

Hailsham Context and Analysis

CONRAN+
PARTNERS

HAILSHAM TOWN CENTRE MASTERPLAN
OCTOBER 2020



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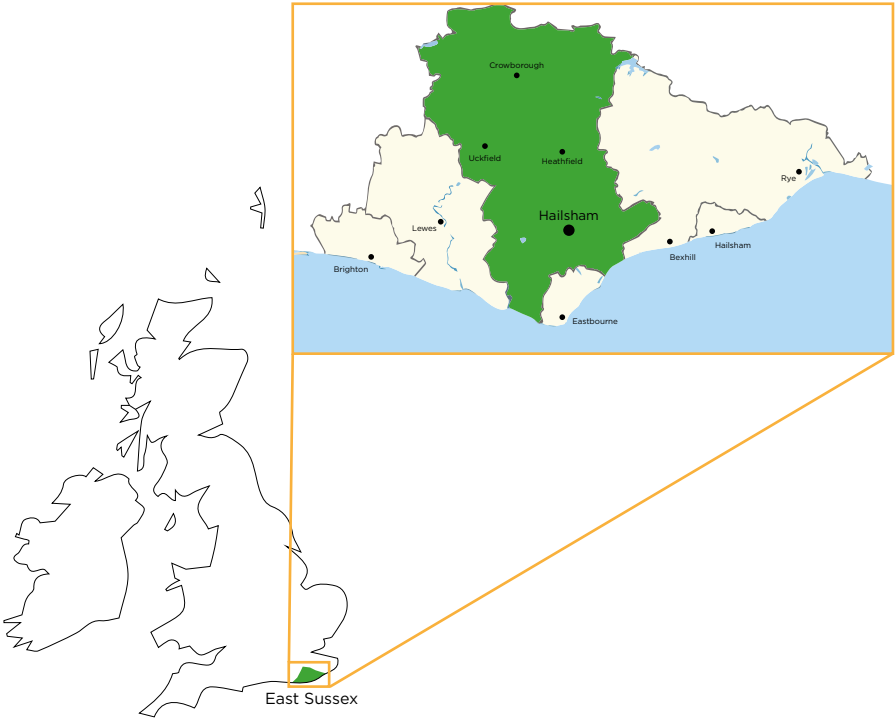
INTRODUCTION



1.1 INTRODUCTION

This document identifies the town planning relevant design constraints and opportunities for development in Hailsham Town Centre. These constraints have been used to set clear parameters and inform the aspirational principles that will guide the evolution of the design for a reimagined Hailsham.

1.2 SITE LOCATION



— Site Boundary



NTS

1.3 THE SITE



— Site Boundary

N
NTS



St Mary's Church



Vicarage Field



Wealden Council (Bottom Right)

1.4 LOCATION PLAN + SITE PHOTOS



1 High Street Shops



2 Wealden Council



3 Leisure Centre



4 Hailsham Health Centre



1.5 SITE PHOTOS



5 Waitrose



5 Waitrose



6 Vicarage Field



7 War Memorial



8 The Hailsham Club



9 Charles Hunt Centre



10 St Mary's Church



10 St Mary's Church



11 BT



12 Seaforth



2

BUILT ENVIRONMENT AND HISTORIC CHARACTER



2.1



1874-1875

The site north of the church, Vicarage Field, can be seen as a large piece of open land which effectively extended the countryside right up to the High Street, with a pond in the approximate location of the current War Memorial. The town developed around the church and adjacent market square at the crossroads. The Cattle Market located in close proximity to the site, flourished by the middle of the 19th century. The map records the development of the town, with buildings extending on both sides of the High Street. By the mid-19th century Hailsham's rope and cordage industry employed around 100 workers and some of the place names on the map reflect the ropemaking industry.



1908

The late 19th and early 20th century economic basis of Hailsham comprised a combination of manufacturing, combined with service industries and retailing serving the town and surrounding area, although the rope-making industry declined. The Market Square and the streets leading off it continued to be the retail centre of the town in the late 19th and the 20th century. There has been minor development activity within the site, which still remains open land to its majority.



1925-1929

The grade II listed War Memorial on the High Street was erected in 1920, following the Great War, with an additional plaque added in 1949, after WWII. The land behind the memorial was let by the council to the 'Comrades of the Great War' who built a wooden memorial hut.



1974-1979

Significant development is recorded within the site, with retail and healthcare facilities on the south part and a nursery and car parking on the north. The wooden memorial hut has been replaced by the Hailsham Club built to the north of the churchyard. The rise of retail has resulted in significant loss of historic fabric that changed the face of the High Street.



Present

The buildings located within the site are from a mix of periods and represents a mix of architectural styles. The land use is primarily commercial and retail.

2.2 HISTORICAL REFERENCES & FEATURES

The Hailsham Crest is divided into four sectors:

- Upper Left - Six gold martlets and crown of the armorial bearings of the County of East Sussex.
- Upper Right - A sheaf of corn, crook and rake, to illustrate the agricultural and rural connection from which Hailsham derived its status as a market town.
- Lower Right - A mill, of which Hailsham originally had several of this type – although it is believed that this represents the last surviving mill – Hamlin's Mill in Mill Road
- Lower Left - A ball of twine and rope “dolly”, representing Hailsham's later entry into light industry, in the form of ropemaking.

Livestock Market



Hailsham is well known for its livestock market, which dates back to a charter granted in 1252 by Henry III. Originally held in the High Street, it moved to purpose-built premises in Market Street in 1868 and is one of the only weekly livestock markets remaining in the south east



High Street / Market Square, 1842

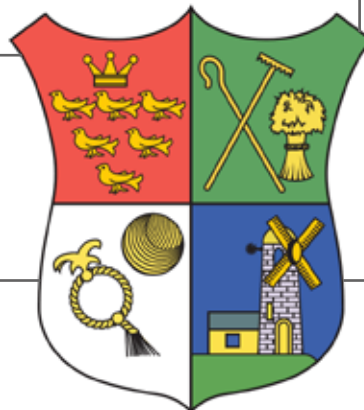


Cattle Market / Market Square, 1874-1875



East Sussex

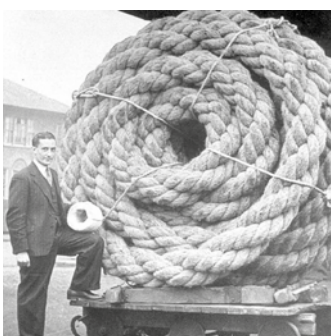
These are the armorial bearings of the county of East Sussex



Hailsham Crest

Rope Making Industry

Hailsham's traditional industry was rope making. Started in 1807 and giving Hailsham the title of “String Town”.



Hamlin's Mill

This small works off Mill Road lies on the site of the last surviving windmill in Hailsham. The smock mill was constructed in 1834 and continued in operation until destroyed by a fire in 1923. The shell was reused as a power mill which remained working until another fire destroyed that in 1967. Nothing now remains of the mill though some of the former ancillary buildings are still in use.



War Memorial



The grade II listed War Memorial on the High Street was erected in 1920, following WWI, with an additional plaque added in 1949, after WWII.



The land behind the memorial was let by the council to the 'Comrades of the Great War' who built a wooden memorial hut. The hut was removed in the 1960s when the Vicarage Fields shopping area was built; the Hailsham Club was built to the north of the churchyard nearby to replace it.



Hailsham Barracks



In 1803, Hailsham Barracks were built to quarter troops intended to man the Martello towers, which defended the Pevensey areas from Napoleon. The barracks were closed after the defeat of Napoleon at Waterloo in 1815. The site is now 'The Grenadier' pub.

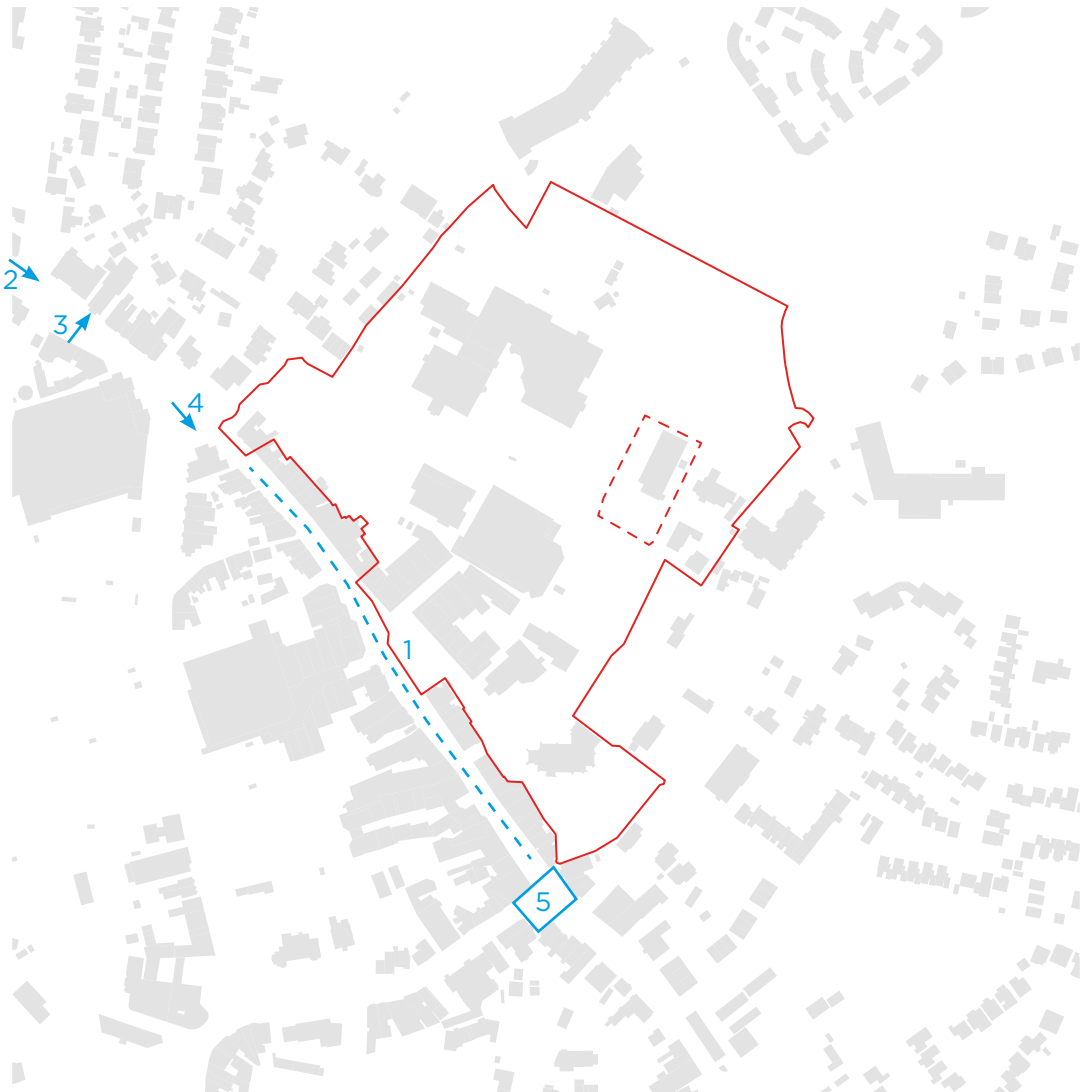


Hailsham Historical and Natural History Society



The Hailsham Historical and Natural History Society was founded in 1961. They operate the Hailsham Heritage Centre on Market Street which is a source for local history.

2.3 HISTORIC IMAGES



1 High St

High Street, Hailsham; building on the right - "Jenner - chemist druggist"

A view of High Street, Hailsham in the late 19th century. The building to the left - The Willows - is now (as of January 2005) occupied by Tendring's Garden Centre.



2 ➤ North of High Street



3 ➤ Wesleyan Church
Middle building is Wesleyan Church, Hailsham



4 ➤ View down High Street
Building on the right is now Prezzo, church can be seen behind buildings on the left.



5 ◈ Market Square
Market Square looking toward the alley leading to the church.



2.4 SITE CHARACTER

Listed Buildings & Ornamental Detail

There are numerous Listed Buildings in the area with many of them in close proximity to the Site. Their distinctive architectural language and detailing are a significant contributing factor to the historic character of Hailsham, and can provide inspiration for future development within the town centre to create a coherent approach that compliments the history and surrounding context.

The Old Vicarage



The War Memorial



Pavilion Theatre



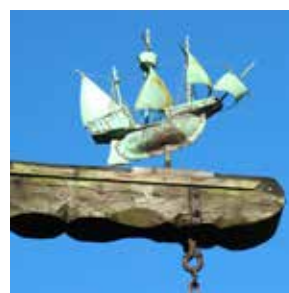
St Mary's Church



Sussex Twittens, Walks, Alleyways & Arches

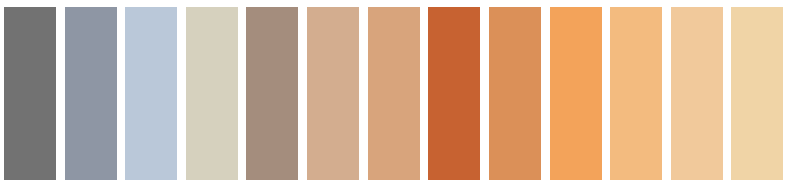


Decorative Metalwork, Signage & Sculpture



Brick Details, Patterns & Colours

There is a wide variety of materials that form Hailsham’s local vernacular, from timber-frame facades and club tiles to brick patterns and sandstone. These materials also provide a rich palette of colour hues; most common being red, brindle and orange brick, as well as brick with decorative tones of grey-blue.



Colour Palette

Window Shapes & Surrounds

The existing fenestration and window surrounds include a diverse range of detailing, proportions and typologies.



Thresholds & Doorways

Like the fenestration, the different thresholds and porches across the site and their use of colour express uniqueness and add significance to entrances.



Colour Palette

Rooflines & Materials

The dominant roovescape of the area is that of a pitched roof with many form variations including gabled, hipped, m-shaped and catslides. Contemporary developments echo this while also featuring mansard or flat roof typologies. The main materials used are slate tiles, clay tiles and curved shingles with red, brown and blue grey hues.



Colour Palette

Chimneys & Eaves

The low rise nature of many of the buildings entail that the varied roof typologies are more visible from the streets and the character and detail of the roofs is more perceptible.



2.5 SOCIAL AND CULTURAL CHARACTER

Grade II Listed Hailsham Pavilion, a registered charity, theatre and cinema is a key focal point for the community running film screenings, music, theatre and dance events throughout the year. The community asset is hailed as a good example of Hailsham's community spirit with local people coming together in the 1990s to help raise money to restore the building and its work today with schools, clubs and local organisations. Other central leisure facilities include the leisure centre with swimming pool and bowling alley.

The vibrant markets of Hailsham, the Street Market every Saturday on Vicarage Fields and the Framers' Market every second Saturday at the Cattle Market site, bring the local community and visitors together on a regular basis.



High Street Frontages



Cuckoo Trail



Common Pond



The Vicarage





Important annual events include: Guy Fawkes Night, organised by the Hailsham Bonfire Society every October, which is a very popular event with local residents, with an average attendance of more than 3,000 people; Hailsham Festival of Arts and Culture held every September which exhibits and celebrates the work of more than 100 artists from the local area, together with other events such as an art trail and poetry and short story competitions.

The Hailsham Council website lists over 50 active community groups and organisations - arts, sports, wellbeing, charity, recreational, social, seniors and youth.



2.6 ST MARY'S CHURCH



St Mary's Church, 1965



Before recent renovation



Key Landmark within Town Centre



St Mary's Church, 2020



Renovated interior, 2020



Disconnected from adjacent spaces



Front of Church/Churchyard Entry



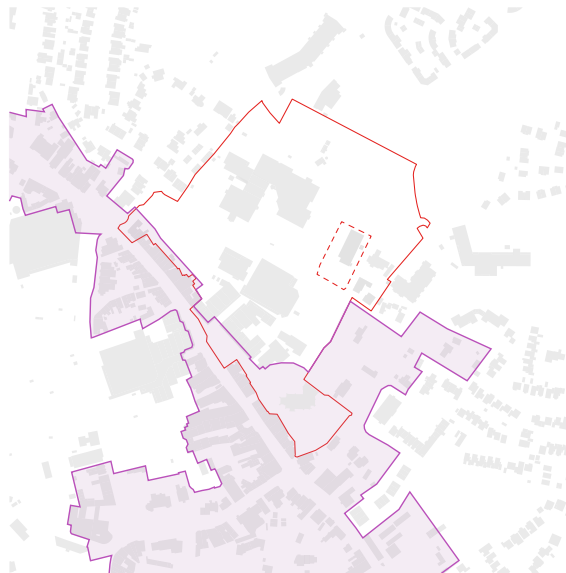
- Rear Facade
- Low Wall with Change in Level
- Boundary Wall
- Indicative Tree Location
- * Tree of Local Importance (WDC)
- ▶ Churchyard Access
- ★ War Memorial

3

HERITAGE AND CONSERVATION

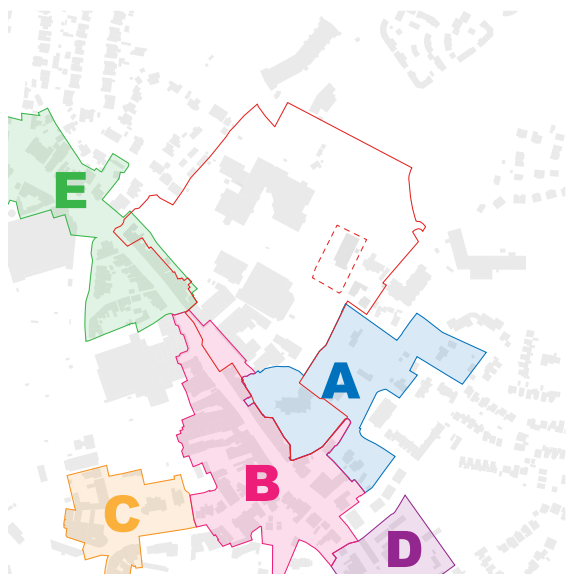


3.1 CONSERVATION & LISTINGS



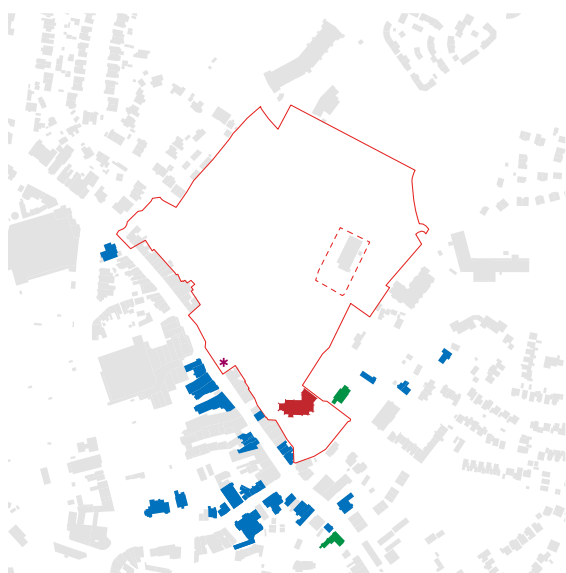
Conservation Area

The conservation area, the historic gore of Hailsham, bounds and overlaps the southern boundary of the Site.



Conservation Character Areas

Three of the conservation character areas overlap the Site. Poor frontages with the Site impact upon quality and setting of the conservation area.

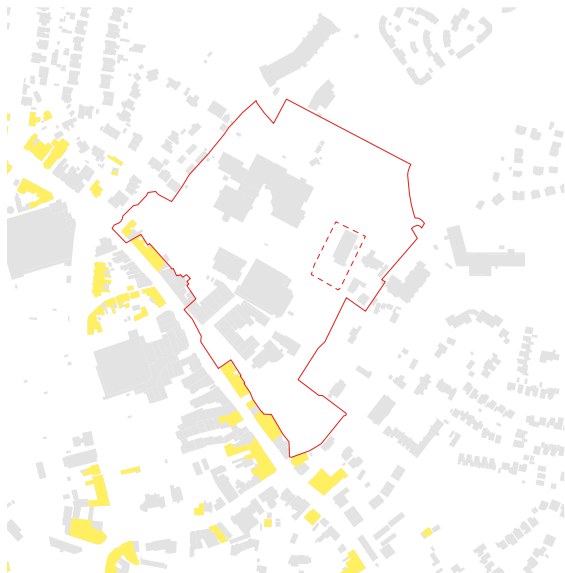


Listed Buildings

Two listed buildings are present within the Site and three buildings border the site, localised to the South around the churchyard.

- * War Memorial (Grade II Listed)
- Grade I
- Grade II*
- Grade II

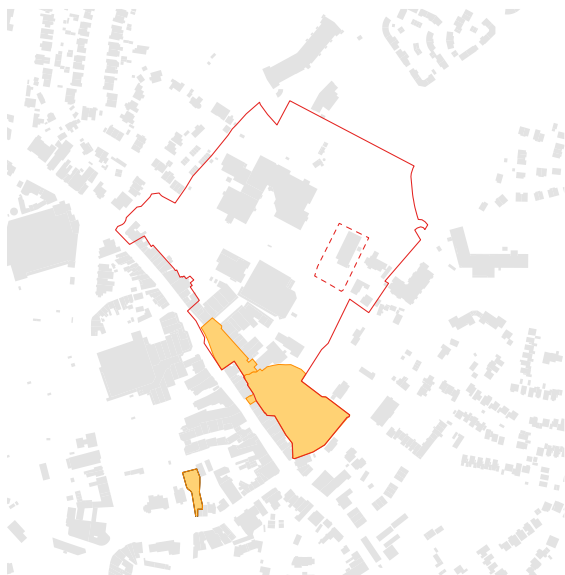
3.2 HERITAGE



Buildings of Local Interest

The buildings of local interest are grouped along the High Street, in line with the conservation area. The buildings retain strong active frontages towards the High Street.

■ Buildings of Local Interest



Important Open Space

The important open space is focused to the south of the Site and at the 'heart' of the town.

■ Important Open Space



Green Space and Trees

* Tree of Local Importance (WDC)

■ Green Space with Local Importance (WDC)

4

SITE USAGE AND STRUCTURE



4.1 URBAN STRUCTURE



Figure Ground

The site contains large scale retail, civic and leisure uses which contrast with the adjacent historic finer grain of the rest of the town centre.

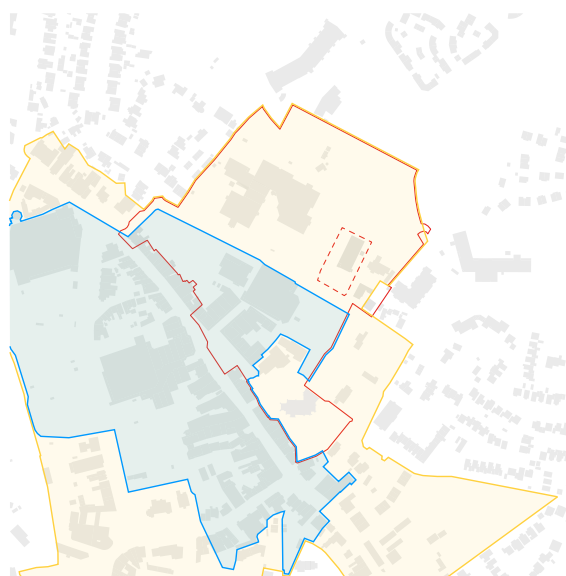
Moving from the conservation area through the Site, the streets and frontages become more fragmented before moving into traditional residential development street patterns and scale.



Building Heights

The site contains the tallest cluster of buildings in the vicinity.

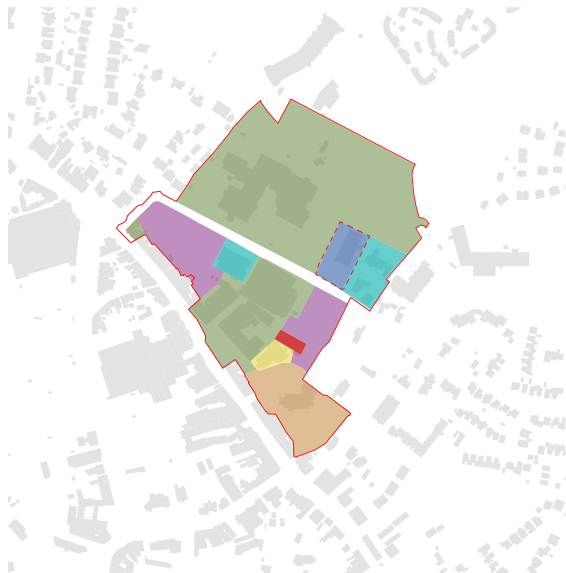
- 1 Storey
- 2 Storey
- 3 Storey
- 4 Storey



Land Designations

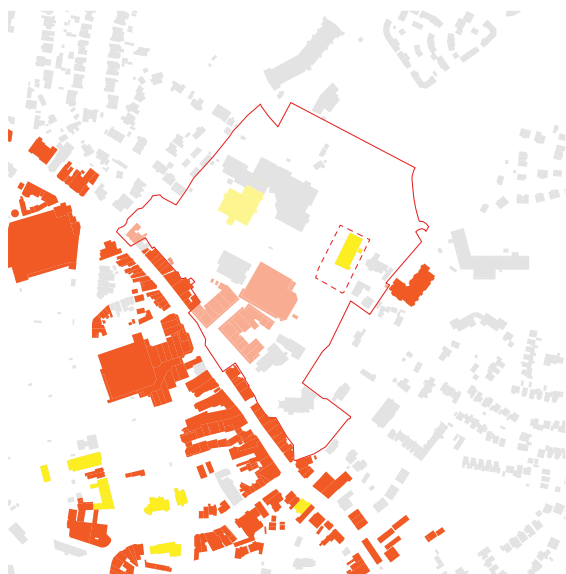
- Primary Shopping Area
- Town Centre Area

4.2 OWNERS AND USERS



Site Ownership

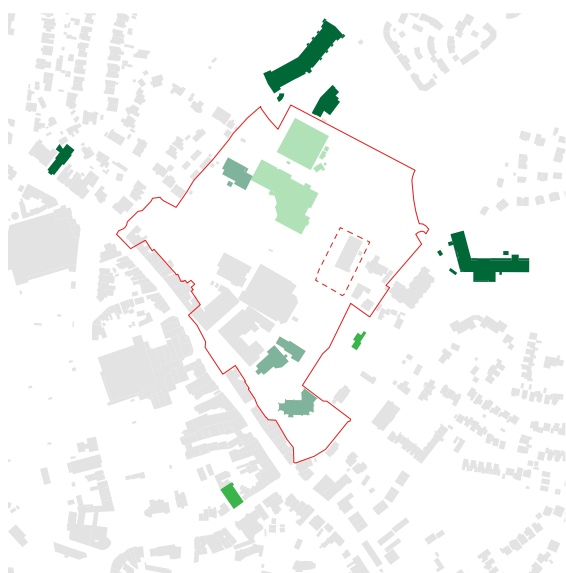
- Wealden DC
- Eastbourne, Hailsham & Seaford CCG
- War Memorial Trust (Hailsham)
- Hailsham Parish Church
- BT
- Hailsham Club
- Charles Hunt Centre



Workplace and Retail

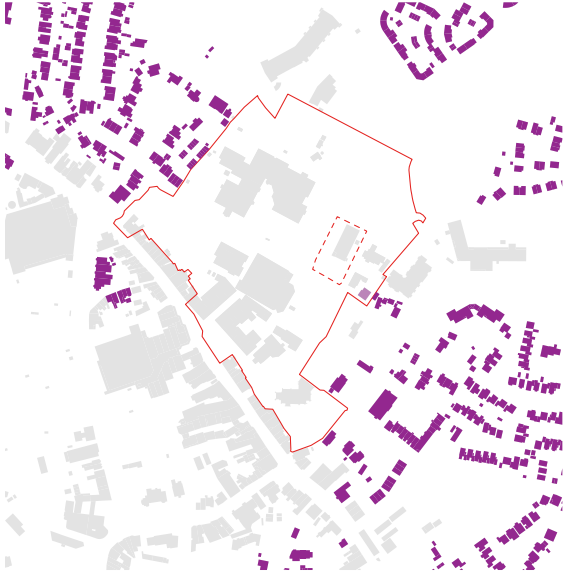
Workplace and retail accommodation is mainly grouped along the High Street.

- Workplace
- Retail



Leisure and Community

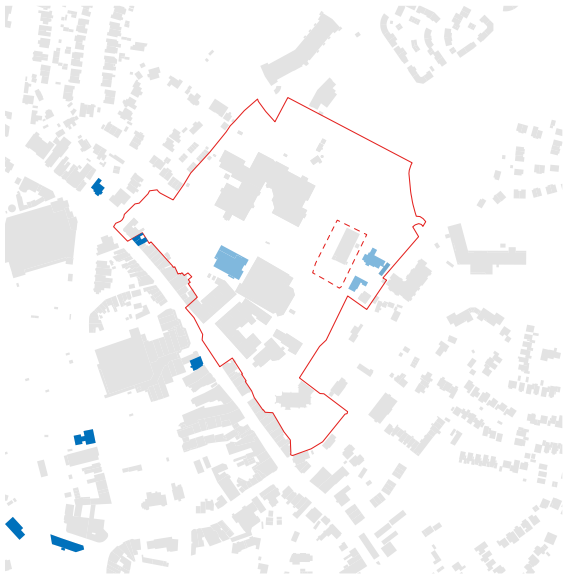
- Leisure
- Community



Residential

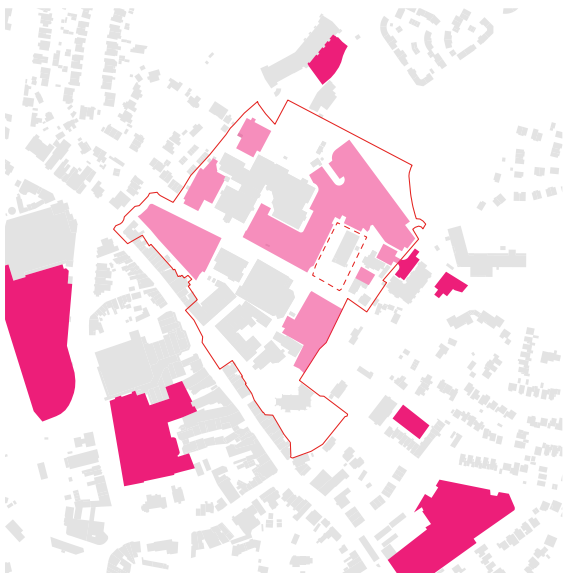
Residential accommodation flanks the Site to the north west and south east.

■ Residential



Healthcare

■ Healthcare

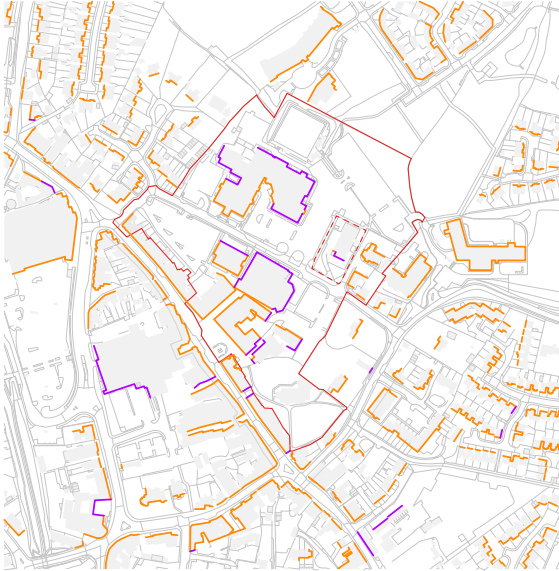


Car Parking

Surface car parking accounts for much of the Site coverage.

■ Car Park

4.3 EDGE CONDITIONS



Frontages

Active frontages are located adjacent to the High Street and become more inactive moving in an easterly direction.

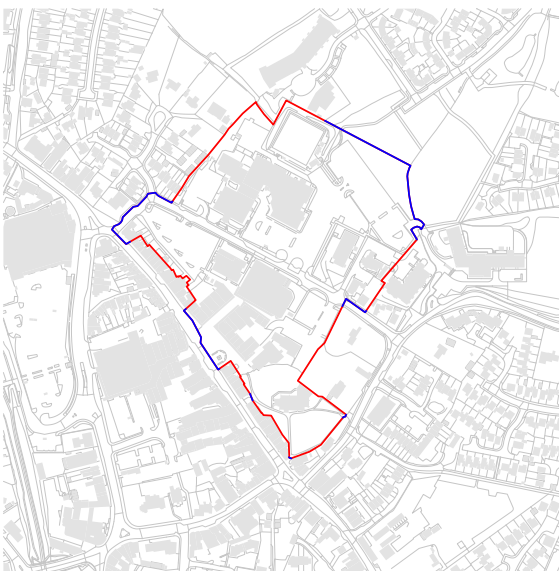
Traditional street structure has strong and active frontages, but there are exposed 'backs' which are unwelcoming and create unattractive spaces.

- Active
- Inactive



Boundary Condition

- Open
- Closed



Boundary Condition

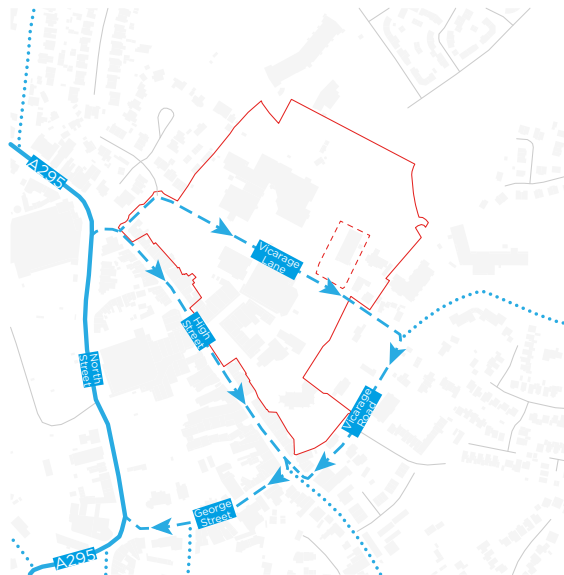
- Public
- Private

5

ACCESS AND INFRASTRUCTURE



5.1 ACCESS



Vehicular Highways

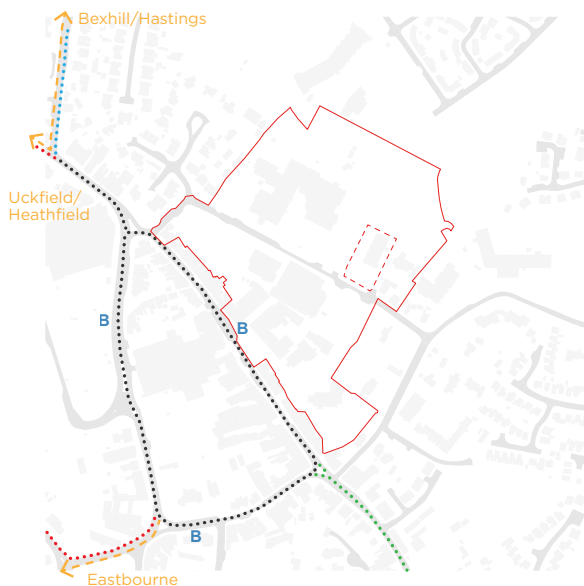
Only one road (Vicarage Lane) runs through the Site but facilitates much of the access to car parking.

Movement network impacts upon coherence of the town centre

- Non Key Residential Road
- Key Routes to Town Centre
- ➔ Town Centre (One Way)
- Main Road

Public Transport

Only one bus stop exists within close proximity of the site to the south west, 260m from the northern part of the site



- H1
 - H3
 - H4
- Hailsham Centre Bus Routes

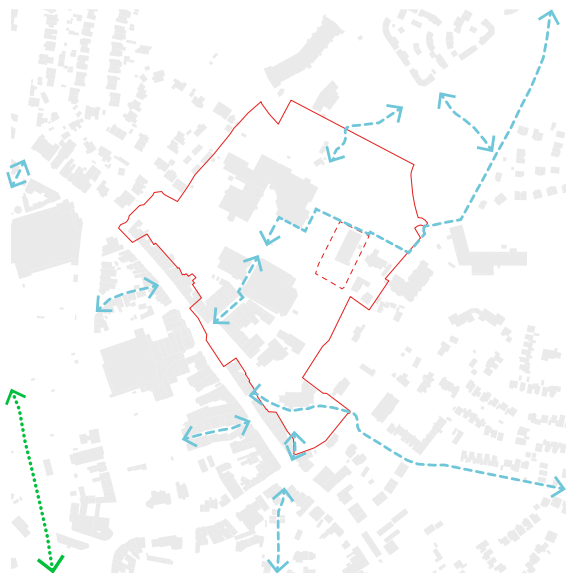
↔ Key Bus Route Destinations

B Bus Stop

Car Parking





- Vicarage Lane
- Vicarage Lane Council Offices (Side)
- Vicarage Lane Council Offices (Rear)
- Vicarage Field East
- Vicarage Field West
- Seaforth Pharmacy/Surgery leading to Garrett Court
- Vicarage Field Shops (Loading Bays)

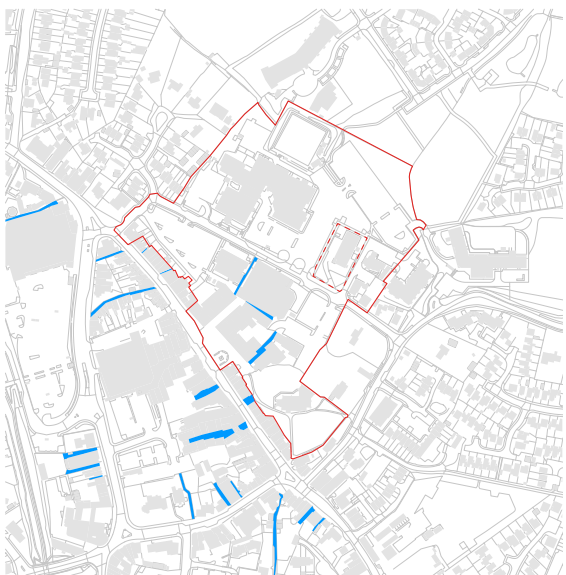


Pedestrian and Cycle Access

The Site suffers from a network of inconsistent and incomplete pedestrian routes.

Weak east/west connections

-  Footpath
-  Cycle Path (Cuckoo)








Twittens & Alleyways

The twitten & alleyway historic characteristic is less prevalent within the more recent urban fabric of the Site compared to other parts of the town centre.

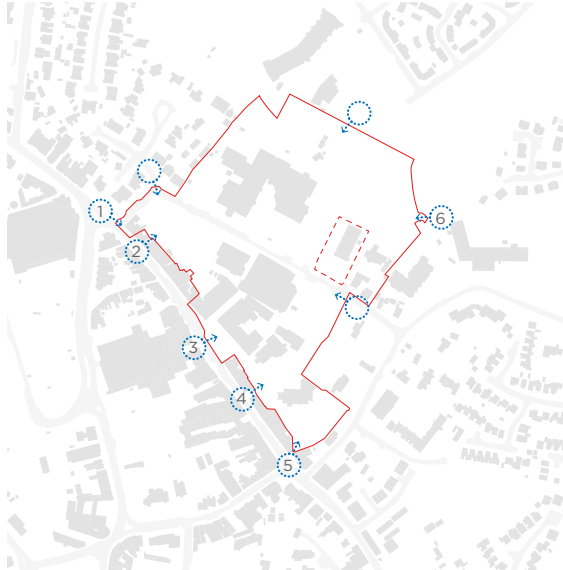
-  Twitten & Alleyways



Neighbouring Access Requirements

-  High Street Shops accessed via Vicarage Field West Car Park
-  High Street Cafe and Shops with access to the rear
-  High Street Shops with rear elevation backing onto Churchyard
-  Garrett Court accessed via Seaforth Car Park
-  White House Academy accessed via Vicarage Lane Car Park

5.2 ARRIVAL



Points of Arrival to Site

 Arrival Point



1



4



2



5

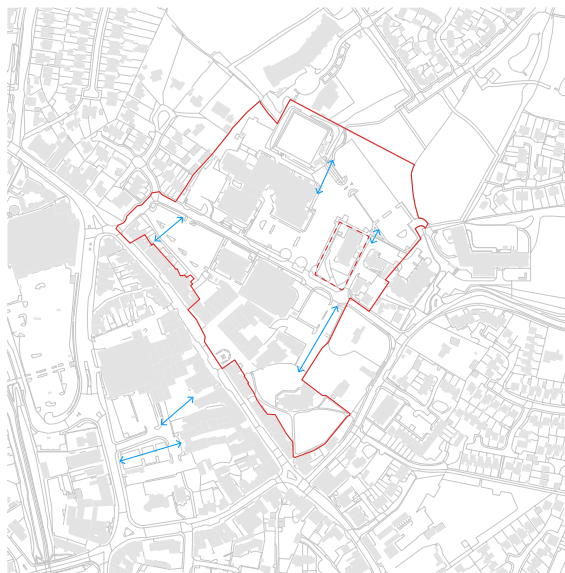


3



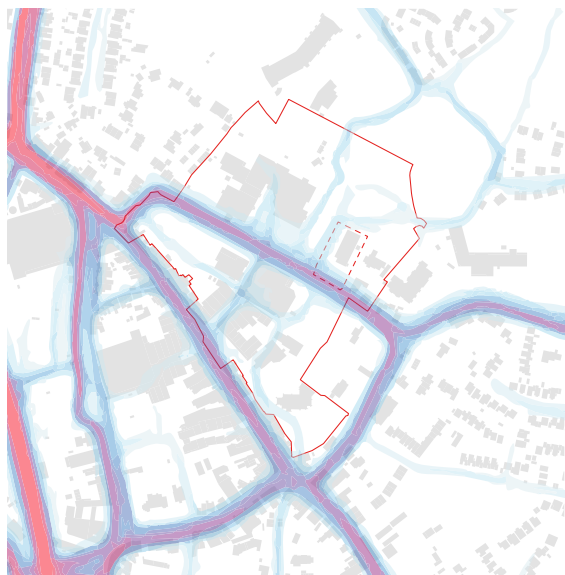
6

5.3 ACTIVITY



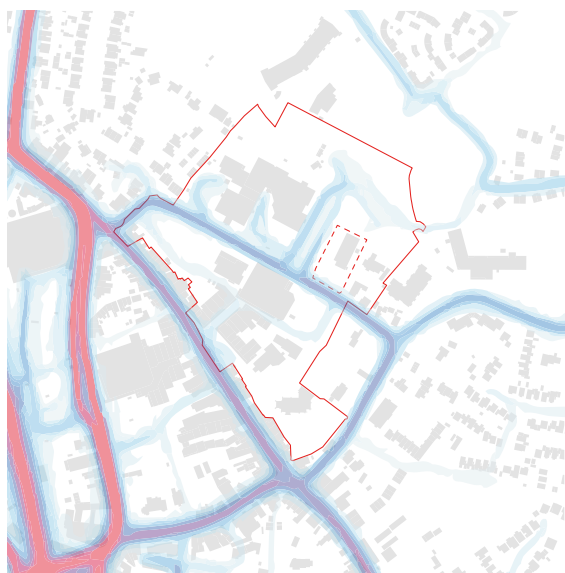
Desire Lines and Routes

Surface car parking and servicing within the Site has fractured the character of the town centre.



Run Heatmap

The intensity of colour indicates that Vicarage Lane and the pathways to the north of the Site are commonly utilised for exercise.



Cycle Heatmap

The intensity of colour indicates that cycling is mainly undertaken on the main roads within and around the Site.

5.4 INFRASTRUCTURE



BT

BT



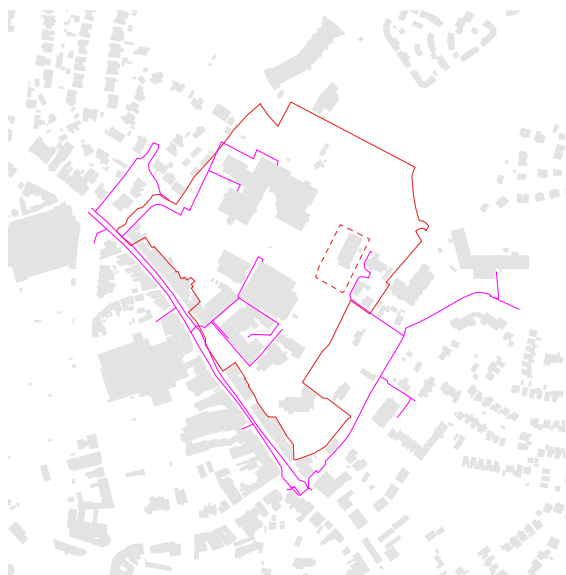
High Voltage/ Low Voltage Cables

Some high and low voltage cables traverse the south west of the site along pedestrian routes and car parking rather than underneath roads.

Low Voltage

High Voltage

Sub Station



Gas Main

There are gas mains present within the pedestrianised areas of the south west of the site.

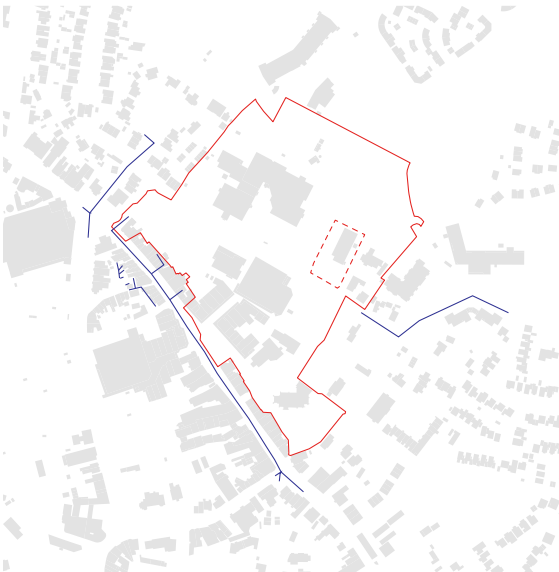
Gas Main



Water Main

As well as along Vicarage Lane, there is a water main route within the pedestrianised areas of the south west of the site.

— Water Main



Foul Water

The foul water drainage within the site is not available from the desktop search and will be updated upon receipt of further detailed survey information.

— Foul Water

6

ENVIRONMENT AND GREEN INFRASTRUCTURE



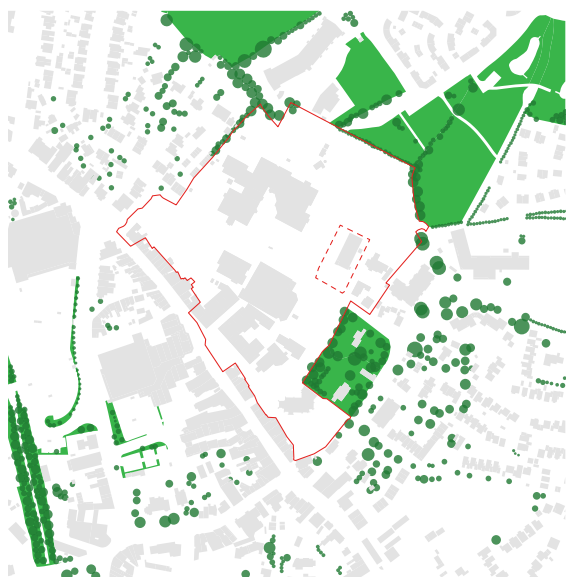
6.1 PLANTING & OPEN SPACE



Existing Planting on Site

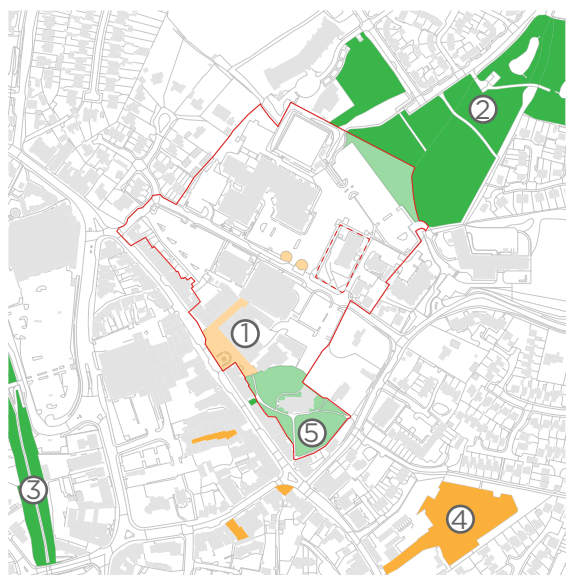
Few green spaces exist within the site and town centre and are pushed towards the northern edge.

- Grass
- Indicative Tree Location



Surrounding Area Planting

- Grass
- Indicative Tree Location



Public Open Spaces

- Green Space
- Hard Landscaped Public Space



① Vicarage Field Public Square



② Green Space to North of Site



③ Cuckoo Trail



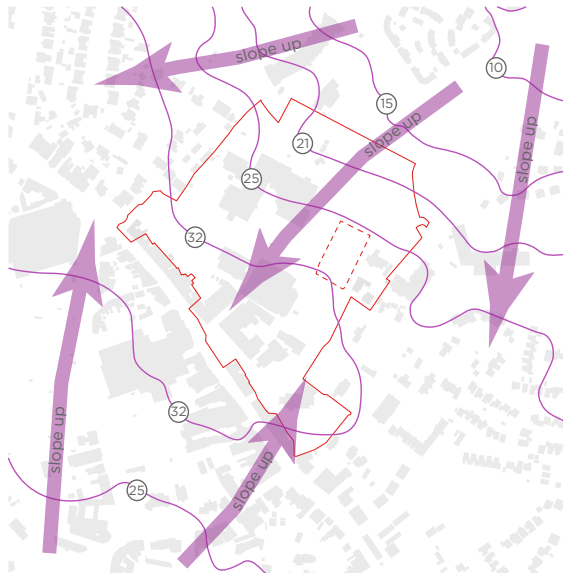
④ Livestock Market



⑤ Churchyard



6.2 LAND FORM



Wider Context Contours

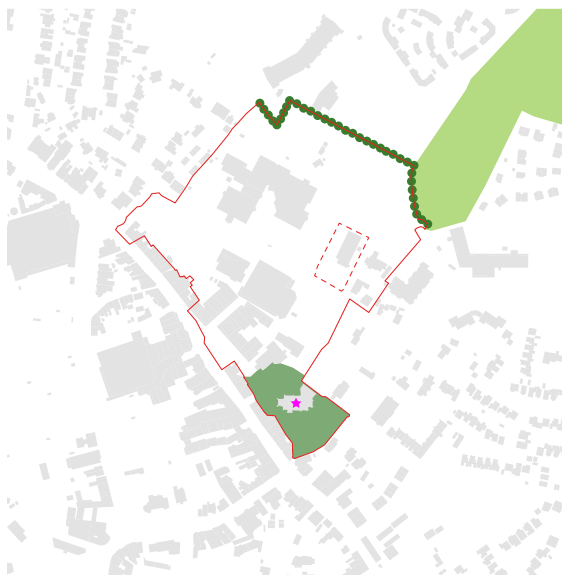
— Contour Line

6.3 PROTECTED NATURAL FEATURES



Tree Preservation Orders

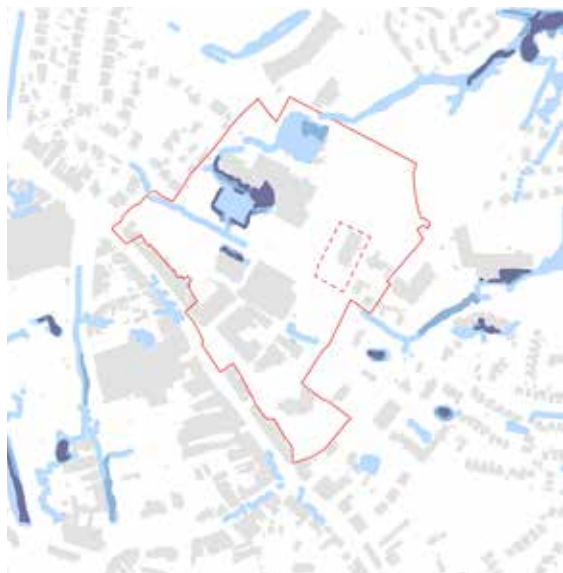
- TPO
- * Tree of Local Importance (WDC)



Important Ecology Feature

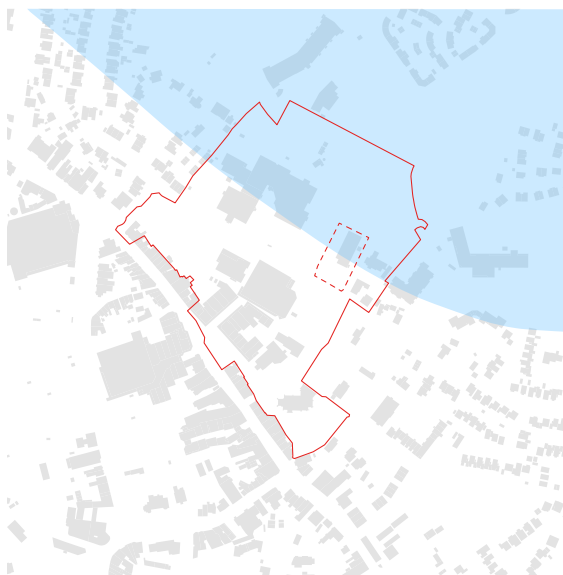
- Boundary Hedgerow
- ★ Confirmed Bat Roost
- Eco Park
- St Mary's Church Yard

6.4 FLOOD RISK



Surface Water

- Low
- Medium
- High



Ground Water

- Groundwater Concern

