

Seaford. Vision for the future

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1. Introduction

1.1. About this report

Through the Department of Communities and Local Government’s Neighbourhood Planning Programme, AECOM has been commissioned to provide design support to Seaford Town Council’s neighbourhood plan steering group. The support is intended to provide design assistance to the Town Council’s work in producing a Neighbourhood Plan.

The main focus of AECOM’s support has been the opportunities around the old gasworks in the Dane Valley. This short supplementary report concerns the whole town and the town centre in particular. It uses the Character Assessment undertaken by the Seaford Neighbourhood Plan group as a starting point.

1.2. Seaford Neighbourhood Plan baseline documents

The ***Pre-Submission Version Seaford Neighbourhood Plan*** was published for consultation in October 2017. It includes Policy SEA2 Design, which sets out that development must be designed to a high quality “to reflect and distinguish the attractive and unique landscape, seascape and townscape character of Seaford”, and references 12 design guidance principles, based on the Building for Life standard.

The ***Seaford Neighbourhood Plan Housing and Development Focus Group Character Assessment*** was produced in August 2017. It is a commendable piece of work that, amongst other things:

- Logs the town’s historical growth;
- Identifies and presents baseline information on character areas within the town;
- Sets out a vision and objectives for the public realm, backed up by public realm design guidance; and
- Highlights the twelve urban design guidance principles noted above.

This report ties up a loose end in the Character Assessment report by, where possible, mapping the possible interventions included in the Vision for the Future (section 11.3). These 28 possible interventions are presented in the Character Assessment under the following headings:

- Sense of arrival and orientation;
- Connectivity and town character;
- Promotion of the seafront and points of interest; and
- Gateway to the countryside.

1.3. Report structure

The remainder of this report presents the mapped vision at three different scales, depending on which scale the possible interventions are best illustrated at:

- Town-wide;
- Town centre and surrounds; and
- Town centre.

1.4. Next steps and future work

The illustrations in this report can be used in the Neighbourhood Plan to provide colour and illustration to the sections on design.

We do not have the resources to prepare a Design Guide for Seaford, although note that such a document is referenced in the draft Neighbourhood Plan. The Building for Life principles are a sound, tried and tested tool to include in the Plan but it would be useful to interpret and illustrate them from a Seaford context. It is possible that this could be provided via the Department for Communities and Local Government-funded, Locality-led technical support programme.

2. Maps

The following maps address - where possible - the interventions included in the ***Seaford Neighbourhood Plan Housing & Development Focus Group Character Assessment*** Vision for the Future (section 11.3). These points are mapped on three different maps depending by the different scale of intervention.

2.1. Town-wide

Sense of arrival and Orientation

- Clear and attractive sense of arrival into the town
- Gateways and key views enhanced and promoted
- Strong, attractive and safe pedestrian links between the town centre and seafront with visual ‘cues’ of the seafront

Potential ideas to improve sense of arrival and orientation

- Pedestrian ways to Esplanade and Downs - maybe Church Place and pedestrianise Church Street.

Connectivity and Town Character

- Improved public realm at the key entry points to the town centre
- Connectivity from Seaford railway station and the number 12 bus route to the National Park, National Cycle Route 2 and the South Downs Way

Promotion of the Seafront and Points of Interest

- Conservation areas promoted along local walking and cycle routes

Gateway to the Countryside

- Easily identified access to the National Park
- Promoted and enhanced gateways to the National Park, the South Downs Way, Seaford Head and Cuckmere Haven and out of town destinations
- Promoted link and interpretation of Tidemills and Newhaven

2.2. Town centre and surrounds

Sense of arrival and Orientation

- Gateways and key views enhanced and promoted
- Strong, attractive and safe pedestrian links between the town centre and seafront with visual ‘cues’ of the seafront

Promotion of the Seafront and Points of Interest

- A seafront with more local character using durable, distinctive paving and street furniture
- Soften the built up edges of the seafront with planting
- Enhanced recreational spaces and facilities along the seafront

2.3. Town centre

Sense of arrival and Orientation

- Improved gateway experience at Seaford railway station with interpretation of key points of interest and the seafront
- Traffic calming and improved crossing points
- Interpretation of the seafront, National Park and Bishopstone
- Gateways and key views enhanced and promoted
- Strong, attractive and safe pedestrian links between the town centre and seafront with visual ‘cues’ of the seafront

Potential ideas to improve sense of arrival and orientation

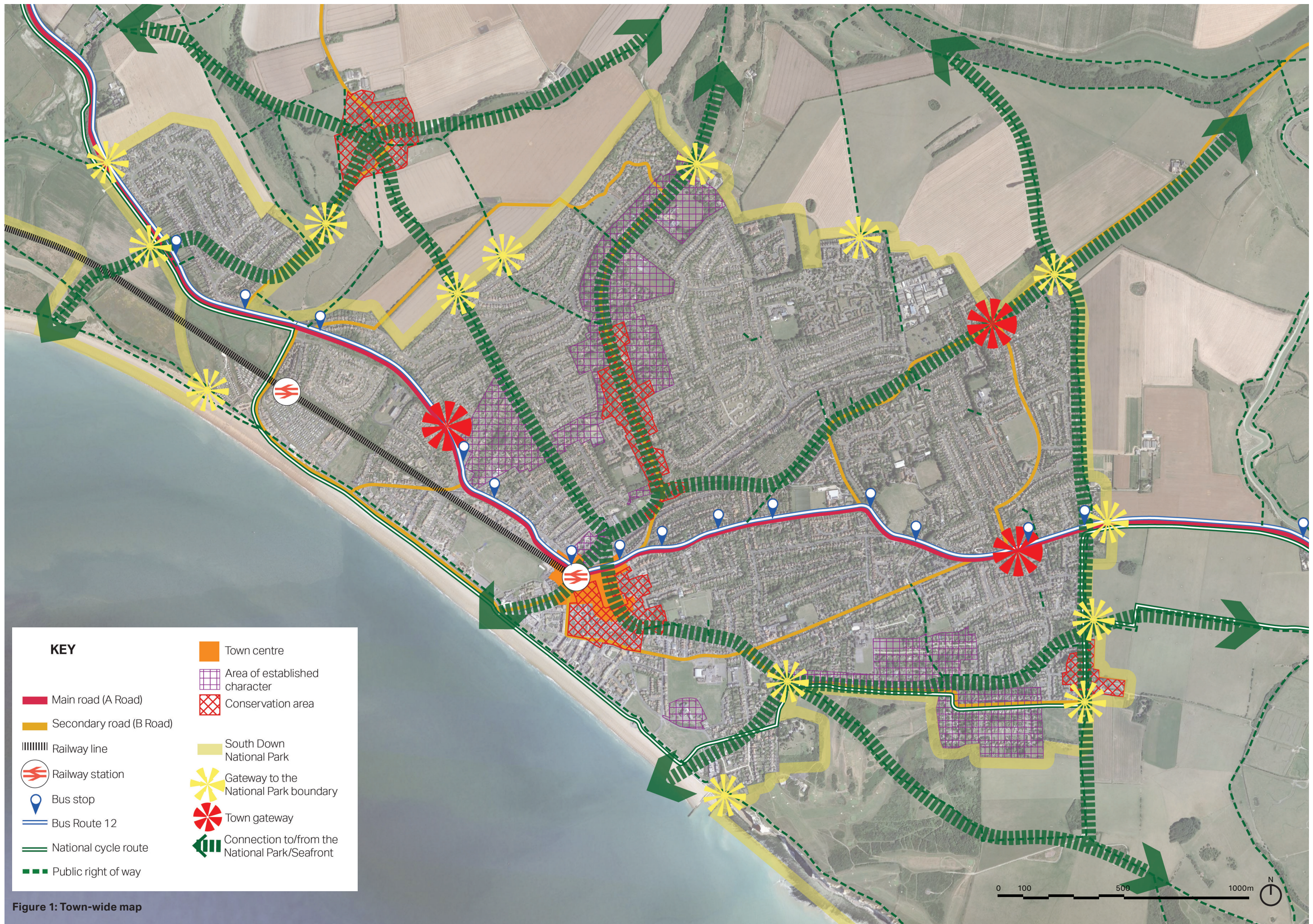
- Railway Station - an exit on the Salts side.
- Pedestrian ways to Esplanade and Downs - maybe Church Place and pedestrianise Church Street.

Connectivity and Town Character

- Improved public realm at the key entry points to the town centre
- A clearly defined core town centre of two main shopping streets, which are attractive to visitors
- Clearly defined pedestrian, vehicular and cycle movement corridors

Promotion of the Seafront and Points of Interest

- A seafront with more local character using durable, distinctive paving and street furniture
- Soften the built up edges of the seafront with planting
- Enhanced recreational spaces and facilities along the seafront



KEY

Main road (A Road)

Secondary road (B Road)

Railway line

Railway station

Bus stop

Bus Route 12

National cycle route

Public right of way

Town centre

Area of established character

Conservation area

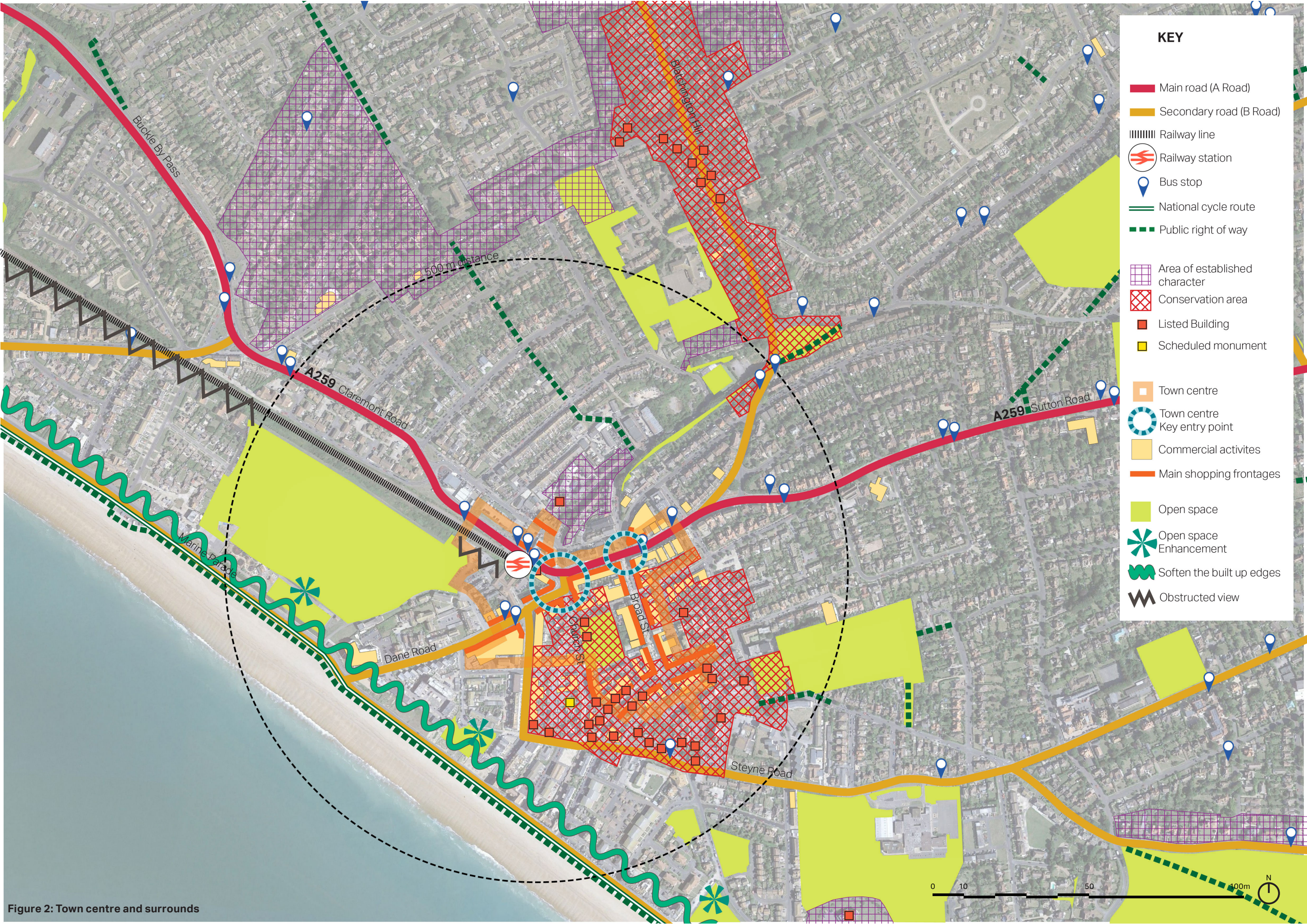
South Down National Park

Gateway to the National Park boundary

Town gateway

Connection to/from the National Park/Seafont

Figure 1: Town-wide map



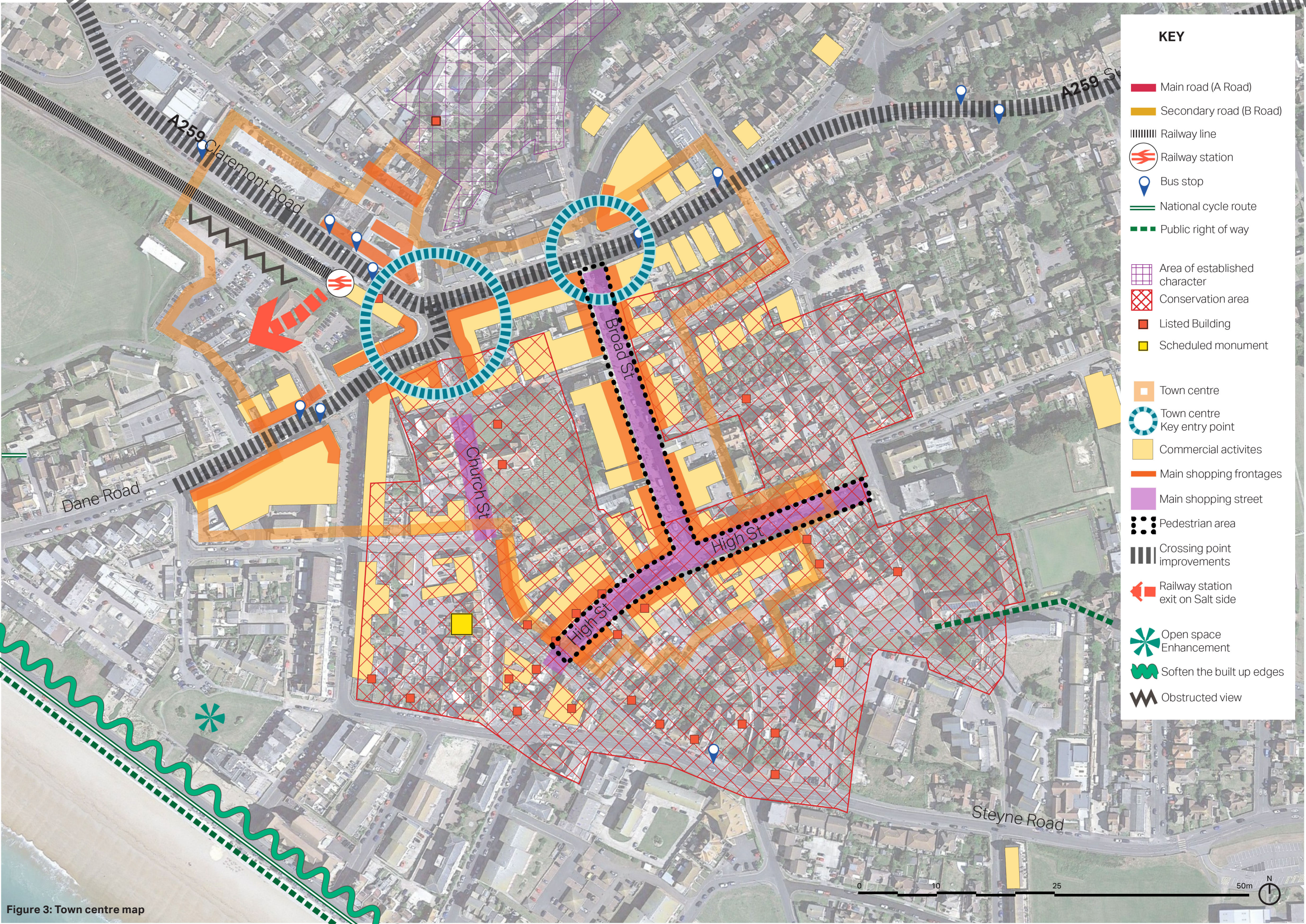


Figure 3: Town centre map

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