

# HAYWARDS HEATH TOWN CENTRE MASTERPLAN

Supplementary Planning Document  
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Eastern entrance to Victoria Park

# EXECUTIVE SUMMARY

The Haywards Heath Town Centre Masterplan has been prepared to develop a vision, objectives and guiding principles for the Town Centre. The Masterplan builds upon the recognition within the adopted Mid Sussex District Plan, and national planning policy, that Town Centres can play a vital role in facilitating economic vitality and economic growth which is particularly important given their changing role in light of the Covid-19 pandemic, and the need to support recovery. The Masterplan covers the plan period to 2031 and sets a framework for projects both short-term and long-term within this period. This is particularly important given the changing role of town centres in light of the Covid-19 pandemic, and the need to support recovery.

A Town Centre Masterplan was adopted for Haywards Heath in 2007. This was very retail-focused and is no longer fit-for-purpose given changes to the retail environment since it was adopted. The Masterplan will be adopted as a Supplementary Planning Document (SPD), providing additional support and guidance to District Plan policy DP2: Town Centre Development. The production of a Masterplan is an action within the District Council's Economic Development Strategy (2018).

The Masterplan sets out the current baseline position and identifies key character areas that contribute to Haywards Heath's USP and opportunity areas and projects. This will provide a framework for future planning decisions as well as investment.

This version of the Masterplan is a Consultation Draft. It will be subject to public and stakeholder consultation, whereby the community and key partners will be able to provide their views. Comments will be collated and inform the next version of the Masterplan, ahead of adoption as SPD by the District Council upon which it will contain weight in determining planning applications within the Town Centre boundary.

1.0

# VISION AND OBJECTIVES

# 1.1 VISION STATEMENT

As the 'Heart of Mid-Sussex', Haywards Heath Town Centre is a vibrant, connected town with a beating heart of its own.

Haywards Heath attracts and retains business and people because of its good communications and strategic transport links. The town offers diverse attractions, facilities, and community events - set within high quality public realm and parkland which makes it easy and enjoyable for people to come together and live their lives.



South Road



Houses facing Victoria Park



The Orchards Shopping Centre

## 1.2 TOWN CENTRE OBJECTIVES



1. To strengthen its position as 'The Heart of Mid Sussex' encouraging economic recovery and growth by ensuring investment and development is focused on nurturing community and attracting people to visit, work, and live in, the town centre.



2. To retain and strengthen the distinct character areas and activity assets of the town centre so they connect and complement one another and are commercially viable.



3. To provide opportunities for sustainable travel (including public transport) throughout the town centre, particularly between the town centre's character areas, by improving public realm so that walking and cycling are attractive options for residents and visitors alike, and discouraging unnecessary traffic from using key routes such as South Road and The Broadway.



4. To explore and provide opportunities to consolidate and improve the town centre's parking provision to facilitate access and improve traffic flow, that meets the needs of visitors and businesses and is not dominated by the appearance and movement of cars.



5. To protect, integrate, and enhance the town's significant green spaces which provide both a context for making connections and a place to reflect, relax and hold cultural events and activities to enhance the vibrancy of the town.



6. To create key positive and welcoming gateway moments to clearly define the arrival into the town centre (e.g. through markers or public art).



7. To provide a framework for enhancing the opportunity to live in the town centre, giving life to the town centre's overall viability and the opportunity to give momentum to a flourishing evening economy.



8. To provide a framework for meanwhile uses to explore the viability of alternative uses and increase the vibrancy of the town centre for residents and visitors.

■ 2.0

# BACKGROUND



Play area within Victoria Park, looking towards the west across sports pitches

The need for a Haywards Heath masterplan was set out in the Mid-Sussex Economic Development Strategy (2018 - 2031). It included an action to, “develop a masterplan to help shape the strategic long-term vision for Haywards Heath as a destination and to co-ordinate development and investment to deliver that vision.” In addition, the previous masterplan from 2007 has become out of date due to the influences on town centres being very different now, particularly in terms of retail.

The ambition at the outset of the work was to ensure the vitality of the town centre into the future. During the course of preparing the Masterplan, the Covid-19 pandemic hit. It therefore adds extra significance to ensuring the town centre is fit-for-purpose into the future and provides a framework that will stimulate economic recovery and growth. In order to do this it will seek to:

- provide an umbrella for transport and other infrastructure improvements;
- provide a framework for sites coming forward for development;
- protect key sites and the town’s unique characteristics from inappropriate development;
- engage and collaborate with partners including Haywards Heath Town Council, town centre businesses and other stakeholders to ensure the framework has support to be implemented; and
- provide an opportunity to review existing policy around factors that influence town centre development.

The District Council recognises its fundamental role in the future of Haywards Heath as planning authority, with a role in place shaping, as a provider of services and as a significant landowner – notably in relation to the Orchards Shopping Centre, Clair Hall and a series of surface car parks across the town centre. These landholdings comprise the most significant mixed use development opportunities in the town centre and the masterplan has worked to test options for supporting the town centre alongside the development of a planning and transport strategy.

The masterplan has a number of overlapping purposes which guide its scope and format. The purposes of the masterplan are set out below:

- develop a vision, objectives and guiding principles for the future of Haywards Heath in the context of the District Plan and Haywards Heath Neighbourhood Plan: a strategic plan for the town centre;
- further understand (and develop) the USP and role of Haywards Heath and complementary functions with

respect to East Grinstead and Burgess Hill – given the scale and pattern of growth proposed across the District;

- develop proposals to support the viability and vitality of the town centre in accordance with the National Planning Policy Framework (NPPF) and address leakage of retail spend to other centres outside of the District to other centres;
- provide a future-proofed framework that facilitates economic recovery and growth, recognising the contribution town centres make to the local and regional economy;
- encourage the economic potential of non-retail activity, such as employment and the evening economy;
- identify key development sites and projects – scale, nature and mix of uses;
- enable the work on any proposals for the Orchards redevelopment to be integrated into the wider proposals for the town centre;
- provide an overview of potential redevelopment opportunities for other Council-owned land (principally car parks), in conjunction with the parking study, which will consider both on and off-street parking provision serving the town centre;
- provide a framework for prioritising investment in transport infrastructure in /around the town centre;
- improve the pedestrian and cyclist experience in the town centre in order to encourage people to travel to the town centre by means other than the private car;
- improve green infrastructure links and resources in the town centre; and,
- provide an evidence base and help inform the determination of planning applications in the town centre going forward.

### Status of the document

The Mid Sussex District Plan, adopted in March 2018, includes policy DP2: Town Centre Development. This supports regeneration and renewal of the district’s three town centres.

The Haywards Heath Town Centre Masterplan is intended for adoption as a Supplementary Planning Document (SPD). A SPD provides further detail to the adopted District Plan policy, and provides further guidance for development within the Town Centre Masterplan boundary. Once adopted, it will be a material consideration in the

## 2.2 PURPOSE OF THE MASTERPLAN

This consultation draft Town Centre Masterplan will be subject to public consultation, all comments will be considered ahead of the production of a final version of the Masterplan which will be adopted by the District Council.

This masterplan identifies:

- Policy interventions required to facilitate appropriate development to enhance vibrancy and vitality of the town centre including during economic recovery from Covid-19;
- Character areas, defined by their function and identity, and highlighting objectives within them such as improving the quality of the 'green lungs' or strengthening retail / leisure areas;
- Key routes and desire lines for all modes of transport, such as links to the station and between different character areas;
- Opportunities for improvement of buildings and public realm, such as ways to reduce the barrier effect (i.e. the dominance of roads in the environment) of Muster Green gyratory and how to improve gateways;
- Key townscape groups, views and Listed Buildings, those that need to be improved, as well as those that need protecting;
- Development principles, capacity and concept layout for key town centre sites, including urban design principles which will help to guide landowners and developers who wish to develop their sites on the principles that the Council expects; and,
- High level concept options for Orchards as the town centre's focal point, exploring different ways of accommodating parking, land uses, scale and massing.



South Road, looking west



The Broadway



View from Haywards Road towards South Road

## 2.3 STUDY PROCESS

The methodology was split into three steps:

### Understanding Haywards Heath Town Centre

- Baseline analysis, including context, urban design / townscape, heritage, transport, routes and connections, land uses and emerging development proposals;
- Identify opportunities and barriers, including development sites, transport, connections and linkages, strategic initiatives, land uses; emerging retail and consumer trends and character areas; and
- Agree key opportunity sites as well as areas that need protection.

### Vision Stakeholder Engagement

- Propose a draft Vision based on the existing policy and emerging growth. This work was based on existing studies, the District Plan evidence base, and studies undertaken by developers / landowners taking forward strategic sites.
- Engagement with stakeholders, including Town Council and officers (workshop) and landowners (individual conversations), to learn from their knowledge and agree the Vision and Objectives for Haywards Heath Town Centre.
- Each of these stakeholders has a role, alongside the statutory providers, to bring forward the ideas and proposals expressed in the masterplan.

Through this process, the Council has sought to bring different studies and stakeholders together to ensure that the masterplan becomes the central reference document for Haywards Heath town centre. This has included West Sussex County Council, who have an oversight of transport planning, the Council's Economic Development team who assist with the delivery of the Economic Development Strategy objectives, and those involved in planning and managing different Council services and functions such as the parks, events and property interests.

Each of these stakeholders has a role, alongside the statutory providers, to bring forward the ideas and proposals expressed in the masterplan.

### Developing a Vision, Objectives and the Town Centre Masterplan

- Develop the draft Vision based on feedback and input received from stakeholder engagement (this will be also be updated to reflect any comments received during the public consultation period);
- Define the key objectives for the town centre which identify how proposals within the masterplan will be measured in terms of their success;
- Develop the a series of proposals and projects to achieve the objectives, categorising them into 'Public Realm and Transport Infrastructure Improvements' and 'Opportunity Sites', as well as by scale (i.e. small, medium and large);
- Define the policy interventions required to implement the masterplan; and,
- Set out an implementation strategy which identifies the further studies required, the lead agents, and timescale associated with each proposal / project.

## Mid Sussex District Plan (2014 - 2031)

The District Plan supports the regeneration and renewal of the main town centres in the district, recognising the role they play in providing shops and services for their communities. The most recent retail reviews (2014/2016) conclude that the town centres are generally performing well, but below their potential, and need to improve their attractiveness in order to compete with surrounding centres.

The Retail Study 2016 found that there was no quantitative need for additional convenience goods, for the plan period, this effectively being met by the Waitrose development at Haywards Heath station (though this doesn't necessarily stall interest from a range of operators). The same is true of comparison goods in the short term (again, partly through the offer at Waitrose in Haywards Heath). Later in the plan period (post-2029), the retail study anticipates a capacity in comparison goods of 3,675m<sup>2</sup> in Haywards Heath (with other need in other centres).

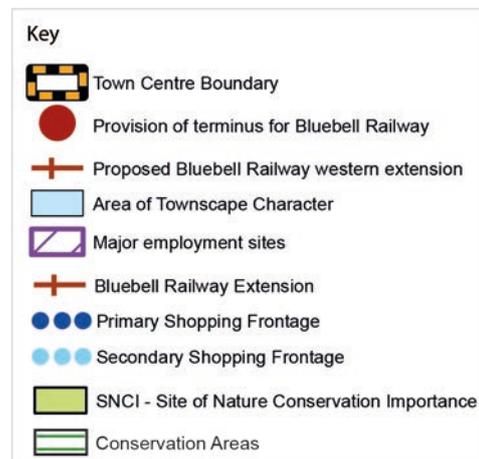
The town centre boundary, as defined in the Local Plan, takes in the main shopping areas and the focus of food and drink, so including South Road and the Orchards, Sussex Road and The Broadway. This boundary – unlike the wider boundary used for the masterplan study – does not include Perrymount Road and the area around the station.

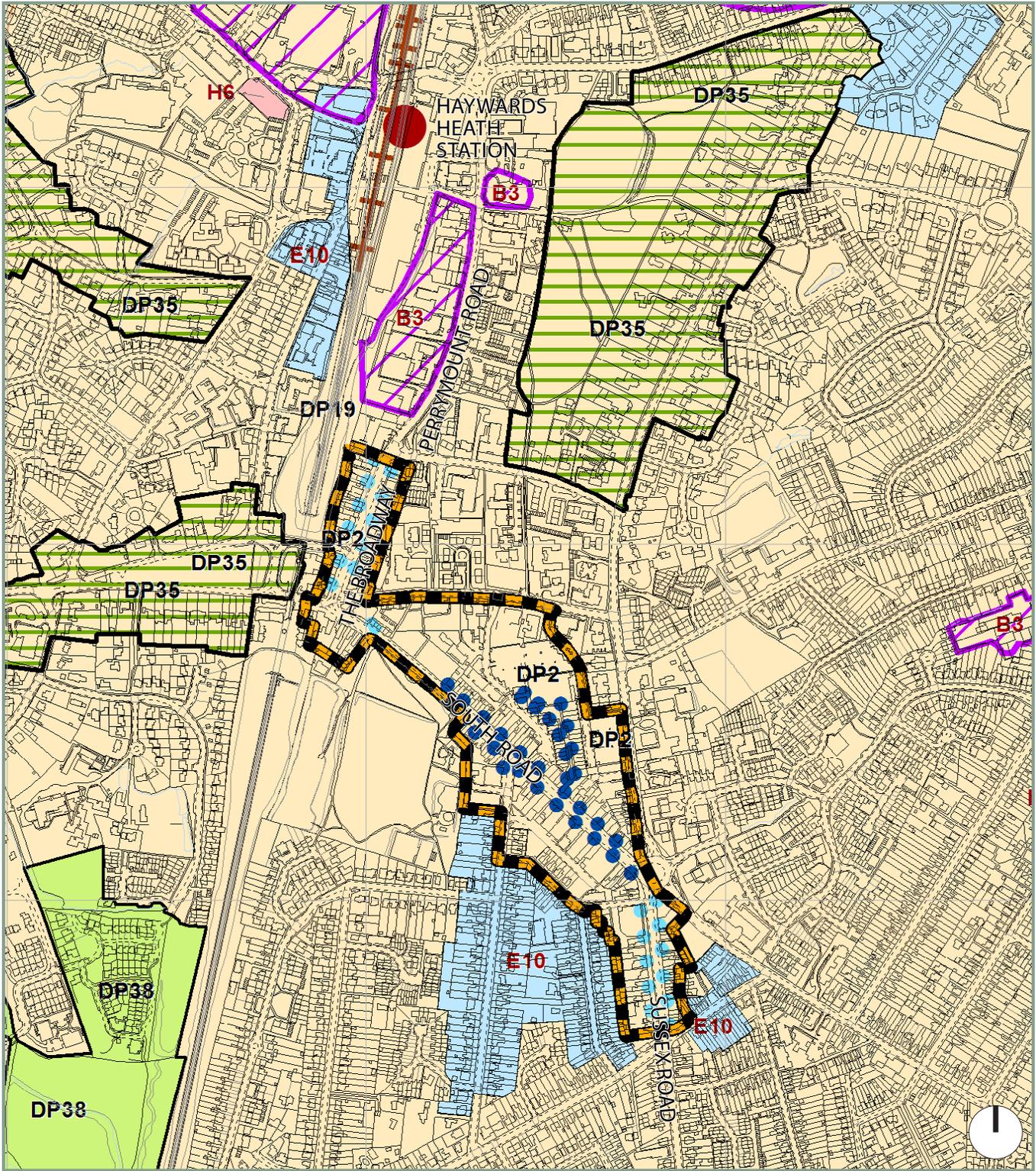
Policy DP2 promotes retail development within the primary shopping areas (defined in the plan as South Road and The Orchards), and Class A uses and other suitable town centre uses are promoted in the secondary shopping frontages, i.e. The Broadway and Sussex Road.

The Policies Map recognises the Neighbourhood Plan policy B3, which identifies and protects the employment area along Perrymount Road and Clair Hall.

## District Plan – Strategic Objectives

Priority themes	Strategic Objectives for the District Plan
Protecting and enhancing the environment	<ul style="list-style-type: none"> <li>To protect valued characteristics of the built environment for their historical and visual qualities</li> <li>To create and maintain easily accessible green infrastructure, green corridors and spaces around and within the towns and villages to act as wildlife corridors, sustainable transport links and leisure and recreational routes</li> <li>To ensure that development is accompanied by the necessary infrastructure in the right place at the right time that supports development and sustainable communities. This includes the provision of efficient and sustainable transport networks</li> </ul>
Promoting economic vitality	<ul style="list-style-type: none"> <li>To promote a place which is attractive to a full range of businesses, and where local enterprise thrives</li> <li>To provide opportunities for people to live and work within their communities, reducing the need for commuting</li> <li>To create and maintain town and village centres that are vibrant, attractive and successful and that meet the needs of the community</li> <li>To support and enhance the attractiveness of Mid Sussex as a visitor destination</li> </ul>
Ensuring cohesive and safe communities	<ul style="list-style-type: none"> <li>To support sustainable communities which are safe, healthy and inclusive</li> <li>To create environments that are accessible to all members of the community</li> </ul>
Supporting healthy lifestyles	<ul style="list-style-type: none"> <li>To create places that encourage a healthy and enjoyable lifestyle by the provision of first class cultural and sporting facilities, informal leisure space and the opportunity to walk, cycle or ride to common destinations</li> </ul>





Extract from Mid Sussex District Plan 2014-2031 Policies Map (with road labels added) Which defines the “Shopping Area” boundary, which links directly to policy Dp2, as the Town Centre boundary. The Town Centre Boundary is now considered to be the Masterplan Boundary as defined in this document.

## Mid Sussex Sites Development Plan Document (DPD)

The Council is currently preparing a Site Allocations Document that will identify sufficient housing sites to provide a five-year housing land supply to 2031. It will also make sure that enough land is allocated to meet identified employment needs.

The Council carried out public consultation for the draft document in late 2019 and are due to submit to the Secretary of State by the end of 2020. It is anticipated that the document will be adopted in 2021.

## Haywards Heath Neighbourhood Plan 2014-2031 (adopted 2016)

The Neighbourhood Plan covers the built up area of Haywards Heath, excluding Lindfield to the east. It sets out the following vision to achieve:

- A healthy, family focused and safe town;
- A strong community spirit embracing both young and older people;
- Support for a vibrant economy;
- Excellent public services;
- High quality public spaces with the countryside on its doorstep.

It has six key aims and a series of policies grouped under the following topics:

- Environment, sustainability and design quality;
- Business and retail;
- Highways and transportation;
- Housing;
- Leisure, recreation and community buildings.

Within the town centre, as defined by the District Plan, the Plan encourages a diverse range of uses including new office, leisure, community, hotel, retail and residential uses which can be shown to support the core retail offer and generate vitality and add viability to the town centre whilst avoiding harm to existing businesses and residential properties.

The Town Council prepared a Neighbourhood Plan in which their future priorities were defined as part of “The

Art of the Possible” and “Destination Haywards Heath” documents.

## Mid Sussex Design Guide

Parallel to the development of this masterplan, the Council has progressed work on a Design Guide for the whole of the Council area. This was produced through 2019, and has been subject to consultation. It will be used as a means of ensuring high design standards within the district are upheld. The proposals and opportunity sites identified within this masterplan would have to come forward in accordance with this guide, alongside other policy considerations. The Design Guide SPD is scheduled for adoption by the District Council in Autumn 2020.

## Haywards Heath Supplementary Planning Guidance (Urban Initiatives, 2007)

Previously, a masterplan for the town centre was adopted as an SPD by Mid Sussex District Council (MSDC) in June 2007. It envisaged extensive retail-driven development. That masterplan predated the 2008 financial crash and the significant (and ongoing) restructuring of the retail economy nationally. It is too early to predict the full impact of the Covid-19 global pandemic on the economy, particularly retail and leisure industries, however it is likely to have accelerated retail decline and will require more significant restructuring of town centres and their uses.

The document provides pointers about the town centre that remain relevant. This masterplan will superseded the 2007 masterplan upon adoption.



■ 3.0

# UNDERSTANDING HAYWARDS HEATH

Mid Sussex is a predominantly rural district set in beautiful and varied countryside, much of which is ancient woodland. Almost all of the northern part of the district is within the High Weald Area of Outstanding Natural Beauty, and a smaller proportion to the south - around 10% - is within the South Downs National Park.

Between these two designations is an area of small-stream valleys and hedgerows within a gently rolling landscape known as the Low Weald. Like the major designations, it also has many sites valued for their biodiversity including Sites of Special Scientific Interest, Local Wildlife Sites, Local Nature Reserves and Biodiversity Opportunity Areas.

The district is also rich in built heritage with over 1000 listed buildings, 36 conservation areas, 25 scheduled ancient monuments and 9 historic parks and gardens.

Mid Sussex has three large market towns. Burgess Hill and Haywards Heath are in the Low Weald, south of the AONB, and East Grinstead is located in the north of the borough beyond the northern boundary of the AONB, close to Crawley. There is a good mix of large and smaller villages/hamlets, such as Hassocks and Balcombe. These are distinct communities with their own characteristics and aspirations for the future.

The AONB and national park present significant challenges to accommodating the district's growth, pushing expectations upon Haywards Heath, Burgess Hill and East Grinstead as the main towns.

A number of factors make the accommodation of new development difficult. These include:

- The rural setting and topography
- The general lack of brownfield sites within the towns
- The pressure to provide housing owing to the proximity to London and Brighton and the natural beauty of the area

## Haywards Heath

Haywards Heath is set in the natural, green landscape at the heart of Mid-Sussex, nestled between areas of outstanding natural beauty. Safe, creative and family focused, Haywards Heath offers a spacious green setting in which to live combined with the diversity and convenience of services, open spaces and cultural activities offered by a thriving town.

Though recognised as a place as far back as the 17th Century and was the site of a minor battle during the First English Civil War in 1642, at Muster Green.

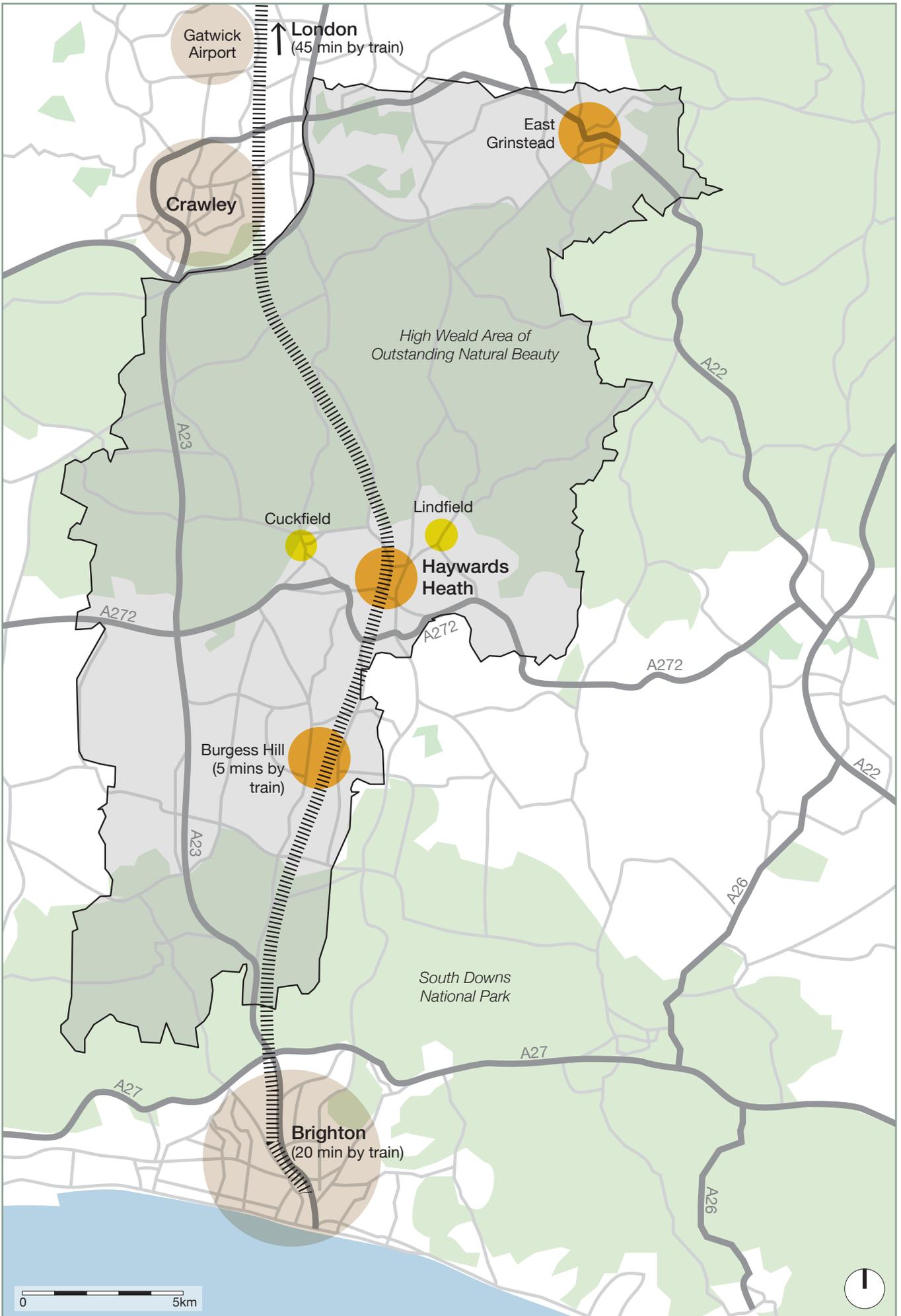
Either side of the heathland, Cuckfield and Lindfield were more significant as settlements, but local resistance to the new railway in Cuckfield pushed the route between the two in 1841, creating significance for the settlement of Haywards Heath. From this point, Haywards Heath grew rapidly, becoming firmly established as a retreat from urban life in the Sussex countryside. 'Haywards Heath' describes the heath on which the core of the town was built following the opening of the London-Brighton railway in the early 1840's.

By 1864, Haywards Heath had, "a railway station with telegraph, a hotel, corn stores, a church built in 1864, an Independent chapel, a large school, and numerous new villas. A weekly market is held on Wednesday; and fairs on 23 April and 18 Nov". Its population had reached 1,000 people, from only a handful prior to the arrival of the railway.

Haywards Heath established a large cattle market in 1859, close to the station, and processed up to 100,000 cattle a year up to its closure in 1989. The station area developed a commercial hub which it retains to today. However, the traditional 'high street' was established half a mile further south between St. Wilfrid's Church (1863) and the Priory (1886). South Road forms part of the more direct east-west route across Haywards Heath and it developed shops and services for the growing population and is also the location of Victoria Park, a part of the heath acquisitioned to create a public recreation ground in 1887, and which has become something of a focus for civic events.

The town maintains this unique geography, with the station remaining a busy hub for commuters and visitors served by a large Waitrose and located close to a Sainsbury's superstore on the old cattle market. The main retail core remains up the hill to the south, with the Orchards Centre the main shopping mall supplementing the traditional high street environment. Major office development fills the gap between the two, taking advantage of both the town centre and the good communication.

Engagement during the project with local organisations suggest that Haywards Heath has an emerging sense of pride and confidence about it, and a sense that the town centre has potential in developing an independent shopping experience alongside a cultural and social offer. This could



Wide context map

be boosted by the quality of the open spaces that exist within the central parts of the town, particularly Victoria Park and Clair Park.

Against this, the central area is elongated and linear, stretching from the station in the north to the Orchards Shopping Centre in the south - an undulating walk of between 15 and 20 minutes. Whilst this area has all of the ingredients of a successful centre - a retail core, a cluster of restaurants and a strong employment base - these suffer from a lack of clear connections between them. Nearby local centres of Cuckfield and Lindfield also offer something different and, perhaps, more upmarket, which may deter some people within Haywards Heath's natural catchment from coming into the town centre.

South Road and the Orchards Centre are the natural focus for the town's shopping function. The Orchards Centre is a significant site within the centre, as it has been acquired by the Council. This provides a significant opportunity and catalyst for change in the town centre, and the Council's brief for the masterplan is to ensure that any development at the Orchards is tied into the remainder of the town centre as well, and not for the benefit of the Orchards alone.

Haywards Heath is also distinct from Mid Sussex's other large market towns, and have their own unique characteristics. These are described in more detail in the Mid Sussex Design Guide and are summarised below:

Burgess Hill is railway town established in the mid 19th century. It has a more mainstream shopping centre concentrated on Church Road with some commercial businesses on London Road. The town centre lacks a strong focus / congregating point, though St John's Park is an attractive nearby open space. Burgess Hill did have a traditional brick, tile and pottery industry, but this has been replaced by the banking and finance sectors

East Grinstead is a hill town, situated on the northern edge of the High Weald on a ridge overlooking the valleys of the eastwards flowing rivers – the Medway (to the south) and the Eden (to the north). The historic core of the town sits on the high ground whilst the suburbs spread out over the slopes surrounding the earlier town. The street layout of the town centre has seen only minor changes since the 19th century, and leather working and iron production were important to the local economy.



Church Walk, Burgess Hill



London Road, East Grinstead



Commercial Square roundabout by the station, Haywards Heath

## Existing issues: opportunities within Haywards Heath

Haywards Heath has a number of specific issues relevant to the masterplan:

- Data suggests that although the town centre performs relatively well in the current climate, it underperforms in terms of meeting the needs of the residents within its catchment.
- Perrymount Road has a number of large office buildings and has traditionally provided a base for office employment in the centre of Haywards Heath. This area is at risk from permitted development conversions to residential use and redevelopment proposals which offer reduced office floorspace, potentially undermining the employment offer in the town.
- Muster Green gyratory is an important junction at the western end of South Road and the southern end of The Broadway, and also forms part of the cap over the railway cutting. The gyratory is dominated by traffic, and making this a more pleasant environment whilst also accommodating the needs of transport is crucial to the success of any wider masterplan.
- The effectiveness of the new relief road in taking traffic out of the centre of Haywards Heath, potentially compromised by the Butlers Green roundabout. The Relief Road is currently not operating to its full potential, impacting on the quality of the main South Road character area.
- Existing / emerging proposals within the land ownership of the Orchards Centre. To the north-west of the site, the feasibility of demolishing difficult-to-let retail units and creating a site for a leisure facility / facilities alongside the centre has already been prepared. Further, interest in convenience retail remains high, and the car park at Hazelgrove had been identified as a potential option.
- The role of Clair Hall. Clair Hall is a cultural and community facility within the town centre boundary. The site is owned by the District Council, who will need to consider all future viable options for this site.
- Victoria Park and Clair Park are both major assets of public open green space within the town centre. They are valued for their recreation uses as well providing vital 'green lungs' for Haywards Heath. Each park has specific characteristics that need to be protected and enhanced, while both provide alternative walking and

cycling routes. Victoria Park's northern edge along South Road provides an opportunity for the park to become better integrated with the town centre.

- Public realm is generally considered to be fairly poor with patchy and uneven surfaces, inconsistent and unattractive street furniture, and narrow footpaths in places with few areas of integrated trees and/or planting. Any proposals to update highways to improve traffic flow and movement also brings the opportunity to significantly improve the public realm and increase the town centre's overall attractiveness.

## Existing evidence base

- Local Data Company (an analytical tool comparing centres nationally on a range of indicators including vacancy rates, openings and closures, town centre health checks and so on);
- Pedestrian footfall figures from June 2019, December 2019, April 2020 and June 2020 focussing on South Road, The Orchards and The Broadway;
- Evidence base for the forthcoming 2020 revision to the Parking Strategy
- Evidence base for 2015/16 Atkins Transport study
- District Retail Study Update (Carter Jonas, 2016);
- 2016 GRRIP report for BMO Global Asset Management:
  - Identified that Haywards Heath town centre underperforms, partly because the town centre does not attract the surrounding residents
  - Despite this, Haywards Heath has great potential if it can begin to bring these people in
  - The immediate catchment is affluent and increasing in number through house building
  - Identified the Orchards as having a key role in doing this
  - Identified The Broadway as performing well, but compromised by detachment from The Orchards
  - Recognised a need for new high quality, cultural offer and the deficiencies in the current cultural offer (i.e. Clair Hall)
  - Considered the parking offer fragmented and untidy

### Town centre boundary

The town centre masterplan boundary is shown on the plan opposite. It stretches from Haywards Heath station to the southern extent of retail offer on Sussex Road, at the intersection with Triangle Road. It also includes:

- Clair Hall;
- Perrymount Road;
- The area known as 'The Broadway';
- Muster Green gyratory;
- South Road;
- The Orchards;
- Clair Park;
- Victoria Park; and,
- A variety of existing residential, including flats/ apartments, detached, semi-detached and terraced houses and care homes.

This town centre Masterplan boundary is distinct from the 'town centre boundary' defined in the Mid Sussex Local Plan. All references to 'town centre' refer to the masterplanning boundary unless specifically defined otherwise.



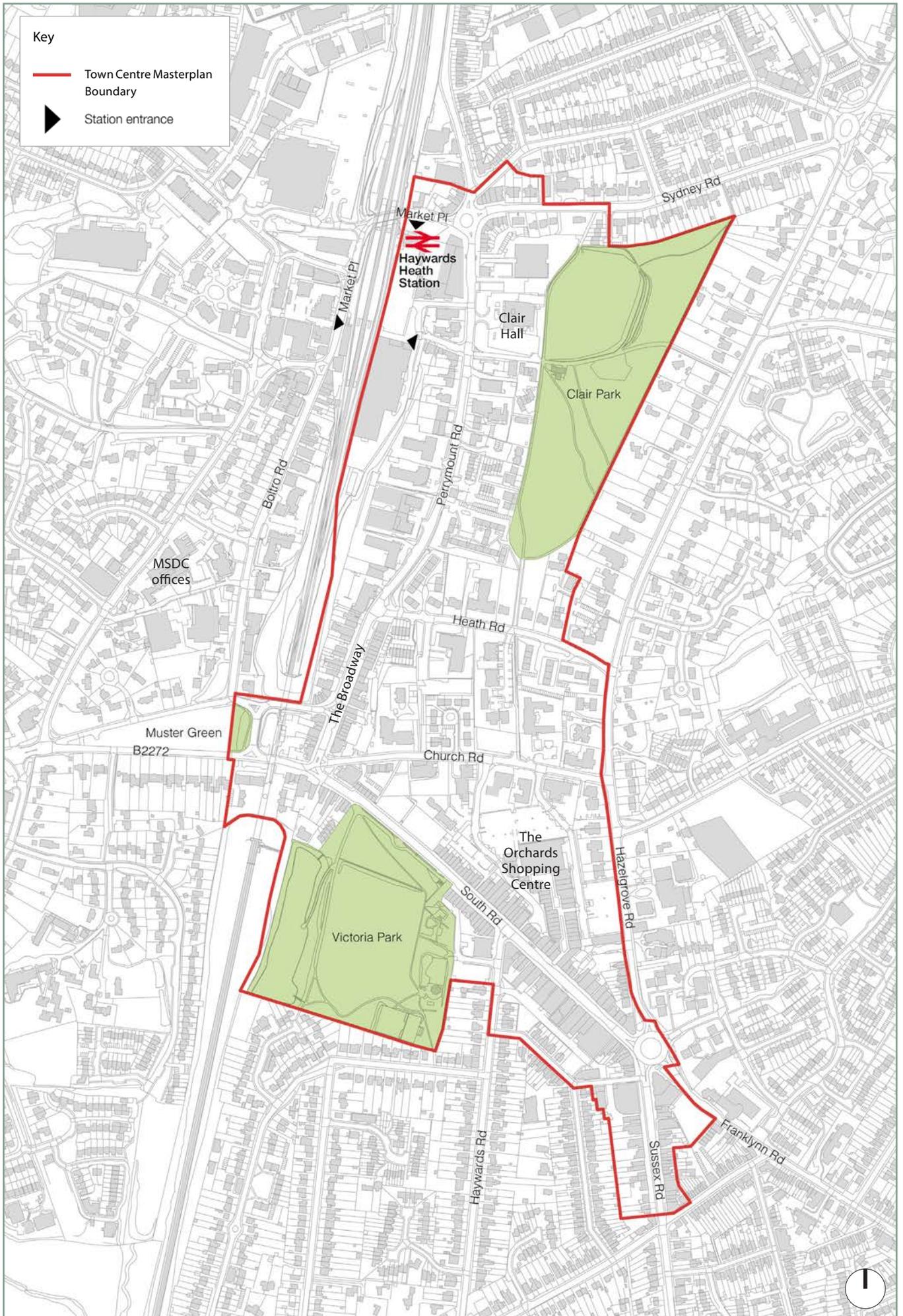
Sydney Road, looking west towards the station



South Road



Clair Park



Town centre boundary

## Character areas

Haywards Heath consists of five distinct character areas:

- **Station area:** including Waitrose, Commercial Square roundabout, and other ground floor retail units
- **Perrymount Road:** predominantly employment uses, with buildings typically 4-6 storeys along the frontage
- **The Broadway:** known for its thriving food and beverage uses with many building frontages set back to allow for tables and seating, or forecourt parking. Main focus for the night-time economy.
- **South Road and The Orchards:** the main retail 'high street' including The Orchards Shopping Centre
- **Sussex Road:** secondary retail area dominated by independent businesses

The town centre's 'green lungs', Clair Park and Victoria Park, also vary in character. Clair Park hosts the Haywards Heath Cricket Club and pitch to the north, while the rest of the park retains its naturalistic setting of densely planted mature trees and undergrowth. Pedestrian routes connect users between Sydney Road (B2028), Perrymount Road (B2028) via Clair Road), Oathall Road (B2112), and Heath Road.

Victoria Park is more sparsely planted, with mature trees predominantly along footpaths and around the site's edges. The main area is open and grassed, and has been used for football matches, open-air concerts and community events. To the east and south-east, a play area, skate park, cafe and tennis courts are also well-used facilities. To the west, an elevated woodland plateau can also be accessed. The park rises up to the north and east.

## Heritage

There are two conservation areas which partially lie within the Haywards Heath town centre boundary. These cover Clair Park and Muster Green. There are also two Grade II-listed buildings within the town centre (Church of St Wilfrid and a tomb), with a further four buildings immediately outside the town centre boundary. Most listed buildings are inconsequential to this masterplan, however the former Priory Chapel on Franklynn Road is proposed as a potential development opportunity (refer Chapter 5.0).

The Haywards Heath Neighbourhood Plan also recognises two areas of townscape character on the edge of the town centre as shown on the adjacent map. The neighbourhood plan provides more detail on what is expected in these areas.

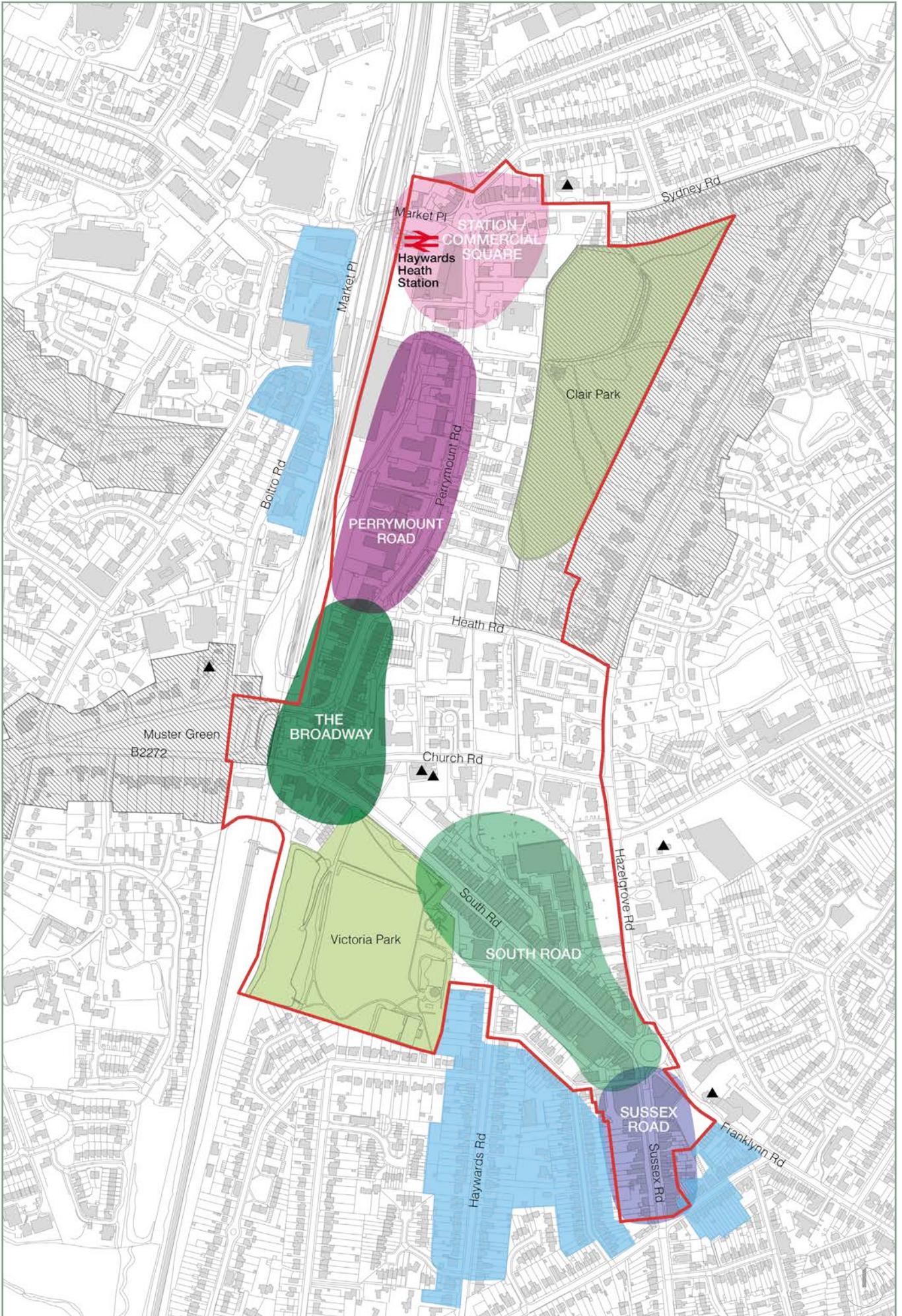


Commercial Square roundabout with Waitrose and the station area behind



Sussex Road, looking north





Character areas diagram

## Access and movement

### Pedestrian environment

The town has a good network of footways, however many are narrow, are not equipped with dropped kerbs at crossovers and lack tactiles. There is an inconsistent use of surface treatment materials which detracts from the public realm. Street furniture, such as guard rails and balustrades, hinder movement. A high number of formalised crossings (e.g. where The Broadway meets South Road) prevent ease of movement. There is a general lack of legibility for pedestrians preventing visitors, and even some residents, from taking advantage of quieter pedestrian routes, e.g. through Clair Park. There is not a clear route from the station to the Civic Centre (Council offices and Library) and onto The Broadway and retail centres at South Road, Sussex Road and the Orchards Shopping Centre. The town centre streets are car dominated. Connectivity is affected by disjointed crossing facilities and hampered by forecourt parking. Movement into and out-of the Town Centre in an east and/or west direction is compromised due to there only being two crossing points of the railway line, marked 'A' and 'B' on the adjacent access and movement diagram. There is a recognised need to ensure these points are legible, attractive and accessible.

### Footfall

Footfall data was commissioned from Visitor Insights to cover the period 2019/20 to monitor average historic footfall as well as the short-term impacts of Covid-19. This data shows:

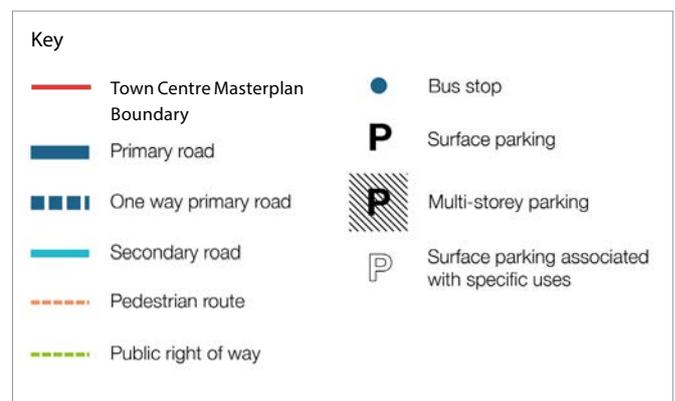
- Over 100k visits on average to the Town Centre each month
- Average dwell time was 2.5 hours
- On average, people visited 2-3 locations per visit
- The entrance to the Orchards on South Road generates the most footfall
- Average footfall decreased by approximately 40% between June 2019 and June 2020 as a result of the Covid-19 pandemic

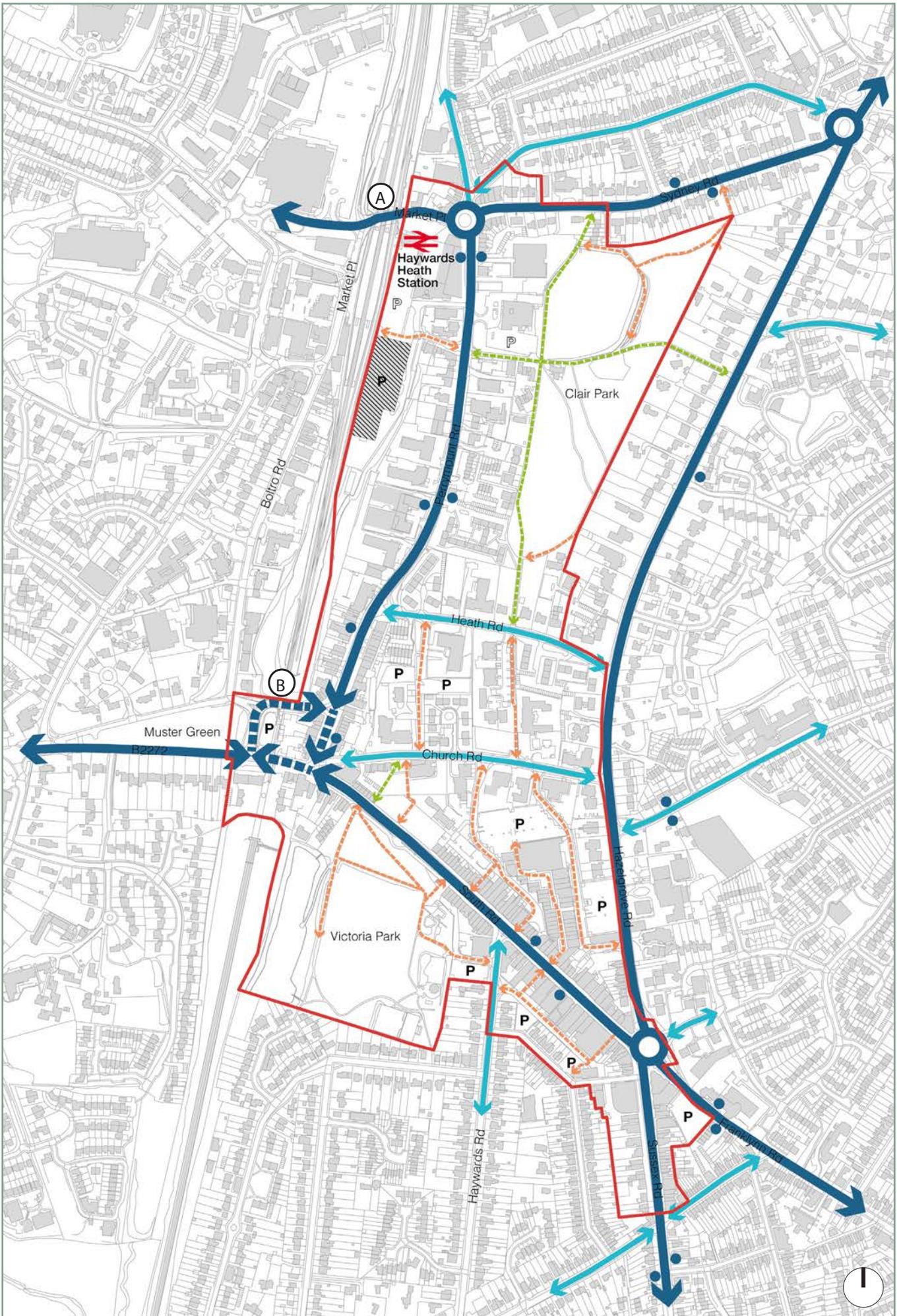


Intersection between The Broadway, Church Road and South Road



South road signage for parking areas





Existing access and movement diagram

## Vehicular movement

East / west vehicular movement in Haywards Heath is severed by the Brighton to London train line. There are limited points to cross. Within the study area, there is the crossing to the north of the station along Market Place to the west of the station entrance and at Muster Green South which caps the railway cut and fill at the gyratory. There is a third crossing point to the north where Balcombe Road meets Mill Green Road.

## The impact of the Haywards Heath relief road

The Haywards Heath relief road (A272) opened in summer 2014 with the aim to allow through traffic the option to divert away from Haywards Heath town centre. It was envisaged that this would allow improved accessibility for all users to the town centre, promote regeneration and economic growth with an opportunity to create a less traffic dominated, more people focused town centre.

The relief road has not functioned as intended with the route through the town centre being sometimes quicker in both perceived and in real time terms depending on the time of day. No accompanying traffic reduction schemes had been implemented in the town centre to discourage through traffic and change driver habits. At Tylers Green, the wide, direct approach to Haywards Heath tends to channel approaching vehicles towards the town centre, instead of directing them onto Isaac's Lane to continue on the relief road.

Traffic survey data from the 2015 Atkins study, reported approximately 15,000 vehicles per day (24hr) on South Road. It observed higher flows during the morning in the westbound direction and higher flows during the evening in eastbound direction. It was noted that the movement pattern may be due to commuters travelling to and from Haywards Heath station or that traffic is still using this road to access the A23 five miles west of the town, rather than the relief road.

The Broadway recorded approximately 9,500 vehicles per day. In general, more traffic travelled southbound throughout the day compared to the northbound traffic flow.

Butler's Green recorded approximately 23,000 vehicles per day. The eastbound flow is generally higher than the westbound flow in the AM and westbound flow is generally higher than the eastbound in the PM. This may be a result of commuters travelling to work in the town centre or

travelling to Haywards Heath rail station in the morning and returning in the evening from the town centre / rail station.

Analysis of the Butler's Green Gyratory traffic data indicates that Broadway and the Muster Green North and South approaches all had a higher proportion of vehicles exiting onto South Road than travelling to the other arms of the gyratory which indicates that vehicles were either entering South Road for to access the retail offer or travelling to the A272 towards the Lewes Road.

## Speed

A 30mph speed limit operates within the study area. The 2015 Atkins Study reported that the 85th% and mean speeds were above 30mph on South Road and Butler's Green Road, indicating that vehicles are taking advantage of the long sightlines and wide carriageway. A contributing factor could be that vehicles are speeding through the town centre as a through route instead of using the relief road. The Broadway recorded speeds of between 20 and 24mph. The lower recorded speeds could be attributable in part by the road narrowing effect of parked cars and the traffic control signals at Muster Green Gyratory.

## Cycling environment

Haywards Heath lacks a coherent, identifiable and legible cycle network. The cycle provision is fragmented with some facilities provided on Muster Green North, and an off-road route from Church Road to Heath Road along a marked path. To the west of the town centre, there is a marked route on Bolnore Road, Bolnore Farm Road, and off road route on Isaac's Lane.

Generally, the volume, dominance and the speed of through traffic on Perrymount Road, Broadway and South Road creates an unattractive environment for cyclists.

Facilities for cycle parking are relatively limited in the town centre, though there is a covered cycle stand in Haywards Road. Additionally, in 2012 as part of the station regeneration, high-quality facilities were provided on Boltro Road and Perrymount Road. The extent to which these are already used by commuters suggests there could be latent demand for cycle journeys if the infrastructure within the town was improved.

## Parking

The car parks are primarily managed by Mid Sussex District Council (MSDC) and operate as pay and display. There are ten car parks in and around Haywards Heath town centre (excluding Waitrose and Clair Hall). Of the ten, nine operate Mon-Sun providing 1768 spaces all week. The Council's car parks are pay and display from Monday to Saturday, and Franklynn Road is designated as a long stay car park. The 34 spaces at Muster Green are open only to the public on Saturday (it provides parking for businesses during the week).

Many of the car parks are small and fragmented and are concentrated around the Orchards Shopping Centre and South Road. Parking is also provided within the Orchards Shopping Centre and at Hazelgrove, and to the north in Heath Road. According to the Atkins 2015 study, there are 323 on-street parking spaces.

The parking survey indicates that most town centre car parks except for Muster Green and Franklynn Road experience an occupancy rate of above 80% during the peak day time period. When parking occupancy is over 80% this indicates high levels of parking pressure/stress where supply is either struggling to meet demand.

The Orchards, Hazelgrove, Heath Road, Haywards West, Gower Road and Haywards East car parks operating near capacity during the peak daytime period.

The largest car park, with 826 spaces, is the station multi-storey car park which is operated by Saba. It functions as a commuter car park with a day rate pricing structure. Anecdotally it reaches full occupancy on weekdays and is less used at weekends.

On-street parking is provided throughout Haywards Heath town centre. Various restrictions are in operation, providing various free parking options to assist town centre visits.

- South Road: Mon-Sat 8am to 8pm, free 30 minutes, no return within 30 minutes.
- The Broadway: Mon-Sat 9am-6pm, free 1 hour parking, no return within 4 hours.
- Sussex Road: Mon-Sat 8am to 6pm, free 30 minutes, no return within 30 minutes.

- Perrymount Road: Mon-Sat 8am-6pm, free 2 hours, no return within 4 hours.

According to the Atkins 2015 study, there are a 323 on-street parking spaces.

In addition, there is both formal and informal parking on forecourts along The Broadway, Sussex Road and Muster Green South.



Haywards Heath alternative parking signage showing the dispersed nature of town centre parking



Forecourt parking on The Broadway

## Heights and topography

Across the town centre, Haywards Heath varies in topography by around 37 metres with Church Road located at the highest point relative to sea level, and the northern entrance to the station at the lowest point. Between the station and the South Road entrance to The Orchards Shopping Centre, there is around 29 metres difference.

Buildings heights have been considered in respect to the ground level along their street frontage. Employment buildings along Perrymount Road are primarily four to six storeys, however also take advantage of the changing topography across their sites by gaining additional storeys where the ground level slopes down towards the railway. The tallest building is Stockwell Court, a nine storey mixed-use residential block, on the corner of Sussex and Gower Road.

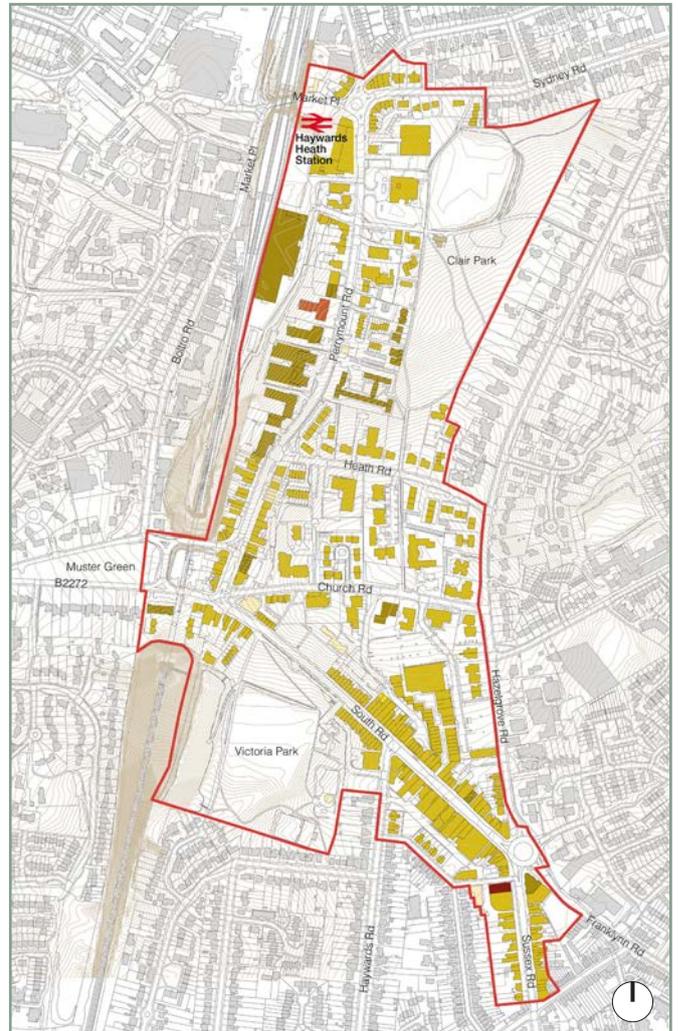
The Mid Sussex Design Guide recommends 4-6 storeys as an appropriate height for new buildings generally.



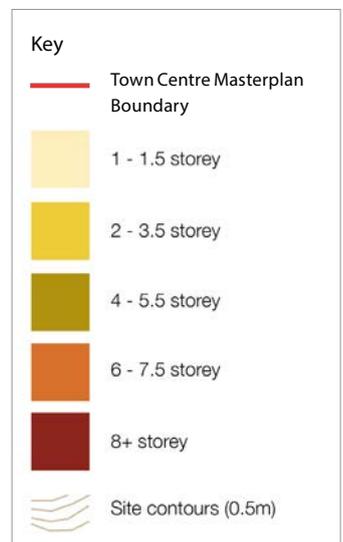
The station forecourt area with Waitrose and the station entrance



35 Perrymount Road



Heights and topography diagram

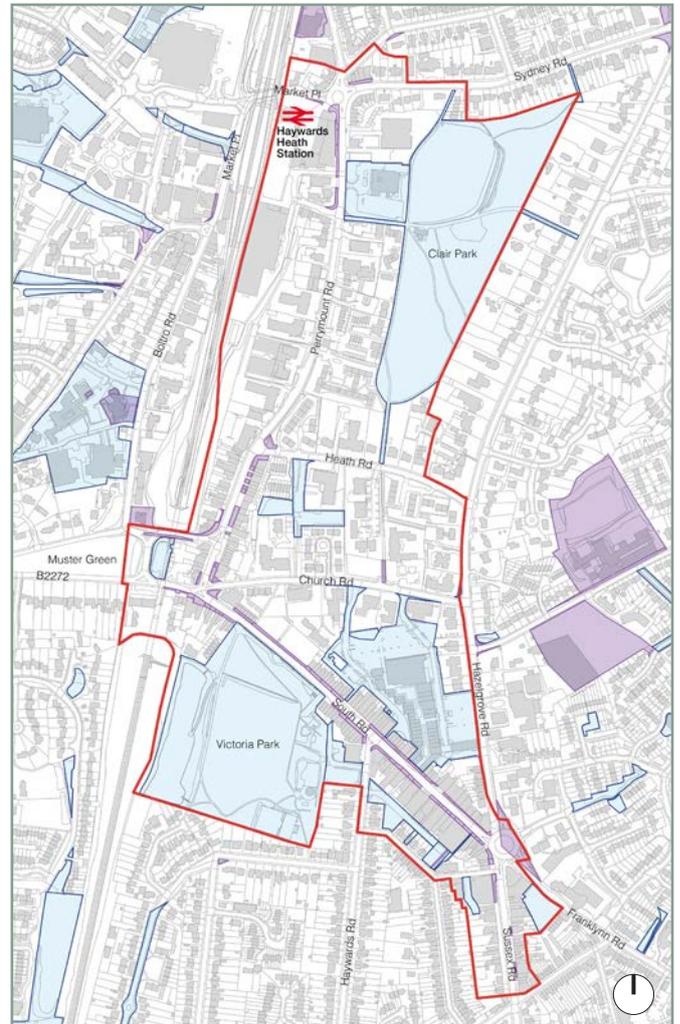


## Council-owned land

Mid-Sussex District Council have a number of landholdings within their title within the Masterplan boundary. This consists of public car parks and a handful of building assets including Clair Hall and The Orchards. The Council also owns and manages the two significant areas of open space, Clair Park and Victoria Park. Ownership helps to bring some certainty and control to these elements of the town centre and any plans put in place for them.

West Sussex County Council (WSSC) also owns sites and areas within Haywards Heath. Within the town centre boundary, their landholdings primarily consist of areas within the public realm. As the highway authority, the County Council are responsible and influential over the use of the roads and the streets.

There are no further significant public ownerships within the red line area.



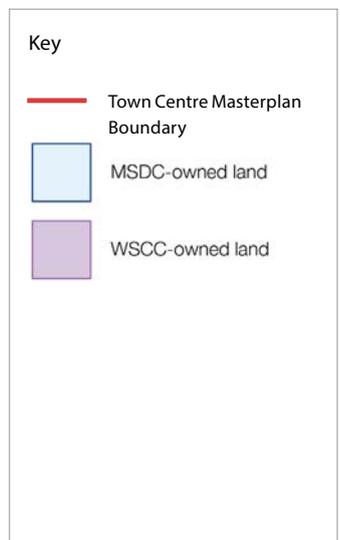
Council-owned land



The Orchards Shopping Centre



Clair Hall



## Uses

Haywards Heath town centre hosts a diverse range of uses, including various types of retail, employment, cultural, food and beverage, small businesses, outdoor recreation and residential. Worth noting is the fact that retail is spread across four main areas with South Road, the main shopping 'high street' 15-20 minute walk from the station. Meanwhile, Clair Hall, is close to the station but separated from the main food and beverage area at The Broadway.

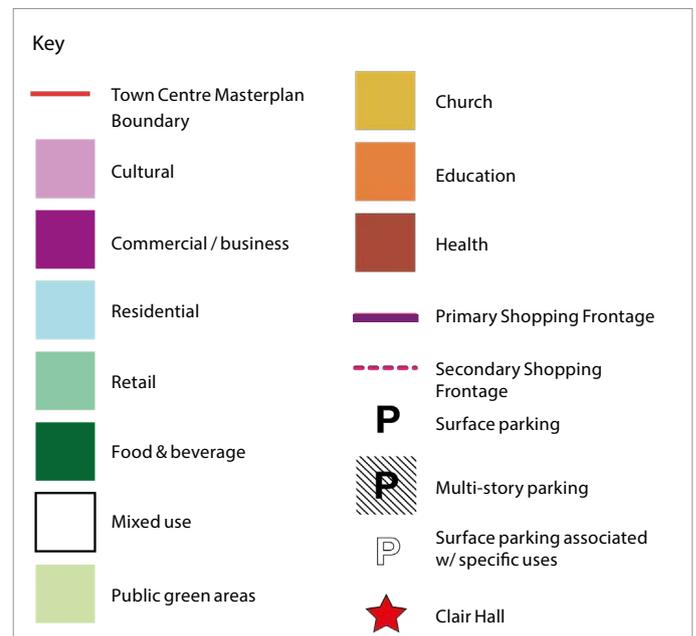
Primary frontage includes retail along South Road and The Broadway. Secondary frontage includes The Broadway and along Sussex Road. In terms of the wider town centre, Perrymount Road employment and the retail surrounding Commercial Road roundabout all serve to provide elements of the town centre's overall offer and remain important elements.

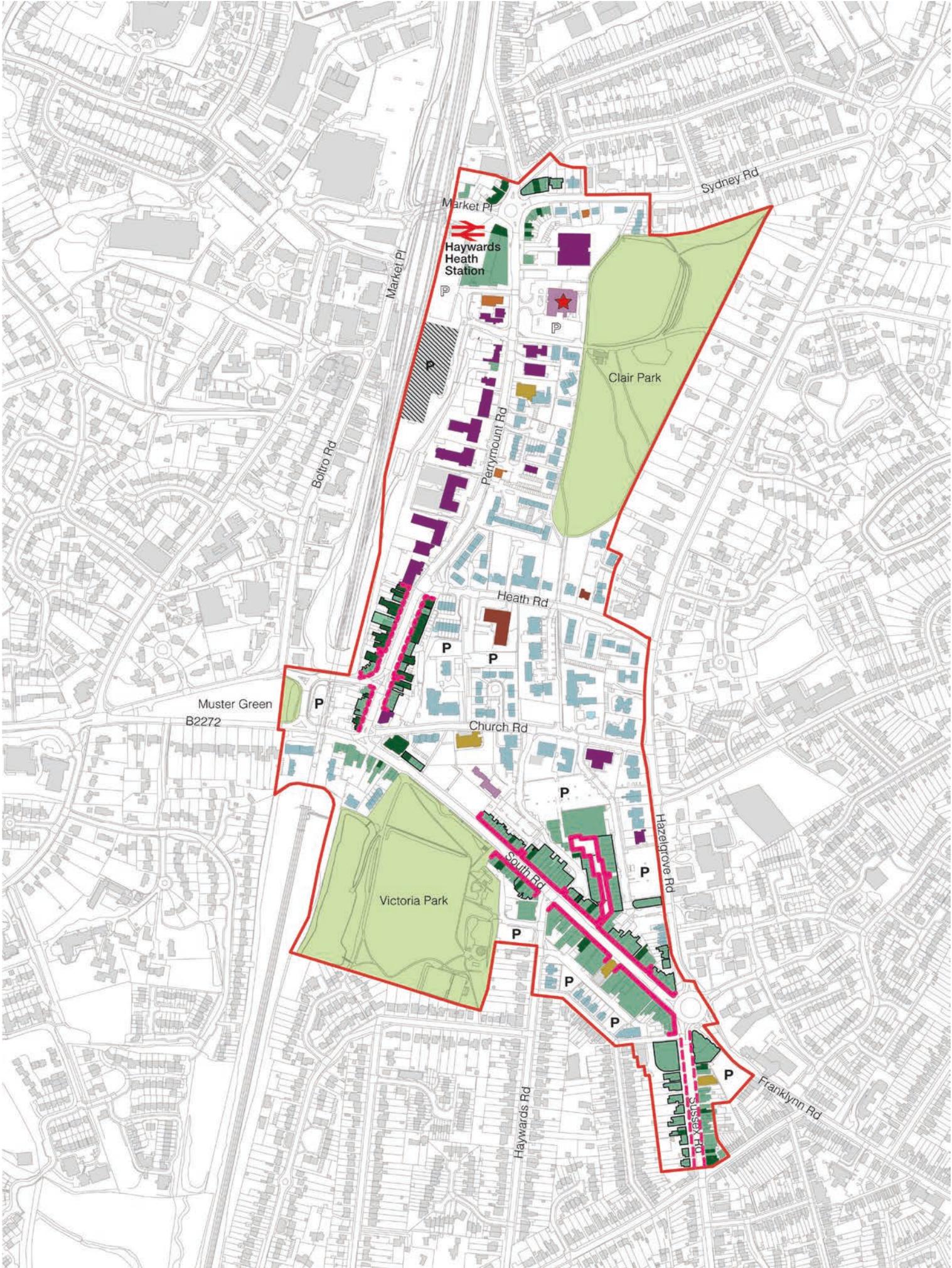


Residential units over retail on South Road



Large family homes and a converted dental surgery





## 3.3 PROTECTING AND ENHANCING UNIQUE EXISTING FEATURES

The character areas introduced in section 3.2 contain unique existing features that contribute fundamentally to the way the town centre functions. These features tend to be unique to the town centre and therefore should be protected, and enhanced where necessary, to ensure that they continue to contribute to the town centre's diversity.

As part of the character areas, these features are spread out along a long distance between Sussex Road and the station (around 1.6km in total), and improving the relationships between these different features will be essential to creating a unified town centre.

This section gives an overview as to how these town centre assets can be improved. Further detail on this can be read within the following chapters.

### Perrymount Road: concentration of office buildings

One of Haywards Heath's key assets is having a high density of commercial employment uses located centrally within 5-10 minute walk of the train station. Located in the important gap between the station and the main commercial and retail part of the town centre, the office uses along Perrymount Road in Haywards Heath should be maintained and enhanced to create a positive feature of the town so businesses are more likely to stay, as well as to attract new interest. The offices also, potentially, bring other people into the town who can use the facilities available in the town centre.

Design policy needs to ensure active frontages, attractive forecourt design to appear integrated as part of the streetscape of Perrymount Road, and should provide the opportunity for small and start-up businesses to be a part of the Perrymount Road commercial scene.

Perrymount Road could also benefit from public realm enhancements to make it a more attractive pedestrian environment with integrated street trees and widened footpaths. As it has a noticeable incline when travelling north to south, which also obscures the view towards The Broadway, people may be less inclined to walk when car traffic dominates the feeling of the street. Cycle lanes within the carriageway could also help to reduce this feeling as well as encourage more people to cycle within Haywards Heath, provided standards can be met.

### The Broadway: enhancing the food and drink offer / environment

The success of The Broadway and its food and beverage offering, in particular, has been notable. It provides a vibrant area of activity during operating hours and is well-loved by local residents, and provides an attraction for visitors. Part of this is because of the character of some of the older buildings, and whilst this is not a conservation area, some of the buildings are locally significant and say something of the town's development.

Design policy needs to ensure that the ability for businesses to spill out onto the street is protected and enhanced to further improve the environment for customers. This requires some consideration of the parking strategy, which currently allows forecourt parking and on-street parking which serves some of the businesses. This is a potential area of conflict between improving the environment for eating and drinking, and maintaining access for customers and the servicing of businesses.



Perrymount Road



The Broadway

There are opportunities for The Broadway to be improved to ensure its continuing popularity. If changes are made to the Muster Green gyratory, the southern area of The Broadway could become pedestrianised to create a dedicated area of public realm for the town centre. The Broadway has hosted markets and festivals in the past, and this could provide an area for this and other such community events to occur without affecting traffic. Other public realm improvements could include widening pedestrian footpaths and introducing street planting. (Refer to section 4.5)

### South Road and The Orchards Shopping Centre: strengthening the retail heart

South Road (B2272) is Hayward Heath's main retail high street. It currently hosts a high proportion of independent retailers, more than the national average for similar-sized town centres. South Road sees a lot of through traffic which needs to be diverted, as intended, to the relief road (A272) in order to create a more pleasant high street experience for pedestrians and cyclists. Other public realm upgrades should include integrated street trees, widened footpaths, and more dedicated areas for cycle parking to reduce the dominance of vehicle traffic, and the ease of which traffic can move through South Road. (Refer to section 4.6)

### The Orchards Shopping Centre

The Orchards is a well-frequented semi-enclosed shopping centre towards the eastern end of South Road. It is anchored by Marks & Spencer to the north, and served by a large at-grade parking area situated to the north and east which is used by shopping centre visitors, as well as visitors to the town centre. There are currently 31 residential units above the single level ground floor retail units. Built in the early 1980's, it is due for a makeover. Some refurbishment of shopfronts and internal spaces were delivered in 2015, however further upgrades are required to ensure it remains popular and relevant within the town centre. Any redevelopment should also aim to attract new visitors, and at different times of the day to support an evening economy past its current daytime operation hours. (Refer to 5.2).

### Station Area: Clair Park

Clair Park (around 6.4ha) consists of two parts: an established heathland to the south, home to trees that have existed since the settlement of Haywards Heath, and

a cricket ground to the north, complete with club house. It is part of a designated Conservation Area (refer to section 3.2). Public right-of-ways lead pedestrians and cyclists from Heath Road north into Clair Park, as well as west from Oathall Road and south from Sydney Road. The main entrance to Clair Park is accessed to the south of Clair Hall via a wide footpath which is slightly offset from Clair Road, and leads directly from the eastern entrance of the station. This main entrance, however, is not particularly obvious from Perrymount Road and should be improved to increase the visibility of Clair Park.

As Clair Park is embedded behind the property line of numerous homes and buildings, it is well hidden from the view of people on the surrounding streets. The entrance of the footpaths that lead to it, therefore, are the public face of Clair Park and could be improved with signage that is currently lacking. As a pleasant alternative route for pedestrians and cyclists to and from the station and South Road, and beyond, lighting along these paths should be provided to improve the safety and usability of these paths, particularly in winter months (Refer to 4.10 and 5.2).

### The Broadway and South Road: Making a feature of Victoria Park

Victoria Park (around 6.0ha) is a well-used public area of green space, located centrally along South Road. It contains a network of footpaths, lined with multiple park benches, and contains a play area, dedicated skate park and cafe to the east, adjacent to Haywards Road. Victoria Park has previously hosted outdoor concerts and local sports with space for two football pitches. Tennis courts are located to the south and can be accessed easily via the Park Road entrance. To the west, an elevated area of wooded parkland can be accessed from within the park. Unlike Clair Park, Victoria Park benefits from a wide frontage onto South Road along the length of its northern edge. However, a hedge on that northern edge obscures immediate views from the footpath on South Road across the park, and back to South Road from within the park.

As Victoria Park lies between The Broadway and South Road's high street shopping area, it has the potential to create a connecting link between these two character areas. If the existing hedge was removed, in whole or in part, an area of public realm could be introduced to better integrate the popular park within the town centre.

## Summary of Opportunities

The opportunities that this masterplan has identified for improvement and redevelopment within Haywards Heath town centre can be categorised into three scales of: small-, medium- and large-scale. They are also split between public realm/transport infrastructure (PR/TI), development sites (D) and policy (P).

These proposals seek to meet the eight objectives of the masterplan set out earlier, and in doing so help to improve the quality and diversity of Haywards Heath as a unique, distinctive and desirable place in which to live.

Further detail regarding each of these can be read in the following chapters.

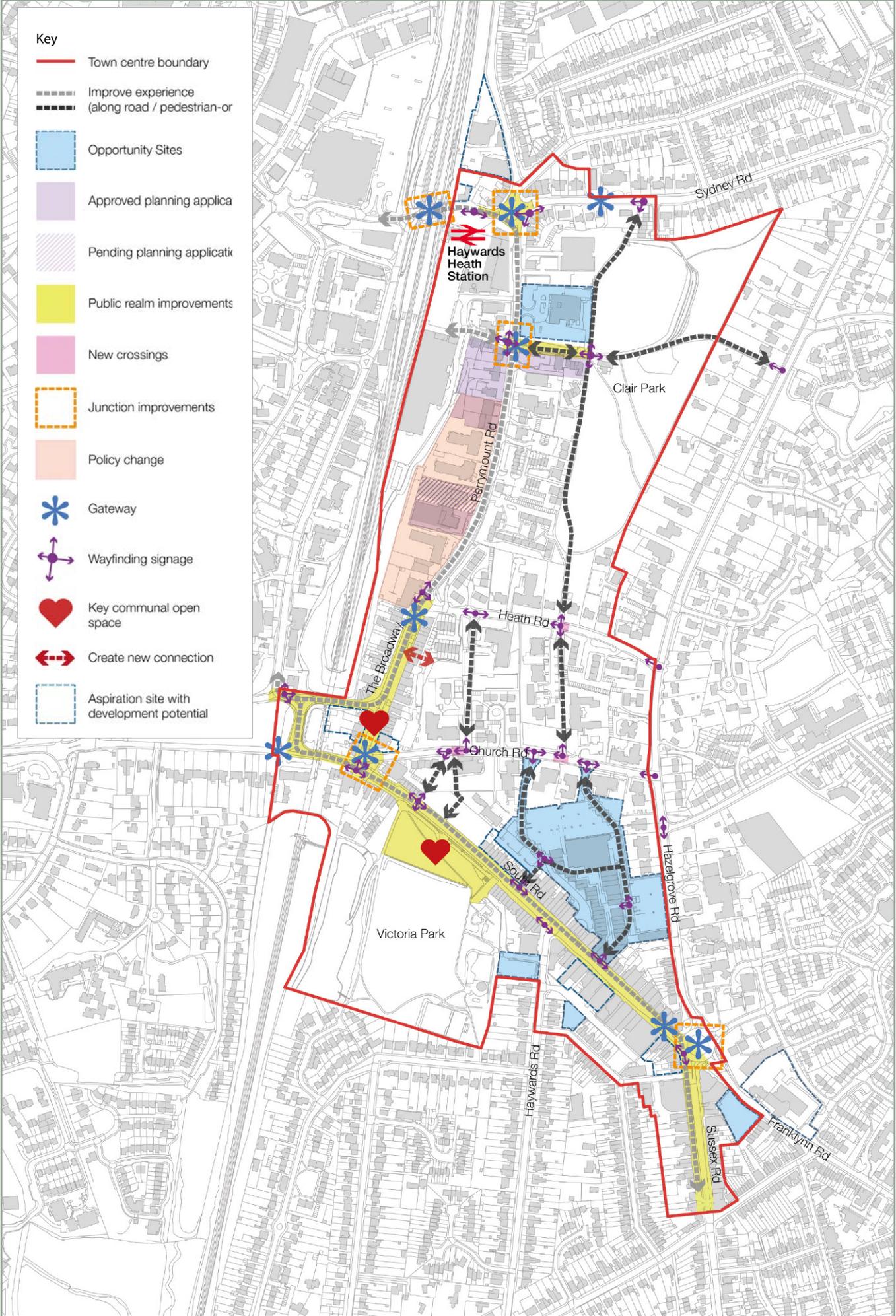
Small-scale	Objectives (refer to Section 1.2)							
Speed limit (PR/TI) (refer 4.8)			✓					
Cycling (PR/TI) (refer 4.9)			✓					
Gateway features (PR/TI) (refer 4.12)	✓	✓	✓			✓		
Wayfinding signage (PR/TI) (refer 4.12)	✓	✓	✓			✓	✓	
Other small-scale improvements (PR/TI) (refer 4.13):								
■ Tylers Green intersection			✓					
■ Clair Road and connection with Clair Park			✓			✓		
■ New crossing points along Heath and Church Road			✓			✓		
■ Lighting to pedestrian-only routes			✓			✓		
■ Create new pedestrian connection between The Broadway and Heath Road car parks			✓					
Meanwhile uses (D) (refer 4.14)	✓							✓
Policy change (P) i.e. possible changes to current planning policy to meet the expectations of the masterplan (refer 6.0)	✓	✓		✓				✓

Medium-scale	Objectives (refer to Section 1.2)							
Commercial Square roundabout / station area (PR/TI) (refer 4.2)	✓	✓	✓			✓		
Perrymount Road (PR/TI) (refer 4.3)	✓	✓	✓	✓				
The Broadway (PR/TI) (refer 4.5)	✓	✓	✓	✓		✓		
Sussex Road (PR/TI) (refer 4.7)	✓	✓	✓	✓		✓		
Parking strategy (PR/TI) (refer 4.10)			✓	✓				
Franklynn Road car park (D) (refer 5.3)						✓		
Haywards East car park (D) (refer 5.3)						✓		
Haywards West car park (D) (refer 5.3)						✓		

Large-scale	Objectives (refer to Section 1.2)							
Reconfiguration of Muster Green gyratory and The Broadway south (PR/TI) (refer 4.4)	✓	✓	✓	✓		✓		
South Road (PR/TI) (refer 4.6)	✓	✓	✓	✓		✓		
Victoria Park (PR/TI) (refer 4.11)	✓	✓	✓		✓			✓
The Orchards Shopping Centre redevelopment incl. Orchards Car Park and Hazelgrove site(D) (refer 5.2)	✓	✓	✓	✓	✓		✓	
Clair Hall (D) (refer 5.3)	✓		✓		✓		✓	✓

### Objectives summary (refer to Section 1.2)

1. Strengthening 'The Heart of Mid Sussex'
2. Strengthening the distinct character areas
3. Improving the public realm for pedestrians & cyclists
4. Improving the town centre's parking provision
5. Protecting and integrating the town's green spaces
6. Creating positive and welcoming gateway moments
7. Enhancing opportunities for town centre living
8. Providing a meanwhile uses framework



**Key**

- Town centre boundary
- Improve experience (along road / pedestrian-or)
- Opportunity Sites
- Approved planning applica
- Pending planning applicati
- Public realm improvements
- New crossings
- Junction improvements
- Policy change
- Gateway
- Wayfinding signage
- Key communal open space
- Create new connection
- Aspiration site with development potential

Haywards Heath Station

Sydney Rd

Clair Park

Perymount Rd

The Broadway

Heath Rd

Church Rd

Victoria Park

Spout Rd

Haywards Rd

Hazlegrave Rd

Sussex Rd

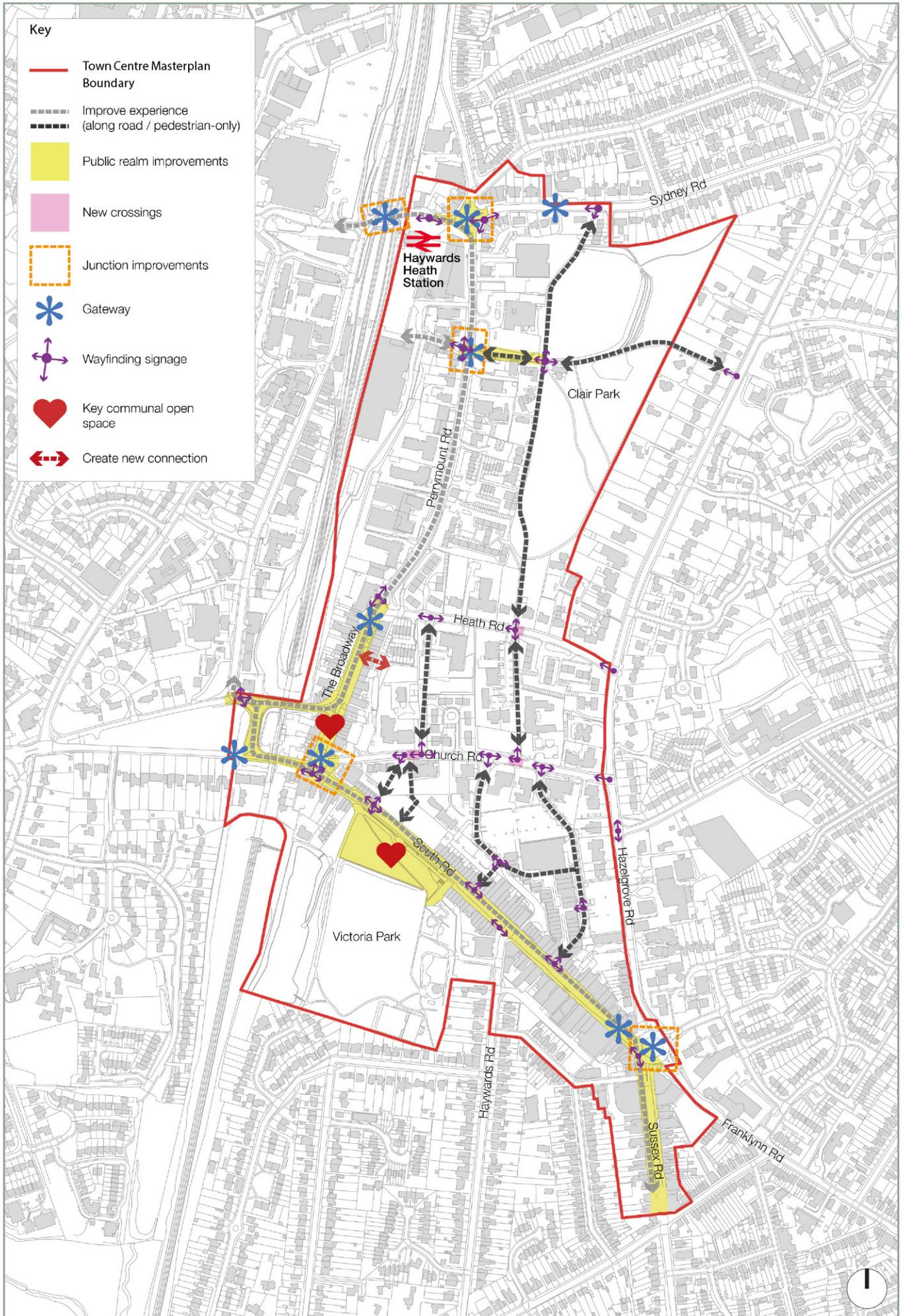
Franklyn Rd



Intersection between The Broadway, Church Road and South Road

■ 4.0

# PUBLIC REALM AND TRANSPORT INFRASTRUCTURE IMPROVEMENTS





This masterplan identifies strategic development principles for transport infrastructure and public realm improvements. Responding to masterplan objectives 1, 2, 3, 4, 5, and 6, the proposals seek to: strengthen the key character areas through public realm improvements and branding through wayfinding signage; enhance accessibility for pedestrians and cyclists throughout the town centre; integrate Clair Park through improved wayfinding and new public realm at Victoria Park; and propose a gateway feature strategy at key locations as an opportunity for creating a strong identity for Haywards Heath. The identified proposals, which will require further detailed design prior to implementation, include the following:

#### Small-scale

- Speed limit
- Cycling environment
- Gateway features
- Wayfinding signage
- Other small-scale improvements:
  - Butlers Green intersection
  - Clair Road and connection with Clair Park
  - New crossing points along Heath and Church Road
  - Lighting to pedestrian-only routes
  - Create new pedestrian connection between The Broadway and Heath Road car parks

#### Medium-scale

- Parking strategy

Public realm and junction improvements at:

- Commercial Square roundabout / station area
- The Broadway
- Perrymount Road, including Clair Road intersection
- Sussex Road and Sussex Road roundabout

#### Large-scale

- Reconfiguration of Muster Green gyratory and pedestrianisation of The Broadway south
- South Road
- New public realm at Victoria Park / South Road interface



Gateway feature at Stamford New Road, Altrincham



Pedestrian priority space at New Road, Brighton



Terraced open space at Hafencity, Hamburg, Germany



ATCO

Action for Deafness



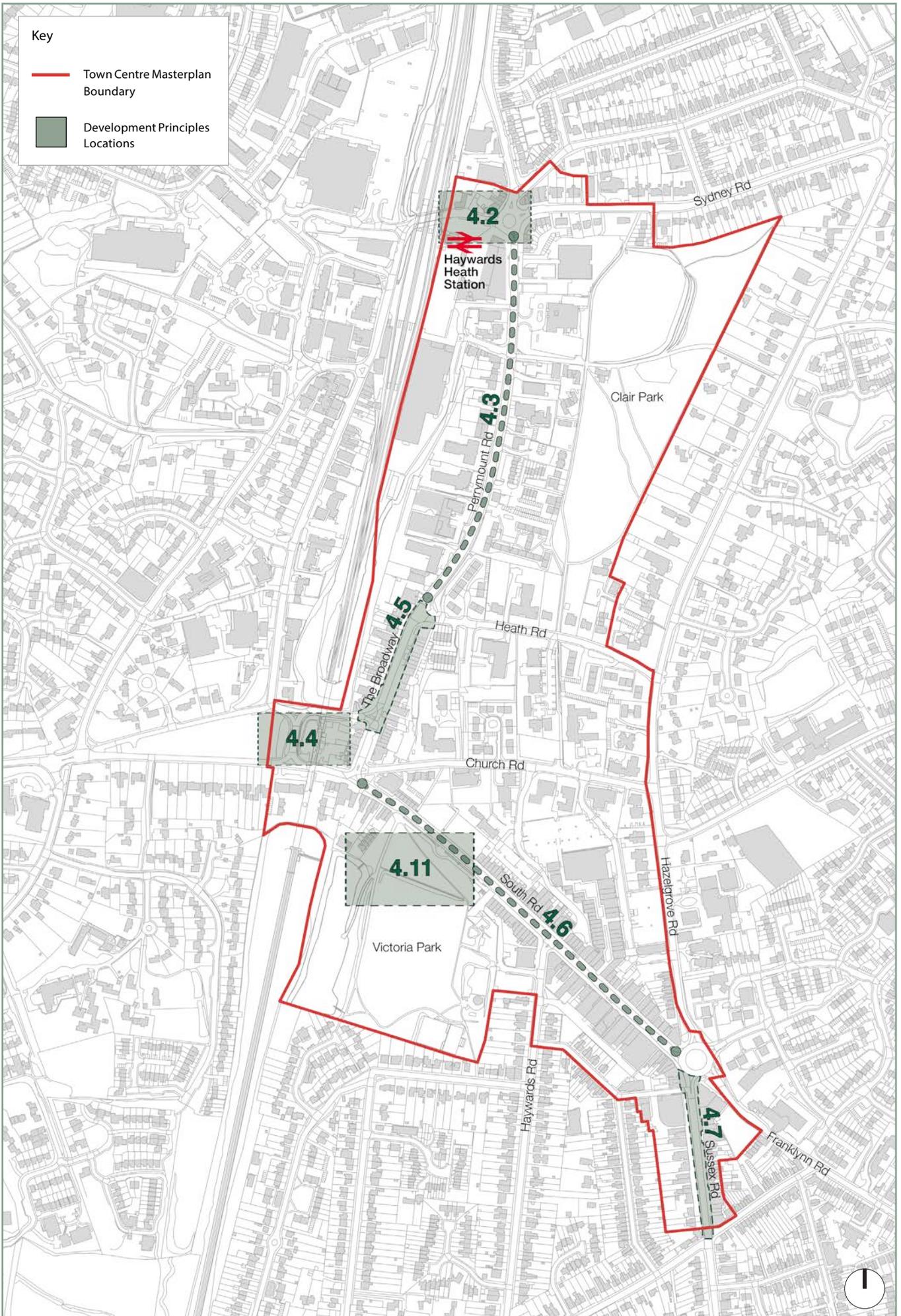
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Letting Agents  
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TONY GEN  
HAIRDRESS

SQUIRES  
BARBERS  
**OPEN**  
sky SPORTS





Development principles diagram

## COMMERCIAL SQUARE ROUNDBABOUT AND STATION AREA



The station is a main point of arrival into Haywards Heath. However, the station is located away from the retail and commercial areas of the town centre and suffers from a poor sense of arrival at the station forecourt car park, compounded by a lack of clear routes to where people want to travel. The side access and egress into Clair Road and Market Place east and west of the station are similarly weak.

Some destinations are within short distances of the station, for example Sainsbury's, the civic centre off Boltro Road, Perrymount Road commercial offices, the retail offer to the south on The Broadway, and The Dolphin leisure centre and Burrell Road commercial areas to the west of the railway – however, it is not obvious that there is a more prominent retail and town centre core (i.e. on South Road) elsewhere.

There are long-standing aspirations for the Bluebell Railway to extend its route to Haywards Heath. The route itself is safeguarded within the District Plan (policy DP19: Sustainable Tourism). Commercial Square therefore has the potential to be a tourist hub for users of this facility.



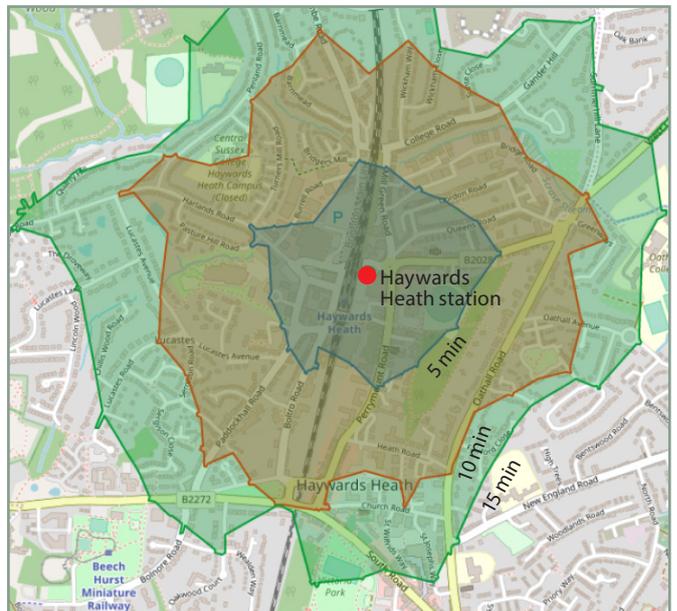
Station arrival



The railway bridge provides an opportunity for an attractive gateway feature

### Recommended proposals

- Ensure that Commercial Square is an attractive arrival point to the town for those arriving by public transport, particularly the mainline station and potential Bluebell Railway extension.
- Signage and wayfinding to The Orchards shopping centre / South Road, Clair and Victoria Parks, the civic centre, and other destinations and character areas.
- Gateway features at Commercial Square roundabout and at the railway bridge to announce the arrival into Haywards Heath to those travelling by car and by those who have arrived via the main station entrance.
- Improved surface treatment and lighting at the railway viaduct, in addition to creation of gateway feature (for example, public art/art project) to make it a more attractive and user-friendly route
- Revised junction layout:
  - Potential to tighten carriageway geometry on approach arms to reduce pedestrian crossing widths
  - Improve pedestrian and cycle crossing facilities to assist with interchange between the station and buses
  - Removal of unnecessary guard railing and street clutter to enhance the public realm and improve the pedestrian environment, utilising any additional space for planting and wider footways



Walking isochrone from Haywards Heath train station

## 4.3 PERRYMOUNT ROAD



Perrymount Road hosts a large proportion of Haywards Heath's commercial offices and acts as the primary route through the town centre, from the railway station towards the retail core, for vehicles, pedestrians and cyclists. Vehicles travelling from Balcombe, Ardingly and Lindfield will also be likely to use this route to travel south.

For pedestrians an alternative route to the town centre core exists via Clair Park yet the entrance to Clair Park and the pedestrian route lacks signposting. There is also no complete formal cycle route via Clair Park parallel to Perrymount Road and there are issues with suitable path widths, gradients, lighting and surveillance, making Perrymount Road a potentially more suitable cycle route option. The public realm should seek improvements to create a more attractive environment, especially as the northern end of Perrymount Road serves as an important interchange between buses and the train. However, there are challenges to providing enhanced pedestrian and cycle improvements here due to gradient, traffic flow, parking and on-street pinch points. Any proposals should take these constraints into account and arrive at the most optimal solution.

Due to the proximity to the station and The Broadway / South Road, Perrymount Road is increasingly becoming the focus for residential developments, with a new Premier Inn and other planning applications for residential/mixed-use developments within the planning system. Perrymount Road also provides access to the station commuter and Waitrose car parks, and Clair Hall and Clair Park, however as mentioned above, access to the latter are less visible due to the lack of any significant signage.

### Recommended proposals

- Consider options for providing a cycle route on Perrymount Road; linking with new off-road routes through Clair Park and improving cycle/pedestrian connectivity between the station, The Broadway and South Road, subject to meeting required design standards in consultation with West Sussex County Council.
- Consider options for cycle facility improvements between Commercial Square/railway station and the Broadway/Town Centre
- Provide an improved crossing at Clair Road junction to facilitate pedestrians and cyclists accessing the station and cycle hub to / from Perrymount Rd and the new Clair Park east-west Cycle route.
- Introduce street trees/planting to improve public realm, including within the vicinity of the northbound bus stop to animate the blank frontage of the Waitrose building

- Improve the western footway which is the main desire line between the retail core and the station
- Assist vulnerable road users by introducing dropped kerbs and tactile paving at crossovers



Perrymount Road, looking north towards Commercial Square



Employment uses on Perrymount Road



Parallel / tiger crossing for pedestrians and cyclists in Hackney, London (Source: London Cycling Campaign)

### Recommended proposals

- Convert the Muster Green North, Dolphin Road and South Road sides of the gyratory to two-way operation
- Close the Broadway arm of the gyratory to vehicle through traffic and form a new pedestrian priority zone
- 20mph speed limit around the gyratory

Dolphin Road currently forms the western side of the existing gyratory and is framed by a raised embankment to the east and a pedestrian path along the edge of Muster Green to the west. A more informal pedestrian path also runs along the east edge but is not suitable for prams or wheelchair access.

The proposal is to introduce two-way traffic through this area with new mini-roundabouts controlling traffic to the north and south of Dolphin Road and allowing two-way movement around the former gyratory. This is a variant of the previous Atkins Town Centre Study proposal. The traffic implications of different junction arrangements would need to be modelled and considered alongside the optimal crossing arrangements to serve pedestrians and cycle movements. This will need to take place at the design stage, to assess the impact of any proposed scheme on road users (including public transport), cyclists and pedestrians. Detailed costings would need to be provided to assess the viability of this scheme.

The lower end of The Broadway is currently bordered by a long bus stop and a loading bay to the east and narrow shop frontages to the west. The pedestrian and vehicular junctions at the southern end of The Broadway are formed by a variety of islands, traffic lights, signs and road markings. The pedestrian routes are unclear and traffic queues form in three directions.

The proposed pedestrian zone will be an important link from The Broadway to South Road and the Orchards providing a traffic free route for pedestrians and a visual link between the streets. It would also allow businesses to utilise outdoor space, with the potential to become a key focal point for the town centre, hosting community events and/or markets.

- The proposed pedestrian priority zone would have a uniform (trafficable) treatment
- Provide a quantum of disabled parking
- Consider cycle provision through the pedestrian zone, subject to reviewing potential conflicts with pedestrians at design stage.

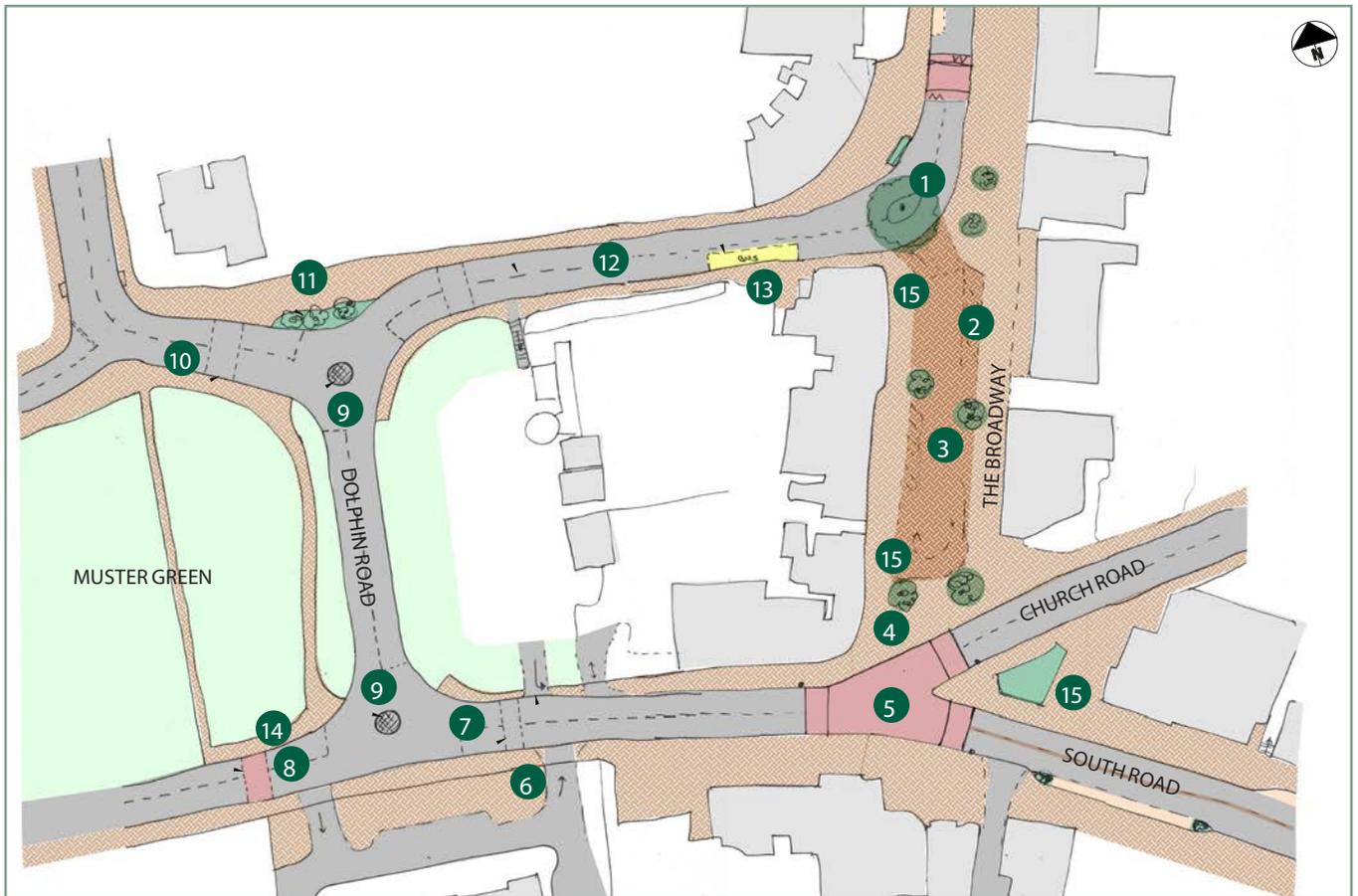
- Provide a turning head for service vehicles
- The existing bus stop would be relocated to the north side of the gyratory
- Vehicular access restricted to servicing and disabled parking and only accessible from the northern end of the new pedestrian zone
- New planting and potential SuDS elements to be installed to guide pedestrians towards The Broadway and prohibit vehicle access to new pedestrian priority zone
- Signal-controlled junction and crossings at the South Road / Church Road junction will provide more direct crossings on raised table.
- Simplify existing signalised junction by narrowing road widths and providing a raised table / unifying surface treatment. Signalised crossings maintain pedestrian desire lines and the connection between The Broadway and South Road, while rationalising and reducing the number of crossings and lights in comparison to the existing arrangement.
- The existing tree at the north-east corner of the gyratory would be preserved on an island both act as a traffic



Current configuration of The Broadway / Church & South Road junction



Precedent for a pedestrian priority zone in Shaw's Road, Altrincham



Proposed Muster Green gyratory plan

- 1 Existing mature tree to be retained on central island act as a traffic calming measure and to announce the entrance to revised Broadway streetscape
- 2 Service/disabled vehicle access to pedestrian priority zone from north end only
- 3 Removal of gyratory allows road to be reclaimed as a pedestrian priority zone between The Broadway and South Road; potential to be used as a market and events space, framed and enhanced with new planting and surface treatment. Vehicle access from the north only for disabled parking, market traffic and servicing.
- 4 New planting to guide pedestrians towards The Broadway and prohibit vehicle access to new pedestrian priority zone.
- 5 Existing signalised junction simplified with narrowed road widths and a raised table or unifying surface treatment to create gateway feature (refer section 4.12). Signalised pedestrian crossings provided to maintain pedestrian desire lines and the connection between The Broadway and South Road.
- 6 Proposed left-turn only exit from car park
- 7 Informal pedestrian crossing to be provided with dropped kerb
- 8 Potential for formal pedestrian crossing
- 9 Mini roundabouts to replace existing junctions and allow two-way movement around the former gyratory
- 10 Informal pedestrian crossings to be provided with dropped kerbs
- 11 New planting to replace existing guard railings and potential to act as a rain garden for the road surface water run-off
- 12 Muster Green gyratory changed to two-way operation
- 13 Relocated bus stop
- 14 Location of high priority gateway feature signifying entry into Haywards Heath town centre (refer section 4.12)
- 15 Indicative location for cycle parking infrastructure

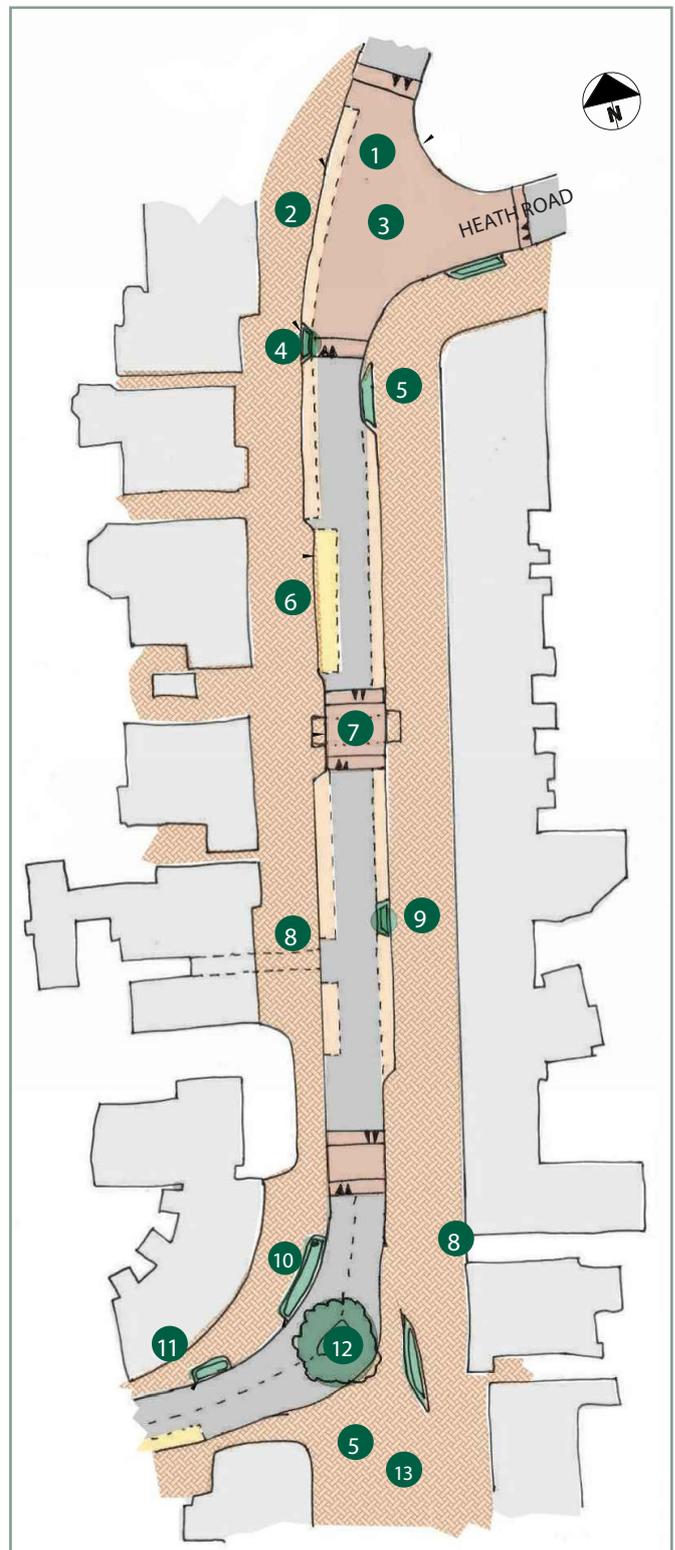
## 4.5 THE BROADWAY

There is potential to build on and reinforce The Broadway as Haywards Heath's food and beverage hub, contributing further to an already active night-time economy. The place function could be greatly increased by reducing the dominance of vehicles, slowing speeds further and improving pedestrian connectivity and permeability. Currently, some businesses utilise forecourt space for outdoor seating, however the presence of forecourt parking detracts from the public realm and occupies space which could be used for other purposes.

These proposals would create a more coherent public realm and enhance the streetscape which will benefit existing businesses, encouraging further footfall and increasing dwell times. Proximity to Heath Road may assist this aim, particularly if a more direct link can be found (see 4.13)

There are a number of locally significant buildings within the Broadway that help to tell the story of Haywards Heath's growth and social history. Work to identify these buildings and ensure that they continue to add to the character of the Broadway would be beneficial in continuing to attract people to the area.

- 1 Proposed gateway feature (refer section 4.12)
- 2 On-street parking spaces maintained
- 3 Raised table and surface treatment at junction with Heath Road to announce entrance to The Broadway
- 4 Proposed planter/SuDS element to break up parking spaces and frame entrance to The Broadway
- 5 Indicative locations for cycle parking infrastructure
- 6 Existing bus stop retained
- 7 Proposed pedestrian crossing on raised table to improve pedestrian permeability
- 8 Vehicle access maintained for side entrances
- 9 Proposed planter/SuDS element to break up parking spaces
- 10 New planter to restrict parking on the pavement
- 11 Proposed planter/SuDS element
- 12 Existing tree and island to be retained
- 13 East end of gyratory redeveloped into new pedestrianised zone with vehicle access for deliveries, disabled parking and a potential location for markets or community events



Proposed The Broadway plan (indicative only)

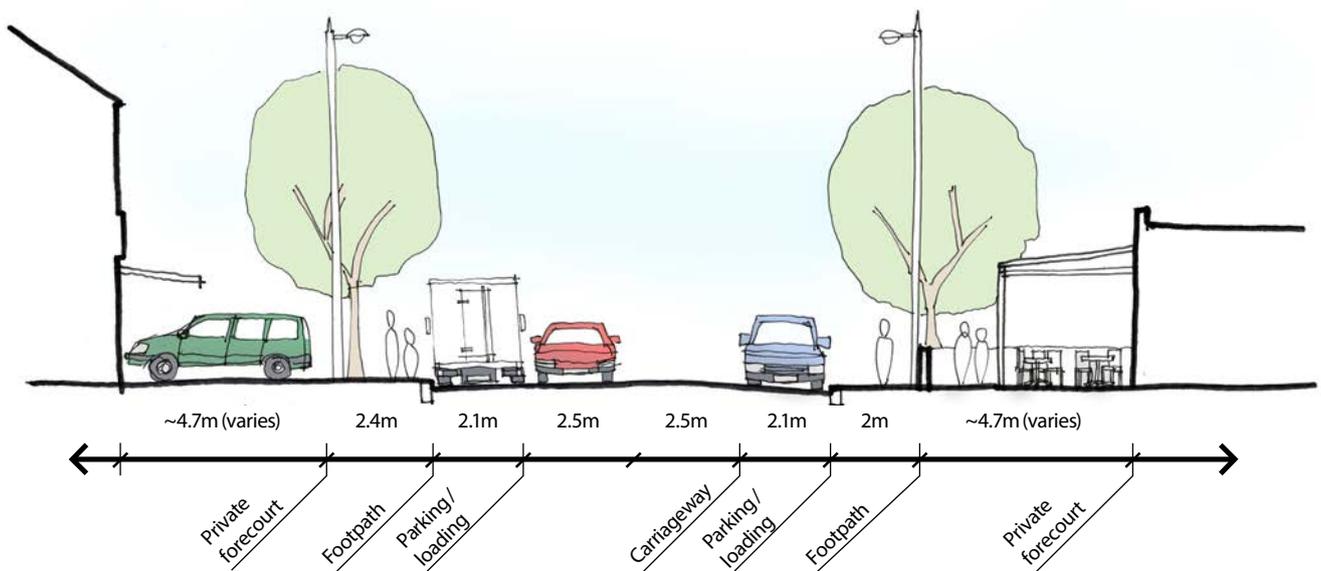


The Star pub at the corner of The Broadway and South Road



Forecourt parking means parked vehicles dominate the streetscape

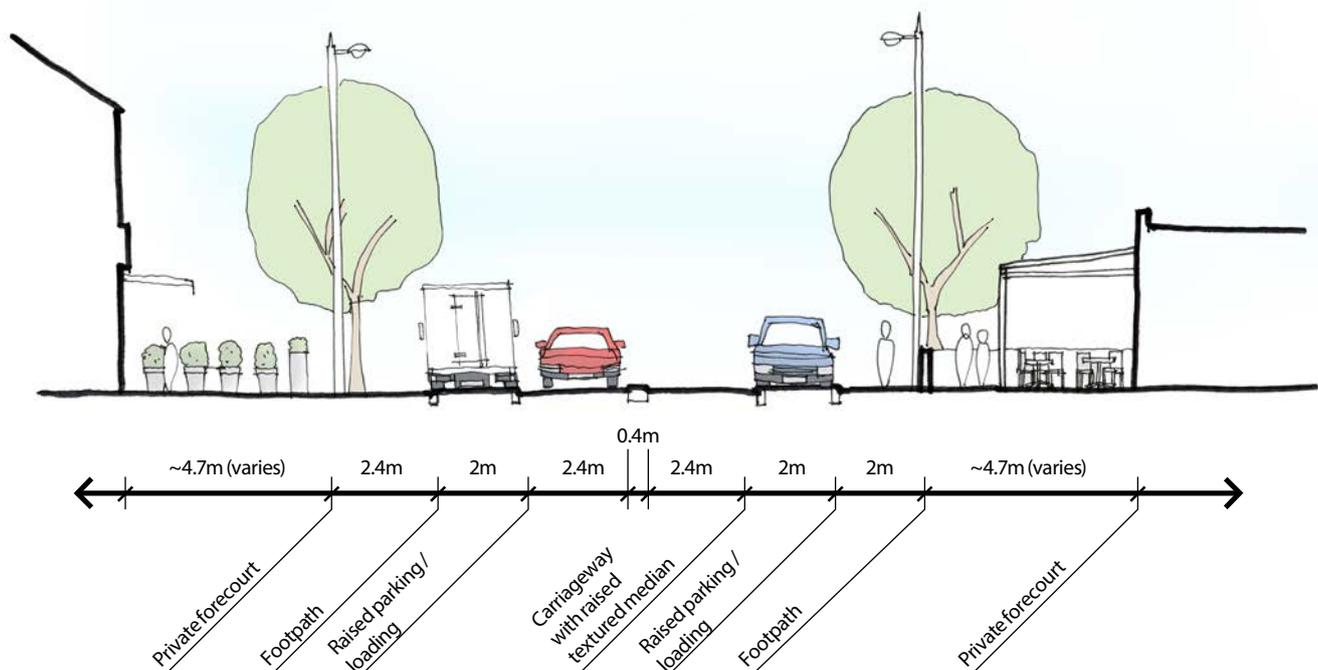
*Existing Section of The Broadway (indicative only)*



## Recommended proposals

- Raised table and surface treatment at junction with Heath Road to announce entrance to South Road (as the main retail core) as gateway feature (refer section 4.12) subject to sensitive design to ensure buses are able to navigate unimpeded
- Explore potential for cycling facilities to improve connectivity between the Station and South Road, and opportunities for cycle storage
- Slow vehicle traffic (e.g. 20mph limit) to improve safety and comfort for pedestrian's healthy street - seating, planting, lighting and landscaping
- Increase the number of crossing points
- Delineate the space by creating boundaries between vehicles and pedestrians through increased planting and SuDS elements
- Resurface footways (currently tarmacked) to improve public realm
- Raised tables at pedestrian crossings to provide level crossing to assist vulnerable users and to act as a traffic calming vertical deflection
- Introduce SuDS elements to deal with road rainwater run-off, treat pollutants and improve local biodiversity
  - Build out into parking spaces and utilise space for street trees to break up long banks of parked cars
- Provide designated loading bays and restrict loading to certain time periods
- Control parking on forecourts and prohibit where not necessary
- Formalise crossovers and clearways

## Proposed Section for The Broadway (indicative only)



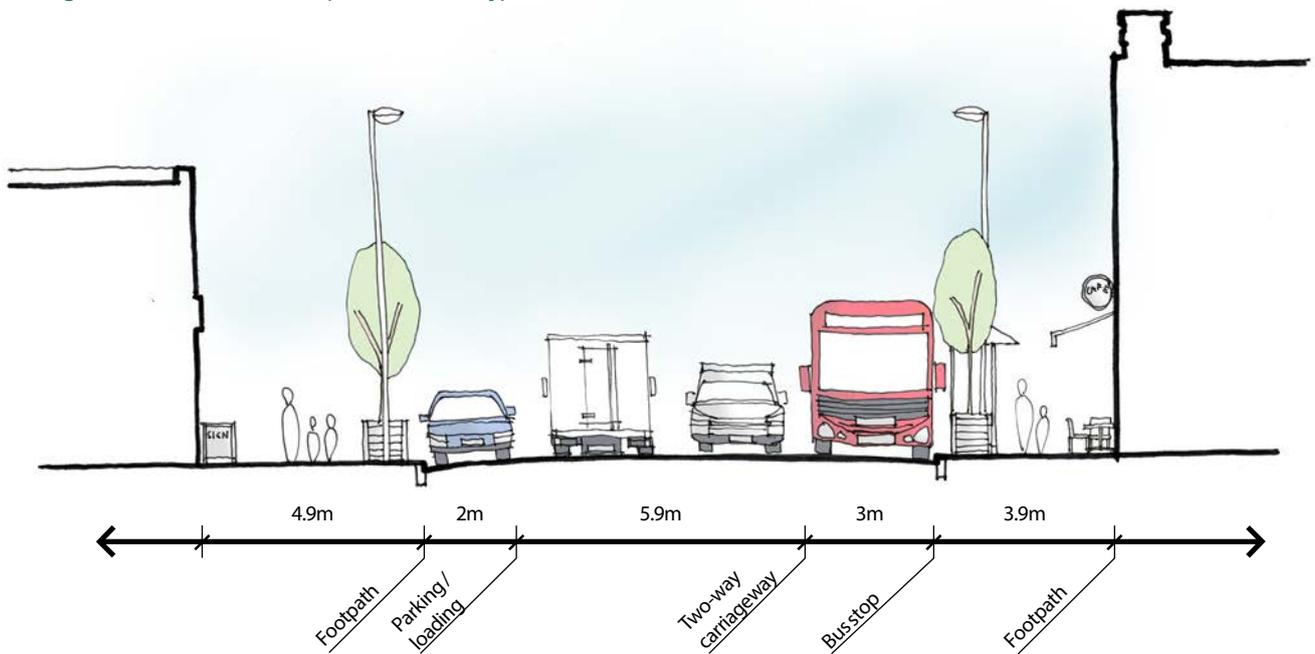
# 4.6 SOUTH ROAD



South Road is Hayward Heath’s main retail street, with The Orchards Shopping Centre located to its eastern end, and leads onto Sussex Road to the south. The link between South Road and The Broadway is currently not well-defined, disconnecting South Road from the rest of the town centre despite being the main retail street. It is also difficult to cross due to fast moving traffic, and long banks of parked cars with extensive road markings in some areas.

South Road has the potential to be an attractive and vibrant focal point for Haywards Heath, however needs significant improvements. It benefits from already being of a substantial width (around 20m) with generous footpaths in areas, however currently feels very cluttered from ad-hoc street furniture and inconsistent surface treatments that impact on South Road’s ability to feel a sense of pride as a place for locals and visitors to enjoy spending time in.

### Existing South Road Section (indicative only)



Sussex Road and South Road intersection

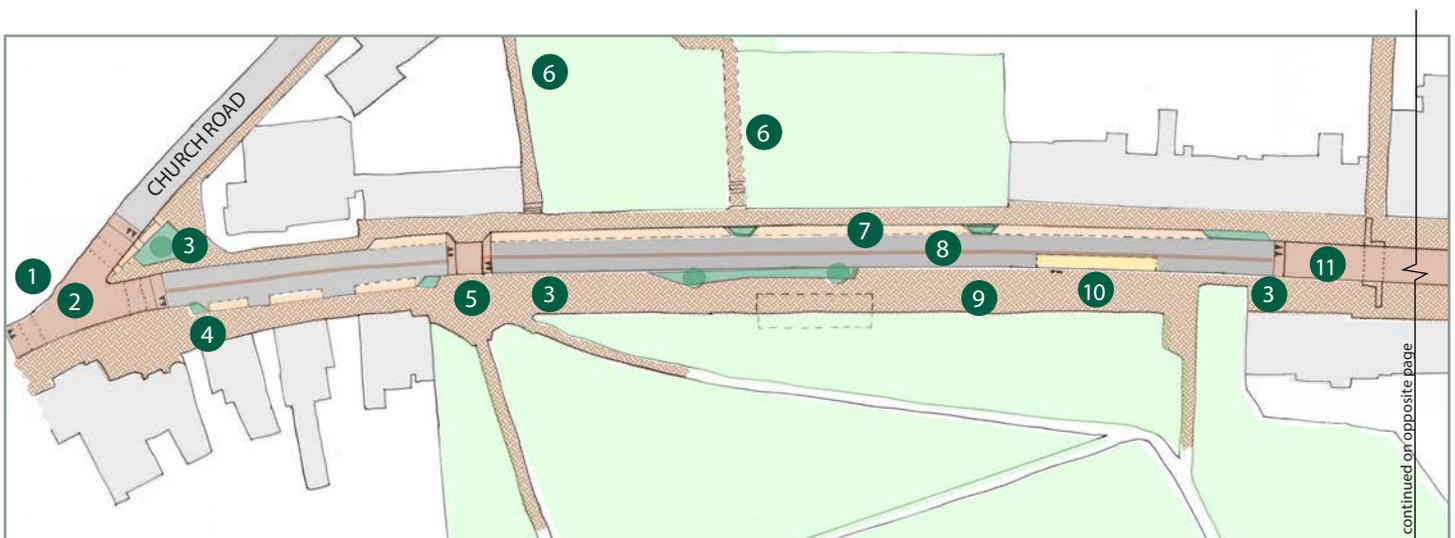


South Road currently prioritises vehicular movement

## Recommended proposals

Road narrowing will indicate to vehicles that South Road is a minor arm off The Broadway/Church Road junction, encouraging use of alternative routes for through-traffic and providing opportunities to enhance the public realm by redirecting traffic to the Relief Road (A272), and improve active travel choices to the retail heart of Haywards Heath.

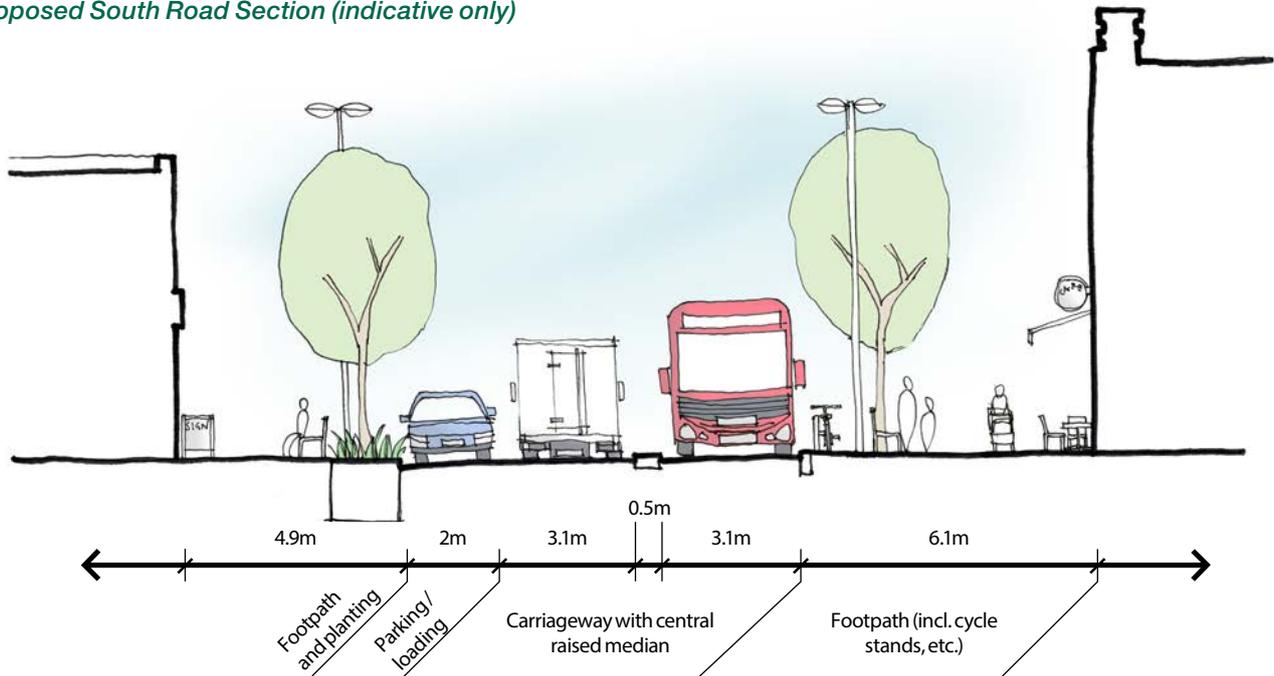
- Narrow road by extending kerbline to achieve a road width of 6.8m
- Visually reduce road in width for example by the addition of a central median strip and side channel to reduce speeds and emphasise the place function of the high street setting, subject to meeting required design standards in consultation with West Sussex County Council and bus companies.
- 20mph speed limit enforced through tightening up of the road geometry, introduction of vertical features such as raised tables, crossings and by announcing gateways
- Central bus stop (east-bound) moved to allow for a new pedestrian crossing; all bus stops to be moved into the carriageway to act as traffic calming measures
- Raised tables added at crossing locations to assist crossing and to slow traffic subject to sensitive design to ensure buses are able to navigate unimpeded
- Consider HGV and delivery restrictions at peak pedestrian times, subject to consultation with traders
- Rationalise junction with Haywards Road; no right-turning lane removed, junction geometry tightened to slow speeds and aid pedestrian connectivity. Junction to be a raised table with blended crossing treatment, and entrance framed with SuDS/landscaping elements.
- Integrate new SuDS/planting to break up road-pavement boundary and between parking spaces to provide amenity and break up long sightlines
- Widen pavement adjacent to Victoria Park and add crossings at both ends to aid pedestrian desire lines
- Extend kerb line to the south to allow space for inset parking bays
- Maintain existing number of on-street parking spaces overall
- Maintain taxi rank location in front of the Orchards entrance
- Crossings to align with entrances to the Orchards
- Declutter signs and enforcement of 'A boards'
- Introduce a 20mph zone with raised crossings, tables and vertical calming features



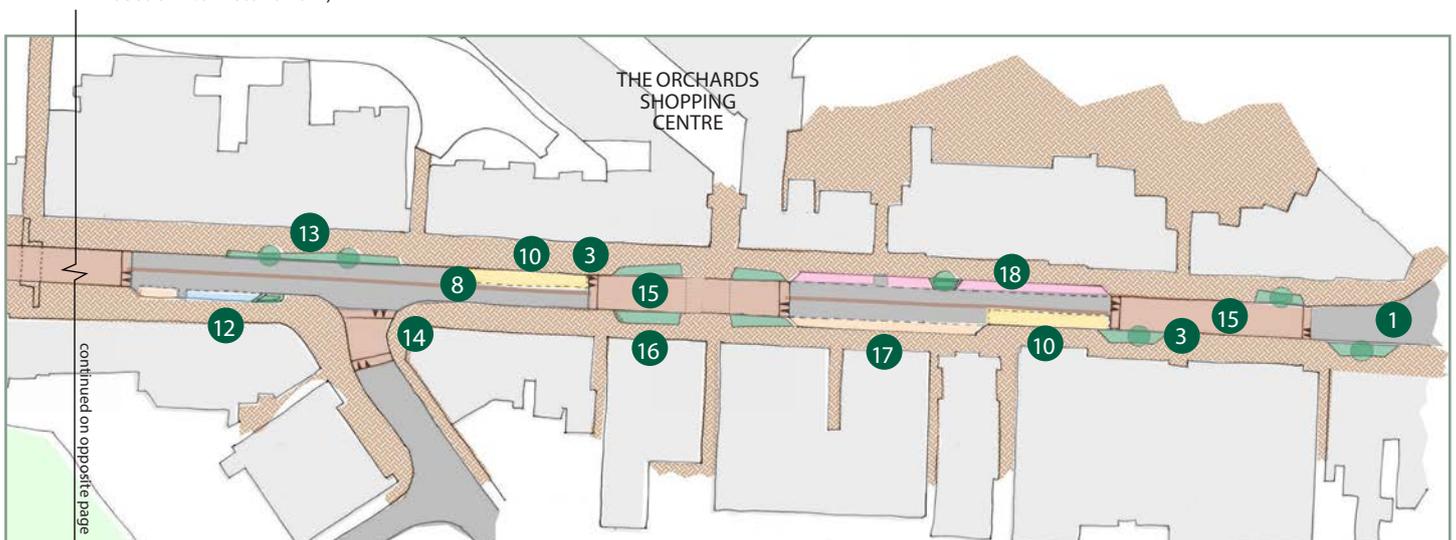
Proposed South Road plan (indicative only) (1 of 2)



**Proposed South Road Section (indicative only)**



- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>1 Location of gateway feature (refer section 4.12)</li> <li>2 Reconfigured junction with Church Road/The Broadway, announcing entrance to South Road</li> <li>3 Indicative location of cycle parking infrastructure</li> <li>4 Existing parking to be retained with additional SuDS/planting elements.</li> <li>5 New pedestrian crossing to improve access to the park and to act as a traffic calming measure.</li> <li>6 Existing pedestrian routes to be retained and access improved.</li> <li>7 Existing parking to be retained.</li> <li>8 Carriageway narrowed and central median strip added.</li> <li>9 Public realm along north edge of park to be redeveloped and increase pavement widths along both sides of the road. (Also refer section 4.8 Victoria Park)</li> </ul> | <ul style="list-style-type: none"> <li>10 Bus stops to be relocated and/or moved onto the carriageway</li> <li>11 New pedestrian crossing to improve pedestrian permeability between the park and the Orchards.</li> <li>12 Existing loading bay retained, and new parking space added.</li> <li>13 New planting and SuDS added to create a barrier between the carriageway and the pavement.</li> <li>14 Existing junction narrowed and separate right turn lane removed; pedestrian Copenhagen crossing at junction.</li> <li>15 Raised table added to existing pedestrian crossing.</li> <li>16 SuDS and planting elements added to existing pedestrian crossing location.</li> <li>17 New parking spaces added in front of bus stop.</li> <li>18 Existing taxi and disabled parking bays retained.</li> </ul> |
|---|---|



Proposed South Road plan (indicative only) (2 of 2)

Sussex Road is an extension of the retail offer of South Road and important link to the town centre. Many independent businesses operate on Sussex Road which start and end at the intersection with Triangle Road. There is a generous footway on the western edge but the street suffers from inconsistent surface treatments and there is a lack of pedestrian crossing opportunities. Street markings indicate the traffic-focused environment.

On-street parking is primarily located on the eastern edge with parking on forecourts, formally and informally occurring on the western edge.

The amount of highway owned land is more limited in Sussex Road and therefore the opportunities to provide for off-carriageway cycle facilities are more limited, however there is the potential to provide for improved off-carriageway cycling facilities and pedestrian crossing facilities at the Sussex Square roundabout.

### Recommended proposals

- Regulate forecourt parking where possible
- Reduce the speed limit to 20mph
- Remove guard railing at Sussex Square roundabout.
- Tie in material palette for surface treatments with South Road proposals to create a coherent high street which assists with wayfinding.
- Introduce a raised table and crossing facility towards the Sussex Road roundabout to provide a clear route for pedestrians and dissuade unnecessary through traffic onto South Road
- Tighten up junction road geometry to reduce speeds and enforce 20mph zone; utilise space for public realm improvements such as planting, SuDS and/or places to rest.
- Dependent on the proposals for the Orchards car parking, increase in trip generation will have to be modelled and added to the previous modelling work undertaken by the Atkins study to ascertain any further impact on Sussex Square roundabout proposals.
- Explore potential to provide for off-carriageway cycle facilities on shared use paths around the Sussex Road roundabout, explore potential to accommodate off-carriageway cycle movements around junction



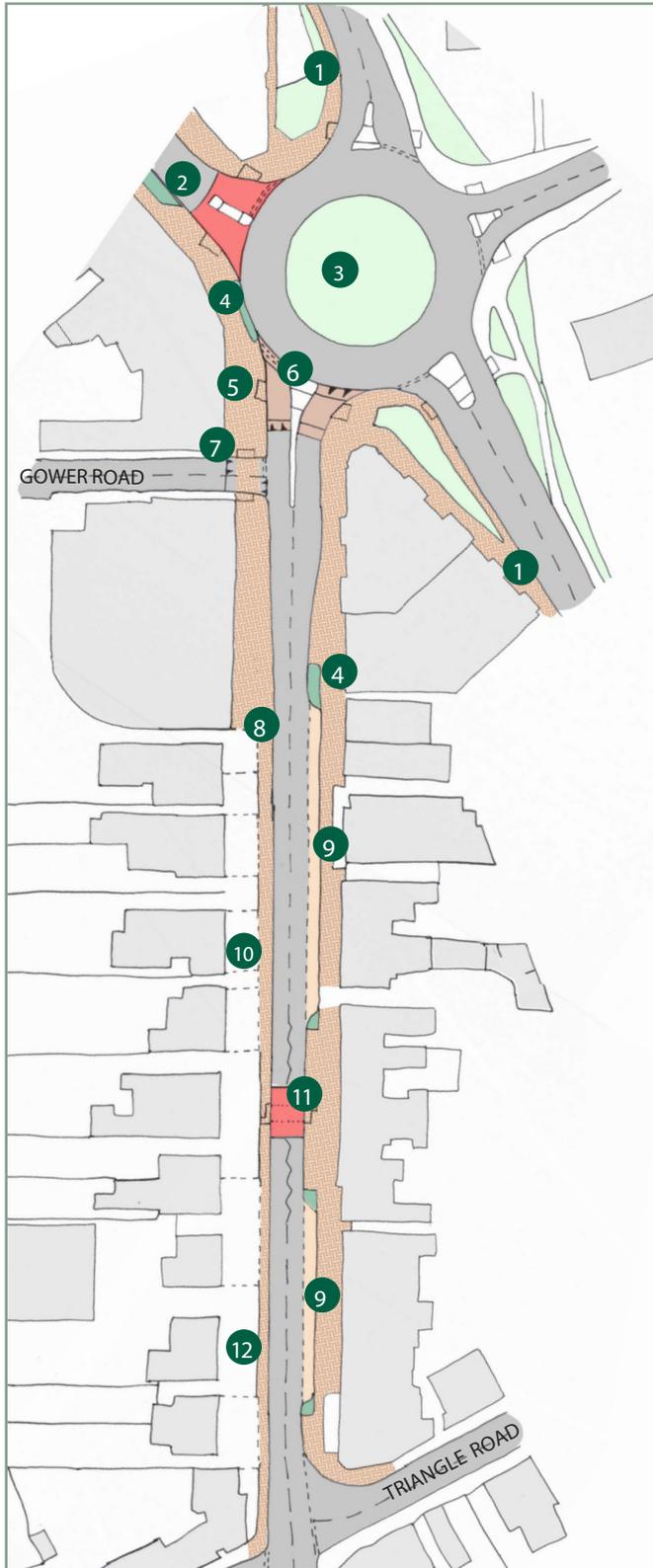
Sussex Road, looking north



Sussex Road roundabout, dominated by the movement of vehicles



Sussex Road, looking south



Proposed Sussex Road plan (indicative only)

- 1 Use the same paving as that proposed for the South Road interventions to integrate into the town centre areas.
- 2 Coloured pedestrian crossing to emphasise entrance to South Road, slow vehicle speeds and form part of a gateway feature.
- 3 Geometry of existing roundabout to be tightened to restrict speeds, widen footways and crossing points. All guardrails to be removed from perimeter of roundabout.
- 4 New planting and SUDS elements to be installed to create a barrier at the ends of the parking spaces and collect highway run-off where possible.
- 5 Existing cycle parking to be retained.
- 6 Proposed raised table to slow vehicle speeds entering Sussex road.
- 7 Blended crossing on raised table to create continuous pedestrian pavement.
- 8 Existing highway narrowed to 6.5, with 20mph speed limit.
- 9 Existing number of parking spaces to be retained and raised to pavement level.
- 10 Privately owned building forecourts used for parking and business premises.
- 11 Existing crossing moved approximately 10m North to avoid existing vehicle access routes to rear of properties. Crossing surface to be coloured to enhance visual impact.
- 12 Existing boundary between public pavement and forecourts acting as drainage channel to be retained. Pavement and parking spaces to be re-surfaced up to this boundary.

## 4.8 SPEED LIMIT



Currently a 30mph speed limit operates in Haywards Heath study area. The speed data from the 2015 Atkins study indicated that, on South Road and Muster Green, the limit was being exceeded.

Evaluation studies have demonstrated a link between the introduction of 20mph limits / zones and a subsequent reduction in casualties. Evidence suggests that the use of traffic calming measures reduces speed further in 20mph zones. In addition to road safety benefits, 20mph zones can encourage more physical activity, such as walking and cycling, by contributing towards a safer environment, improving the character of an area and the quality of life of visitors, worker and residents.

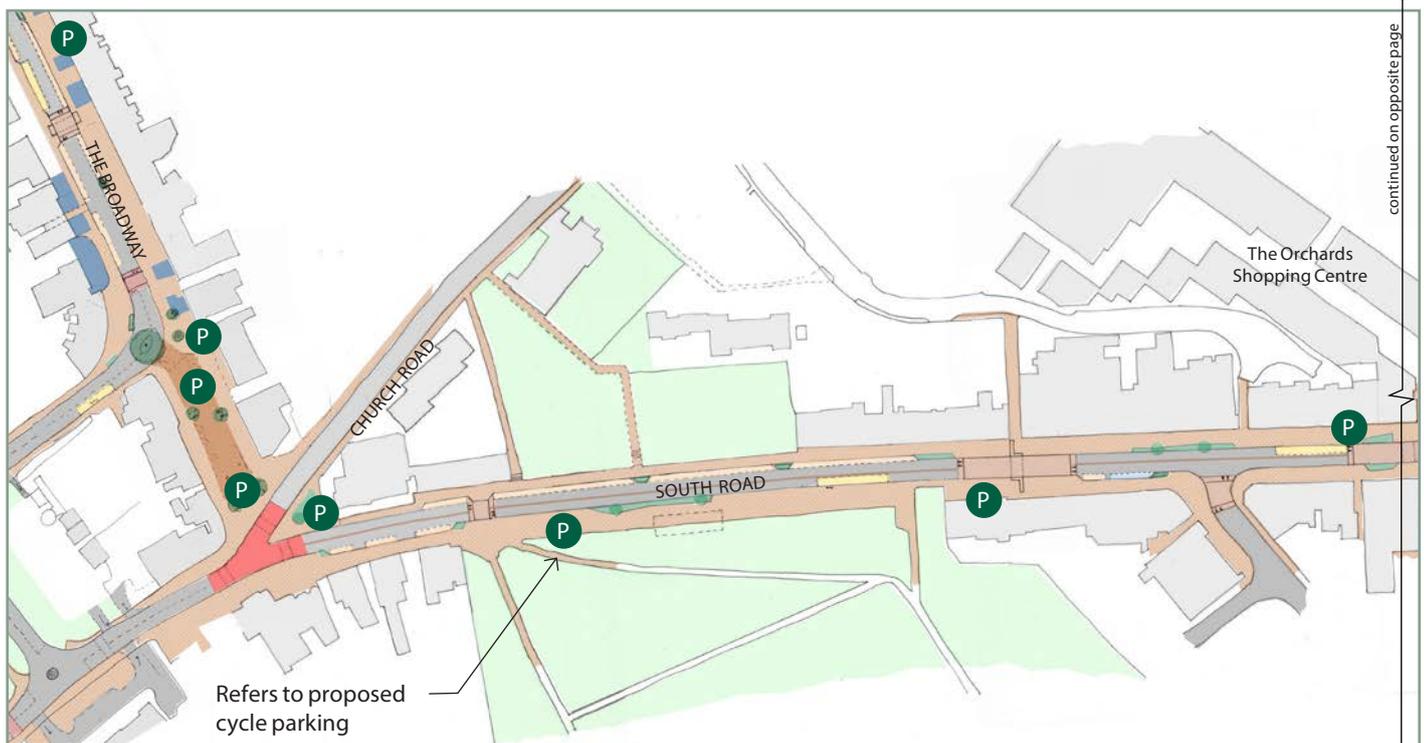
Creating a self-enforceable 20mph zone within Haywards Heath town centre would contribute to creating a safer environment for pedestrians and cyclists and encourage more people to travel by those modes.

A self-enforceable 20mph speed limit can be achieved by the introduction of raised tables at junctions, road narrowing, tighter junction geometry, raised pedestrian crossings to act as speed control measures, street planting to break up long sightlines, strategically positioned on-street parking bays with buildouts and continuous crossings at side roads.

A reduction in the speed limit in conjunction with new road treatments and gateways will disincentivise and discourage drivers currently cutting through the town centre avoiding the relief road but allow those who need to travel into the town centre for shopping, leisure, business to do so.

### Recommended proposal

- To introduce a 20mph speed limit in Haywards Heath town centre and adjoining residential streets.



Plan showing indicative cycle park locations (refer 4.9) (1 of 2)



Future commercial and residential development in Haywards Heath have the potential to increase vehicular trips. This can be mitigated by the provision of improved public transport, walking and cycling facilities which will support development, by providing active travel opportunities as an alternative to car use. A Local Cycling & Walking Infrastructure Plan (LCWIP) for Mid Sussex is being developed.

Cycle routes from Commercial Square have been identified and a route travelling east to west through Clair Park is being developed. A clear legible route from the station through Perrymount Road, The Broadway and to the Orchards is required to encourage more journeys by bike.

The proposed Haywards Heath to Burgess Hill cycle network, set out by policy SA37 in the Draft Site Allocations DPD, will provide an alternative to car travel for longer distances linking two important town centres. The network ties in with existing cycle routes and the public rights of way network and is currently safeguarded for delivery.

In addition, reconfiguring South Road and The Broadway, as part of the proposed transport infrastructure and public realm improvements, will reduce vehicular speeds and create a less intimidating environment for cyclists, pedestrians and non-motorised users.

A quiet route network and enhanced cycle facilities can provide an alternative to those cyclists wishing to avoid busier routes. Potential to develop a route from Sydney Road via Clair

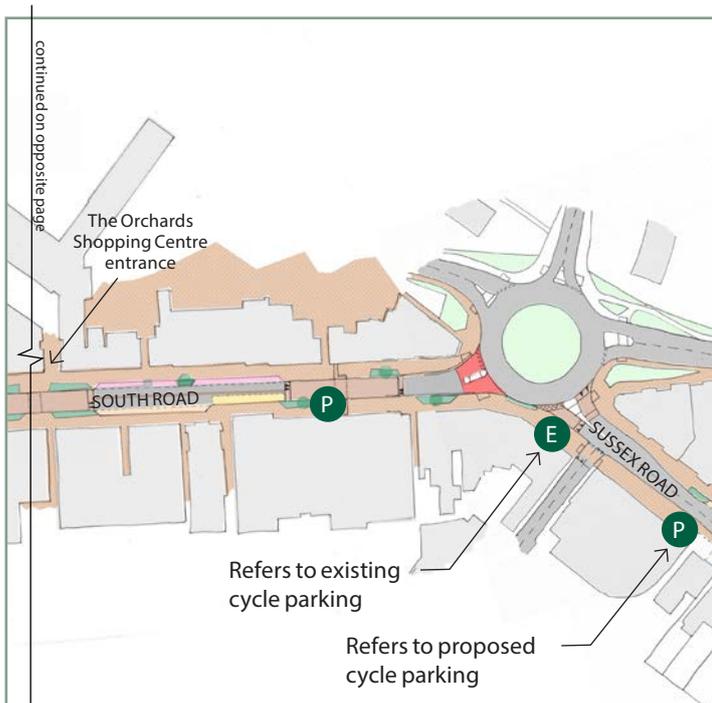
Park to the Orchards Shopping Centre. The route would require the Clair Park route to change from a footway to a shared use path. At Heath Road the route would tie into Trevelyan Place cycle route and link and with appropriate way finding link to St Wilfred's Place and onto the Orchards and South Road.

Potential to link Cuckfield to Haywards Heath Station via the bridleway off Wheatsheaf Lane, connecting onto Blunts Wood Crescent and onto the station via Blunts Wood Road/ Harlands Road were segregation or a shared footpath would be required. This would allow cycle travel option for commuters to the station and provide a safe cycle route for secondary school children from Haywards Heath to Warden Park Secondary School in Cuckfield.

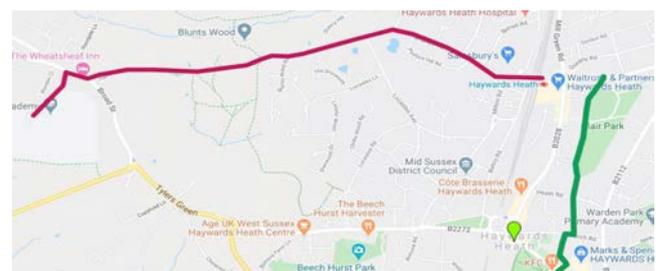
Options for improving crossing facilities between Clair Park and Clair Road, across Perrymount Road, should be explored and will assist cyclist crossing at this point and those looking to access the station cycle hub. Perrymount Road also provides an opportunity for improved cycling facilities which would require a reconfiguration of parking to the south, as it meets The Broadway.

### Recommended proposals

- Provide a clear, logical cycling route from the station through Perrymount Road, The Broadway and the Orchards.
- Investigate opportunities for reconfiguring existing road/pedestrian/cycle layouts (Individual proposals are set out under 4.1 – 4.7)
- Investigate opportunities for improved cycle connectivity with adjoining settlements, such as Cuckfield and Burgess Hill.
- Provision of appropriately designed cycle parking/storage, in accordance with the Mid Sussex Design Guide SPD



Plan showing indicative cycle park locations (refer 4.9 and to previous page) (2 of 2)



Potential link from Cuckfield to Haywards Heath Station, and a safe cycle route via Clair Park

## 4.10 PARKING



Whilst opportunities to increase levels of walking and cycling to the town centre will be facilitated and encouraged through potential public realm and infrastructure improvements set out within this Masterplan, the success of the town centre will still be reliant on provision of adequate car parking capacity to meet current as well as future predicted need. Provision of adequate parking capacity is a driver for economic vitality.

### Forecast Parking Demand

There are 10 Car Parks within the Town Centre boundary. Nine of these are Council-owned and located primarily to serve the leisure and retail core (Broadway / South Road), with a high-capacity multi-storey at Haywards Heath station (privately owned).

Within the leisure and retail core, capacity totals 642 spaces.

Car Park	Spaces
Orchards (St. Wilfrids Way)	194
Hazelgrove Road	118
Heath Road	99
Haywards West	52
Franklynn Road	80
Gower Road	21
Haywards East	49
Muster Green*	29
<b>TOTAL</b>	<b>642</b>

\*Saturday only

Parking data has been captured to inform the forthcoming Parking Strategy, due for adoption in 2020/21. This suggests that, on average, the above car parks are operating at between 80-99% capacity during traditional retail hours of 9-5pm, but generally less than 30% capacity from 5pm onwards.

This, coupled with the fact that the Car Parks are largely small in scale and scattered, can lead to frustrations from shoppers. Anecdotal evidence, supported by comments received at the stakeholder workshop, indicated that shoppers are often circling between car parks looking for a space. Circling for spaces within the town centre increases unnecessary traffic movements, which is unsustainable and does not contribute towards a pedestrian-friendly environment. Provision of easy to access car parks can enhance a destinations attractiveness.

The Covid-19 pandemic significantly reduced parking demand in early-mid 2020, however this is expected to increase as High Streets recover. However, it is difficult to predict the long-term impacts of the pandemic on future parking demand – this will depend on the retail and leisure offer within town centres generally as well as whether new habits (such as increased online purchases, shopping more locally, or using sustainable travel methods – as well as changes to worker behaviour) become established. Future trends in dwell time and consequently the length of time parked are also difficult to predict long-term.

As the economy recovers, so too will demand for town centre facilities. Both on and off-street parking will need to evolve to meet the new and changing demands. The Government is committed to ensuring Town Centres thrive into the future; this includes encouraging a range of uses (retail, commercial, leisure and residential) which are reflected and supported by the principles and opportunities set out within Sections 4 and 5 of this Masterplan.

## Parking Strategy

The District Council is currently revising its Parking Strategy, to be adopted in 2020/21. The Parking Strategy sets out a flexible and agile approach to respond to future parking demand to ensure economic recovery post-Covid and long-term growth and vitality. There are synergies between the Parking Strategy and this Masterplan, with the two together providing a high-level framework to meet this aim.

The Parking Strategy has four key objectives, all of which are relevant to future proposals for Haywards Heath Town Centre:

- Investing in Car Parks – to ensure future growth can be accommodated and is well managed
- Sustainable Growth – to support post-Covid economic recovery and long-term economic growth
- Supporting Vitality – to ensure car parks continue to support local economies, providing parking in the right places
- Customer Experience – to ensure that car parking meets user expectations

## Recommended Proposals

- To consolidate the current fragmented, low capacity car parks – in order to increase overall capacity, improve wayfinding and a clearer 'destination' for vehicle users to improve traffic management, and improve the overall user experience to support prosperity
- Once consolidated, and subject to sufficient parking capacity, explore opportunities for redevelopment of the small, low capacity car parks for alternative uses (such as residential – see section 5.4)
- To focus on the Orchards Shopping Centre as the location for increasing capacity – by providing for a multi-storey at Orchards and/or Hazelgrove Road (see section 5.2)
- To implement the objectives of the Parking Strategy by investigating alternative management regimes



Conversations during engagement have suggested that the character areas at The Broadway and South Road are not often seen as well connected or close by. Some have expressed an awareness of one area, but not the other, despite their proximity. The northern area of Victoria Park, along South Road, has the potential to develop into a key focal point for Haywards Heath, where people can meet and gather for community events, for lunch during the working week, or as they stop to take a moment to enjoy the attractive green open space. To enhance and protect Victoria Park as a valued asset within a well-connected and cohesive town centre.

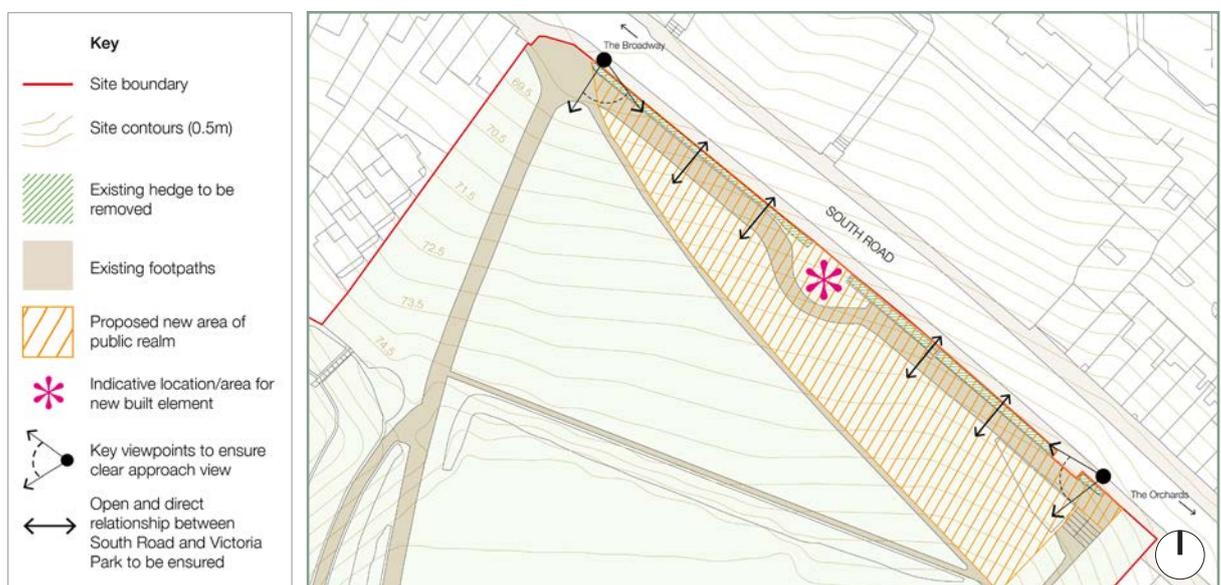
The council are currently preparing a masterplan for Victoria Park that will be guided by this masterplan document. Any redevelopment of Victoria Park should take into account the existing topography and retain other current facilities.

### Recommended proposals

- Removal of the hedge along its entirety
- Consider additional lighting in order to improve security and deter anti-social behaviour.
- New area of public realm along the South Road frontage to create a key gathering and meeting point
- Considering the new area of public realm as a potential area to hold community events, e.g. outdoor film screenings, concerts, etc.
- Considering the potential for a built element (e.g. kiosk, public toilets, or a pavilion, etc) along the South Road frontage that does not obstruct views



Precedent for Victoria Park / South Road interface



Development principles for Victoria Park / South Road interface

Some of Haywards Heath town centre's issues arise from it being relatively elongated, with around 1.6km (i.e. around 20 mins walk) between the station and the southern end of the town centre at Sussex Road. It is currently unclear where the town centre begins and ends, and where local destinations are for both residents and visitors - particularly when you arrive via the train station. The town centre's natural topography also changes perceptions of proximity and distance.

### Recommended proposals

The introduction of gateway features and wayfinding signage in key locations will:

- help to inform people that they are entering the town centre,
- act as traffic calming measures,
- indicate where key destinations are located, as well as where there are pedestrian and cycle-only routes.

These elements are also an opportunity to reinforce the identity and branding of Haywards Heath, and could be supported and developed by defining a Business Improvement District (BID).

### Gateway features

Gateway features can vary between signage, public art, murals, lighting and supergraphics on the road's surface. Strategies have been recommended for the identified gateway locations, which have been prioritised in terms of delivery:

#### High priority

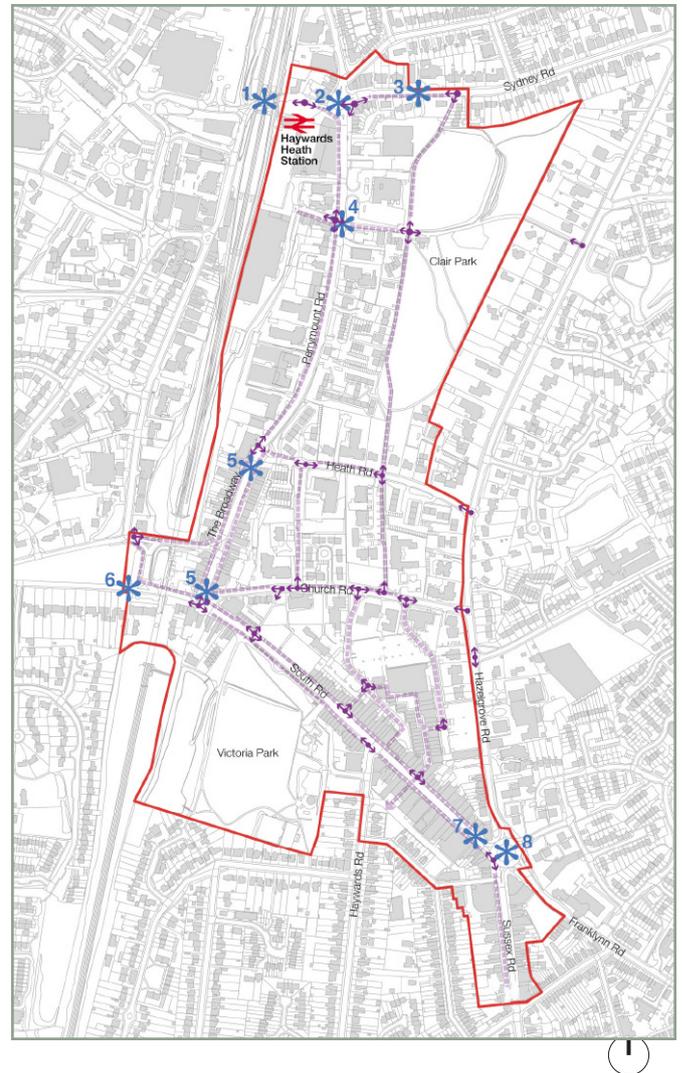
1. **Station approach:** Painted mural on and/or under railway bridge tunnel; improved lighting.
2. **Commercial Square roundabout:** Public art or supergraphics
6. **South Road west approach:** Signage, public art or supergraphics
7. **South Road east approach:** Signage, public art or supergraphics

#### Medium priority

4. **Clair Road station entrance / Clair Park access:** Signage or supergraphics
5. **The Broadway (north and south):** Supergraphics

#### Low priority

3. **Sydney Road approach:** Supergraphics
8. **Sussex Road roundabout:** Public art or supergraphics



Gateway and wayfinding signage locations.

The Boltro Road access and egress at the station is an additional gateway to consider, but lies outside of the town centre study area. It provides the quickest route to the Council's offices and other services in the vicinity.

Key			
	Town Centre Masterplan Boundary	<b>6</b>	South Road west approach
	Gateway	<b>7</b>	South Road east approach
<b>1</b>	Station approach	<b>8</b>	Sussex Road roundabout
<b>2</b>	Commercial Sq. roundabout		Wayfinding signage
<b>3</b>	Sydney Road approach		Key pedestrian routes
<b>4</b>	Clair Road Station entrance		
<b>5</b>	The Broadway (north & south)		



## Wayfinding signage

Wayfinding signage can reinforce town centre identity and branding, and should support the gateway features in establishing character areas and the location of key destinations. The key function of the wayfinding signage, however, will be to indicate the less known pedestrian routes and 'shortcuts', particularly to and from Clair Park.

Wayfinding signage can vary from signposts (which can include maps, walking times, directions, etc), supergraphics, and street furniture with incorporated graphics. High profile locations (e.g. The Broadway, South Road) will require more detailed information, while others (marking routes to Clair Park) will benefit from a clear and simple signage post.



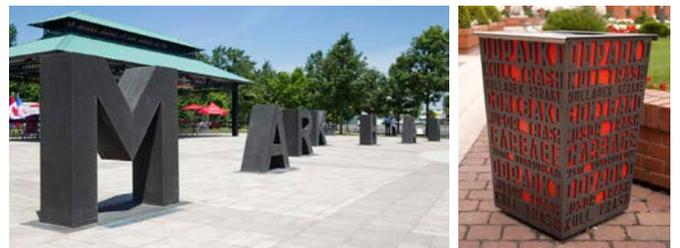
Gateway precedents: sculpture



Gateway and wayfinding precedents: supergraphics



Gateway precedents: mural



Gateway and wayfinding precedents: sculpture and street furniture



Gateway precedents: signage



Wayfinding precedents: signposts with varying levels of information



## A. Tylers Green intersection

Tighten geometry at Haywards Heath approach arm to indicate it is the minor approach and encourage the use of the relief road on Isaac's Lane (including signage directing users to the relief road). Mark the entrance to Haywards Heath by a gateway feature or visible threshold.

## B. Clair Road and connection with Clair Park

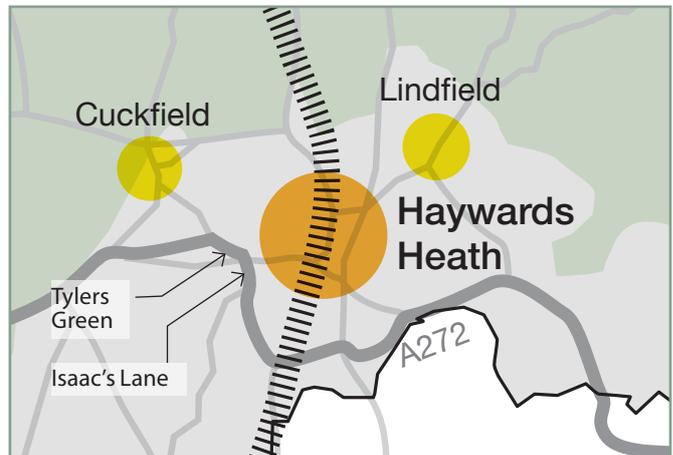
The railway station can be accessed from Clair Road. It is already the direct entrance for the station car park, from which the station platforms can be accessed, and is adjacent to the Waitrose car park, from which the Waitrose supermarket can be accessed. This alternative access is currently not obvious to pedestrians, nor is the pedestrian link to Clair Park. In addition to a gateway feature and wayfinding signage (refer 4.9) at the Perrymount Road junction, the public realm along the Clair Park access should be improved to be more inviting and attractive to residents and passersby.

Lighting with lamppost banners, as well as a low-maintenance landscaping scheme (i.e. using native plant species) leading up to the entrance of Clair Park is recommended along this accessway.

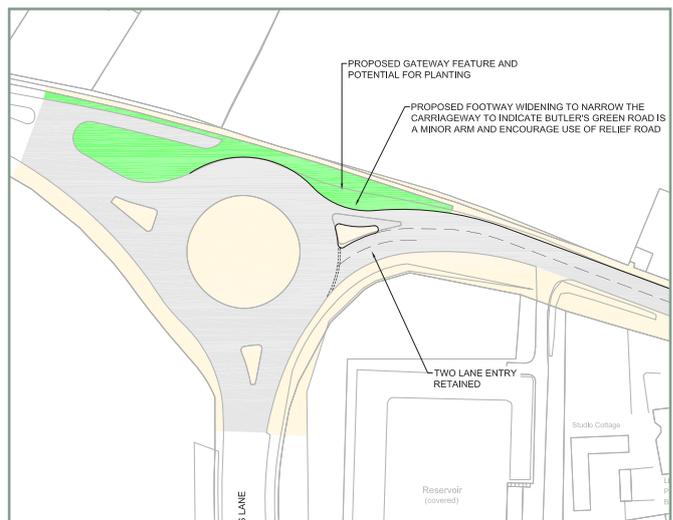
## C. New connection between The Broadway and Heath Road car park

If frontages to businesses on The Broadway are to become more attractive to sitting out, forecourt parking needs to be resolved. There is also a lack of available parking to customers in the vicinity of The Broadway, aside from on-street parking. A solution to this might be connecting the Heath Road car park more directly to The Broadway. This is complex to achieve, because no obvious or available solution exists.

Notwithstanding this, a vacant single-storey unit has been identified at 42 The Broadway. This location would provide the kind of opportunity needed to create a new and direct pedestrian connection between The Broadway and the retained car parks accessed via Heath Road.



Location of Tylers Green/Isaac's Lane in relation to the town centre



Proposed Tylers Green intersection (Atkins study 2015)



Clair Road, looking west towards the railway line



Any identified unit would need to be demolished to create the new connection. If designed with positive public realm attributes, the benefits this new link would provide are:

- direct pedestrian access from The Broadway to nearby car parks
- increased pedestrian permeability within the block, providing additional choices for people to move around
- increased patronage in The Broadway

### D. New crossing points along Church and Heath Road

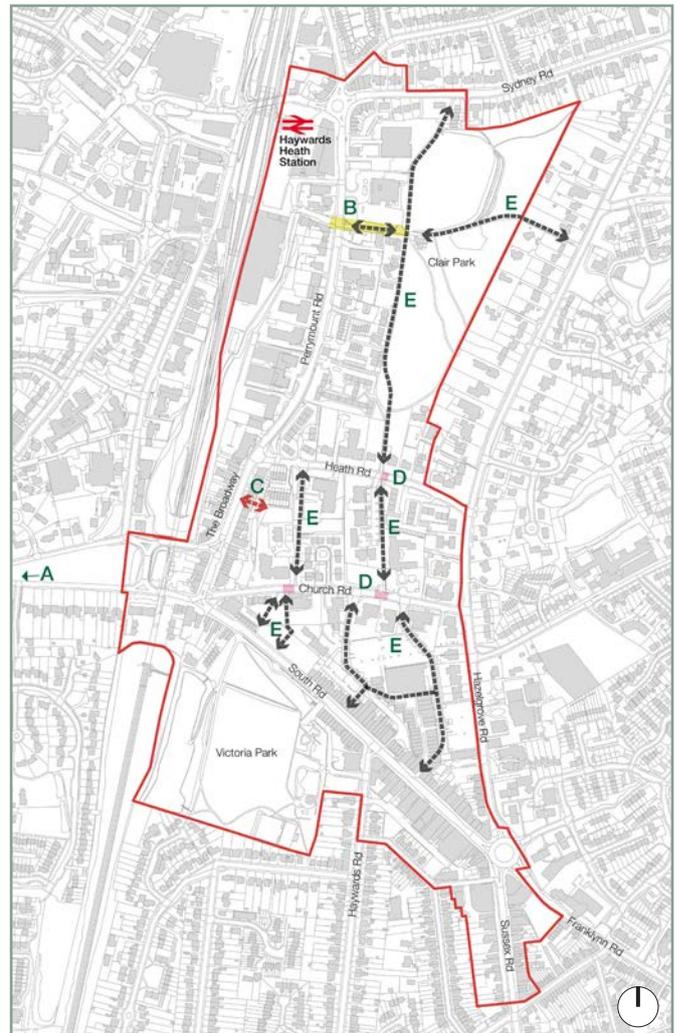
Pedestrian-only routes connect the station and South Road via Clair Park and two north-south pedestrian routes between Church and Heath Road. Currently, there is minimal signage to indicate their locations. While signage is proposed as part of the strategy to increase awareness of these routes, designated pedestrian crossings (e.g. tiger crossings or raised surfaces) at these locations would reinforce the location of these routes. They would also act as traffic-calming measures to ensure pedestrian safety is prioritised.

New pedestrian crossing points are recommended in three locations as indicated on the adjacent diagram.

### E. Lighting to pedestrian-only routes

There are several pedestrian-only routes within Haywards Heath town centre. These primarily lead towards or through Clair Park, or to rear parking areas. To encourage more people to use these pedestrian routes, lighting needs to be provided to increase safety particularly during short daylight hours.

Pedestrian-only routes that would benefit from lighting are indicated on the adjacent diagram. A lighting specialist would need to be engaged to determine an appropriate strategy for these routes, being cognisant of not being disruptive to any existing ecology, adjoining residential amenity, and the Conservation Area.



Small-scale improvements



## 4.14 MEANWHILE USES



With leisure and activity patterns changing, meanwhile uses have become an integral part of vibrant and successful places. It reduces the negative impacts of vacant retail units, and multiple sites clustered together can help to provide a critical mass and varied offer.

Meanwhile uses, or 'pop-up shops', can also help to assess the viability of the town centre. Short-term leases would provide an attractive means to test business ideas for potential entrepreneurs, or allow established companies or online brands to set up a temporary shop in a location which may not be viable on a long-term basis.

Uses could include retail, food and beverage, or interactive experiences (e.g. workshops, escape rooms, etc), depending on the available unit. A meanwhile uses strategy may take advantage of seasonal themes and characteristics specific to Haywards Heath.

This masterplan proposes that MSDC works together with the Town Team and/or BID (if formed) and the Orchards Centre manager to identify available sites and units, and set up a programme of activities and events, and a brief to attract entrepreneurs or companies to engage in meanwhile uses in the town centre.

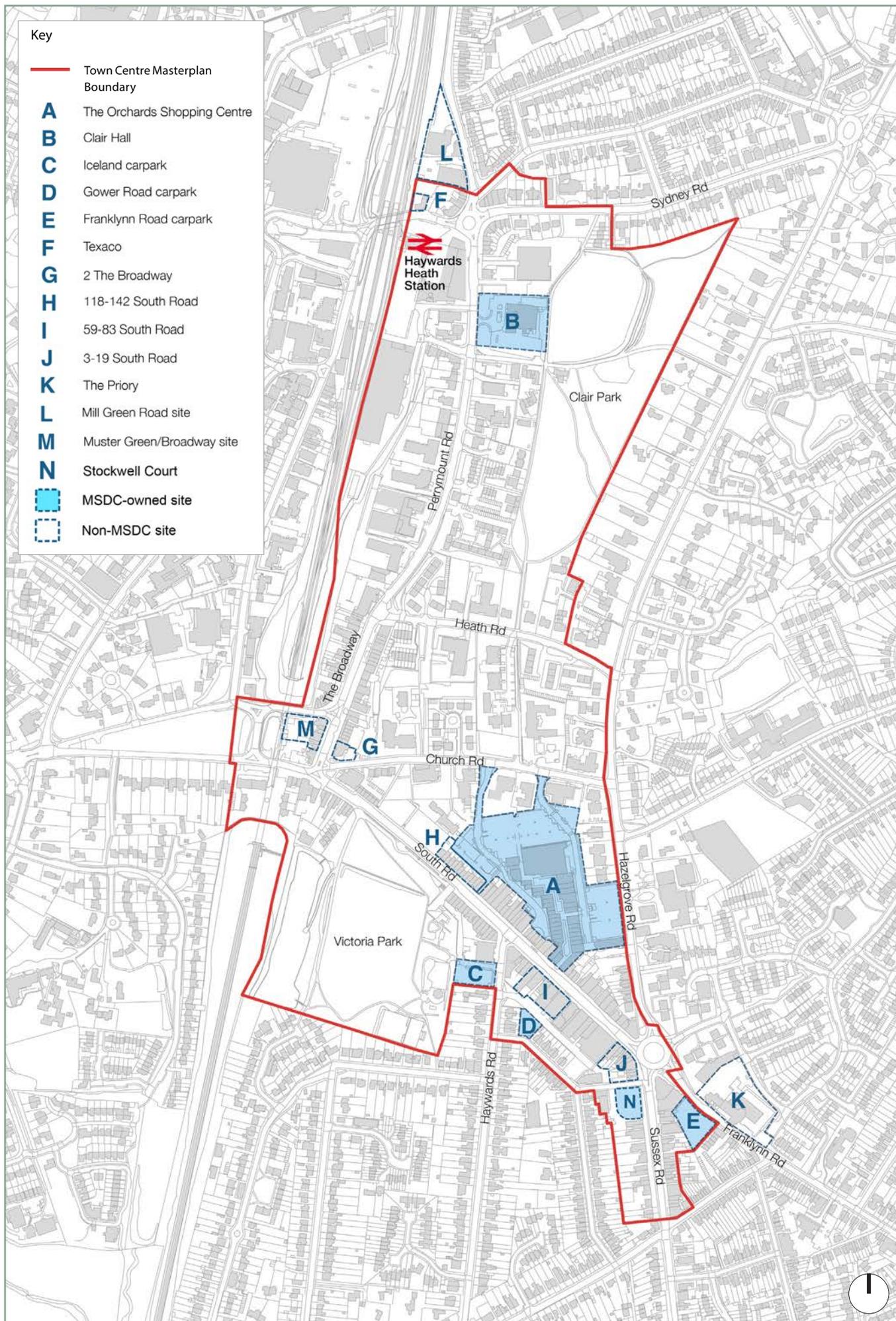
Appear Here (<http://www.appearhere.co.uk>) are a commercial meanwhile uses framework that operates across the UK that demonstrates the ability for landlords to list vacant spaces for rent, and for businesses to select a space and the period of time that they wish to rent for.



A vacant 'Appear Here' unit on Columbia Road in East London.

■ 5.0

# OPPORTUNITY SITES



Opportunity sites diagram

## 5.1 DEVELOPMENT PRINCIPLES



This masterplan identifies strategic development principles for opportunity sites within Haywards Heath town centre. Responding to masterplan objectives 1, 2, 4, 7, and 8, the proposals seek to: ensure any redevelopment of commercial sites enhances the vibrancy and attractiveness of Haywards Heath; utilise the potential of The Orchards as a key local destination to reinforce South Road as the main shopping area; utilise the potential of The Orchards site to consolidate town centre parking as much as possible; recommend sites for providing new homes within the town centre; and, propose a meanwhile uses strategy.

As a significant landowner, the Council can use its landholdings to effectively manage the town centre. It is therefore important that principles are established to assist the Council with its consideration of future opportunities. The following sites identified under “large-” and “medium-scale” proposals are within the Council’s ownership.

### Large-scale proposals

- A. The Orchards Shopping Centre
- B. Clair Hall

### Medium-scale proposals

- C. Haywards West car park
- D. Haywards East car park
- E. Franklynn Road car park

### ■ Meanwhile uses

This chapter sets out the principles for redevelopment on these sites based on the masterplan objectives.

### Mid Sussex Design Guide SPD (2020)

In addition to the principles set out for each Opportunity Site in this section, future proposals must also be consistent with the principles within the Mid Sussex Design Guide SPD (2020).

The Mid Sussex Design Guide provides clear design principles that aim to deliver high quality new development across Mid Sussex that is inclusive and responds appropriately to its context while prioritising sustainability in the design process. These principles are based on the policy framework provided by District Plan Policy DP26: Character and Design.

The Design Guide identifies the Haywards Heath town centre opportunity sites within the coarse grain areas (as defined in paragraphs 2.5.9 to 2.5.11 and Figure 2F of the Design Guide) where the quality of the existing built fabric is varied.

Whilst all proposals identified within the Masterplan must be consistent with all relevant principles within the Design Guide, the following are particularly relevant for the opportunity areas set out within this chapter:

Principle DG11: Respond to the existing townscape, heritage assets and historic landscapes is particularly applicable to areas defined as ‘coarse grain’.

Principle DG32: Managing increased density in town centres notes that Development density should be appropriate to the location and respond to and/or enhance the character of the existing settlement.

Principle DG33: Potential for tall buildings (over 6 storeys) notes that tall buildings may be acceptable in Town Centres in exceptional circumstances such as where they would improve legibility or contribute towards overall town centre regeneration.



## 5.2 ADDITIONAL OPPORTUNITIES

### Additional opportunities for improvement within the built environment

This masterplan also identifies additional sites where redevelopment could support the vibrancy and vitality of Haywards Heath should landowners choose to bring them forward for redevelopment, particularly as many are located in prominent / gateway site locations (objective 6). Some of these opportunities could be supported and developed through the BID, should a Haywards Heath BID be formed. The following text briefly sets out the opportunities held by these sites, however this does not imply that these sites are available or viable or that a scheme will be forthcoming. However, the following principles would apply should a redevelopment scheme for any of these locations be progressed in the future.

#### F. Texaco site (opposite northern station entrance)

Located opposite the station, this petrol filling station is the first thing many visitors see as they arrive into Haywards Heath. It is closely located to the northern gateway locations and has a strong impact upon those visiting the centre. With its south-facing aspect, this site has potential to accommodate retail, commercial and/or residential uses in an architecturally-designed three- to four-storey building.

#### G. 2 The Broadway

This corner building, located in a prominent location at the end of The Broadway, is well-positioned to host food and beverage uses at ground level with potential to spread to the storey above, due to the topography change on Church Road.

It could accommodate a well-designed five storey building, with residential or small business units above.

#### H. 118-142 South Road (opposite Victoria Park)

This group of buildings marks the north-western entrance to the main South Road retail area, as well as providing frontage onto Victoria Park. It is adjacent to St Wilfrid's church cemetery and has the potential to be developed into a new mixed-use building with active frontage uses on the ground floor with residential above. As a minimum, a 'facelift' to the South Road frontage elevation could help to elevate the prominence of these buildings at this gateway location which is likely to be a realistic and viable option.



This could include cleaning, repainting in a consistent colour, and/or implementing a consistent shop signage strategy.

#### I. 59-83 South Road (opposite The Orchards)

Located opposite The Orchards, the intention of any redevelopment in this location would be to create an area of public realm which relates to The Orchards entrance. It should be enclosed by a new building, or group of buildings, which provides active frontage onto the public realm with the opportunity for some spill-out activity.

#### J. 3-19 South Road (corner of Sussex and South Road)

Due to its prominent location at the south-eastern gateway to South Road, this group of buildings has the potential to host a taller architecturally-designed building (e.g. up to five storeys), with retail on the ground floor & residential above.

#### K. The Priory site

Previous planning applications have proposed the refurbishment of The Priory chapel and conversion of existing buildings and the erection of a new building for residential uses. Redevelopment of this nature would be appropriate for this site, however must ensure a carefully considered response to the character and setting of the Grade II-listed Priory Chapel (listed as 'The Minstrels Gallery Restaurant The Priory Club and Squash Courts'). A well-designed modern and contemporary approach would be welcome to not risk pastiche. A refurbished Priory Chapel would be appropriate for community uses.

#### L. Mill Green Road site

If existing uses were to be appropriately relocated, this site would suit residential use. Due to its proximity to the railway line, flats would be preferred where parking could provide a buffer to the railway. This site could accommodate a building up to four storeys, taking into account the site level difference to the north. Combined with the Texaco site, this area could become a new quarter for urban living near the station.

#### M. Muster Green/Broadway site

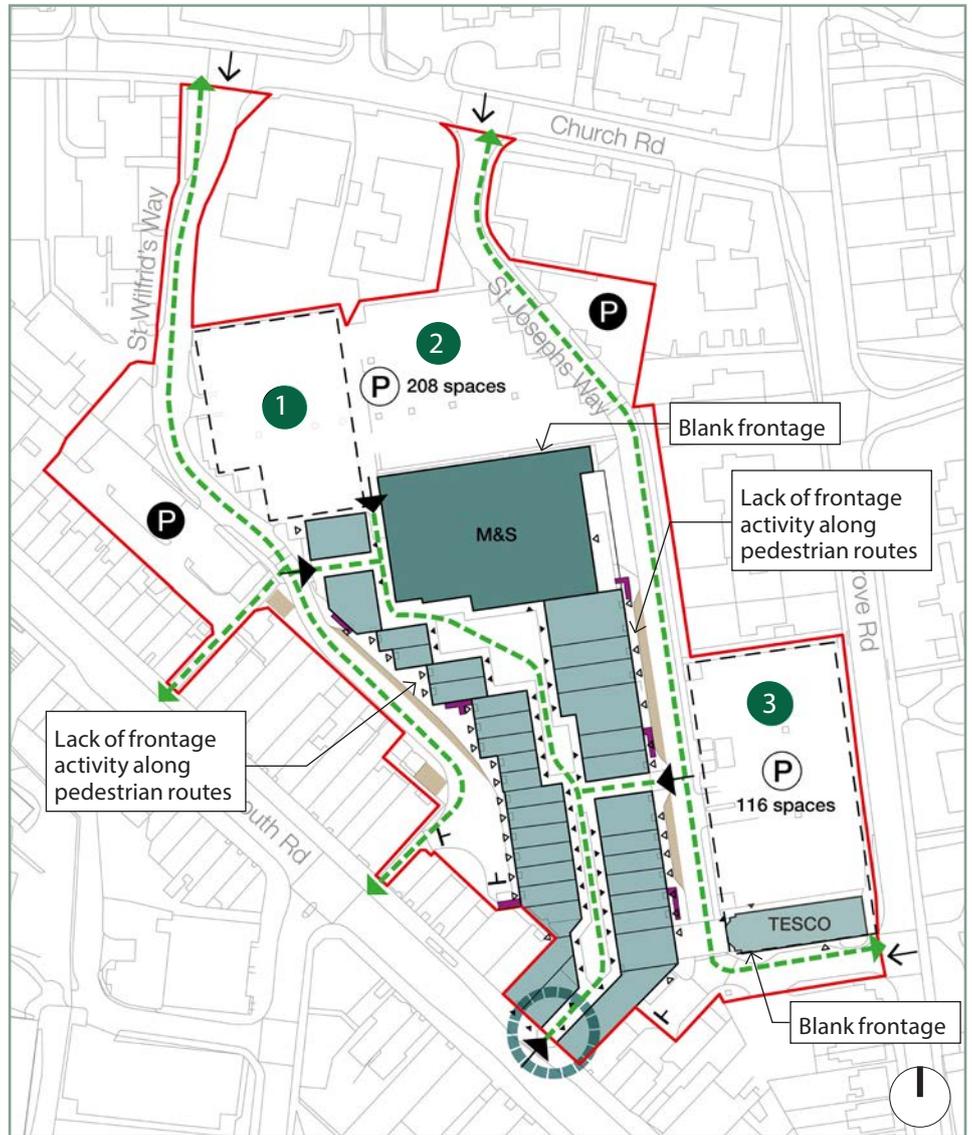
Opportunity exists for a redevelopment of the western terrace of The Broadway, north of The Star pub. A taller development, that helped frame the street and bring ground floor activity, could assist in bringing further life to The Broadway. Mixed-use development, could also bring people directly into the centre, and help to bridge the gap between South Road and this part of the town centre.

#### N. Stockwell Court

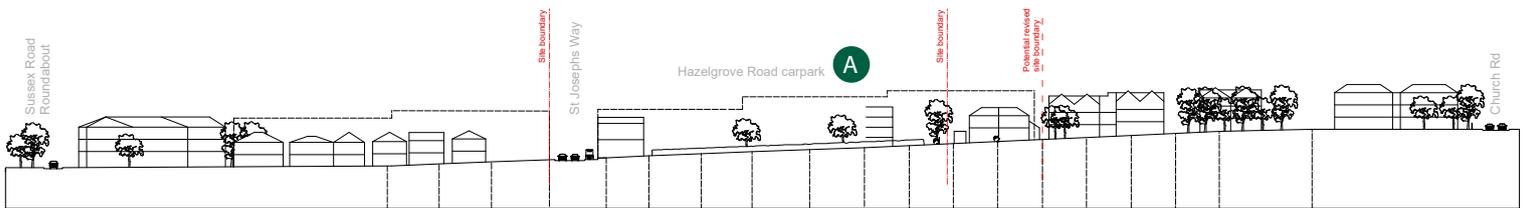
As a prominent gateway at the southern entrance to South Road, opportunity exists to improve shop facades on the ground floor of this building. Improvements to the appearance of floors above ground level would be supported.

**Key**

- Orchards site boundary
- Existing units
- Principal anchor tenant (M&S)
- Main entrance
- Pedestrian entrance
- ↔ Pedestrian desire line
- Vehicular access
- ┆ Vehicular dead end
- ▶ Unit entrance
- ▷ Service access
- P Current Orchards parking
- P Private parking
- Incidental parking (incl. disabled)
- Stair access to 1st floor resi.
- 1 Potential development site



The Orchards Shopping Centre site constraints and opportunities



Hazelgrove Road elevation (illustrative only)

## 5.3 A. THE ORCHARDS SHOPPING CENTRE REDEVELOPMENT



The Orchards Shopping Centre is at the heart of retail in Haywards Heath with 37 ground floor units, including Marks & Spencer as the principal anchor tenant. The centre hosts occasional events and markets in the mall that increase footfall. There are also 31 residential units at first floor level, two surface car parks (one to the north, and one on Hazelgrove Road), and a two-storey building on Hazelgrove Road with Tesco on the ground floor, and an independent gym above. Whilst trading well, there are three aspects of redevelopment that The Orchards could pursue to ensure its ongoing viability and vitality, as a key part of the town centre. These are:

- Incorporating other uses, e.g. leisure or community,
- Improving the public realm and built environment, and,
- Enhancing town centre parking.

### Incorporating other uses

As the largest building parcel of MSDC-owned land (3.7 ha / 9.2 acres) within the town centre, there is an opportunity to introduce alternative uses within the town centre, particularly where uses gaps have been identified. The leisure offer within the town centre is currently limited, with Clair Hall disconnected from the main area of activity, and no local cinema (the closest will be in Burgess Hill).

Investigative work has already been started around the possibility of using a site around the north western side of the Orchards (marked '1' on the adjacent plan) for a leisure facility to complement the existing offer in the district. Such a facility could work with the retail offer in the heart of the main commercial area and have the benefit of extending the hours of the central area into the evening, for example, complementing the food and drink offer at The Broadway.

In light of the changing retail environment other complementary town centre uses should be considered for the Orchards to help harness its potential to provide a central and diverse hub for the town centre.

Residential uses within the town centre, particularly around the South Road/high street environment would also benefit from being increased. If Haywards Heath would like to nurture and encourage a flourishing night-time economy, residential uses will provide passive surveillance and an increased number of potential regular visitors.

### Improving the public realm and built environment

In 2015, some public realm and external appearance improvements were made to the units adjacent to M&S

(units 1-8), however a large part of The Orchards retains canopies with closely spaced posts and downpipes. These could be removed to open up the sense of space, and to create a bright and inviting environment. This may also further support events and markets. Shopfront/residential façades could be improved to be more contemporary and light-coloured (to promote natural light), however could be designed to minimise future maintenance requirements.

There are multiple pedestrian routes to The Orchards, including those used by vehicles to access the two surface parking areas (e.g. St Wilfrid's Way and St Joseph's Way). Currently, with the exception of the main entrance off South Road, none of these routes have active frontages to help make them feel safe or attractive. Where service accesses are indicated on the adjacent diagram, these consist primarily of close-boarded doors and waste bins. The northern M&S elevation and southern Tesco elevations are also blank.

Any redevelopment of The Orchards must improve outward-facing activity particularly along key pedestrian routes, and the public realm generally, to encourage walking to and from The Orchards and the rest of the town centre. As a minimum, this could include creating a clear and dedicated pedestrian network of routes along key desire lines, which connects the internal and external Orchards environments, e.g. with consistent or similar material surfacing.

### Enhancing town centre parking

The Hazelgrove Road site ('3', on The Orchards site constraints and opportunities diagram) provides the opportunity for a multi-storey car park within the town centre. Any proposals for a multi-storey car park in this location would need to be architecturally designed to ensure the overall appearance is well-considered and not over-dominating, particularly for pedestrians walking along Hazelgrove Road. This could be up to four storeys, with additional rooftop parking to maximise capacity, and could take advantage of the topography of the site which rises to the north.

Increasing capacity at Orchards car park ('2' on the diagram) is an opportunity, potentially the provision of a multi-storey or decked car park. Any proposals in this location would need to ensure they respect the amenity of adjacent residential properties (Beacon Heights and The Heights) and take advantage of the topography which slopes to the south.

Any proposals for a multi-storey or decked car park must be of high-quality design and account for the design principles set out in the Mid Sussex Design Guide SPD.

The Council's Parking Strategy (2020) contains an action to prepare a Parking Investment Strategy. The closure of smaller car parks and consolidation of parking spaces focussed at The Orchards will be subject to additional future work through the Parking Investment Strategy, which will consider future capacity and other measures. Any closure of car parks will be subject to the outcomes of this work, and the assurances that sufficient parking capacity exists in the town centre to meet current and demand.

In determining an appropriate quantum of spaces, the integration of parking resulting from any future consolidation of Haywards Road East (49 spaces), Haywards Road West (47 spaces), and Franklynn Road (77 spaces) will have to be considered. In addition, proposed new uses at The Orchards such as commercial leisure facilities and F&B offer could generate new trips along with the forecasted growth in parking demand will have to be factored in.

### Aims and Principles

- Leisure facility\*, to work alongside the existing retail offer and to encourage growth in the night-time economy
- Support complementary town centre uses to increase footfall, increase diversity of uses and provide a town centre focus point
- Support residential uses, to increase footfall and number of visitors and to provide passive surveillance
- Reconfiguration of existing retail units will be supported to ensure they are fit-for-purpose and reflect current and future retail (and other town centre use) needs
- Public Realm Improvements – to create an inviting environment and improve access
- Enhanced town centre parking , ensuring that provision of parking supports existing and proposed new uses.

\*This could include facilities such as a cinema, or for community use.



ORCHARDS  
SHOPPING CENTRE

[www.orchardsshopping.com](http://www.orchardsshopping.com)

LOL  
SURPRISE!

## 5.4 B. CLAIR HALL

The Clair Hall site includes a community facility. It has a series of spaces for hire, including a large hall which provides for different activities. The site also includes the Redwood Centre which is hired to local community groups.

The 2007 Haywards Heath Town Centre Masterplan identified Clair Hall as an opportunity site. The Masterplan noted that the facilities were “outdated and not considered credible by the community”, and that the building was nearing the end of its economic life. Since the 2007 Masterplan was adopted, this position has worsened.

It is therefore now considered that the facility is beyond its economic lifespan. The estimated costs of maintaining and repairing the building are significant, in addition to the likely significant costs of bringing the building up to required energy efficiency standards commencing in 2023. Therefore, major investment would be required to bring the facility up to standard and to maintain its appeal and condition. Figures provided by the District Council shows that usage has steadily declined over the last four years. Its original purpose was for hosting live performances, however in 2019/2020 only 5% of bookings were for shows. Other uses (such as meetings, talks, training and classes) make up the majority of bookings and are generally for fewer than 50 attendees. There is potential for these users to be accommodated elsewhere.

Given these factors, the site still represents an opportunity site for potential redevelopment. Any redevelopment should follow the principles set out below.

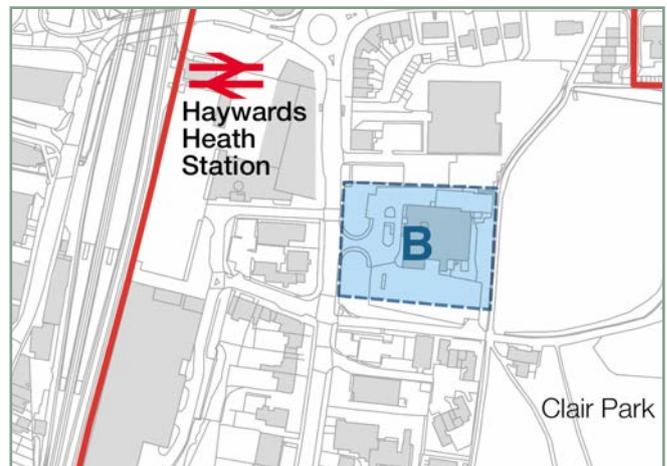
### Aims and Principles

Any redevelopment of this site would be subject to the results of:

- an assessment to establish the need for such a facility, and whether community facilities could be re-provided on site or elsewhere within the town, in accordance with District Plan policy DP24: Leisure and Cultural Facilities and Activities.

If the results of the assessment satisfy the requirements of DP24: Leisure and Cultural Facilities and Activities, the following planning principles would apply:

- the relationships with adjacent buildings and the open space, particularly in creating a coherent and attractive street scene with frontages to active spaces;
- the relationship with Clair Park, including protecting the setting of The Heath conservation area in accordance with District Plan policy DP35: Conservation Areas;
- the link between the station and Clair Park via existing pathways (discussed elsewhere in the masterplan) with enhanced crossings at Perrymount Road;



Opportunity sites diagram extract



Current entrance to Clair Hall and its car park, with employment uses in the background



Clair Hall

- the location and accessibility of other crossings of Perrymount Road;
- maintenance of important trees on site and adjacent to the park; and
- the potential for active ground floor uses, particularly on the Perrymount Road frontage.

## 5.5 MSDC-OWNED CAR PARKS



The Council's Parking Strategy (2020) contains an action to prepare a Parking Investment Strategy. The closure of these smaller car parks and consolidation of parking spaces focussed at The Orchards will be subject to additional future work through the Parking Investment Strategy, which will consider future capacity and other measures. Any closure of car parks will be subject to the outcomes of this work, and the assurances that sufficient parking capacity exists in the town centre to meet current and demand.

These principles are set out in the Masterplan should decisions be taken in the future to close these Car Parks.

### C. Haywards West car park

This corner site on Haywards Road currently provides 47 parking spaces for Iceland supermarket, as well as for Victoria Park and South Road generally. It has ample frontage and benefits from being located nearby South Road and to the eastern edge of Victoria Park, where the play area, skate park and cafe are located.

The key development principles for this site are:

- Due to the interface between South Road, Victoria Park and surrounding residential, a three- to four-storey residential apartment building would be appropriate in this location, with parking provided on site at ground level;
- Active frontage must be provided along eastern and northern edges to ensure passive surveillance, particularly over the link to Victoria Park;
- The eastern elevational treatment should, in particular, respond to the existing built character within the area;
- The pedestrian / cycle link to Victoria Park must be enhanced; and,
- All residential ground floor units should be directly accessible from the street.

### D. Haywards East car park

The area covered by Haywards East car park currently provides 49 parking spaces, according to MSDC carpark data, and is accessed via the service route behind units with frontage along South Road. The car park sits between houses on Haywards Road and Gower Road. Gower Road is a quiet residential street, predominantly consisting of two storey semi-detached houses.

The key development principles for this site are:

- Due to the fairly consistent built character along Gower Road, 2 or 3 two-storey terrace houses would



Opportunity sites diagram extract



be recommended on this site, at a similar scale and character to surrounding homes.

- Parking for existing homes along Gower Road is currently accommodated on-plot and/or on-street; further site analysis and capacity testing will need to inform how parking can be accommodated on the site, or whether it should be provided on-street.

The second parking area along Gower Road (known as Gower Road car park), should be retained. This space provides pay-and-display parking for shoppers and is well used on account of the access it provides to South Road.

### E. Franklynn Road Car Park

This site is located opposite The Priory on Franklynn Road and currently provides around 77 parking spaces. Adjacent apartment buildings are three to four storeys tall, with some retail units on the corner of Franklynn and Sussex Road. Some servicing of these units currently occurs from the car park, and there is a narrow footway that connects the car park to Sussex Road. Some businesses are serviced via the car park as well.

The key development principles for this site are:

- Due to the surrounding context, a three- to four-storey residential apartment building would be appropriate in this location, with parking provided on site at ground level;
- Neighbouring residential units along the south-eastern boundary overlook the site and therefore a reasonable distance of open space must be provided to ensure their outlook and privacy, as well as for future residents - parking could potentially be provided in this location as a 'buffer';

- Elevational treatment, particularly on Franklynn Road, should respond to the Grade II-listed Priory Chapel, as well as surrounding buildings; and,
- Open space should be retained to the rear (i.e. south-west) of the site to preserve existing access to Sussex Road and the Church, however security and privacy for the new residential units must be considered carefully.

■ 6.0

# POLICY INTERVENTIONS

## Town centre boundary

The adopted District Plan contains a boundary for the town centre that is based on the current concentration of retail and commercial uses around South Road and The Broadway. This boundary is a “Shopping Policy” boundary and reflects the retail and commercial centre of Haywards Heath. This serves a purpose and need not be changed, but Haywards Heath is unusual in having a series of character areas strung along a long linear stretch of the town between the retail core in the south (and including Sussex Road) and the station in the north.

The masterplan area arguably covers most of the functions expected to be seen in a traditional town centre – retail, leisure, employment, cultural and transport services. This masterplan endeavours to strengthen the distinct areas whilst ensuring that moving between them becomes easier, so residents and visitors can both make sense of the town and make the most of its assets and attractions. Thinking at this scale is useful.

The small opportunities at the Priory and at Mill Green Lane discussed earlier might also warrant these sites being included in a wider town centre masterplan area.

In terms of the National Planning Policy Guidance, the definition of the town centre is important from the perspective of ensuring that town centre uses do not stray into areas that would not be appropriate, or would result in the town centre itself being undermined. In this sense, the inclusion of large residential areas in the town centre boundary – particularly in the eastern and north eastern areas – may not be effective in policy terms, and a balance needs to be found, particularly in terms of defining edge of centre locations.

The importance of the Perrymount Road employment area is acknowledged through its designation in the neighbourhood plan, and the area contributes to Haywards Heath's economy through the provision of purpose built modern office space. It is important that this function is retained, to ensure that businesses can continue to find space and grow within the town. The buildings are flexible enough to support different business needs in the space available, and potentially to accommodate more active ground floor uses. The presence of employees in the centre of the town provides greater breath to the people using the town centre, which could further sustain the shops and services that exist. There will be pressure to create residential space from employment space in the town centre, but employment space that is lost is unlikely to return to employment uses.

## Primary shopping areas

The intent of the masterplan is to retain South Road and the Orchards as the core retail area in Haywards Heath, and to focus pure shopping functions here. However, given changes in the retail market which have been accelerated by Covid-19, the masterplan recognises that a range of uses help a town centre thrive. This is particularly noted

in relation to the Orchards, whereby introducing mixed uses (such as commercial leisure, food & beverage and residential) will encourage a varied economy which functions not only during the day, but in the evening. Recent Government changes to the Use Class order reflect these ambitions, by placing these uses into Class E. To this extent, the primary shopping area needs to be defined in a form not dissimilar to the current Local Plan definition.

The secondary areas remain The Broadway and Sussex Road. The former is a current focus for restaurants and other evening activities, alongside some retail and services (class A1 and A2). The proposals of this masterplan seek to nurture the evening economy and the café culture alongside other A-uses, and to provide a more environment to go with that function.

Sussex Road appears to be a healthy mix of secondary shopping shops and services at the current time, and no specific proposals are included in this masterplan.

District Plan policy DP2: Town Centre Development includes the definition of ‘Primary’ and ‘Secondary’ shopping frontages and restricts changes of use away from A1 (Primary) and A1-5 (Secondary). Given the outlook for retail, the changing economy in relation to Covid, and changes to the Use Class Order in September 2020, the definition of Primary and Secondary Shopping Frontages should be reviewed as part of the District Plan Review to ensure policy DP2 does not restrict uses which may revitalise the town centre.

## Protection of employment uses

The adopted Neighbourhood Plan currently supports the presence of the offices on Perrymount Road, and recognises them as a key contributor to the Haywards Heath economy. The Local Plan Policies Map identifies these as a cluster, and policy B3 of the Neighbourhood Plan supports their continued use for employment. The consultation draft Site Allocations DPD also proposes protection for employment uses and support for expansion, redevelopment and intensification.

The presence of these office buildings, and their scale, gives the town a status in employment terms that many towns fail to manage. The presence of modern, multi-storey buildings offers a wide range of employers the space to take advantage of Haywards Heath's strong communications, available workforce and attractive location. It also brings people to the town who are then available to use other services the town has to offer.

Changes in the permitted development regime has made offices like this vulnerable to changes of use, ordinarily to residential use. It is felt that this would undermine the breath of the town's economy and deny space to new and existing businesses to establish or expand in the locality. The masterplan therefore recommends that the office cluster remains on Perrymount Road and policy, where possible, is resistant to changes of use that would diminish the availability of good quality office space.

# IMPLEMENTATION STRATEGY

# LIST OF PROJECTS AND FURTHER WORK REQUIRED

The Masterplan contains a number of potential projects and opportunities for development. However, the identification of a project or opportunity within the Masterplan does not guarantee its delivery – the Masterplan is not a delivery vehicle, instead it provides guidance for making investment and planning decisions if proposals are brought forward.

The projects set out in the table below are subject to sufficient funding being secured to enable delivery. Potential sources of funding include private or public investments, grant funding (of which the identification of a project within this SPD can help secure), or from contributions received by developers to mitigate the impacts of development (e.g. Section 106 agreements).

The following table is a high-level Implementation Strategy. It describes the further information required to bring schemes forward, as well as the likely lead. An indicative timescale is

provided – whilst some projects are by their nature long term (as they depend on other projects being completed first, or significant additional work) there are also several ‘quick-wins’. Given current economic circumstances and the important role the Masterplan will take in facilitating economic growth and recovery, opportunities to accelerate any medium to long-term projects should be explored where practical.

## Objectives summary (refer to Section 1.2)

- |  |   |
|--|---|
|  1. Strengthening ‘The Heart of Mid Sussex’               |  5. Protecting and integrating the town’s green spaces |
|  2. Strengthening the distinct character areas            |  6. Creating positive and welcoming gateway moments    |
|  3. Improving the public realm for pedestrians & cyclists |  7. Enhancing opportunities for town centre living     |
|  4. Improving the town centre’s parking provision         |  8. Providing a meanwhile uses framework               |

Project	Further studies required	Lead agents (MSDC / WSCC / Private sector)	Timescale
Small-scale proposals			
Speed limit (PR/TI) (refer 4.8)	This proposal is an over-arching proposal to reduce speed limit within the town centre. Individual schemes are listed in Section 4, the implementation of these is set out below (under Medium-Scale Proposals)		
Cycling (PR/TI) (refer 4.9)	<ul style="list-style-type: none"> <li>Wider cycling infrastructure (Multi-Functional Network) and connection with Burgess Hill being addressed through the Place and Connectivity Programme.</li> <li>Reconfiguring Broadway and South Road to include cycling infrastructure is considered in Section 4, implementation of these is set out below</li> </ul>	WSCC/MSDC	Short - medium
Gateway features and Wayfinding Signage (PR/TI) (refer 4.12)	<ul style="list-style-type: none"> <li>Link to the WSCC Signage Project (funding allocated) has prioritised signage to business parks and could be expanded</li> </ul>	WSCC/MSDC	Short
Policy change (P) (refer 6.0)	<ul style="list-style-type: none"> <li>Amendments to the Shopping Policy Boundary and Primary and Secondary Shopping Frontages can be assessed as part of the District Plan Review</li> <li>A policy on Protection of Employment Uses is included within the Site Allocations DPD</li> </ul>	MSDC	Short
Other small-scale improvements (PR/TI) (refer 4.13):			
Tylers Green intersection	<ul style="list-style-type: none"> <li>Liaise with WSCC to assess the achievability of these small-scale proposals and seek inclusion on Annual Delivery Programme</li> </ul>	WSCC/MSDC	Medium

Project	Further studies required	Lead agents (MSDC / WSCC / Private sector)	Timescale
Clair Road and connection with Clair Park  New crossing points along Heath and Church Road  Create new pedestrian connection between The Broadway and Heath Road car parks	<ul style="list-style-type: none"> <li>• Liaise with WSCC to assess the achievability of these small-scale proposals and seek inclusion on Annual Delivery Programme</li> <li>• Clair Park Cycle Scheme identified within WSCC's Annual Delivery Programme (updated annually)</li> </ul>	WSCC/MSDC	Medium
Lighting to pedestrian only routes	<ul style="list-style-type: none"> <li>• Seek advice from lighting specialist to determine an appropriate strategy (to avoid disruption to ecology and respect Conservation Area/residential amenity).</li> </ul>	MSDC/WSCC	Short
Meanwhile uses (refer 4.14)	<ul style="list-style-type: none"> <li>• Review of the current portfolio of pop-ups managed by Estates / Orchards team</li> <li>• Liaison with partners to understand meanwhile uses that work for them (Crawley town centre regeneration programme, Brighton and Hove BID, and others.)</li> <li>• Liaison with potential pop-up providers (workspace providers, Crate UK, appearhear.co.uk to test their appetite).</li> </ul>	<p>MSDC</p> <p>Working with private sector pop-up agents including appearhear.co.uk, possible pop-up space providers including Boxpark.co.uk and crateuk.com, and workspace providers such as freshmill.co.uk basepoint.co.uk, Freedomworks.org and cotribe.co.uk</p>	Medium
<b>Medium-scale proposals</b>			
Commercial Square roundabout / station area (PR/TI) (refer 4.2)	<ul style="list-style-type: none"> <li>• Schemes for Commercial Square &amp; Station and South Road are identified within WSCC's Annual Delivery Programme (updated annually)</li> <li>• Design and Consultation work programmed by WSCC for 2020/2021 for South Road and Commercial Square schemes</li> </ul>	WSCC/MSDC	Medium
The Broadway (PR/TI) (refer 4.5)			
South Road (PR/TI) (refer 4.6)			
Perrymount Road (PR/TI) (refer 4.3)			
Sussex Road (PR/TI) (refer 4.7)			
<b>Large-scale proposals</b>			
The Orchards Shopping Centre redevelopment (D) (refer 5.3)	<ul style="list-style-type: none"> <li>• Ongoing feasibility/development appraisals in the short term to assess options</li> <li>• MSDC Parking Strategy/Investment Plan</li> </ul>	MSDC	<p>Feasibility work – Short term</p> <p>Development work – Short-Medium term</p>

Project	Further studies required	Lead agents (MSDC / WSCC / Private sector)	Timescale
Clair Hall (D) (refer 5.4)	<ul style="list-style-type: none"> <li>• Ongoing feasibility</li> <li>• Assessment of need and potential for reprovision</li> <li>• Options appraisal</li> </ul>	MSDC	Medium - Long
Reconfiguration of Muster Green gyratory and The Broadway south (PR/TI) (refer	<ul style="list-style-type: none"> <li>• Liaise with WSCC to assess the achievability of these proposals and seek inclusion on Annual Delivery Programme</li> </ul>	WSCC/MSDC	Medium
Victoria Park (PR/TI) (refer 4.11)	<ul style="list-style-type: none"> <li>• Victoria Park Masterplan programmed.</li> </ul>	MSDC	Medium
Franklynn Road car park (D)	<ul style="list-style-type: none"> <li>• Parking Strategy / Investment Plan</li> </ul>	MSDC	Initial feasibility / Investment plan – short term
Haywards East car park (D)			
Haywards West car park (D) (refer 5.5)			

