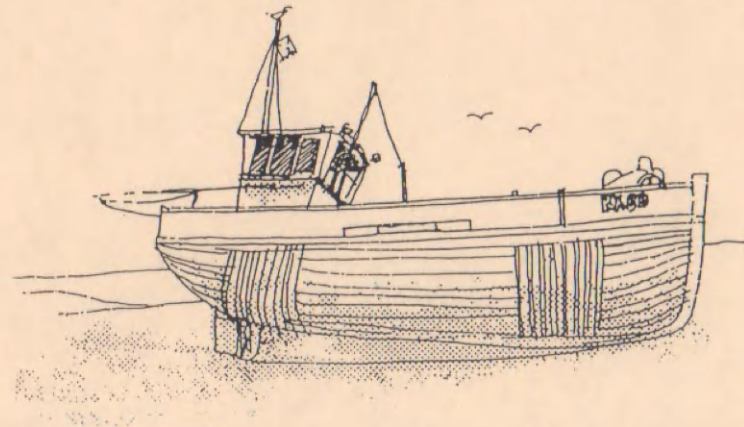


HASTINGS OLD TOWN



Opportunities for Action an environmental study

HASTINGS OLD TOWN:
OPPORTUNITIES FOR ACTION

An Environmental Study by
Terra Firma Landscape Architects

April 1988

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CONTENTS

	<u>Page no.</u>
1.0 INTRODUCTION	page 1
2.0 ASSESSMENT AND PROPOSALS	page 2
2.1 Assessment	page 2
2.2 Proposals	page 2
3.0 AREAS	
3.1 Sturdee Place to East Beach Street	page 6
3.2 The Bourne	page 10
3.3 Central Area	page 14
3.4 Rock-a-Nore	page 16
3.5 The Stade	page 17
4.0 GENERAL RECOMMENDATIONS	page 20
5.0 SUMMARY OF PROPOSALS	page 24
APPENDIX 1: THE BRIEF	page 25



1.

INTRODUCTION

1.1.

Terra Firma Landscape Architects were commissioned in February 1988 by East Sussex County Council to prepare a Report containing an assessment of the environmental quality of key areas in the Hastings Old Town Conservation Area, and then draw up a series of proposals for action to overcome the problems identified. The assessment and proposals, summarised in the 'Opportunities Key Plan', are contained within this report.

1.2.

Most of the graphic material will also be prepared in Exhibition form, and a further supplementary report will address the question of design detailing of external spaces, including suggested construction details for Signing, Lighting, Seating, Paving etc.

1.3.

It is important to recognise that the views expressed here are not necessarily those of the Hastings Urban Conservation Project, nor of the East Sussex County Council, but are intended simply as a series of observations and ideas, with suggestions for further action.

introduction

2. ASSESSMENT AND PROPOSALS

2.1. ASSESSMENT

- 2.1.1. Hastings Old Town contains two unique areas of charm and character - these are the maze of narrow streets and alleys, with a wealth of historic buildings, architectural features and superb speciality shops: and the historic beach fishing area, the Stade, with its associated buildings and activities.
- 2.1.2. Combined with these traditional elements are the eastern extension of the Hastings Seafront character, with its associated features such as the amusement park area, seafront lighting, the multiplicity of amusement arcades and shops, cafes and kiosks aimed at the day visitor to the seaside: and 'the Bourne' area which is a southward extension of the suburban Folkestone Road bisecting the two main parts of the Old Town.
- 2.1.3. Unfortunately these latter two elements dominate the main through route, so that even the frequent passing visitor could be forgiven for being virtually unaware of the town's fascinating historic areas.
- 2.1.4. The final point of significance is that the main visitor carpark at Rock-a-Nore is very inadequate as an arrival point for visitors. Furthermore, the carborne newcomer to the town must pass through some of its most unsightly and disorganised areas before reaching the heart of the Old Town.
- 2.1.5. It is important to recognise that this Study is focussed on certain specific areas, and does not seek to evaluate aspects of the Study zone in relation to other parts of the Conservation Area. The Study is also essentially realistic, and deals almost entirely within the realms of that which is practically achievable.

2.2. PROPOSALS

2.2.1. General

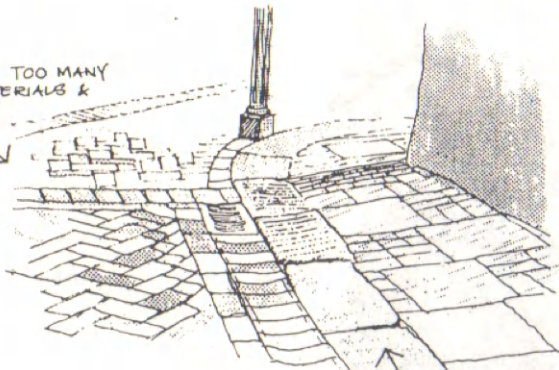
The objective in formulating these proposals has been to achieve the maximum effect most economically: the intended effect is to bring the character of Old Town Hastings much more into the foreground from the point of view of the visitor to the town.

2.2.2. There are four main strategies within this approach:

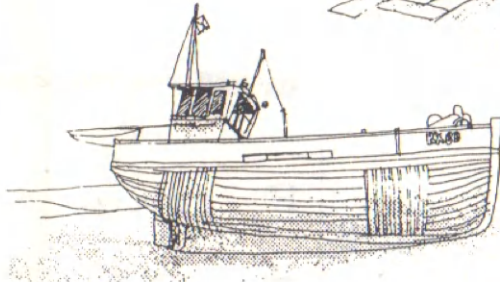
- i Identification and improvement of significant non-contributing elements (usually buildings which are out of character)
- ii Identification and promotion of links to the Old Town areas, both physical and visual
- iii Management proposals for specific areas
- iv Proposals for renovation of the existing streetscape using materials and designs to enhance the Old Town character.

assessment and proposals

NEW PAVING : TOO MANY DIFFERENT MATERIALS & OVERCOMPLEX DETAILING



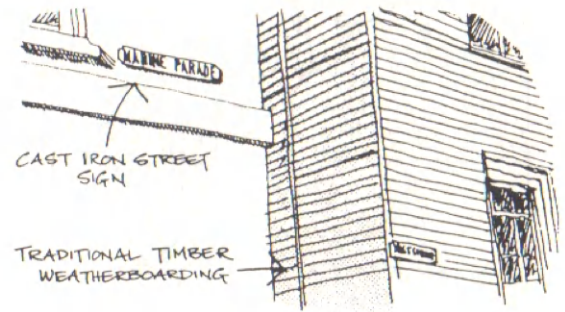
GRANITE KERBS



HASTINGS FISHING BOAT

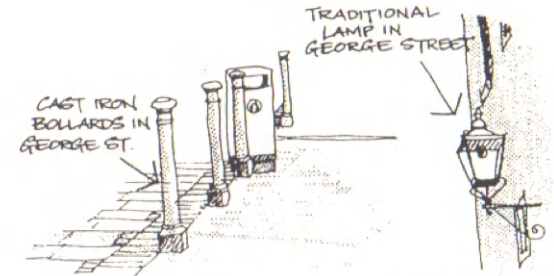


INTERESTING NARROW STREETS WIND THROUGH THE OLD TOWN



CAST IRON STREET SIGN

TRADITIONAL TIMBER WEATHERBOARDING

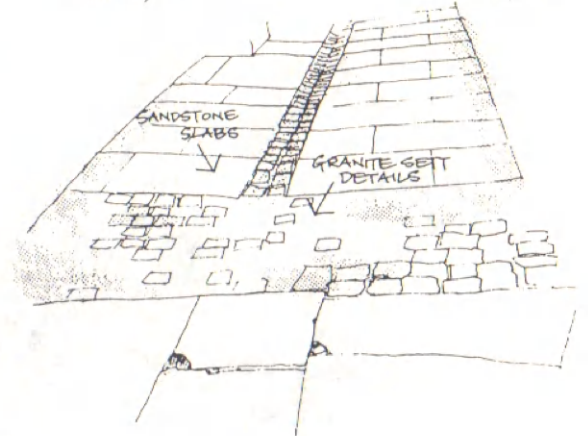


CAST IRON BOLLARDS IN GEORGE ST

TRADITIONAL LAMP IN GEORGE STREET



AN OLD CAPSTAN & NETSHOPS ON THE FISHERMEN'S BEACH, HASTINGS C. 1890S



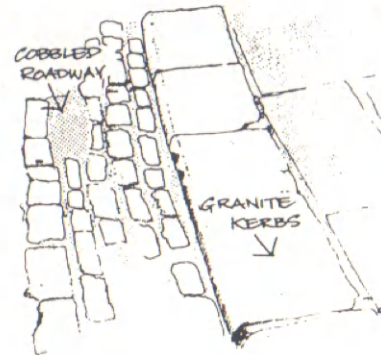
SANDSTONE SLABS

GRANITE SETT DETAILS

TRADITIONAL PAVING MATERIALS



BUILDINGS FROM DIFFERENT ARCHITECTURAL PERIODS STAND SIDE BY SIDE IN THE OLD TOWN DATING FROM MEDIEVAL TIMES TO PRESENT DAY



COBBLED ROADWAY

GRANITE KERBS

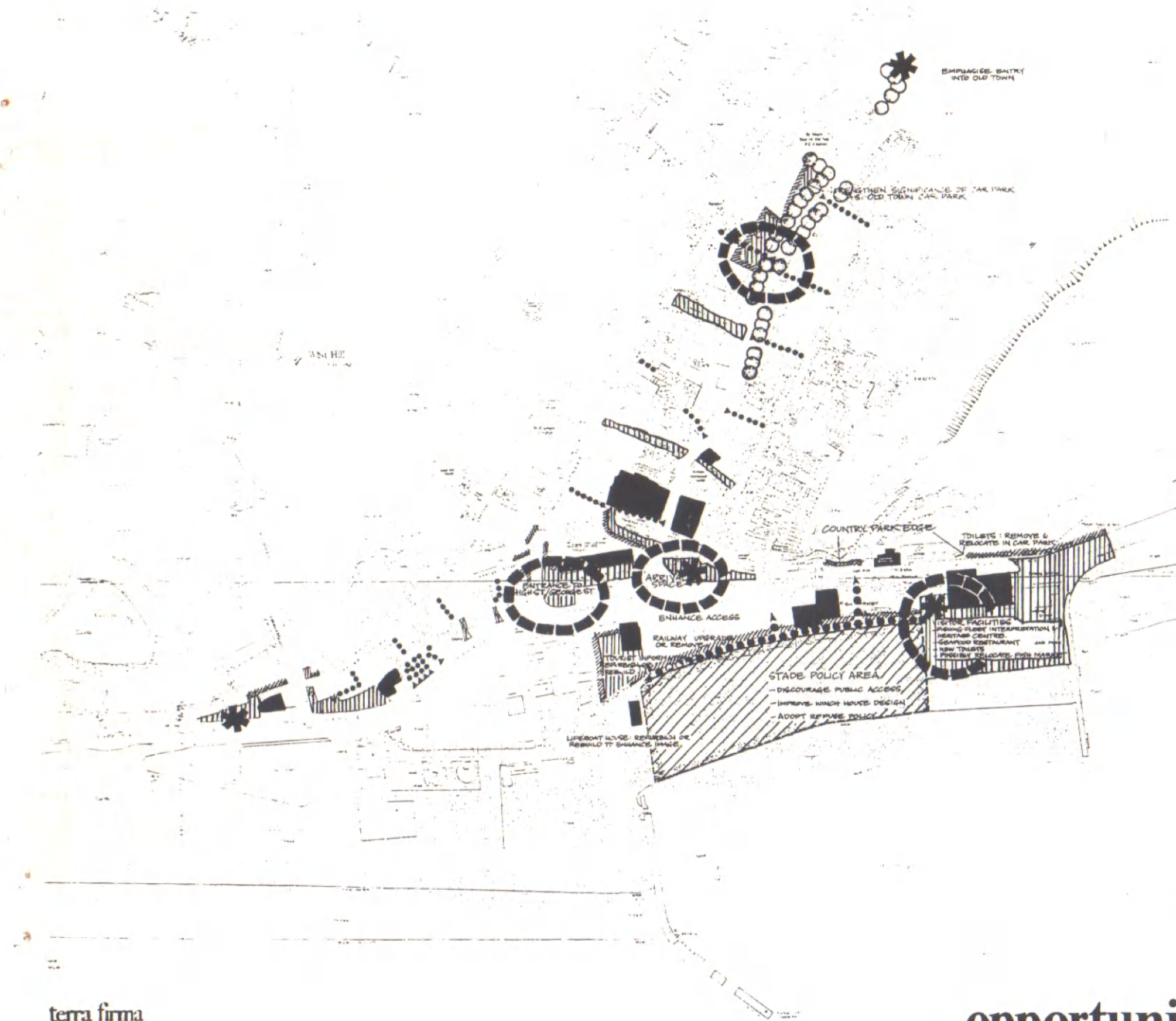
'old town' character



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areas

study framework



key

- IMPROVED PEDESTRIAN ACCESS POLICY
- ENVIRONMENTAL IMPROVEMENT
- KEY AREAS
- KEY BUILDINGS / FEATURES REQUIRING IMPROVEMENT
- RESURFACING
- STADE POLICY AREA
- PEDESTRIAN LINKS
- PROPOSED TREE PLANTING
- FOCAL POINT

HASTINGS OLD TOWN



Opportunities for Action
an environmental study

3. AREAS

3.1. STURDEE PLACE TO EAST BEACH STREET

3.1.1. Assessment

The approach to the Old Town from the West is a traditional English sea-front. The twentieth century character of the more recent part of Hastings to the West has unfortunately engulfed the old Town along this route and has diluted the historic character of the latter. Old Hastings is hidden behind a facade of amusement arcades, souvenir shops and cafes.

3.1.2. Streets leading into the Old Town off the sea-front (for example, George Street and the High Street) are generally inconspicuous, and often these are overlooked by the passer-by who remains unaware of their presence. Attempts need to be made to highlight these entry points and to encourage tourists to leave the sea-front and explore the Old Town.

3.1.3. The first opportunity to reveal to the passing visitor the character of the old town, afforded by an oblique view into George Street, is unfortunately marred by the presence of highly inappropriate buildings, and period buildings in need of restoration. Throughout the study we have identified key buildings, and where possible suggested improvements which would enable them to reinforce the old town character rather than detract from it.

3.1.4. To the seaward side of East Parade and East Beach Street views are dominated by the amusement park area. This is well managed and reasonably attractive, and fortunately contains some buildings which are characteristic of Old Hastings, although the main frontage facing the road does not reflect this character.

3.1.5. Proposals

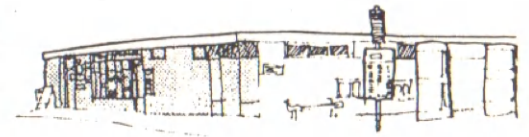
- a) Enhance and highlight the entry points into the Old Town ie George Street, West Street and High Street (and the interconnecting passages/walkways).
- b) Extend the refurbished and revitalised character of George Street into Sturdee Place. The shopping street would be more obvious and more attractive to the visitor if the special paving extended out from George Street to Sturdee Place instead of shopping short. The triangle of ground used by waiting taxis would still accommodate this function but pedestrians would have priority on this shared surface.
- c) Superfluous signs could be removed from this area, an 'Old Town' shelter introduced at this point to signal entry into the 'Old Town' core area, and street furniture (benches, bollards, lamp posts, litterbins etc) with 'Old Town' style could be incorporated to enhance the existing character.
- d) The High Street suffers from a similar problem to George Street in that its strong character does not extend out into East Parade. However, it has an advantage over George Street as views of the bottom of the High Street are inherently attractive and a good indication of what lies beyond.
- e) Although not visually beneficial to the overall scene, the car park at the junction of the High Street and East Beach Street provides a much needed facility. Any improvements undertaken in this area must not lead to any loss of parking space.

Upgrading of the paving in the area would help to highlight this as a "special" zone.
- f) Providing clearly signed paved links through the passageways that run between East parade, West Street and George Street would add continuity to the pedestrian zone and encourage visitors to explore the Old Town Shopping Areas, and West Hill via the lifts.

- g) Several of the shops and cafes along the Marine Parade - East Beach Street section would benefit from shop front improvements. This would promote a better image to visitors and help to strengthen the historic character of the area. (These could be carried out with Shop Front Scheme Grants available through HUCP).
- h) The Street frontage to the Amusement Park could be improved to reflect more of the historic 'Old Town' character.
- i) Lighting and signing - see section 40 for guidelines.
- j) Particular buildings along the sea-front stand out for a variety of reasons. An Authority housing block of East Street is particularly striking. The design is incongruous as it forms strongly horizontal mass whereas the surrounding buildings are tall and narrow. Its monolithic nature is emphasized by its brick construction, not a commonly used material in this part of the Old Town.

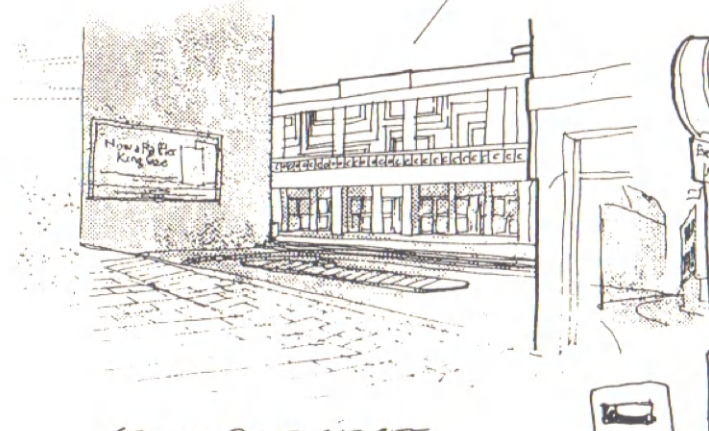
This could be diminished by simply painting sections of the block with pastel coloured paint, used frequently in the area.

INAPPROPRIATE SIGN OUT OF SCALE WITH TRADITIONAL BUILDINGS

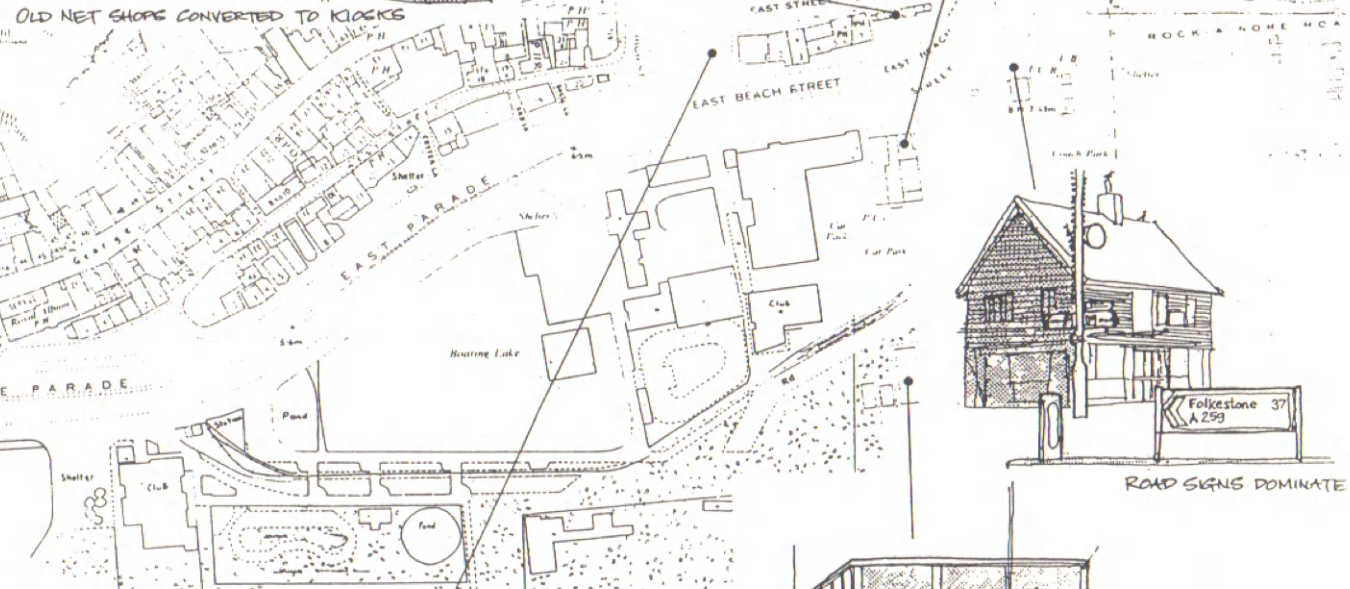


TOURIST INFORMATION CENTRE - DOES LITTLE TO PROMOTE IMAGE OF OLD HASTINGS

OLD NET SHOPS CONVERTED TO KIOSKS



STURDEE PLACE GAP SITE

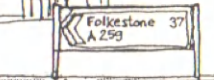


EAST STREET: MODERN FLATS OUT OF SCALE WITH OLD TOWN, INAPPROPRIATE MATERIALS & DETAILS

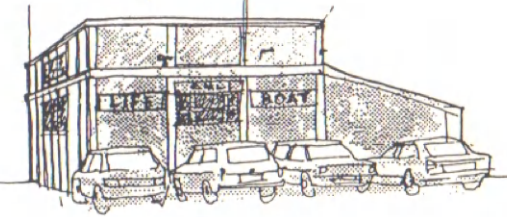


AREA DOMINATED BY PARKED CARS

UNIMPRESSIONG ENTRANCE TO HIGH STREET / GEORGE STREET

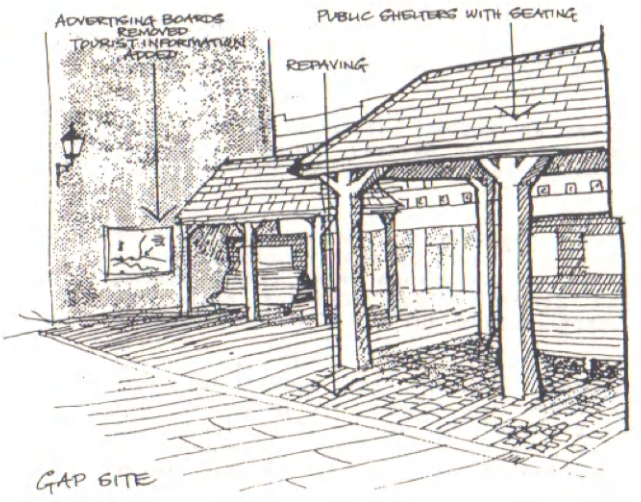
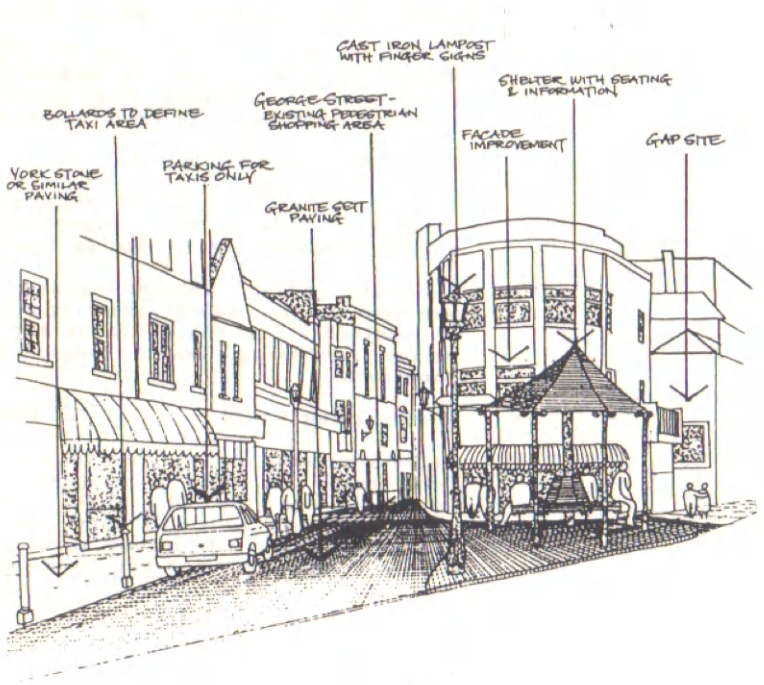
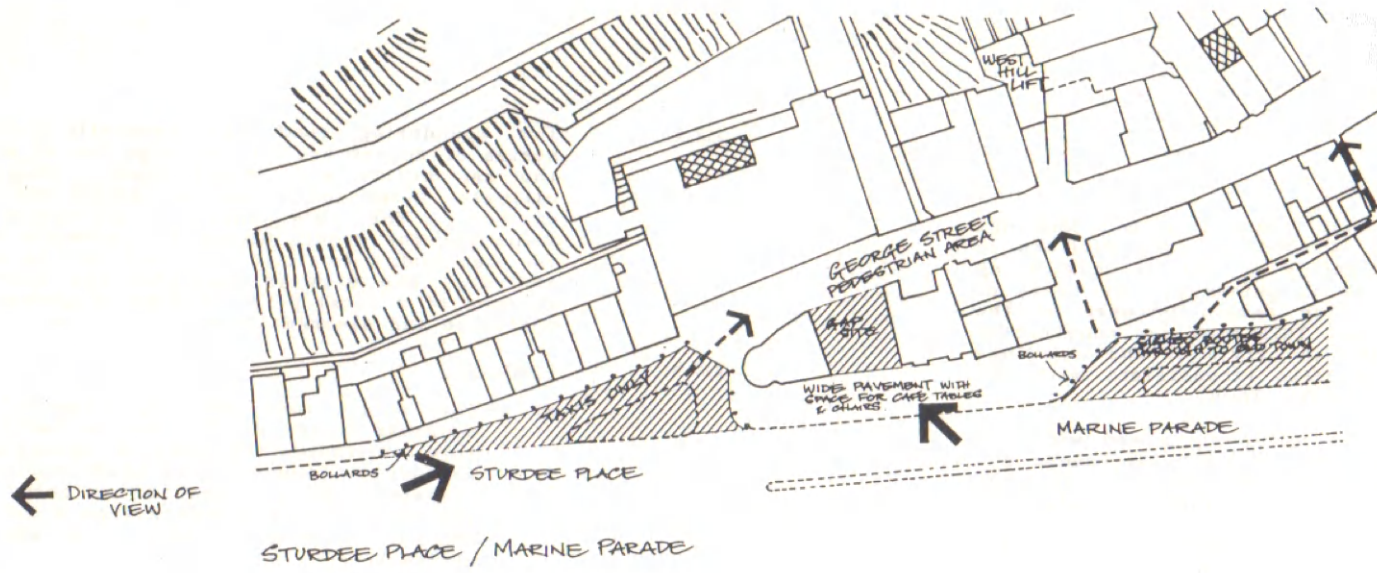


ROAD SIGNS DOMINATE



LIFEBOAT HOUSE - LACKS VISUAL INTEREST

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sturdee place / marine parade

3.2. THE BOURNE

3.2.1. Assessment

The Bourne is the main route into Old Hastings from Folkestone and is used by many visitors to the town. Unfortunately a totally misleading impression of Hastings is gained by the users of this approach, who often remain unaware of the heart of the Old Town. This road was constructed in post-war years and the style of the buildings which line it is generally inconsistent with the fine architecture of the Old Town.

3.2.2. The Old London Road is fairly steep and wide and sweeps down into The Bourne past allotments and houses set back from the road. Here, a suburban character prevails with trees lining the road.

3.2.3. The Bourne then becomes less steep and disappears round a bend. On rounding the corner by All Saints Church one passes the top of the High Street on the right, a road easily overlooked due to its modest entrance. Here a change of character is apparent; buildings are nearer to the road which has now become flatter and more meandering. Again, the road disappears around a corner and the view is blocked by a projecting building.

3.2.4. The road passes an untidy car park to the right (which serves the High Street) behind which an interesting and varied roofscape of the Old Town is visible.

3.2.5. Continuing down The Bourne the urban character intensifies as the road becomes enclosed by a continuous line of buildings and trees become absent. The generally dull facades belie the interesting architecture of the Old Town hidden behind.

3.2.6. Attractive streets lead off The Bourne into Old Hastings but these are either overlooked or are only briefly glimpsed by the visitor travelling past. Narrow and unspectacular entrances do little to announce the presence of these side-roads.

3.2.7. The meandering road has gradually revealed a series of spaces and the anticipation of a view of the sea builds with every bend. However, the ultimate view comes as an anticlimax to the visitor. The ugly Tourist Information Centre dominates the scene, blocks any possible views of the sea and does little to heighten the sense of arrival. The view is cluttered but there is an absence of a focal point leading to general visual confusion and disorganization.

3.2.8. Proposals

- a) The entry into the Old Town from the suburban fringe via The Bourne could be made more noticeable by careful manipulation of townscape elements. An exaggeration of the transition to a formal urban area composed entirely of hard elements from a softer more informal style would help to strengthen the contrast.
- b) The planting of additional trees around the car park perimeter (between existing trees) and the removal of incongruous advertising boards would visually improve this space.
- c) At the entry point into the Old Town at the bottom of The Bourne an upgrading of the paving would enhance the transition and create a more intimate feel to the area.
- d) Lighting - see section 4.2
- e) Signing. Poor siting of road signs block potential views and superfluous signs clutter the pavements. See section 4.1
- f) Conflicts exist between pedestrians and vehicles. The zebra crossing adjacent to the Methodist church could be replaced by a pelican crossing, which would serve two functions:
 - i) The crossing would be safer for pedestrians.
 - ii) Motorists would be obliged to stop alongside Courthouse Street; a highly attractive entrance into the Old Town. This would enable visitors to catch more than a glimpse of the Old Town and become more aware of its presence and character before moving on.

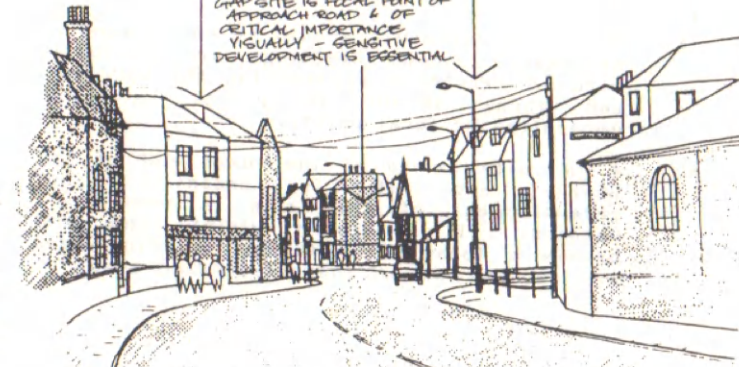
- g) Façade improvements should be encouraged as necessary. Some buildings are obviously more noticeable on approaching the Old Town and these should be picked out and emphasized as focal points.
- h) A gap site exists at the lower end of The Bourne and it is essential that redevelopment of this site is sensitively handled. It is highly visible and will become a focal point so any building here will set the tone of the surrounding area.

& INCREASES THE FEELING OF ANTICIPATION

VIEW CLOSED BY GROCERY SHOPS

INAPPROPRIATE LIGHTING UNITS OUT OF SCALE WITH BUILDINGS

GAP SITE IS FOCAL POINT OF APPROACH ROAD & OF CRITICAL IMPORTANCE VISUALLY - SENSITIVE DEVELOPMENT IS ESSENTIAL



URBAN CHARACTER INTENSIFIES ON MOVING DOWN THE BOURNE

CONSPICUOUS & INCONGRUOUS ADVERTISING BOARDS

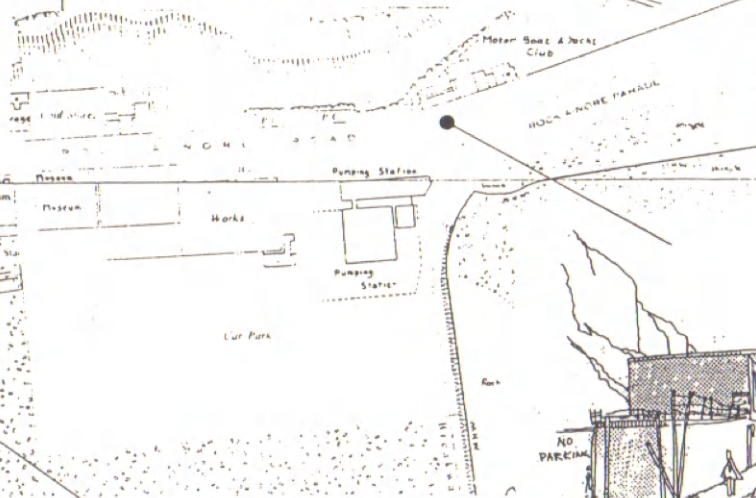
ATTRACTIVE ROOFSCAPE

WEST HILL

DISCONTINUOUS LINE OF TREES



THE BOURNE CAR PARK



UNEVEN SURFACE MUDDY & WET IN WINTER

CONFLICT BETWEEN PARKED CARS & MINIATURE RAILWAY

FISH STALLS



"FISHERMEN'S WALK"



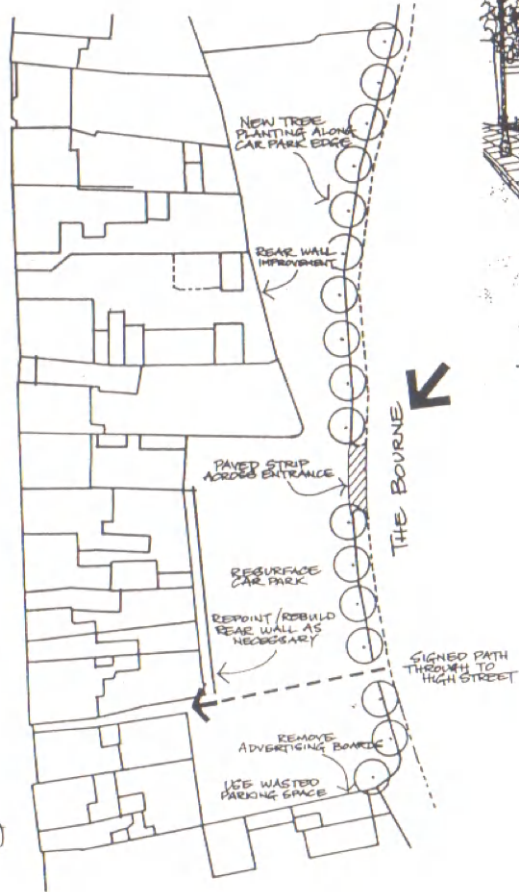
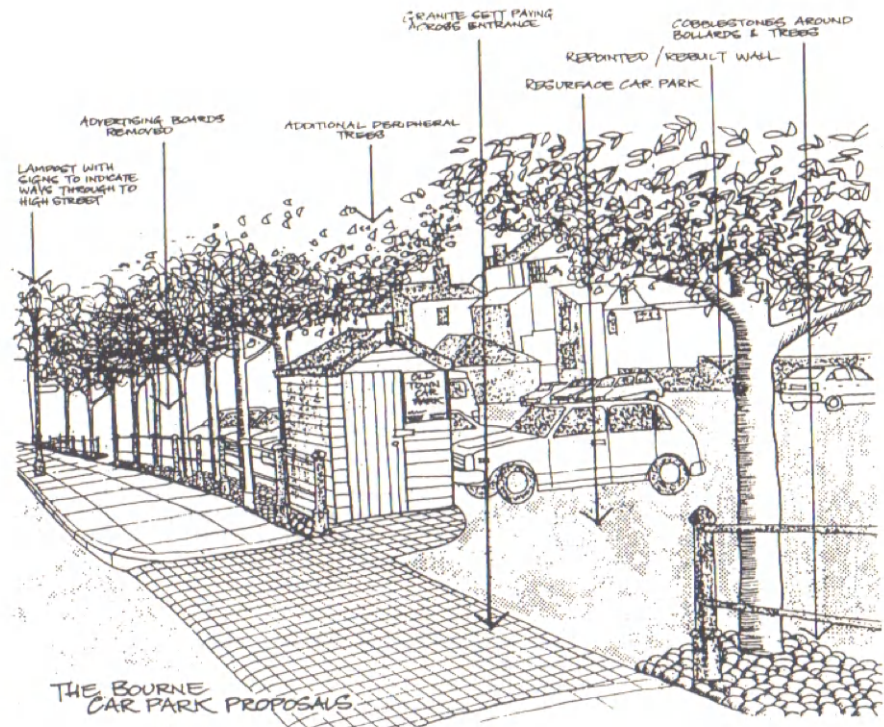
ROCK-A-NORE CAFES CONFUSION OF SEATING ARRANGEMENTS & UNTIDY SURFACING



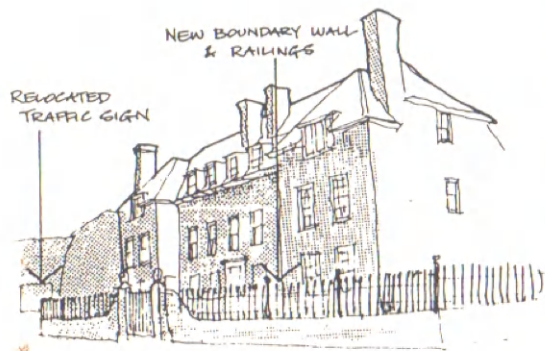
BLEAK PROSPECT AT EASTERN END OF ROCK-A-NORE

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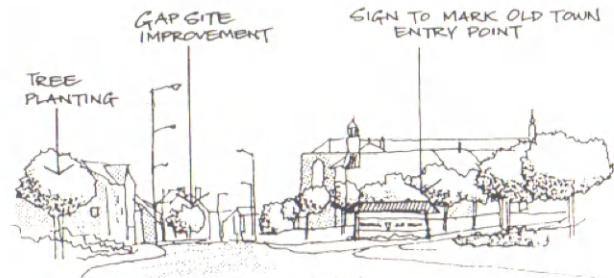
← DIRECTION OF VIEW



THE BOURNE CAR PARK PROPOSALS



LOCAL AUTHORITY HOUSING



OLD TOWN ENTRY POINT

the bourne

3.3. CENTRAL AREA

3.3.1. Assessment

This is the focus of the old town's vehicular and pedestrian traffic; the arrival point where three routes converge. This area should encourage motorists to find parking and to look around by providing an attractive and exciting scene. However, the space is sterile, fragmented and lifeless and does little to lure visitors from their cars.

3.3.2. This is a key area that should be exploited and enhanced to give the visitor a desire to explore. At present this potential is not harnessed and an opportunity missed. Additionally, a problem of road safety exists in this area where traffic and pedestrian movements are multi-directional.

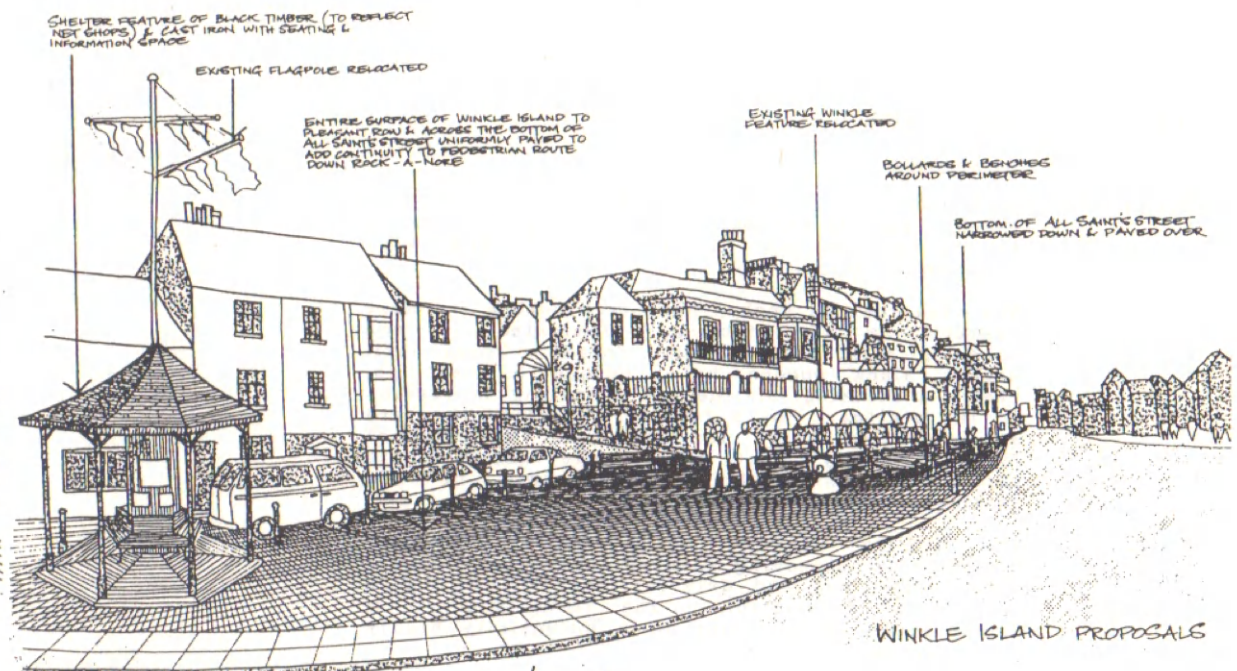
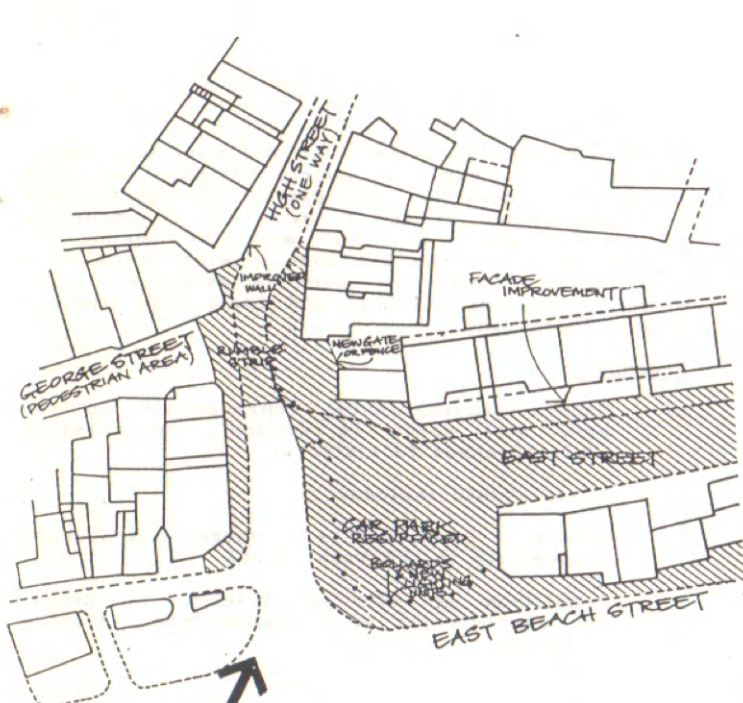
3.3.3. The coach/lorry park adjacent to the Tourist Information Centre has been recently designed in a comparatively formal style. The area now has an overall high quality finish.

3.3.4. Proposals

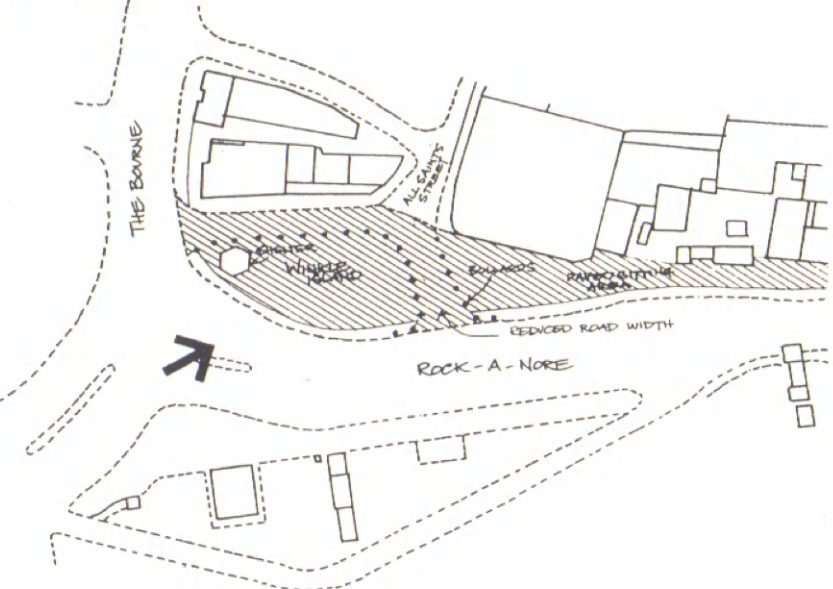
Restructuring and organization of the central area are urgently needed.

- a) Creation of an attractive and inviting space on Winkle Island. The bottome of All Saints Street could be narrowed down to enable Winkle Island to be enlarged. Repaving of the space to confer a more static character would attract people wishing to stop and rest. At present there are benches on Winkle Island but these are rather unimaginatively laid out. Ideally the space should act as a magnet to pedestrians.
- b) Extending new paving along past the pubs and restaurants would add continuity and help to integrate the area.
- c) A mini-roundabout has been suggested for the central area. This would undoubtedly reduce problems of traffic circulation but would further fragment the space.

- d) Facade improvements are greatly needed on the converted net shops at present used as kiosks. These are in a highly visible position and are historic and potentially attractive, but are poorly maintained and in need of attention.
- e) Resigning and new light units are required. See section 4.0 for guidelines.
- f) The Tourist Information Centre (as described in The Bourne section) does little to enhance the area. In the short term, superficial facade improvements are needed to render it less of an eyesore (for example adding a pitched roof and a canopy). In the long-term, relocation and re-design are highly recommended if the centre is to be an asset to the Old Town.
- g) Similarly, the Lifeboat House, although promoted as a tourist attraction is a poorly designed uninspiring building with little appeal. In the short-term the appearance of the Lifeboat House is not likely to alter. However, with its planned rebuilding in the 1990's to accommodate a new lifeboat, redesign is essential to provide an attractive but functional building. Only then can the full potential of the Lifeboat House be realised as a tourist attraction.



BOTTOM OF HIGH STREET & EAST STREET CAR PARK PROPOSALS



← DIRECTION OF VIEW

central area

3.4. ROCK-A-NORE

Assessment

- 3.4.1. Rock-a-Nore Road leads off the Bourne and East Beach Street to the main visitor car park, running at the base of East Hill cliff and parallel with the fishing beach.
- 3.4.2. The view towards Rock-a-Nore is probably the most dramatic in Old Hastings, dominated by the towering cliff and the Net Shops. These tall, narrow black wooden huts, unique to Hastings, create a striking skyline and a lasting impression on the visitor: "As a tourist attraction they are an unrivalled asset for the town, a piece of 'living history' that helps give Hastings its distinctive character." ('Fishermen of Old Hastings' - Steve Peak.)
- 3.4.3. The quality of the scene however, rapidly deteriorates on moving towards the car park where badly maintained and deteriorating buildings give an air of dereliction. The Yacht Club is a disappointing focal point in a potentially highly attractive area.

ROCK-A-NORE CAR PARK

- 3.4.4. A great number of visitors to Old Hastings arrive and park in a run-down poorly surfaced car park lacking in facilities and giving an overall bad first impression of the town. This is, however, an area of great potential with the beach, the Country Park and the Old Town in close proximity. Improvement of the car park is essential. The existing derelict building and small cafe present a very poor image.

3.4.5. Proposals

- a) General environmental improvements to the area will serve to augment its existing attractiveness to visitors.

These should include:

- Facade improvements where necessary (especially to the Yacht Club)
 - Demolition of existing derelict buildings, and construction of a visitor/interpretation facility.
 - Refurbishment of East Well
 - Demolition and rebuilding of public conveniences (preferably in the car park)
 - "Tidying-up" of net shop area where necessary.
- b) Highlighting key areas on Rock-a-Nore Road:
- The Shipwreck Heritage Museum
 - The Country Park (and East Hill lift). Sensitive treatment to the edge of the park is required to enhance its rural character. (The use of a timber retaining structure would help to reduce the erosion problem of the slopes leading to the park without formalising the area.)
- c) Greater segregation of vehicular and pedestrian traffic is needed in order to reduce the conflict between the two on Rock-a-Nore Road. The provision of a main walkway running parallel with Rock-a-Nore Road, in the fish stall area would help to alleviate this problem.

d) ROCK-A-NORE CAR PARK

Overall upgrading of the Car park is needed. Measures should include:

- Regular resurfacing with beach shingle to provide a good but informal surface.
- The relocation of public conveniences into the car park
- The provision of refreshment facilities in keeping with the area. The opportunity should be taken to demolish the existing derelict building and provide a new facility building incorporating refreshments and toilets, but also a maritime history interpretation centre, and possibly the relocated fish market, with associated fish stalls, seafood restaurant, fisherman's facilities etc.
- The provision of appropriate seating, litter bins and bollards. A completely different character prevails in this area unlike that of the Old Town. The elements used to furnish the car park need to reflect and enhance this character.
- A barrier is required on the boundary between the car park and the beach as there is no visual difference between the surfaces of the two areas.

The suggested bench/barriers would provide seating around the periphery of the car park (with views of the fishermen's beach and the sea) and would prevent cars from driving onto and becoming stuck in the beach shingle. The design of these structures reflects that of the barriers in the coach/lorry park.

3.5.

THE STADE

Assessment

3.5.1.

This area offers the visitor the opportunity to experience the everyday life and work of the Fishing Community and also to buy fresh, locally-caught fish. However the walk from the car park past the fish stalls is not an obvious route and the poor road surface is an additional deterrent to the visitor. Environmental improvement in this area would be beneficial both to the public and the Fishermen. Encouraging pedestrians to use this route would provide visitors with an exciting and stimulating experience, increase trade for the fish-stall owners and reduce the conflict between vehicles and pedestrians on the congested Rock-a-Nore Road.

3.5.2.

Visitors should however be guided away from the working area of the beach where the winch huts are situated and where fishing vessels are launched and landed. This is a potentially dangerous area where interference with the work of the Fishermen could be hazardous and where their privacy should be respected.

3.5.3.

Public access to the beach is safe and to be encouraged directly from the car park. Consideration of the needs of both the tourists and the Fishermen is essential if the area is to work well.

3.5.4. MINIATURE RAILWAY

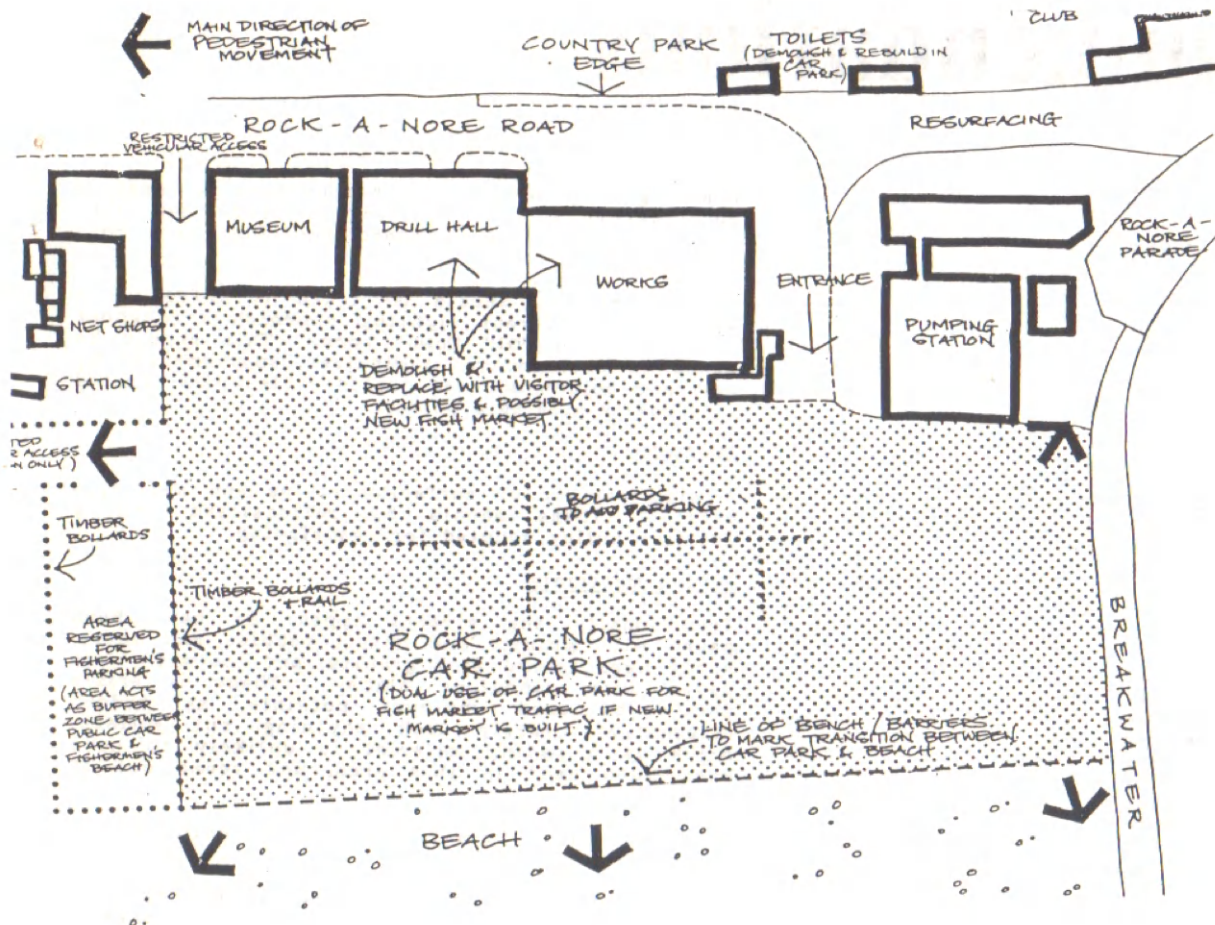
The location of the model is essentially historic, as it follows the line of the railway set to assist in the construction of the pier. In its existing location it provides an interesting feature for tourists, and a novel means of transport from the Rock-a-Nore car park, past the lifeboat station to the Sturdee Place area, but its route and organization cause severe conflicts with other users, notably the fishermen, and is at times potentially very dangerous.

3.5.5. If it is to be retained, we would recommend that it should be properly fenced, and provided with gated crossings where required. In order to enhance its appeal to tourists, its route should be extended to the Rock-a-Nore car park and the terminal at that point re-arranged to accommodate passengers from the car park. The operator should also be encouraged, possibly by means of the licence fee, to provide a more attractive steam-powered facility.

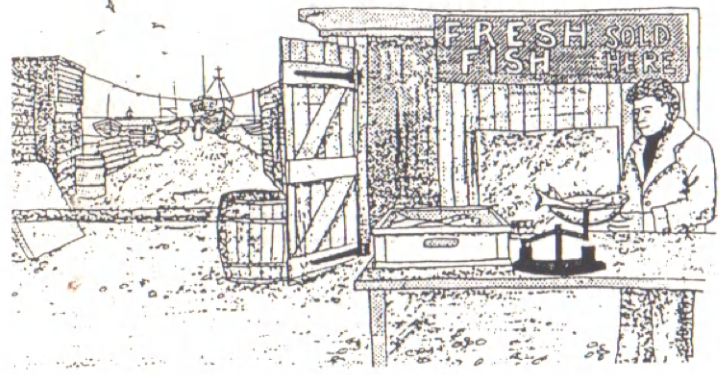
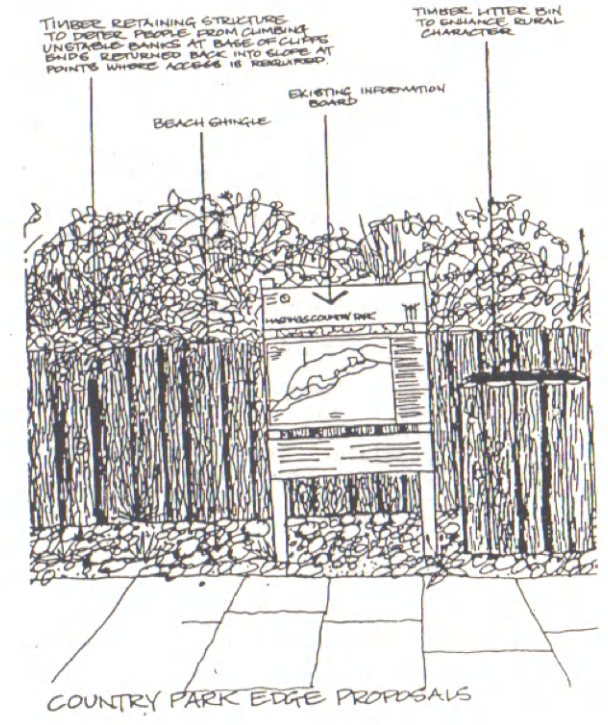
3.5.6. The alternative must be to remove the most dangerous and contentious section of the route between the Tourist Information office and Rock-a-Nore. This arrangement would simplify access in the area greatly and reduce potential conflicts.

3.5.7. Proposals

- a) The fishing function is unique and historic, and an increasingly important part of the life and visitor appeal of Old Hastings. For this function to continue successfully in a context of increased visitor pressure, management measures are essential, and it must fall to the local authority to take a positive lead in this respect.
- b) Environmental improvement in the area is needed including:
 - The provision of possibly purpose-designed containers, and the regular removal of rubbish
 - Regular supervision and monitoring of activity in the area to avoid hazardous situations developing, and to ensure that day to day problems are dealt with
 - The regular resurfacing of the road running alongside the fish stalls with beach shingle or a similar material
- c) A clear policy for Net shops and winch sheds needs to be developed to ensure the survival of the former and to prevent the latter from becoming eyesores on the beach. A new standard design for winch sheds should be adopted which is small enough to ensure that net shops continue to be needed for storage.
- d) A plan for the miniature railway is needed to reduce present conflicts and to render it less potentially dangerous, (see section 3.5.4-3.5.6).
- e) Overall opening-up of The Stade is needed to encourage visitors through the fish stall area. The provision of a surfaced and obviously public route would attract visitors. The inclusion of focal points along the route would attract attention and provide visual links through the area.
- f) A zone on the beach for exclusive use by the fishermen would be relatively easy to enforce. Low-key barriers, for example strategically-positioned barrels between winch sheds to narrow gaps down, would deter the public from exploring the zone. A continuous "fence" around the area would however be visually intrusive and out of keeping. Subtle barriers would function as well without being obviously to exclude people.



ROCK-A-NORE CAR PARK REQUIRES THE REGULAR ADDITION OF CHINGLE TO UPGRADE THE SURFACE. SIGNPOSTS CAN BE USED TO DIRECT PEDESTRIANS ALONG THE ROUTE TO THE OLD TOWN VIA THE STAGE. A FLAGPOLE COULD BE USED TO HIGHLIGHT THE END OF THIS PATH.



IMPROVED PEDESTRIAN ACCESS THROUGH THE FISH STALL AREA WOULD BOOST TRADE FOR THE FISHERMEN & GIVE THE PUBLIC AN INSIGHT INTO THE INDUSTRY. ACCESS TO THE FISHERMEN'S BEACH, A POTENTIALLY DANGEROUS WORKING AREA SHOULD HOWEVER BE RESTRICTED (LOW-KEY BARRIERS BEING USED WHERE NECESSARY)

rock-a-nore

general recommendations

4. GENERAL RECOMMENDATIONS

4.1. SIGNING

4.1.1. Throughout the identified "Old Town" all signs should be carefully considered in relation to the historic character of the area. The use of standard road signs should be minimised, and where possible they should be grouped together, and carefully located to avoid unnecessary visual conflict.

4.1.2. Street Names

Street names should be replaced with plaques based on designs found in the Old Town. Passageways and routes leading from the main thoroughfare to the High Street/George Street and All Saints Street areas must be clearly identified, and to achieve this a special, standard direction sign should be adopted.

4.1.3. Pedestrian Signposts

In order to meet the need to highlight links to the Old Town in a way which will symbolise the Old Town climate in a simple yet easily identifiable way, the proposal is to erect 'period' lamp-standards with 'finger' signs wherever possible. These will form part of a catalogue of elements which will be recognisable to the visitor and enable him to 'discover' Old Hastings more readily.

4.1.4. Road Signs

Whilst road signs are essential to traffic safety, thought should be given to locating and grouping them as sensitively as possible, and to hanging signs either from existing buildings, or from posts which are more sympathetic to the Old Town character than the ubiquitous steel pole.

4.1.5. Shop Signs

Frequently old buildings are marred by the addition of out-of-scale modern signs. Shop owners should be encouraged via HUCP initiatives to adopt a more sensitive approach, using smaller signs more carefully related to the scale and period of their buildings.

4.2. LIGHTING

4.2.1. Road lighting on the main thoroughfare is merely a continuation of the existing Hastings sea-front lighting, or of the standard municipal main road lighting.

The opportunity should be taken to introduce a distinctly different lighting approach throughout the identified "Old Town" zone. This should be based on wall-mounted luminaires, supplemented by wall and column-mounted period style units located at visually strategic points.

4.3. SURFACING

4.3.1. A wide variety of surfacing styles and materials exist. These should be rationalised and a positive policy adopted for resurfacing.

4.3.2. Paving Materials

Traditionally the streets appear to have been paved with granite and basalt cobbles and setts: kerbs were formed from granite, and footways were paved with sandstone slabs. These materials should be used wherever possible, as modern alternatives rarely look anything but modern. Brick as a paving material is unlikely to have been much used in this area, and seems out of place.

4.3.3. Detailing should always be simple, unfussy and workmanlike.

Wherever possible opportunity should be taken to unify disjointed areas by using the same material - for example granite setts for both road and footway areas.

4.3.4. Where highway features such as islands, reserves etc are required, using granite kerbs and sett infill in lieu of standard precast concrete kerbs and macadam, and utilising granite setts for demarcation lines and 'rumble strips' can do much to enhance environmental quality without compromising highway design.

4.3.5. Guidelines:

- a) Where possible, existing historic surfaces should be retained and restored.
- b) New surfacing materials should match those used historically if possible.

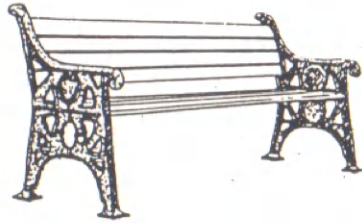
THE OLD TOWN HAS A STRONG URBAN CHARACTER. HIGH QUALITY, HIGHLY FINISHED STRUCTURES ARE BEST SUITED FOR USE IN THIS AREA TO COMPLEMENT THE INHERENT FORMALITY



THE MODERN FIBRE-GLASS LITTER BINS ARE NOT IN KEEPING WITH THE OLD TOWN CHARACTER OR QUALITY

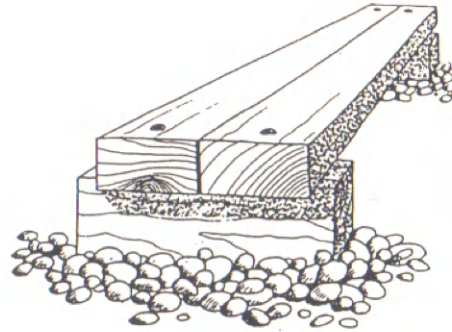


CAST IRON LITTER BINS POSSIBLY INCORPORATING THE HASTINGS COAT OF ARMS

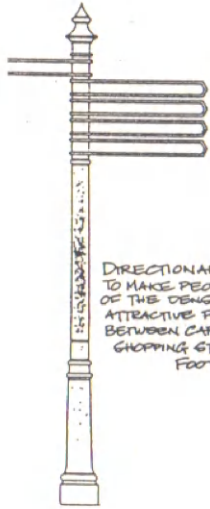


CAST IRON & WOODEN BENCHES ARE IN KEEPING WITH THE QUALITY & STYLE OF THE OLD TOWN

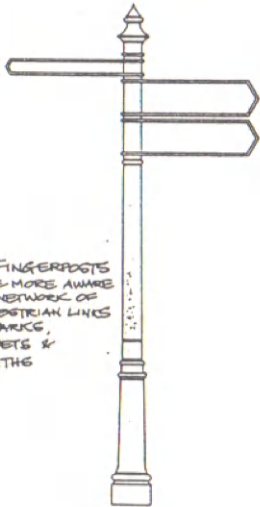
ROCK-A-NORE IS DOMINATED BY THE FISHING INDUSTRY. LANDSCAPE ELEMENTS HERE NEED TO BE SIMPLE, INFORMAL & ROBUST. NATURAL MATERIALS ARE IN KEEPING WITH THE CHARACTER OF THE AREA & SHOULD BE USED.



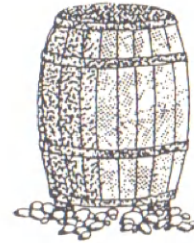
SIMPLE TIMBER BENCH / BARRIER TO BE POSITIONED BETWEEN ROCK-A-NORE CAR PARK & BEACH TO MARK TRANSITION. WILL PROVIDE USEFUL SEATING WITH VIEWS OF SEA & FISHERMEN'S BEACH.



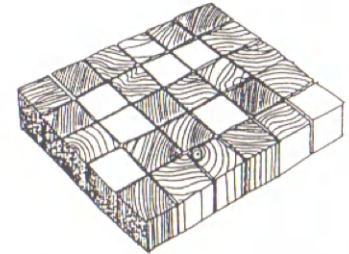
DIRECTIONAL FINGERPOSTS TO MAKE PEOPLE MORE AWARE OF THE DENSE NETWORK OF ATTRACTIVE PEDESTRIAN LINES BETWEEN CAR PARKS, SHOPPING STREETS & FOOTPATHS



TRAFFIC SIGNS IN THE OLD TOWN SHOULD BE SYMPATHETIC & COMPLIMENTARY TO THE EXISTING CHARACTER. CAST IRON POSTS CAN BE USED TO CARRY ROAD SIGNS.



OLD BARRELS COULD BE ADAPTED FOR USE AS LITTER BINS IN THE CAR PARK



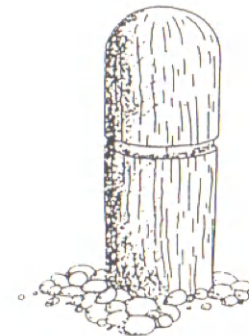
WOODEN SETTS ARE A SUITABLE PAVING MATERIAL FOR USE AROUND POSSIBLE NEW FEATURES IN THE CAR PARK SUCH AS A CAFE & TOILETS.



CAST IRON BOLLARDS - A SMALL SELECTION OF THE WIDE RANGE AVAILABLE



GRANITE SETT PAVING AS SHOWN HERE IN BATH SQUARE, OLD PORTSMOUTH (A PREDOMINANTLY PEDESTRIAN AREA) PROVIDES A VERY EFFECTIVE HIGH QUALITY SURFACE, PARTICULARLY IN MARITIME HARD LANDSCAPES.



WHERE BOLLARDS ARE REQUIRED IN & AROUND THE ROCK-A-NORE CAR PARK, BULKY WOODEN STRUCTURES ARE MOST APPROPRIATE

street furniture

- c) Natural materials (cobble, granite, sandstone) should be used in preference to modern materials.
- d) Design details should be kept simple and robust. Over-fussy, self-conscious detailing merely detracts from the character of the area, whereas a simple floorscape helps bind conflicting elements together.

4.4. SHELTERS

4.4.1. A significant introduction is the 'Old Town Shelter'. This has been introduced to achieve a number of objectives:

- the need to provide a visual focus
- the need to provide screening to out of character buildings
- the need to introduce an item into the street scene which will emphasise the 'Old Town' character and be more substantial than seats, bollards, litter bins and street lights.

4.4.2. The proposed shelter combines a seating unit with an information point which will include a guide to the 'Old Town' together with current events, with a roof which will increase its visibility.

The proposed design avoids the use of elaborate Victorian castings, and by use of black stained timber and weatherboard seeks to recapture some of the quality of the traditional fishermen's buildings.

4.4.3. The shelter can vary in size and shape to suit its location, and some variants are illustrated in this report.

4.5. TOURISM

4.5.1. Tourist Potential

As a conventional seaside resort, Old Hastings has little to offer which is not already available, to a substantially higher standard at numerous resorts on the south coast. If Old Hastings is to succeed in continuing to attract tourist trade in the face of ever more sophisticated competition from other resorts and attractions, it must identify and capitalise on its unique qualities.

Although unfortunately much diluted by twentieth century development, the town has considerable period charm and some delightful buildings and townscapes. It enjoys an intimate, secluded setting between the grassy hills, East and West: it supports an active interest in the Arts; and perhaps foremost amongst its unique attributes is its fishing fleet. The boats, the winch sheds, the net shops, and the fish stalls, not to mention the fishing families, are all elements of a fascinating living history dating back for centuries.

Preservation of the fishing fleet is vital to the long-term success of Old Hastings as a tourist attraction. It is therefore important that this activity be recognised not only in short-term measures to improve the image of the town, but also in the long-term strategy for development of the town as a tourism focus.

This report concerns itself essentially with short-term measures: that which is achievable within existing physical and economic restraints. Nevertheless the report would be incomplete without comment on the direction of a long-term strategy.

4.5.2. Tourism and Economic Development: The Long-Term Strategy

We consider that Old Hastings has unique potential as a tourist attraction, and that this is not necessarily incompatible with its economic development. Its unique qualities are

- 1) its historic associations;
- 2) its picturesque period townscape;
- 3) its fishing fleet; and
- 4) its proximity to the Hastings country park.

Its seaside location is almost incidental to its potential in these respects.

4.5.3. If the tourism potential of the town is to be developed properly then all other elements must be subjugated to a theme which is consistent with the promotion of the unique qualities identified above. Thus there is no place in a long-term strategy for contemporary amusement arcades, building designs, street furniture, traffic signs etc: rather, the aim should be to develop a consistent historic theme throughout every aspect of the town's development, aiming ultimately at a unique and historic "set-piece" providing tourists with a genuine working "period" model of an English south coast fishing town. Carried through with imagination, flair and sensitivity the town could become a uniquely successful venture.

4.6.

SUMMARY OF PROPOSALS

4.7.

The main route through the town should be treated as a priority for environmental improvement schemes.

4.8.

Such schemes should be assessed for their ability to increase the consciousness of the visitor of the historic character of Old Hastings.

4.9.

Street lighting and paving schemes are an urgent priority in the Study zone. Fittings and materials should be selected with care to reflect and enhance the 'Old Town' character. This will entail use of 'period' lighting units and columns, and of natural stone paving materials.

4.10.

Pedestrian 'links' from the Study Area to the Old Town should be clearly signalled: a combined period lamppost and 'finger' sign is suggested.

4.11.

Management of the Stade requires urgent attention. A policy should be adopted which recognises the importance of the fishing fleet to the fortune of the town and achieves the following:

- definition of the Fishermen's Area
- upgrading of the vehicle route surface
- rationalisation of the miniature railway
- creation of a positive, defined pedestrian route
- management of refuse.

4.12.

Key buildings and opportunity for environmental improvement identified in the Study should be improved as suggested.

4.13.

'Entry Points' should be clearly marked.

4.14.

Visitor facilities in the Rock-a-Nore carpark should be upgraded.

summary of proposals

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appendix

LETTER OF AGREEMENT AND BRIEF FOR CONSULTANCY SERVICE IN RESPECT OF LANDSCAPE ARCHITECTURAL SERVICES TO THE ENVIRONMENTAL ADVISOR OF EAST SUSSEX COUNTY COUNCIL, COUNTY PLANNING DEPARTMENT.

BETWEEN TERRA FIRMA LANDSCAPE ARCHITECTS (the Consultant) AND EAST SUSSEX COUNTY COUNCIL (ESCC)

1.0 The working arrangements under this contract will be those defined in the Landscape Institute's Conditions of Engagement and Professional Charges current at the time and supplemented by the clauses below. The content of the clauses below will always take priority over the above document if any differences occur.

2.0 Scope of Work

2.1 To provide environmental design service to the County Council's Environmental Advisor in respect of three areas in Hastings, East Sussex. The visual envelopes associated with the following means of public access:-

Area 1 - The approaches to George Street/High Street shopping area from the west from Sturdee Place and Marine Parade and from the south from East Parade and East Beach Street.

Area 2 - The approaches to Rock-a-Nore from East Beach Street/The Bourne, extending the full length of Rock-a-Nore Road and including the car parks.

Area 3 - The Bourne including the Bourne car park and its junction with East Beach Street/Rock-a-Nore Road.

2.2 The brief is to include for:-

- (a) The environmental appraisal of each area.
- (b) The "hard" landscape design of the areas including pedestrian movement, street signing and furniture and other features, including full typical construction detailing and materials.
- (c) the "soft" landscape design of the areas including planting plans.
- (d) Recommendations about the treatment of buildings or other streetscape features influencing the landscape quality, in outline.

All work is to be produced in report form and be capable of display at exhibition. It is to include adequate illustrative material to fully explain the proposals.

The Consultant is to produce 25 copies of the reports and one set of exhibition material.

All work is to be to the approval of the Environmental Advisor and the Project Director of the Hastings Urban Conservation Project.

2.3 The plan of work below is to be followed:-

Stage 1 - Site visit with HUCP Director and Principal Landscape Architect (Environmental Advisors representative).

Stage 2 - Produce draft appraisals and sketch designs of each area for discussion at meeting with HUCP Director and Principal Landscape Architect.

Stage 3 - Produce final appraisal and draft masterplan design reports and present to meeting of HUCP Director and Principal Landscape Architect and others as required by HUCP Director.

Stage 4 - Produce final appraisal and masterplan design reports, and exhibition and present to a meeting of the HUCP steering group and Environmental Advisor and to a public meeting as required.

Stage 5 - Produce materials specifications, typical construction detail designs and full planting proposals in the form of a further design guide document/report.

All to the satisfaction of the Environmental Advisor and HUCP Project Director. The consultant will maintain close liaison with the Director HUCP and the Environmental Advisor through all stages of the project.

2.4 Background

The Hastings Urban Conservation Project was established in 1986, jointly funded by Hastings Borough Council and East Sussex County Council to further conservation and local involvement in conservation in the town. Under its director, Michael Haynes, it has achieved some significant work, particularly in the Old Town.

The Project has developed a package of measures in co-operation with other agencies to encourage conservation and environmental improvements in the Old Town with the aim of sustaining these improvements through economic regeneration.

Conservation of the town's unique historic character is vital to its economic well being both through tourism, which is the major employer, and through its role as a local centre for specialist shopping and services. In particular there is considerable potential for developing heritage related tourism to augment the traditional seaside holiday trade which has been in decline for many years.

In order to complement existing policy HUCP wishes to encourage environmental improvements to the principal means of access into the Old Town by vehicle and for pedestrians from the seafront and the Bourne.

The overriding objective is to encourage the visitor to stop and to explore the heart of the town by leaving the main thoroughfare. The

major design consideration in all work is the sensitive development of existing environmental character to cater for and encourage increased numbers of visitors while ensuring that the interests of local industry, residents and commerce (in particular fishing) are respected.

In Area 1 particular attention should be given to development and improvement to encourage tourists' and residents' awareness of the shopping centre and to extend the refurbished and revitalised character of George Street to surrounding areas.

Area 2 is the working heart of the Old Town with a strong maritime atmosphere which should be retained. The sensitive blend of the fishermen's activities and tourism is the key to safeguarding Rock-a-Nore.

Area 3 is the main route cut through Old Hastings in post war years from which the majority of visitors gain a totally misleading impression of the town, belying its fine historical and architectural qualities.

It is unlikely that the HUCP or the Borough Council will implement any proposals as one major project. It is therefore important that a phased master plan is produced which will be available for guidance in all future improvements, large or small either during or after the life of HUCP.

2.5 The work is to be carried out in stages as defined in clause 2.3 and the Environmental Advisor may terminate the consultancy at completion of any of these stages. Stages are to be completed by the dates as follows:-

- Stage 1 by 17th February 1988
- Stage 2 by 29th February 1988
- Stage 3 by 14th March 1988
- Stage 4 by 6th April 1988
- Stage 5 by 20th April 1988

3.0 Roles and Responsibilities

3.1 The Consultant will be responsible and accountable for the whole of the work including the provision of all necessary competent staff and appropriate materials.

The tender is to include the cost of all revisions requested by the Director of HUCP and the Environmental Advisor at the end or beginning of each stage. The tender is to include for the production of 3 copies of material at the end of each stage except where otherwise specified in clauses under 2.0.

The Consultant is to include for professional liability insurance up to £500,000 and all other appropriate insurances.

The Consultant is to be responsible to the Director of the Hastings Urban Conservation Project for the work, who will also seek advice from the Environmental Advisor's Principal Landscape Architect. The

Consultant is to be responsible to the Environmental Advisor for completion of the work and other contractual matters.

3.2 The Director of HUCP and the Environmental Advisor will be responsible for:-

- (1) providing approvals at the end of each stage to enable the next to proceed where this is necessary;
- (2) providing base plans of each area to a scale of 1:500. It should be noted that detailed ground levels may not be available.

4.0 Place of Work

The Consultant will be based at his own registered offices. Briefing and liaison meetings as required will occur at ESCC offices in Lewes or at the HUCP offices in Hastings or in the Consultant's own offices as requested by the HUCP Director or Environmental Advisor.

5.0 Termination

Termination of the consultancy may be reached at the end of any stage of the plan of work or upon the expiry of 2 weeks notice by either the Consultant or ESCC.

6.0 Copyright

All drawings, specification, and documents prepared by the Consultant or his staff will remain the property of ESCC and will be handed over at the end of the project, with a copy to HUCP, the copyright in the same being reserved to the County Council. The Contractor will not reproduce material without prior permission of ESCC and the HUCP.

7.0 Payment

7.1 Fees: The Consultant will be reimbursed by ESCC at the end of each stage, if requested, in accordance with the form of tender. Travel time is to be included within the tender.

7.2 Reimbursable Expenses: Payment of Fees is inclusive of normal expenses including local telephone calls, office expenses, subsistence and all travel to and from Lewes and Hastings required to carry out the work specified. If additional journeys are requested then mileage expenses will be paid at the rate of 12.7p per mile where the Consultant's vehicle is used, or public transport costs when instructed to use public transport. Mileage will be calculated from and return to the Consultant's office. Subsistence will only be paid in exceptional circumstances and must have the prior approval of the County Planning Officer. Similarly long distance telephone calls and other exceptional expenses will only be paid after prior approval of the County Planning Officer.

The Consultant is not to exceed the sum of £300 for all expenses under this clause without prior approval of the County Planning Officer.

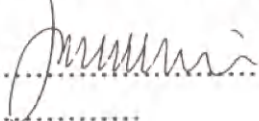
7.3 Invoicing : The Consultant will invoice at the end of the project or at the end of each stage. Payment from ESCC will be due within 30 days of receipt of invoice.

8.0 Confidentiality

All data, plans and other information and papers supplied by or prepared for the County Council or the Hastings Urban Conservation Project shall be considered confidential and all papers and plans so marked.

9.0 ARBITRATION

Any dispute arising shall be settled by negotiation between the parties; in the absence of such settlement the dispute shall be referred to arbitration in accordance with the procedures of the Landscape Institute.

Signature of Consultant.....

Date..... 8 Feb 1988

Ref:EAU/HUCP-FOR