59 Some areas of the town centre has been pedestrianised but there is a lack of consistency in design which has resulted in a variety of paving materials and street furniture such as bollards and guard rails. New paving, canopies, feature lighting, new street furniture, when consistently applied will create a vibrant and attractive space at the heart of the town centre.

5.60 Harold Place is one such location where enhancement measures could be made. This central space is characterised by a series of radiating streets fronted by buildings of three and four storeys. The rounded corners of the surrounding buildings facing the space emphasise its focal role indicating the close relationship between the public realm and surrounding development. The potential of the space is undermined by vehicle usage which points towards a need for reclaiming vehicular road space, where possible.

5.61 Whilst strategically located close to the town centre and seafront, Bohemia lacks connectivity with the seafront and wider town centre and the public realm is poorly defined. Pedestrian access from the seafront is constrained by topography and pedestrian and cycle routes through the area are ill-defined with lack of signage and unclear wayfindings. There is the opportunity to improve the public realm connecting the former convent site with White Rock Gardens through improved east-west connections. Bohemia Road presents a barrier to pedestrian connections across the north and south of Bohemia Road which should be addressed in any new development.

5.62 New development will be required to make provision for improvements to the public realm including upgrading the existing public open spaces and civic spaces as well as creating new public realm within the town and improved connections with those that lie
just outside. Well maintained streets and public places encourage their use and add to their vibrancy. Proposals for improvements to the public realm will be considered in a holistic way, taking account of the lifetime of the development in terms of initial investment and levels of on-going maintenance.

Policy AAP11 - Public Realm

New development will be required to make a positive contribution to the quality of the public realm through the enhancement of existing public realm or the provision of new public realm as an integrated part of new development schemes. Where relevant new development will be required to:

a. emphasise the points of arrival into the town centre (as identified through innovative surface redesign and improved pedestrian crossings);
b. reinforce a clear street hierarchy and improve legibility by applying a cohesive approach to streetscape design;
c. improve the pedestrian environment and connections between Opportunity Areas;
d. utilise durable and high quality materials within the public realm, with special attention to detail and maintenance;
e. specify management and maintenance regimes; and;
f. make provision for the inclusion of public art and lighting.

Enhancement of the following roads and principal areas of public realm will be promoted within the plan period. The Council will work with East Sussex County Council and the private sector to implement these improvements:

- A259/seafront
- Hastings Station
- Priory Street
- Havelock Road
- Harold Place
- Wellington Place/Castle Street

Relationship to Hastings Planning Strategy
FA2: Strategic Policy for Central Area

Relationship to Development Management Plan
DM1: Design Principles

Question 17: Do you agree with the approach to enhancing the public realm set out in Policy AAP11? If not, how should the policy wording be changed and why?

Promoting sustainable transport

5.63 A comprehensive approach is proposed to improve wayfinding, pedestrian prioritisation, improved pedestrian crossings and new pedestrian and cycle routes. Key principles include:

- Prioritise pedestrian and cycle movement in the town centre, ensuring access for all;
- Ensure busier roads are easy for pedestrians to cross in key strategic locations;
- Reduce road space where feasible to increase space for pedestrians;
- Manage seasonal parking demand with better information about location of car parks and temporary car parks;
• Make provision for coach parking in appropriate locations to meet requirements associated with existing and proposed uses in the town centre and Bohemia.

### Policy AAP12 – Sustainable Transport

The Council will work with East Sussex County Council to deliver a programme of transport infrastructure improvements to enable greater access for pedestrians and cyclists including improved/increased pedestrian crossings and shared space junctions along the A259 seafront road.

Parking management will be assessed across the town centre to reclaim seafront space for leisure uses and improve the pedestrian environment. Provision will be made in appropriate locations for coach parking to meet existing requirements and needs arising from new development. A cycle strategy will be implemented for Hastings Town Centre in line with Policy T3 of the Hastings Planning Strategy.

### Relationship to Hastings Planning Strategy

- FA2: Strategic Policy for Central Area
- T2: Local Road Improvements
- T3: Sustainable Transport

**Question 18**: Do you agree with the approach to promoting sustainable transport set out in Policy AAP12? If not, how should the policy wording be changed and why?
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