

Policy DE1: Achieving well designed and high quality places

- 1 All development must be beautiful, achieve a high quality of architectural design and contribute positively to user experience, sustainability and a sense of place. Innovative and contemporary architecture will be supported where it is of high quality design, responds to its context in the local area and does not negatively impact on the existing character, particularly where it delivers overall design excellence.
- 2 Design must be considered at the earliest opportunity having regard to national and local design guidance, relevant design guides and design codes.
- 3 Development proposals will be supported where they:

Context and identity

- a) Are locally distinctive, relate well to, and positively contribute to the character and topography of the surrounding built and natural environment (including its overall setting, townscape features, landscape, skyline, heritage, important views and green corridors). Proposals should create a positive sense of place by responding to the features of the site and the surrounding context;
- b) Relate sympathetically to the local landscape, retaining existing important landscape, historic and natural features and incorporating high quality landscape design, mitigating against any detrimental harm to the landscape and / or its features. This includes (where applicable) providing an appropriately sized and designed landscape buffer to the open countryside. As relevant to the site, the use of native hedges comprising native species is preferable to man-made boundary treatments;
- c) Provide a strong, attractive and positive identity contributing to health and well-being, inclusion and cohesion by ensuring that new developments integrate well, both physically and visually, with the existing built form and existing communities;
- d) Use high quality local materials, adopt traditional typical local building forms and use architectural detailing and planting that will ultimately complement the local area

and surroundings, helping to establish a strong sense of place. A consistent high level of design and material quality should be used across different tenures;

- e) Enhance either the existing character or achieve a new positive character;

Built Form

- f) Make efficient use of land and, where appropriate, prioritise the use of previously developed land and buildings whilst respecting any constraints that exist;
- g) Ensure that the siting, scale, massing, density, orientation and appearance of the development will lead to a high standard of design and layout;
- h) Ensure that all proposal elements relate well to each other;
- i) Provide and incorporate a sufficient amount of accessible and unobtrusive areas for the storage of refuse and recycling bins without dominating the street scene;
- j) Are designed to avoid unacceptable adverse impacts or harm to the amenities of neighbouring properties and their users / occupants, in terms of privacy, sunlight and daylight, overbearing, noise, odour, traffic, vibration or other microclimatic effects or result in a poor standard of amenity for the existing and future users of the development itself.

Movement

- k) Deliver compact forms of development that prioritise safe and sustainable travel choices including delivering inclusive walkable neighbourhoods providing good and safe accessibility for all (including those with disabilities and people with particular access needs, such as the elderly or people with pushchairs) to public transport, employment, services and facilities and the rights of way network;
- l) Are designed to encourage slower driving speeds;
- m) Ensure a clear layout and hierarchy of streets that are of a width suitable for their function and purpose (including access for services) and will ensure that the development is easy to understand and navigate for all groups in society;
- n) Achieve the site's vehicle and cycle parking requirements in an attractive and sensitively integrated way, including electric vehicle spaces and charging points and in accordance with East Sussex County Council standards;

Mixed and integrated uses as relevant to large major developments

- o) Will provide an accessible, socially inclusive, integrated and suitable mix of uses that meet the housing, employment, service and facility needs of the local community to support daily life;

Lifespan

- p) Are flexible in their design to provide acceptable living conditions and adapt to any changing needs of the user, such as health or mobility issues or to incorporate future technologies (such as high speed internet) to allow for remote working; and
- q) Are designed to last, including a consideration of management and maintenance of both private and public spaces.

- 4 Applications will be expected to demonstrate early, proactive and effective engagement with the community on design issues, where appropriate.

Notes and Comment

Question 68

Consultation Questions

- a Do you agree with the Council's draft Policy DE1 Achieving well designed and high quality places?
- b Have we missed anything that we should include in this policy, if so, what have we missed?
- c Should we make changes to this policy? If so, what changes should we make?

Policy DE2: Masterplans and Design Codes

Masterplans

- 1 For all developments of 100 or more dwellings the Council will require the submission of a masterplan. The Council will also require masterplans for significant non-residential development or where there are site specific complexities or sensitivities that require a masterplan led approach. This will be considered on a

case-by-case basis and discussed with the applicant as part of pre-application discussions.

- 2 The scope and content of masterplans will depend on the scale and complexity of the proposed development and the site constraints.. As a minimum they should:
 - a) include a site context analysis;
 - b) include an analysis of the issues and constraints that need to be addressed;
 - c) provide a vision and development objectives;
 - d) provide a masterplan framework for new development e.g., in terms of built form, density, land use, public spaces, movement, transport, nature, landscaping, sustainability, safety. This should include an illustrative masterplan layout plan;
 - e) provide a phasing plan, where relevant; and
 - f) be informed by technical and design evidence.
- 3 Masterplans will be required to accompany either the outline or full planning application and adherence to the masterplan will be secured through planning conditions and / or a legal agreement, particularly on outline planning applications where subsequent reserved matters will be expected to adhere to the agreed masterplan vision.

Design Codes

- 4 On large scale strategic sites of 500 or more dwellings the council will require design codes (in addition to masterplans). Design codes are encouraged for developments of 100 or more dwellings or in relation to specific development types.. Design Codes will specifically be required for self-build or custom build projects.
- 5 When preparing a Design Code the National Design Guide and the National Model Design Code should be used as a guide for how it should be developed and the coding process it needs to follow.
- 6 Design codes will be required to accompany either the outline or full planning application and adherence to the codes will be secured through planning conditions and / or a legal agreement, particularly on outline planning applications where subsequent reserved matters will be expected to demonstrate compliance to the agreed codes.

Pre-application discussions

- 7 Masterplans and Design Codes are encouraged to be submitted for the Council's consideration and agreement before the submission of a planning application and should be produced as early as possible to help inform pre-application discussions.

Question 69

Consultation Questions

- a Do you agree with the Council's draft Policy DE1 Achieving well designed and high quality places?
- b Do you agree with the size of development on which we are requiring the use of Design Codes and Masterplans?
- c Have we missed anything that we should include in this policy, if so, what have we missed?
- d Should we make changes to this policy? If so, what changes should we make?

Notes and Comment

Policy DE3: Spaces for people, nature and the public realm

- 1 Public spaces and the public realm must be considered as an integral part of design. Public spaces should be available for use by all members of society and designed in a way to promote nature, health and well-being.
- 2 Development proposals will be supported where they:
 - a) Incorporate existing natural features and high-quality landscape design;
 - b) Deliver new natural features that support and enhance the quality of place, local distinctiveness, biodiversity, water management and climate change mitigation and resilience;
 - c) Deliver tree-lined streets and incorporate trees and other planting into the public realm;
 - d) Take a coordinated approach to design, the siting of street furniture, public toilets where applicable, art work, boundary treatments, lighting and signage including providing a clear distinction between public and private spaces, avoiding unnecessary street clutter;
 - e) Deliver safe and attractive, open and versatile public and green spaces with a variety of landscapes and activities to:
 - i. encourage physical activity and promote health and well-being;
 - ii. promote social interaction and inclusion;
 - iii. be accessible by and meet the needs of all including the most vulnerable users, both young and old and those with disabilities;
 - iv. encourage the active use of public spaces at different times of the day.
 - f) Will incorporate measures to ensure that people feel safe by:
 - i. considering safety and security early in the design process;
 - ii. reducing any actual or perceived opportunities for crime or antisocial behaviour, in accordance with 'Secured by Design' principles of designing out crime;
 - iii. ensuring active frontages face public streets and public spaces to provide natural surveillance;
 - iv. avoiding the creation of dark or secluded areas;
 - v. the use of appropriate lighting, whilst minimising light pollution;
 - vi. providing clear, unobstructed sightlines where possible; and
 - vii. ensuring safety and opportunity for crime prevention is considered when considering the position and design of public transport interchanges and cycle and pedestrian routes.

Question 70

Consultation Questions

- a) Do you agree with draft Policy DE3: Spaces for people, nature and the public realm?
- b) Is there anything we have missed that we should include in this policy? If so, what have we missed?
- c) Should we make changes to this policy? If so, what changes should we make?

Notes and Comments

Policy DE4: Shop Fronts and Advertisements

- 1 Applications for new, replacement and temporary shop fronts, including fascias, will be supported where the proposal:
 - a) Is based on an approach to shop front design that respects the architectural style, character and form of the buildings or location to which they relate, including appropriate use of architectural style, materials, colours and illuminations and having regard to upper floors in terms of scale, proportion, and vertical alignment;
 - b) Within Conservation Areas or on Listed Buildings, retains and restores existing traditional shop fronts and/or features of architectural or historic interest. This will include the use of traditional materials, traditionally painted fascias and hanging signs with muted colours. Where two shop frontages are to be combined into a single unit, the design should reflect the original divisions that existed and employ correct historic shop front architectural detailing. There will be a presumption against the loss of traditional and historic shop fronts;
 - c) Within Conservation Areas or on Listed Buildings, new and replacement shop fronts should take account of the traditional architectural detailing of adjacent and nearby historic shop fronts to ensure that the character and appearance of the heritage asset is conserved and enhanced;
 - d) Within Conservation Areas and on Listed Buildings, where new canopies or blinds are proposed as part of a shop front, these should normally have historic precedent so as not to detract from the heritage significance of the building or Conservation

Area, be of the traditional retractable type and be located within the architecturally appropriate location on the shop front. If historic blinds survive in situ, they should be refurbished, and their mechanisms restored to full functionality where/if feasible;

e) Where there is an evidenced security need, within Conservation Areas or on Listed Buildings, the use of modern external security shutters will not normally be supported, nor the retrofitting of roller shutters requiring the introduction of large projecting boxes above a shop window. Consideration should be given to the provision of openwork shutters to the inside of the window. Where external shutters are unavoidable, open mesh is preferable to solid variants;

Advertisements

- 2 Applications for advertisements, including hoardings, fascia signs and illumination will be supported where the proposal is sensitively designed and not detrimental to the visual amenity of the buildings or area by reason of its scale, location, detail, character, design or illumination, impair on pedestrian or highway safety or result in, or compound, the perception of clutter on the street scene.
- 3 Applications for advertisements, including hoardings and fascia signs in Conservation Areas or on Listed Buildings should respect the character and design of the building on which it is displayed and the identified significance of the historic street scene and use traditional materials and techniques.
- 4 Within Conservation Areas, or where there is an effect on a heritage asset, there will be a presumption against internally illuminated signage / logos. In some cases, discreet externally illuminated signs may be acceptable but will generally only be permitted in exceptional circumstances.
- 5 The cumulative impact of advertisements on the character and appearance of the surrounding townscape and landscape, and impact on any heritage asset, will be considered as part of any application.

Question 71

Consultation Questions

- a Do you agree with draft Policy DE4 Shop Fronts and Advertisements?
- b Have we missed anything that we should include in this policy? If so, what have we missed?
- c Should we make changes to this policy? If so, what changes should we make?

Notes and Comments

Other Comments