

Guiding Design Principles

CONRAN+
PARTNERS

HAILSHAM TOWN CENTRE MASTERPLAN
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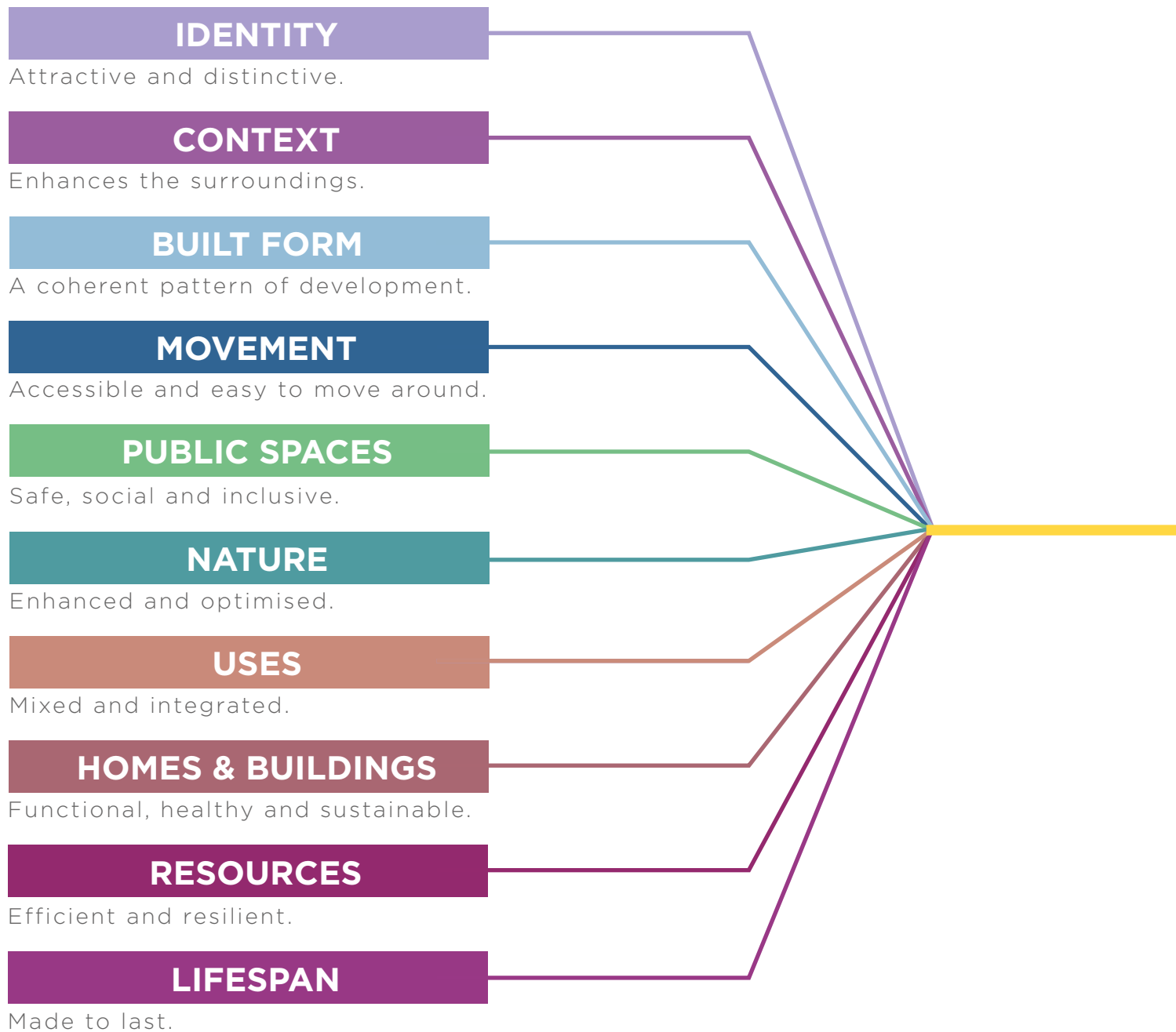
INTRODUCTION



1.1 A NEW VISION

The overarching design principle categories have been formed to capture each of the 10 Characteristics outlined in the National Design Guide.

"Well-designed places have individual characteristics which work together to create its physical Character. The ten characteristics help to nurture and sustain a sense of Community. They work to positively address environmental issues affecting Climate."



The vision for the regeneration of Hailsham Town Centre is to create a welcoming, inclusive and exemplar design that draws on its setting and enhances its surroundings whilst providing much needed, high quality new homes, leisure, retail, civic offices and a variety of open spaces.

The new vision will be informed by the following guiding design principles:



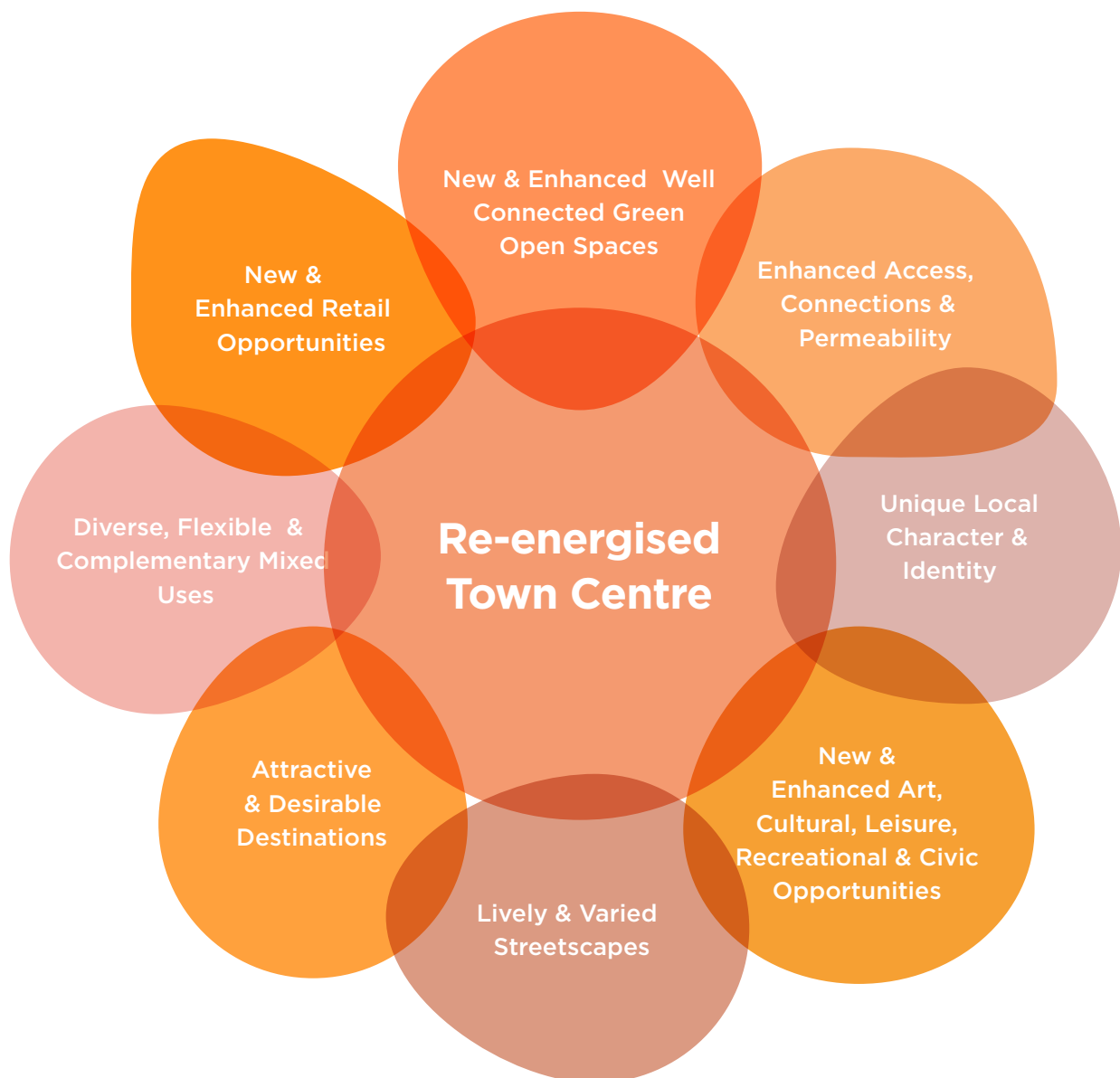
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DESIGN PRINCIPLES



2.1 RE-ENERGISED TOWN CENTRE

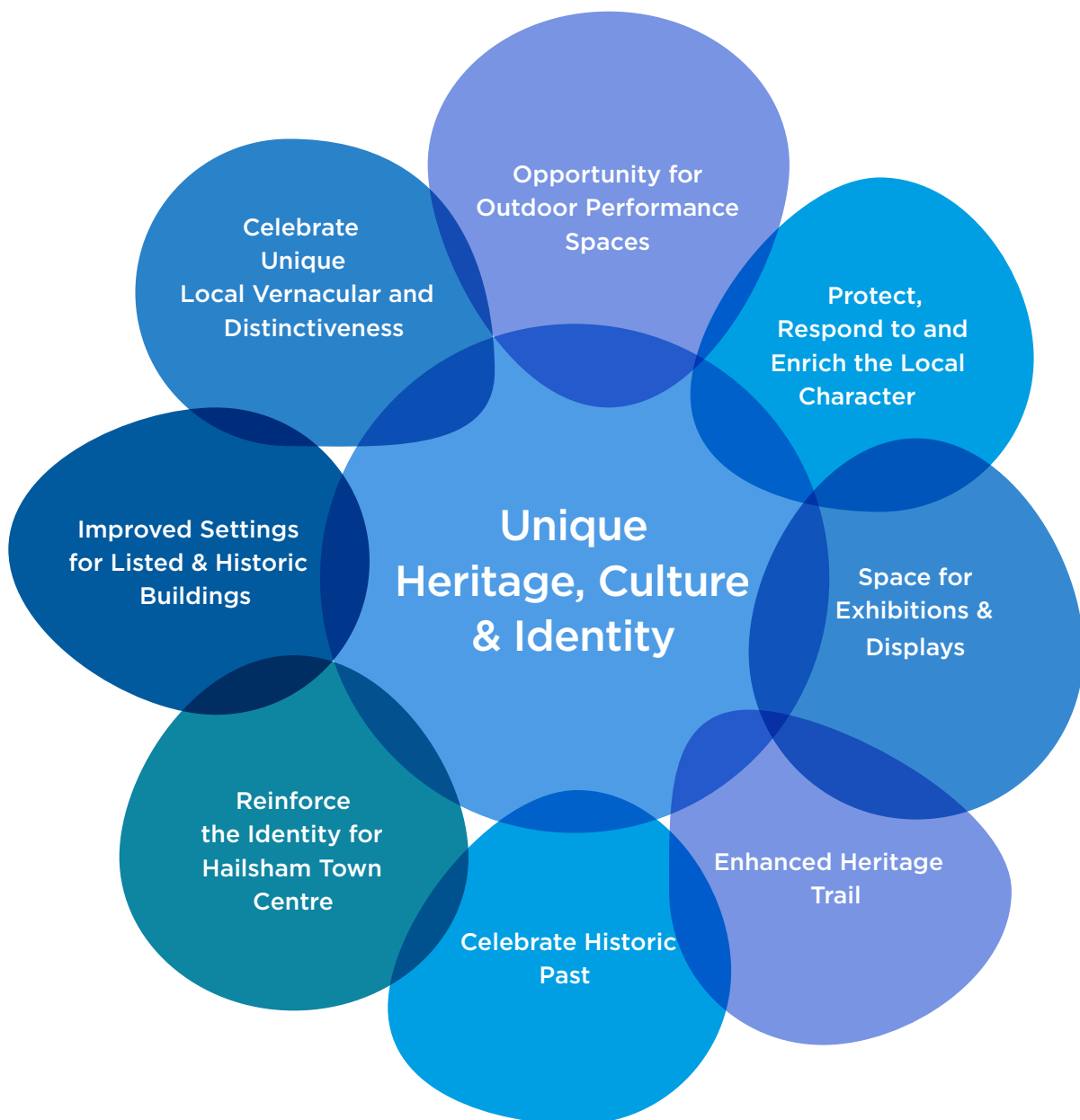
Establish Hailsham as a vibrant modern market town, with a prosperous economy and a sustainable future - key design objectives:





2.2 UNIQUE HERITAGE, CULTURE & IDENTITY

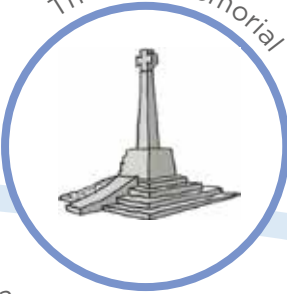
Celebrate the unique and special character of Hailsham - key design objectives:



Rope Making History



The War Memorial



St Mary's Church



Pavilion Cinema



Twittens & Alleyways



High Street



Cattle Market



Cuckoo Trail



Brick Details, Patterns & Colours



Window Shapes & Surrounds



Listed Buildings Detailing



Decorative Metalwork



2.3 SUSTAINABLE DESIGN & FUTURE PLANNING

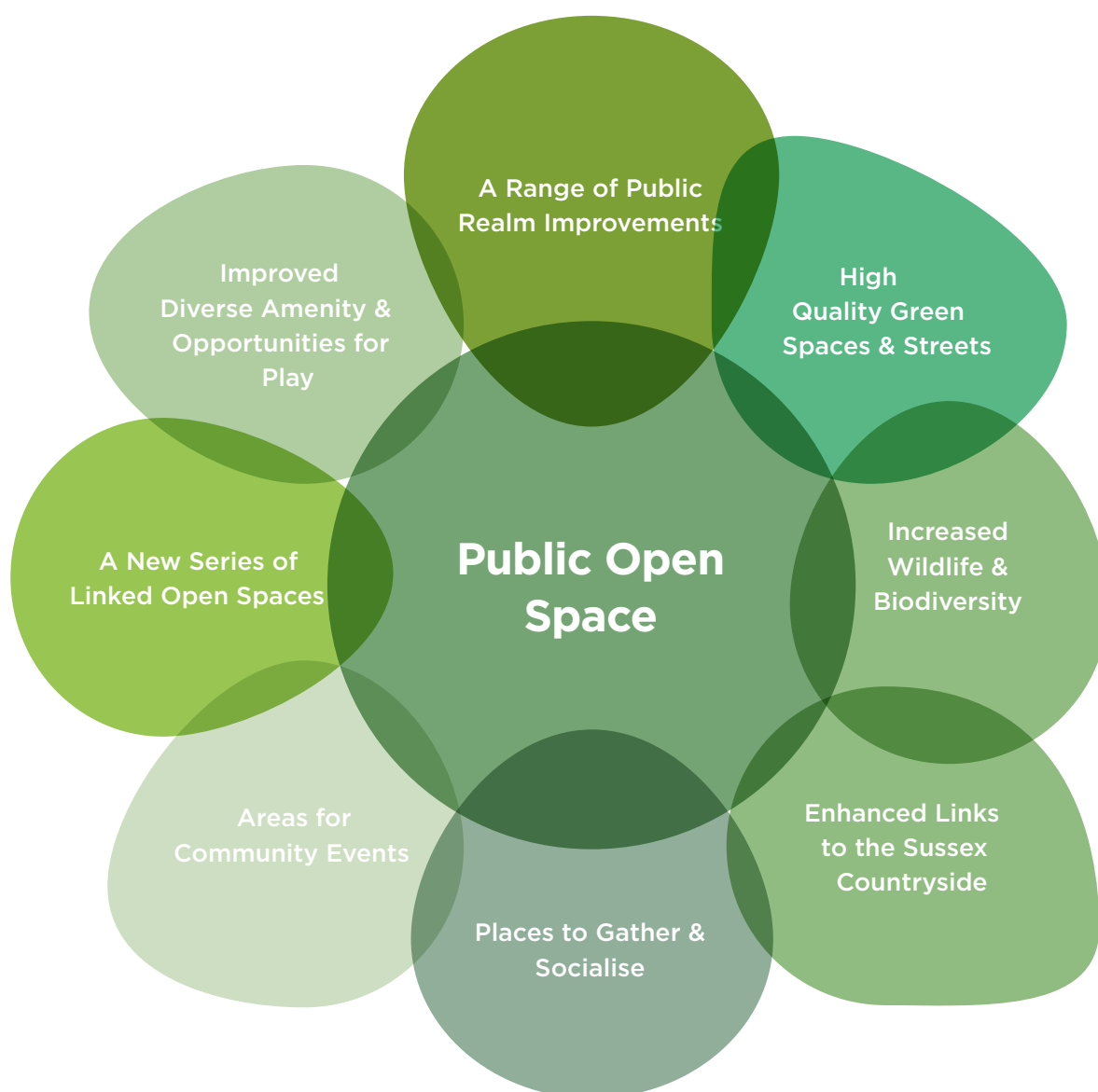
Opportunity to tackle urgent climate change - key design objectives:





2.4 PUBLIC OPEN SPACE

Enhance Hailsham's green infrastructure and public spaces - key design objectives:

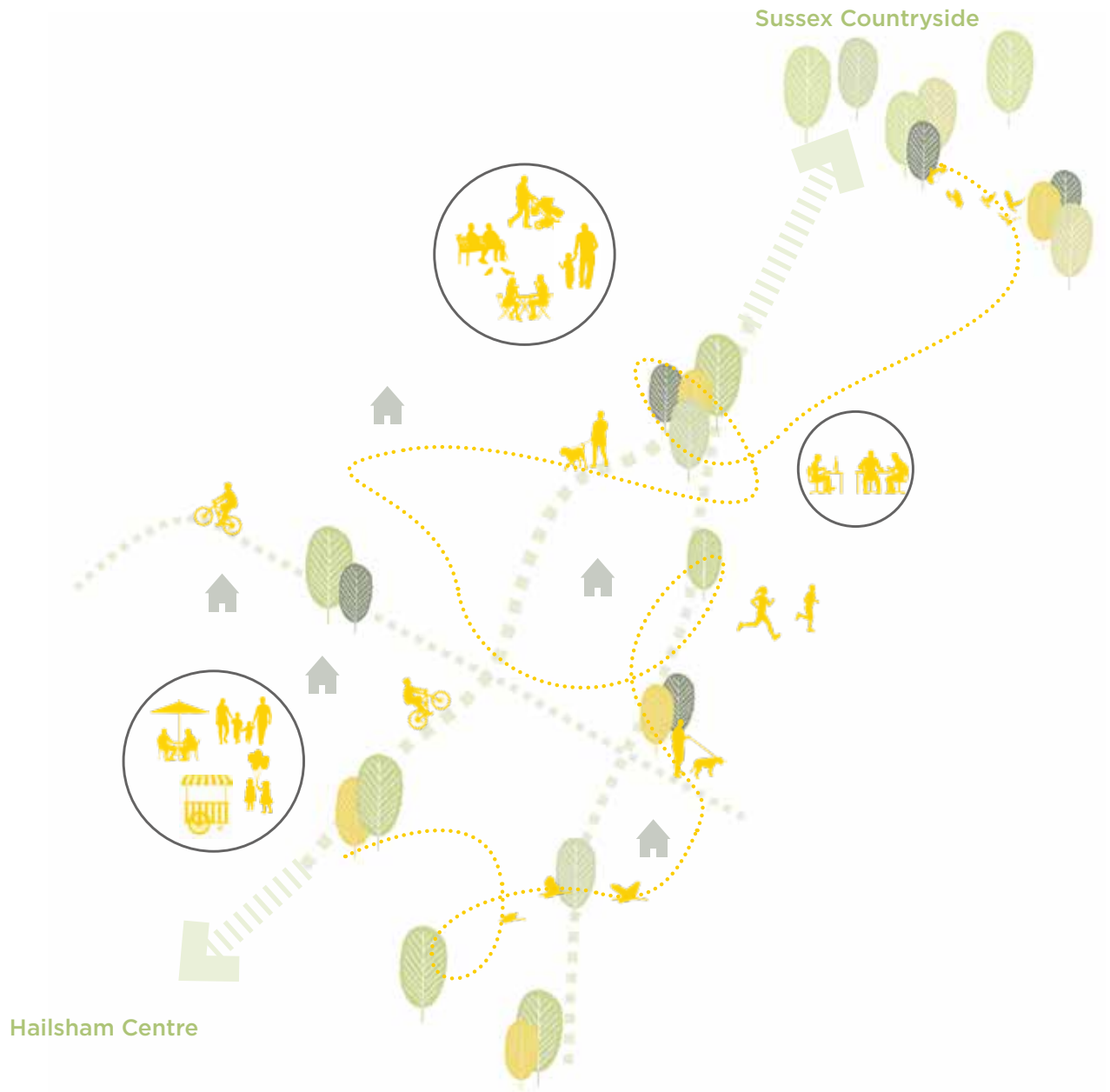




2.5 ENHANCED CONNECTIVITY, LEGIBILITY & WAYFINDING

Improved connectivity with the town and countryside - key design objectives:





2.6 HEALTHY & ACTIVE COMMUNITY

Promote well being - key design objectives:





2.7 TOWN CENTRE LIVING

New contemporary homes to support the vitality of the town centre - key design objectives:





