



Howard : Fairbairn  
chartered architects

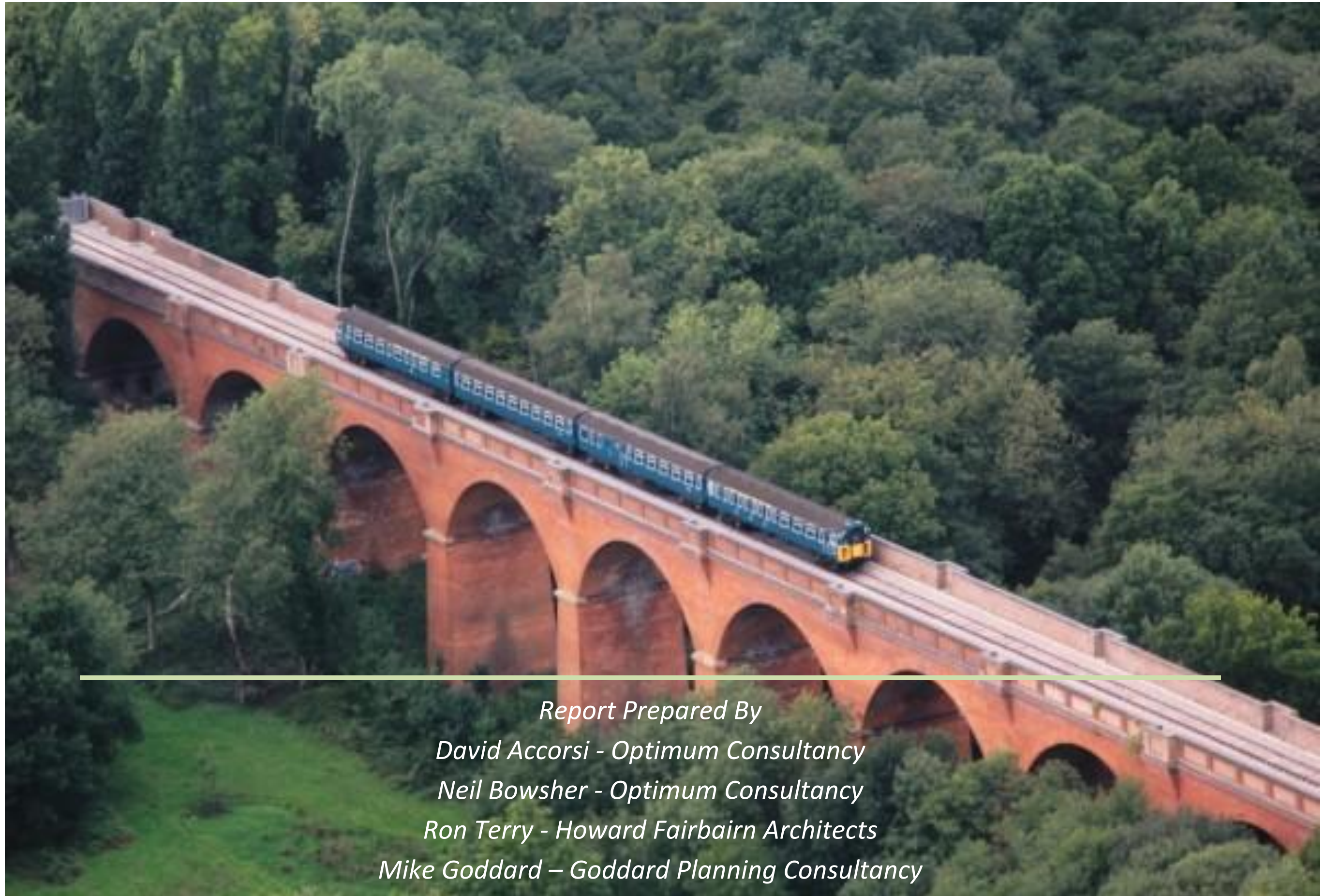
Goddard Planning Consultancy  
Chartered Town Planners and Development Consultants

---

# EAST GRINSTEAD STATION QUARTER MASTER PLAN

NOVEMBER 2010

---










---

*Report Prepared By  
David Accorsi - Optimum Consultancy  
Neil Bowsher - Optimum Consultancy  
Ron Terry - Howard Fairbairn Architects  
Mike Goddard – Goddard Planning Consultancy*



# CONTENTS

	<b>INTRODUCTION</b>	<b>Page 4</b>
	<b>AIMS AND OBJECTIVES</b>	<b>Page 9</b>
	<b>CONTEXT</b>	<b>Page 11</b>
	<b>THE SITES IN MORE DETAIL</b>	<b>Page 14</b>
	<b>THE PROPOSALS</b>	<b>Page 30</b>
	<b>THE OVERALL STRATEGY</b>	<b>Page 34</b>
	<b>THE NEXT STEPS</b>	<b>Page 42</b>

# INTRODUCTION



## 1.0 INTRODUCTION

Arriving at a town by train can be an exciting, even inspiring experience. But at East Grinstead, the traveller arrives at a depressingly drab station and experiences a feeling of separation from the town which it serves. This sense of separation and detachment from the town is compounded outside the station by the dominance of surface car parking, the bus concourse and a complex and extensive road system. Large swathes of open and visually uninspiring land left over by the road builders, an exposed supermarket service yard and a haphazard collection of buildings in Railway Approach convey a poor initial impression of the town.

Mid Sussex District Council began to tackle the problem in 2006, when it adopted the East Grinstead Town Centre Masterplan (EGTCM). That has in part inspired the now approved proposals for a new station, both for the national rail network and for the Bluebell Railway. It also came up with ideas for Railway Approach. However, it did not consider Beeching Way, or the areas of land to the west of the railway beyond the station.

The proposed new station will undoubtedly improve the arrival experience. But if anything, its architectural quality will emphasise still further the visual mediocrity of the surrounding area and its physical and visual separation from the town.

East Grinstead Town Council has recognised that it needs to address these problems and consider the “station quarter” in a more comprehensive and visionary way.

This study has been commissioned by East Grinstead Town Council and supported by Mid Sussex District Council and West Sussex County Council.

In this document we consider this area in a more comprehensive way. The document is unashamedly visionary in tone and content. It focuses on the vision and does not concentrate on how that vision can be achieved on the ground. It is intended to open up the possibility of new development which ultimately will transform this quarter and link it more effectively with the town of which it is a part.

We believe that this quarter has an important role to play in the future of East Grinstead. We hope that this Masterplan will help to generate a stronger and more attractive image for the town.

But the change may take some time. Multiple land ownerships, the problems of land assembly and the high cost and difficulty of developing alongside and changing the road itself, coupled with uncertain future market conditions, may slow down or even prevent the implementation of these proposals.

Some of the ideas may be incapable of implementation because of land ownership or economic considerations. But they will inspire discussion, focus attention on a neglected part of the town and hopefully inspire new ideas and change.

Our vision is that this document will help to inspire proposals which will lead to a memorable gateway to East Grinstead and that over time it will provide a range of business, service, travel, residential and tourist related functions, services and development. We hope that the current stark transition and virtual severance of the area from the rest of the town will be repaired and softened with an appropriate scale and type of development.

## 1.1 The Brief

The Town Council's brief is to prepare a Masterplan for the station quarter to influence future development.

East Grinstead Town council and West Sussex County Council appointed Optimum Consultancy Limited in September 2010, to undertake a "master plan" for the 'station quarter' in East Grinstead to inspire, influence and guide its future development. Howard Fairbairn Architects and Goddard Planning Consulting were appointed to assist the Project team to:

- Define specific opportunities that can be taken forward
- Seek improvements in the transport interchange and ease the accessibility to the town from this area
- Improve the overall relationship between the station quarter and the town at large
- Improve the perception of the town when arriving at the station
- Consider opportunities to improve road safety for pedestrians and cyclists
- Consider opportunities for public art
- Consider opportunities to improve visitor information
- Consider opportunities to involve local groups within the area



## 1.2 The Scope

The area defined for the study encompasses the land surrounding the East Grinstead Railway station and its immediate 'quarter' marked in blue.

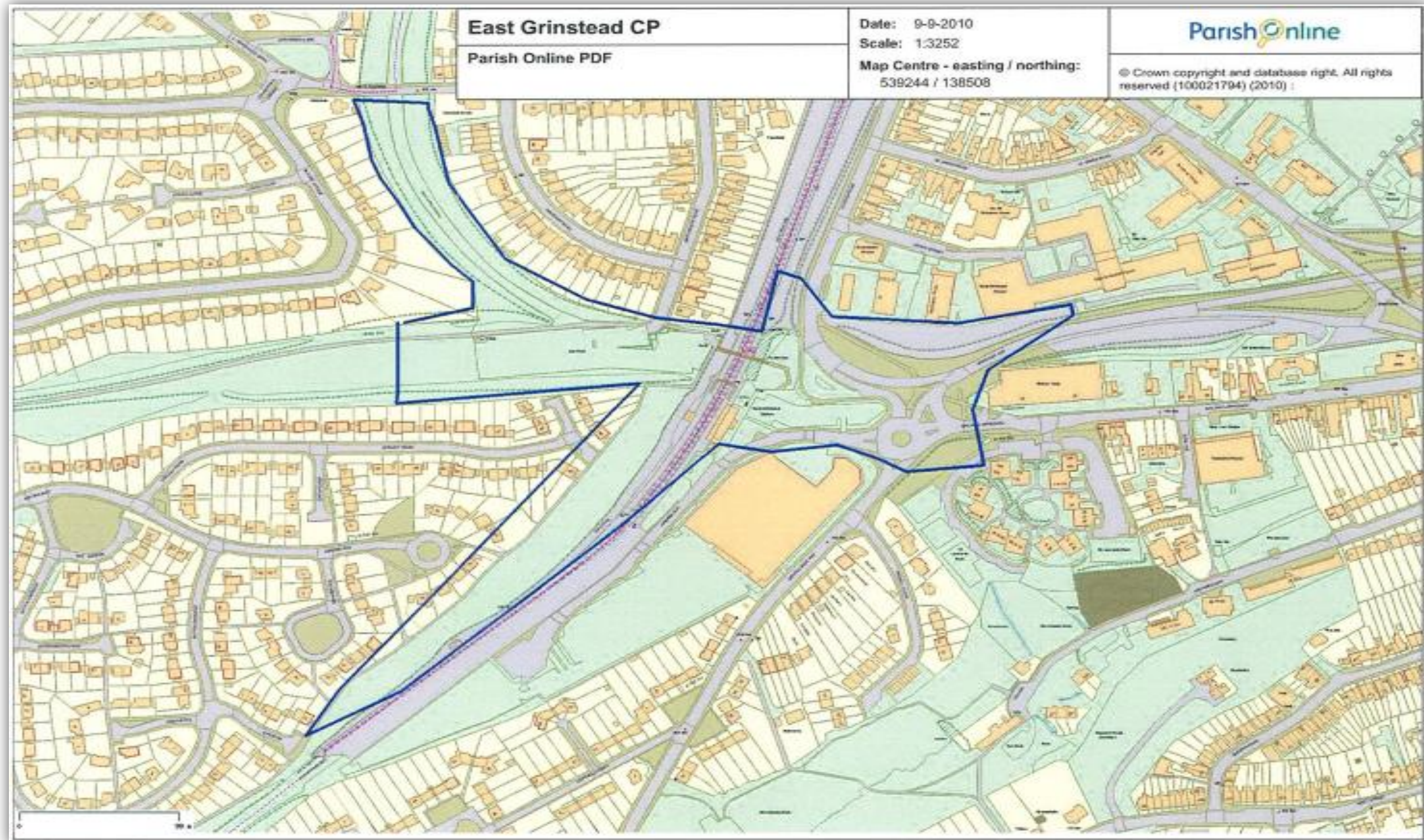


Figure 1



Aerial View of the station Quarter



Figure 2



# AIMS AND OBJECTIVES


## 2.0 AIMS AND OBJECTIVES

### 2.1 The Overall Aim

**T**he overall aim of the Master Plan, is to consider the station quarter and the opportunities to enhance its appearance and function and to consider opportunities to improve its relationship with and linkages to the town.

### 2.2 The Overall Vision

A revitalised station quarter which is visually, physically and functionally, a key part of the town which assists its development as a vibrant, successful place for the future.



A revitalised station quarter which is visually, physically and functionally, a key part of the town which assists its development as a vibrant, successful place for the future.

### 2.3 The Specific Objectives

In order to pursue this overall aim and vision, we have identified the following objectives

- Inspire new interest, involvement and action in the area to result in significant, wider benefits for the town, its residents, those who work here and visit it.
- Consider the area in a comprehensive way and not on a piecemeal basis.
- Identify and evaluate realistic opportunities on a more detailed site specific basis.
- Improve transport linkages and accessibility between the area and the town centre.
- Enhance the appearance of the area and with that improve the perception of the town when arriving at the station or passing through the area by car, cycle, bus or on foot.
- To develop activities independent of but complimentary to those taking place in connection with the station.
- Integrate the area more effectively with the town.
- Make the area more attractive for use by pedestrians and cyclists.
- Identify opportunities for improvements to traffic circulation and road safety.
- Change the character of the area by the introduction of high quality development and an improved public realm.
- Identify specific opportunities for the inclusion of public art.
- Identify possible opportunities to engage local groups and stakeholders.
- Explore the tourism and transportation opportunities arising from the presence of the Bluebell Railway



# CONTEXT

## 3.0 CONTEXT

### 3.1 Policy Context

The Mid-Sussex District Local Plan and the South East Plan provide the overall planning policy context within which development proposals are judged. In July 2006, the Mid Sussex District Council adopted the East Grinstead Town Centre Masterplan (EGTCM) as a Supplementary Planning Document. This aimed to guide the revitalisation and redevelopment of East Grinstead Town Centre.

The Council has commenced its work on the LDF. The East Grinstead Area Action Plan was amalgamated into the Core Strategy late in 2008. However, work halted on the Core Strategy in June 2010.

EGTCM considered the station gateway area and recognised that it provides a low quality gateway and arrival experience. It proposed that new development should provide a much enhanced gateway for the town through a new station square surrounded by built form that facilitates public transport, including the Bluebell proposals and provide for a bus interchange as well as improving pedestrian connections. It is proposed that the blank frontage of service area of Sainsbury's which currently faces the station, should be reviewed, to create an active frontage, including a shop entrance (see paragraph 3.10 of the EGTCM).

The document contained broad Masterplan proposals for the station gateway, with suggestions for the treatment of Railway Approach and the station forecourt. The development guidance contained within the document emphasised the importance of Railway Approach. It envisaged enhanced cycle facilities, a road widening scheme for Railway Approach and redeveloping the existing poor quality properties. It also contained highway proposals including a reconfigured Brooklands Way/Railway Approach roundabout with a signal junction to include bus priority and an advance stop line for cyclists.

However, it did not consider other areas adjacent to the station and railway to the west which are examined in this document.

The overall broad aims of Development Plan policies are to achieve more sustainable development and enhance the character and appearance of the built and natural environment.

In the context of the study area, our more detailed evaluation of those policies points towards a range of potential opportunities to improve the character and appearance of the area and the possibility of introducing new hotel, retail, employment, recreation and housing opportunities.

The objectives of policy can therefore be summarised as follows:

- The need to enhance the character and appearance of the natural and built environment.
- The need to minimise travel by car and encourage more travel by train, bus, cycle and foot.
- The need to achieve more sustainable patterns of development.
- The need to protect the retail function of the town centre.
- The need to widen the tourism offer of the town to support and enhance the local economy.
- The need to improve highway safety.
- The need to avoid harm to the living conditions of nearby residents.
- The need to create new housing opportunities in a highly sustainable location.

As to future uses, we believe that a good quality business class and tourist hotel in this quarter close to the station would be acceptable.

The site is located close to the town centre with good public transport links. Much of the land under discussion and consideration is brownfield land. Residential use in appropriate locations would likely be acceptable.

The proximity of the Bluebell Railway and its attractiveness for tourists creates an opportunity to create new facilities to serve the needs of tourists. The Bluebell Railway is a success story. Its incorporation into the new railway station will likely increase further this popular tourist facility and attract a larger number of visitors to the area. Again, this opportunity needs to be grasped.

It provides an opportunity to create tourist accommodation and to provide support services for visitors.

The National Cycle Network Route 21 runs through the quarter. East Grinstead has one small bike shop. Our Masterplan ideas create a new opportunity for cycle sales, repairs and cycle storage facilities.

The large areas of surfaced car parking are visually intrusive. We believe that it is possible to maintain the necessary car parking provision, at about the same level as currently provided, and at the same time enhance the appearance of these areas by removing large expanses of exposed vehicle parking and replacing them with sensitively designed built development.

### 3.2 Current Context

The railway station is an important point of arrival at East Grinstead. But that arrival is an underwhelming experience. The station building is low key, drab and unprepossessing. The station forecourt, car park and beyond that, the complex and extensive road system, dominate and create a harsh, unattractive and unwelcoming initial impression. The negative impressions are reinforced further by an ugly bus concourse and the exposed service yard of Sainsbury's supermarket. The dominant road system of Beeching Way and Brooklands Way severs the area from the rest of the town.

Adjacent to these elements of built development are tracts of undeveloped land. Some are landscaped and covered in dense vegetation and trees; some are just neglected. The scale is large and hostile. The route from the station to the town centre is challenging and unwelcoming.

This piecemeal, somewhat disjointed character continues beyond the area covered by this brief, but is immediately adjacent to it. The problems of Railway Approach have already been highlighted in the East Grinstead Town Centre Masterplan. It is an unsuccessful and uncoordinated mix of buildings, uses and open land. It lacks visual cohesion and human scale.

The pedestrian route over the roundabout junction at Brooklands Way with Railway Approach is not clear. Pedestrians and cyclists compete with vehicles. There is also competition for limited space between cyclists and pedestrians on the narrow link which leads from the station over a bridge to the large surfaced car park and Worth Way (incorporating NCN route 21) beyond to the west.

The construction of the new station building will radically change the experience of those coming by train to East Grinstead.

The construction of the new station will result in an even starker contrast with the areas beyond and emphasise even more the need to link this quarter with the town. There is now a wider opportunity to consider how these areas immediately adjacent to and beyond the station can be improved to extend that visual enhancement further and to improve the links with the town



# THE SITES IN MORE DETAIL



## Site Analysis of the “station quarter and its surrounding area



### Figure 3



Identified area with potential redevelopment sites and other sites considered

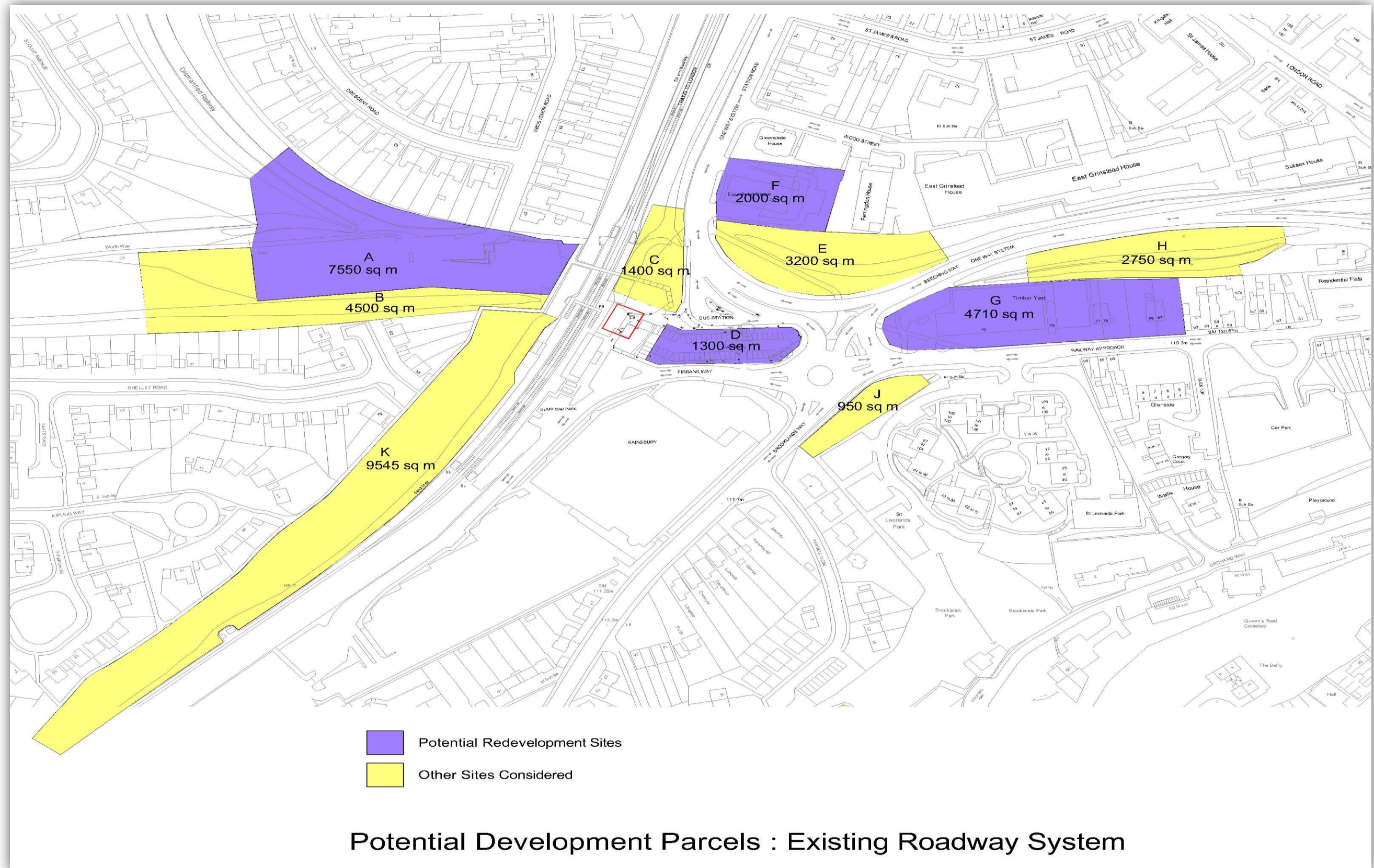


Figure 4

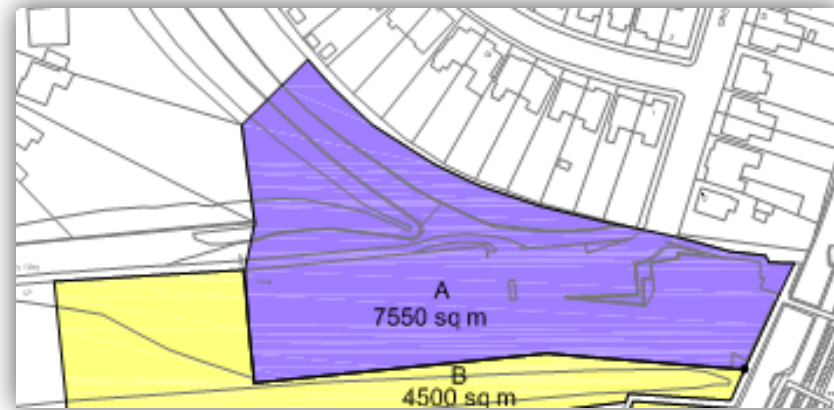


## 4.0 THE SITES IN MORE DETAIL

*The Overall area above can be broken down into 5 distinct areas*

### 4.1 Plots A and B and the surrounding area

**The station main car park and land to the west of the station**



Section of Plots A and B from figure 4



Aerial View of Plots A&B from Figure 4

The corridor of land heading north from the car park, known locally as “St Margaret’s Loop”, carries on under the A22 and rejoins the railway cutting 500m up the line towards London. The nearest part of this corridor is widened by land which is under the control of Network Rail and so is considered of an appropriate size and position to be included in the area of Plot A. The residual part of this corridor is narrow and difficult to utilize for any structures and so is not considered appropriate for development other than as an access way.

The trees in this corridor are also protected by a tree preservation order. The corridor of land running due west towards Crawley Down may provide an opportunity to expand the size of usable land as would the land immediately to the south of the car park along the side of the end houses in Shelley Road. The land adjacent to the car park makes it suitable for consideration.



## Plots A and B and the surrounding area in detail

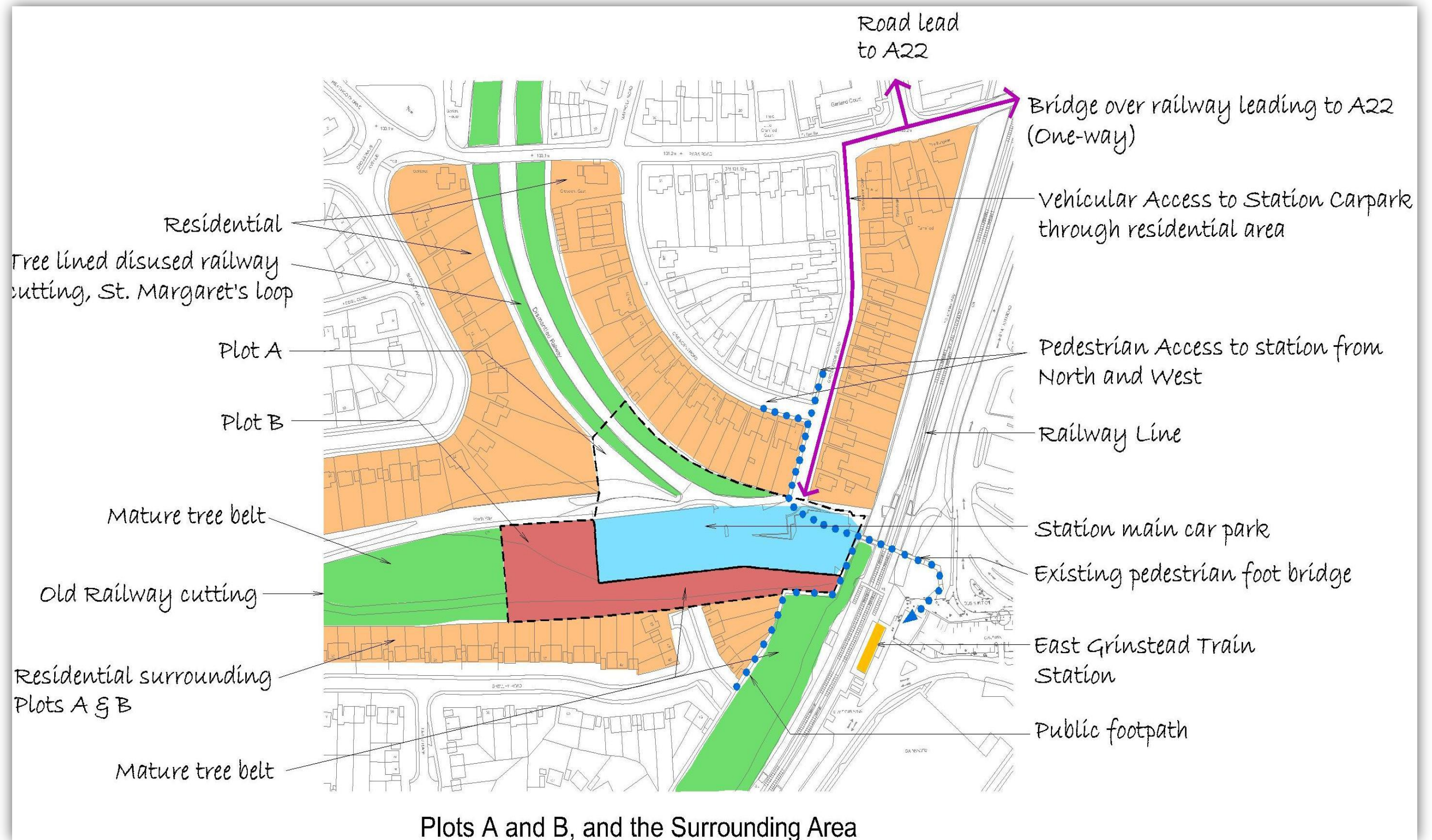
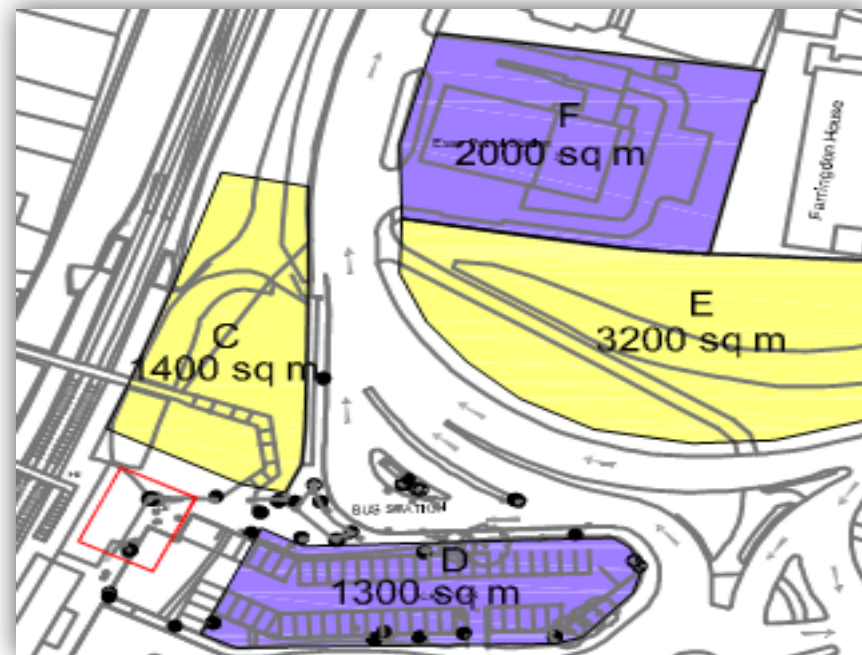


Figure 5



## 4.2 Plots C and D and the surrounding area

**The station building, forecourt, car park, bus interchange and associated access routes.**



Section of Plots C and D from figure 4

Plans have been submitted and “prior approval” obtained from the LPA to replace the existing station building and re model the forecourt, this is expected to take place during 2011. The design proposed has been carefully considered to ensure that the new design will not compromise either any future development that might take place outside the railway land or any redesign of the roadway system to incorporate a new bus interchange.

The revised design relocates the main ticket office immediately to the north of the existing one and the demolition of the existing office enables a new drop off/pick up point and taxi rank area to be formed whilst retaining enough land to be able to accommodate the turning of buses for either the relocation of the bus interchange as indicated on the proposals sketches or coaches dropping off customers associated with the nearby bluebell railway. The existing bus interchange is located in a slip road off Station Road, which is part of the East Grinstead A22 one-way system. This provides problems for the bus operators due to the fact that all buses must leave northwards up the A22, entering a

quite congested section of roadway regardless of the fact that the buses ultimate destination is towards the east or south. Plans have already been drafted to relocate the bus interchange and these plans are reflected in the proposals contained in this study.



Aerial View of Plots C&D from Figure 4



There is a public car park immediately in front of the station which is accessed through the existing drop off area. It is a much smaller car park accommodating only 54 spaces. This car park and its surrounding soft landscaped beds block any identifiable direct pedestrian route to the town centre.

At the end of this car park is a major intersection which picks up Firbank Way (the access road to the station, Sainsbury's and the new Bluebell Railway station site), Brooklands Way, Railway Approach and the links in and out of the A22 Beeching Way/Station Road/London Road gyratory. The size, number and orientation of these roads provides a convoluted and uncomfortable route for pedestrians travelling to and from the town centre. Even though there is some soft landscaping, the combination of car park, roundabout, bus interchange and the merging of various highways makes the

*'The design proposed has been carefully considered to ensure that the revised design will not compromise either any future development'*

area in front of the station extremely hard and unwelcoming. It also fails to provide a clearly

identifiable link between the town centre and the major public transportation hub of East Grinstead.

Immediately to the north of the station is a raised area of land that is utilised as a means to join the public footbridge from the west side of the railway to the station forecourt. This raised land is all that is left of the supporting structure for the bridge that carried the old railway over the remaining line and on to what is now Beeching Way.

The pathway up to the bridge is a stepped landing type and not therefore DDA compliant, however the extent of this mound does provide potential for development.





## Plots C and D and the surrounding area in detail

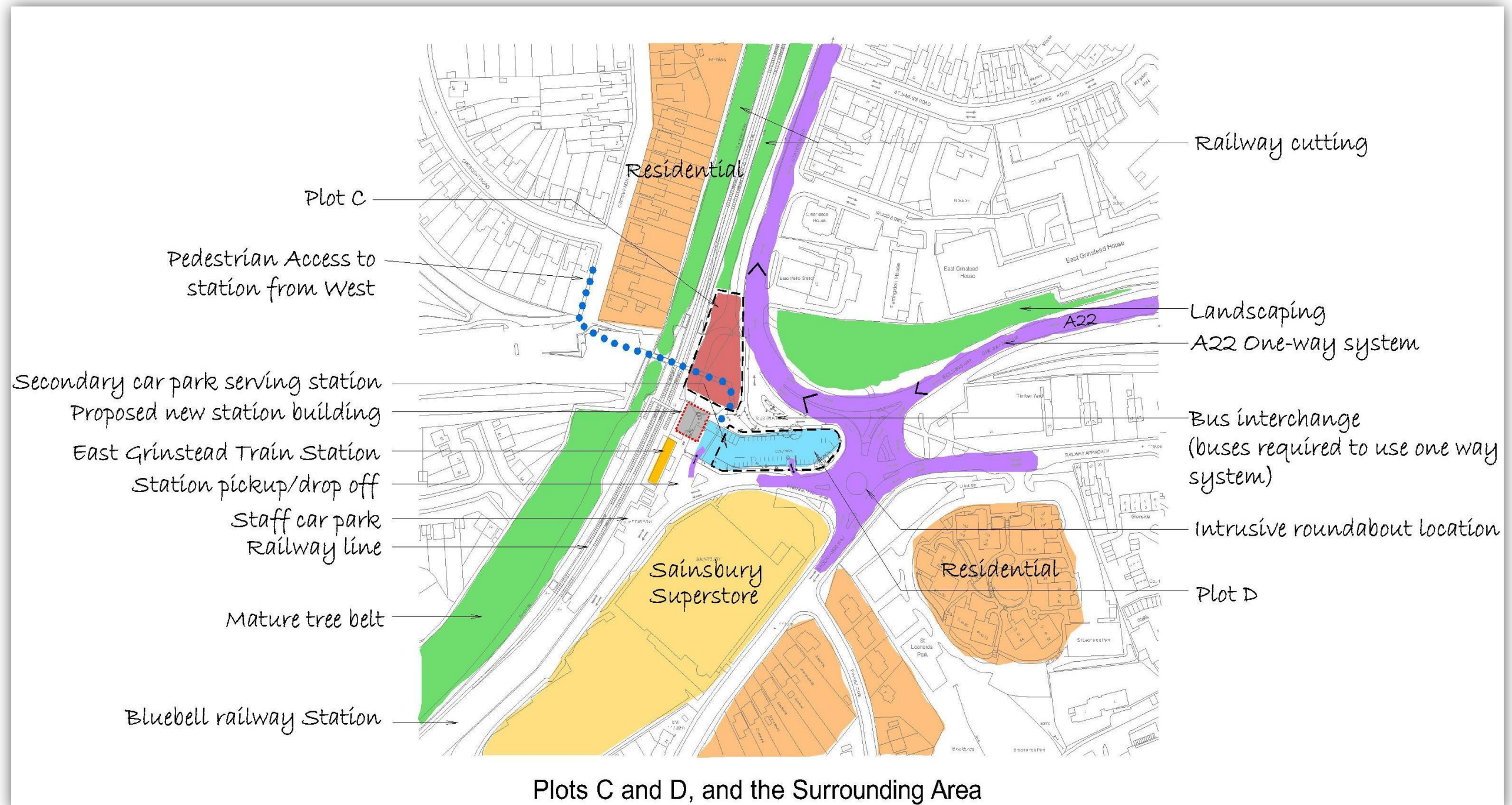


Figure 6

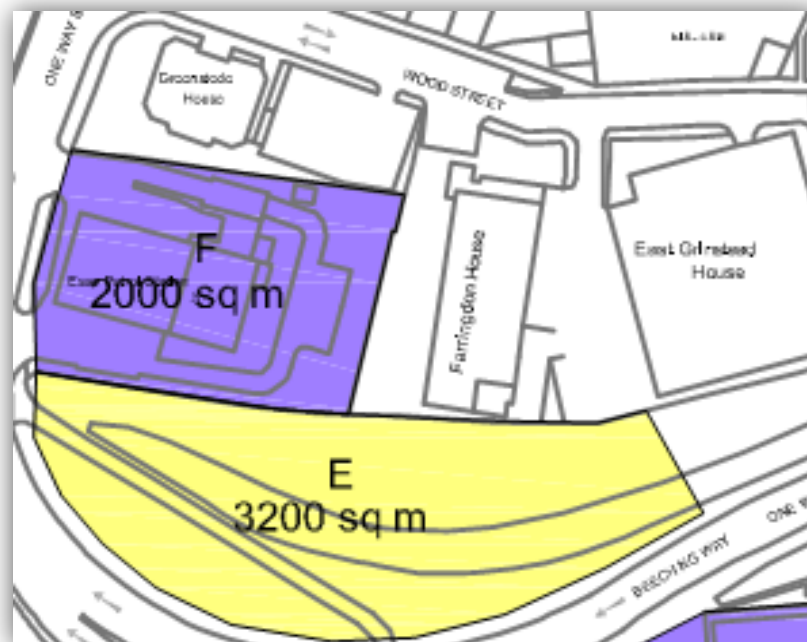


### 4.3 Plots E and F and the surrounding area

#### The petrol station site and station road verge

The combination of these two areas provides land of a reasonable area that could be utilised to maximise the options for enhancement or development within the area. The land parcels sit to the North East side of Station Road.

Section of Plots E and F from figure 4





## Plots E and F and the surrounding area in detail

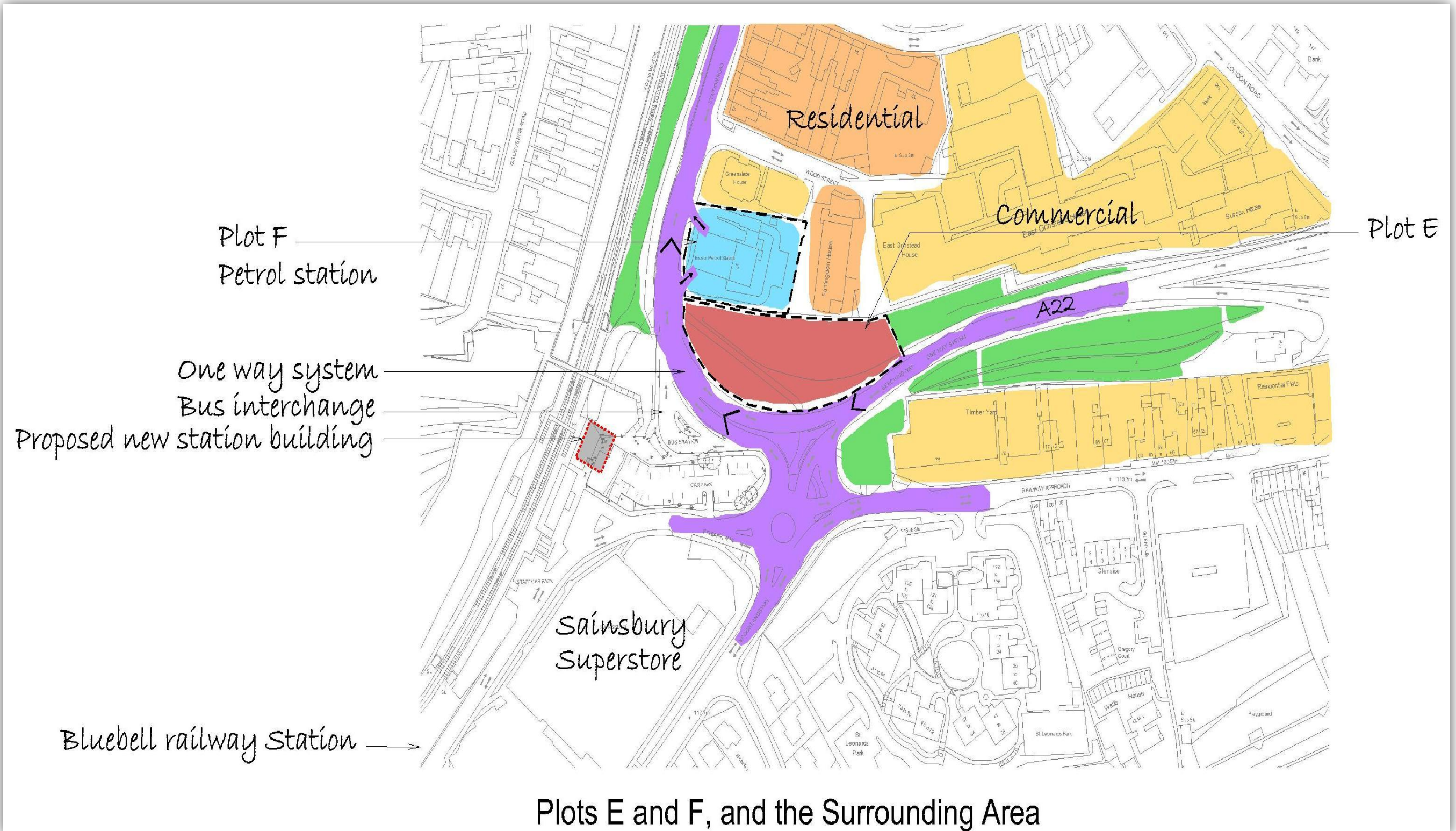
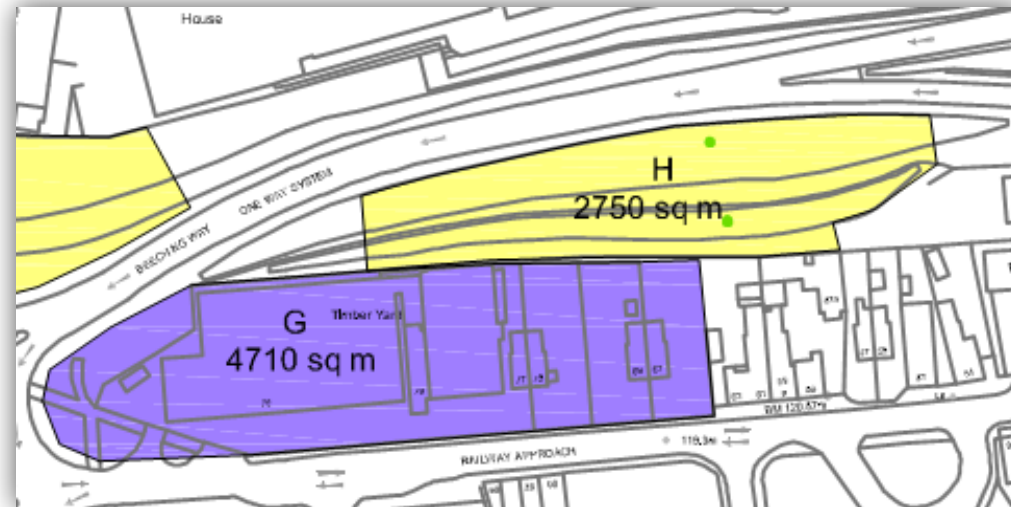


Figure 7



#### 4.4 Plots G and H and the surrounding area The land between Beeching Way and Railway Approach

Section of Plots G and H from figure 4



Aerial View of plots G and H from figure 4



The land between these two roads is made up of part landscaped verge, left over land when Beeching way was created from the old railway cutting (plot H), and a series of commercial sites (Plot G). Plot H is predominantly soft landscaped but has a reasonable proportion of its area which has no trees meaning that its development would not necessarily require the removal of large quantities of trees. The largest of the commercial sites on plot G is a timber merchant which is the only site with a purpose built industrial style building. The others have been created from originally large domestic houses

with substantial gardens. These smaller sites have attracted business which utilise the expansive external areas i.e. a second hand car dealerships and a van hire company. The house closest to the timber merchants is currently unoccupied and boarded up. The uses for these sites are considered to be incongruous with the appropriate character for such an important link route between the station and town centre. And could be put to far better use



*'The uses for these sites are considered to be incongruous with the appropriate character for such an importance link route between Station and Town Centre and could be put to far better use'*



## Plots G and H and the surrounding area in detail

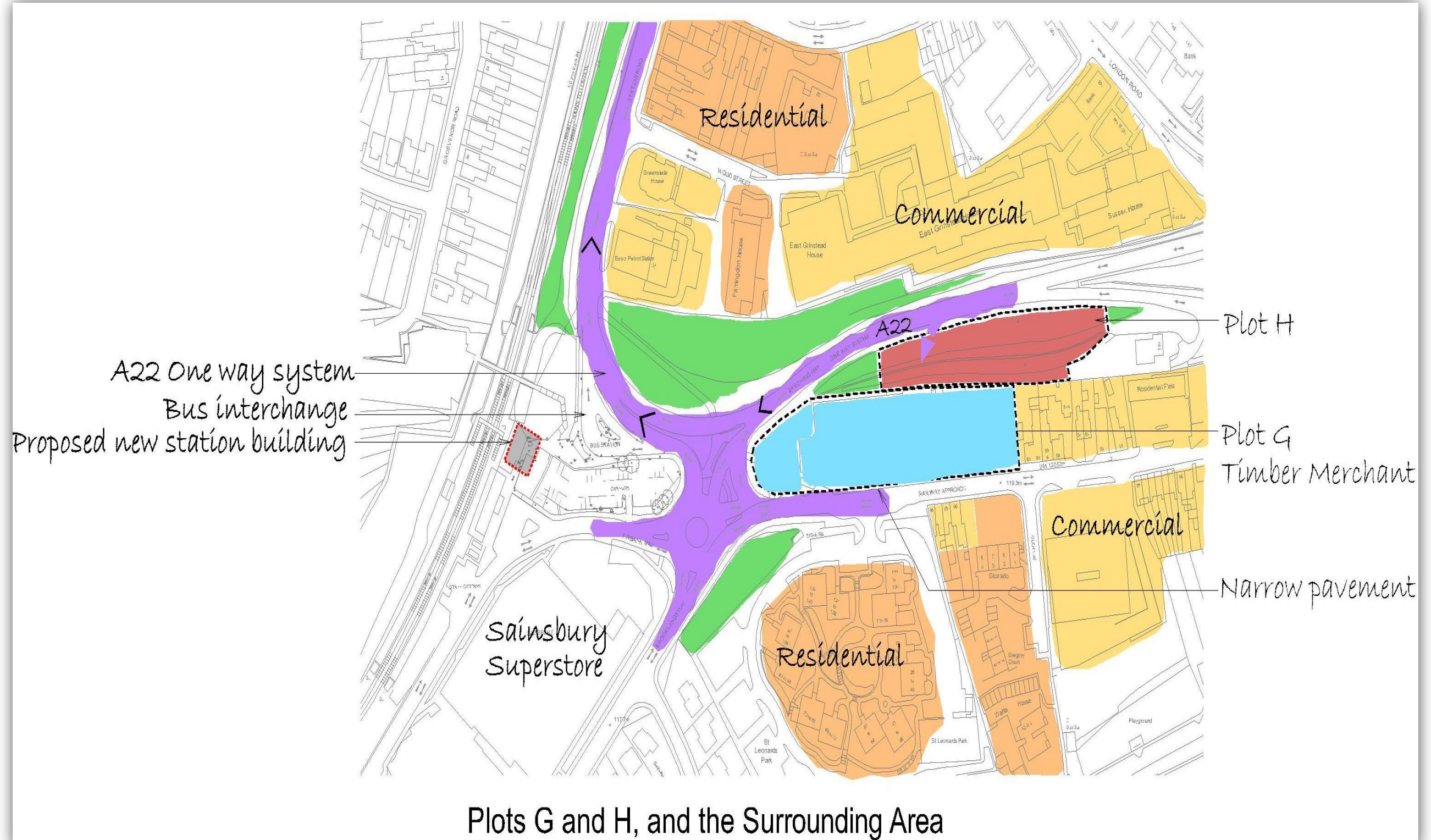


Figure 8



#### 4.5 Plot J and the Surrounding area

##### The land between roundabout and St Leonards park

Section of Plot J figure 4



Aerial View of plot J from figure 4



This piece of land is a landscape buffer zone. It has been identified as possibly useful if road systems need to be realigned or a pedestrian footbridge or underpass is considered necessary. The site is covered in a dense shrub and tree cover and is steeply sloping. It provides important screening between the road and the commercial areas on one side of it and the residential development on the other. There is no potential for development



## Plot J and the surrounding area in detail

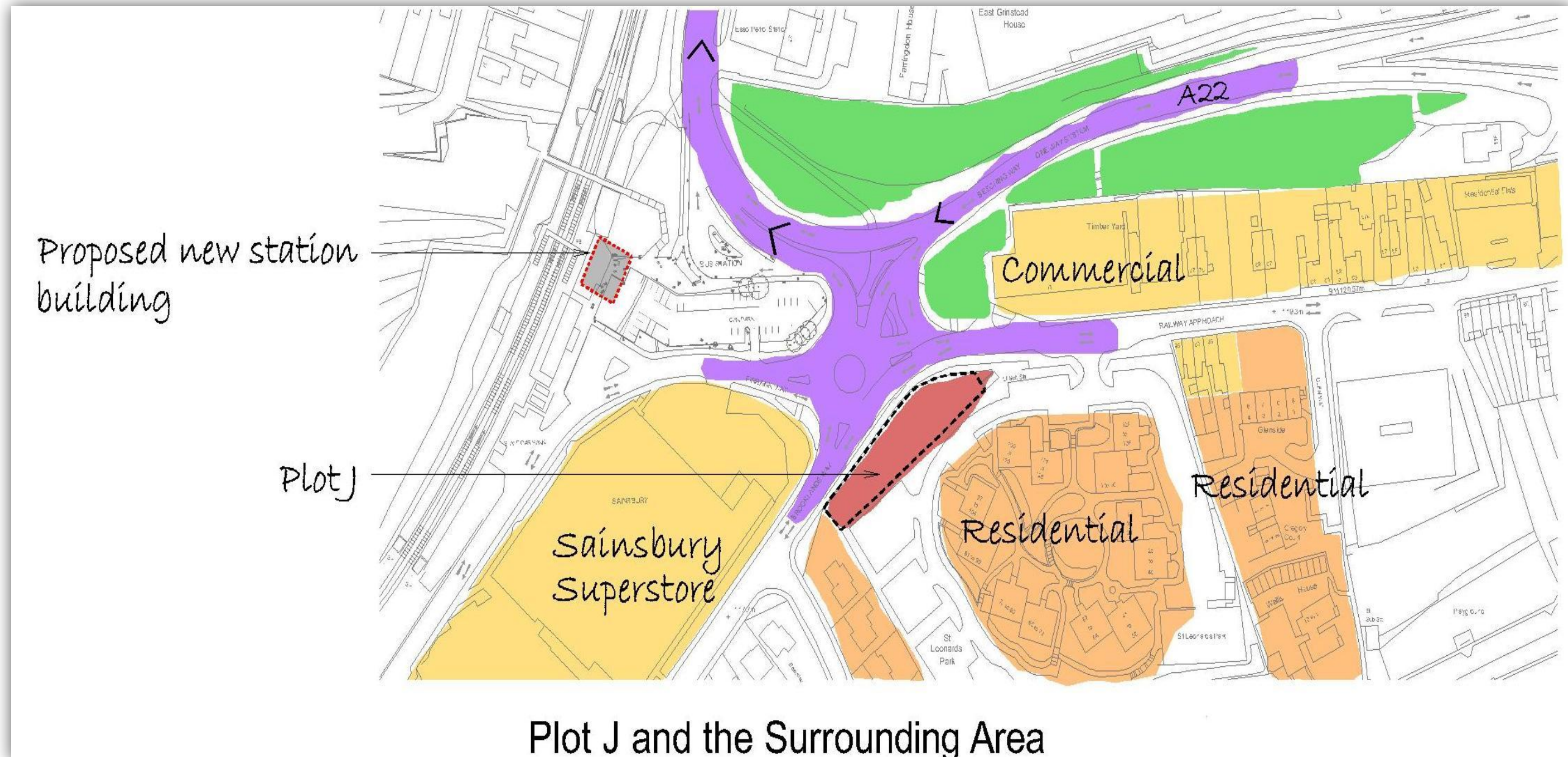
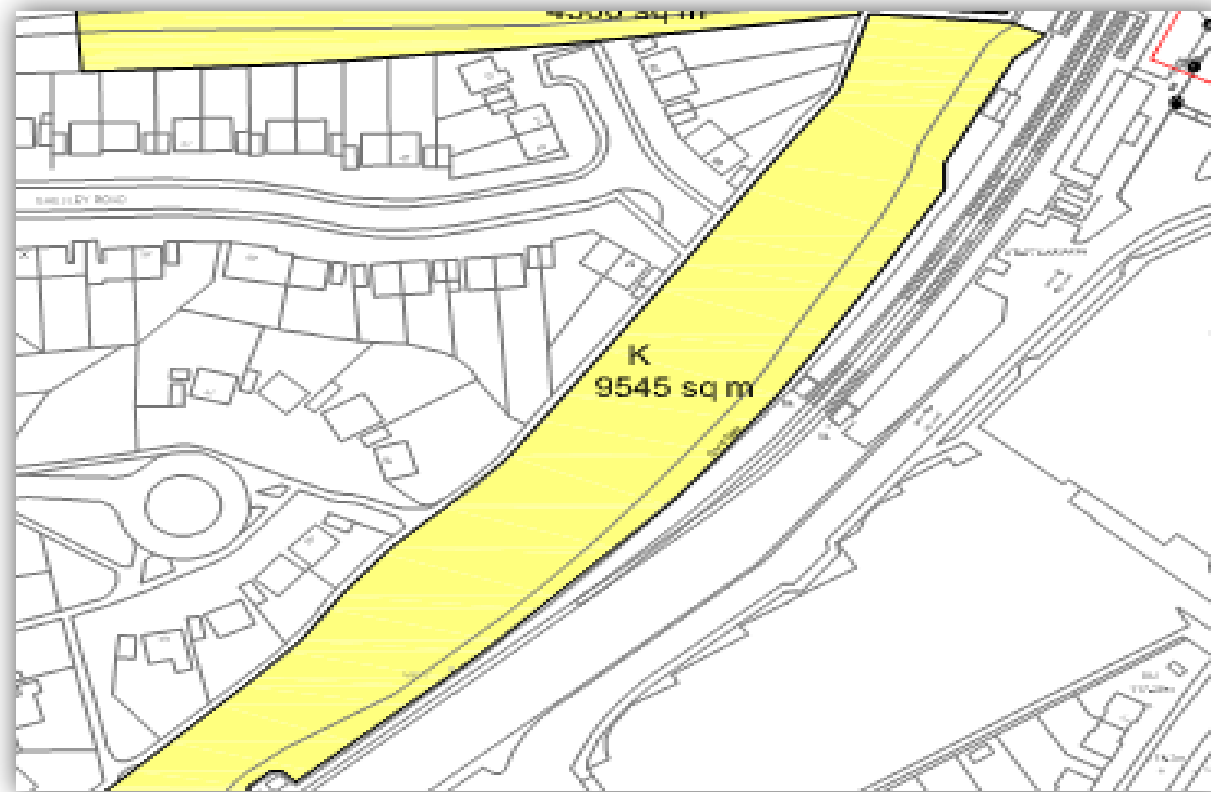


Figure 9



#### 4.6 Plot K and the Surrounding area The Land to the West of the Rail line

Section of Plot K figure 4



Aerial View of plot K from figure 4



This 340 meter long strip of tree lined land ranges from 16 to 33m wide and forms a landscaped buffer zone between the Residential Estate and the Rail line with its gradient being substantially less than the perception it gives. It is of reasonable size and depth that could accommodate development but the full loss of the trees would not be considered appropriate. However the site has 3 specific potential access points; at the car park end, off Shelley Road and at the far end from Christies. The site could therefore be utilised to some extent. However, the benefits from the soft landscaping are significant therefore any use would have to be sensitive to this. The Northern end of the site is therefore considered the only appropriate area that could be capable of integrating some form of building mass.

*'It's gradient being substantially less than the perception it gives'*



## Plot K and the surrounding area in detail

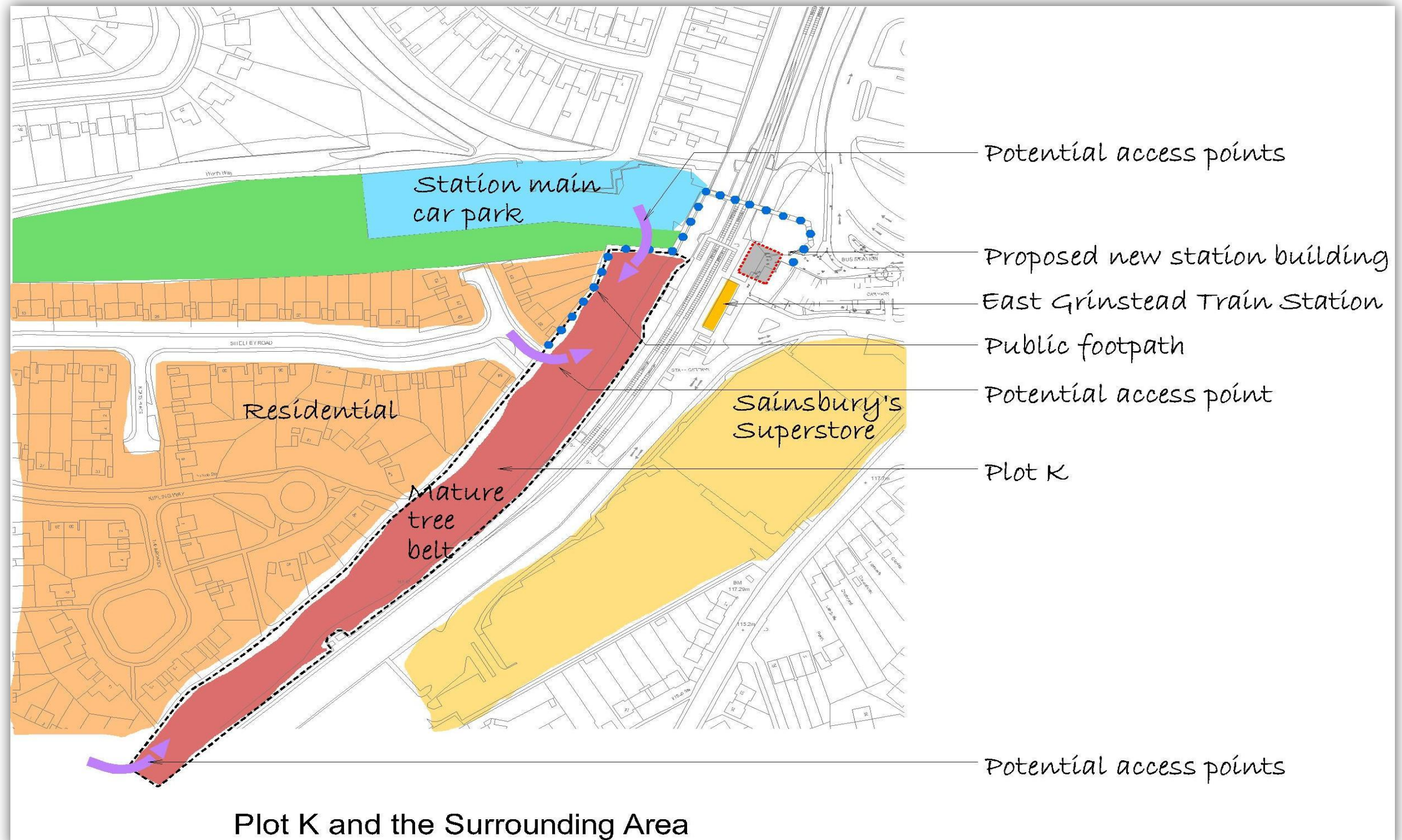


Figure 10

# THE PROPOSALS



## 5.0 THE PROPOSALS

### 5.1 The Aims and Objectives revisited

- Resolve the lack of visual linkage and route definition between the Town Centre and the Rail Station.
- Reduce the impact of the complex road system and excess of hard surfacing.
- Facilitate the increase in human activity throughout the day and into the evening to improve the local environment.
- Consider how to increase the numbers of parking spaces provided for the Station
- Look at ways of resolving the accessibility issues associated with the existing main car park being at a different location and level to the main Station
- Provide opportunities to increase the required housing stock

### 5.2 The removal of physical obstacles

From the initial site analysis it is clear that the separation of numerous relatively small parcels of land by a complex and intrusive road network will inhibit the ability of a cohesive strategy to be formulated.

The road networks overbearing dominance also needs to be broken to allow the station to connect more, both visually and physically, with the town centre. The first exercise is therefore to address the Road system.

By utilising the existing petrol station and highway verge the curvature of Station Road can be tightened to transpose much of this identified development land to the Rail Station side of the Highway.

By relocating the roundabout to the east and creating a simplified junction between it and Beeching Way/Station Road not only is the land parcel adjacent the station expanded further but the pedestrian route between the station and railway approach is greatly simplified. The exact location and configuration of this revised road system would have to be the subject of a detailed study into aspects of highway design, safety and capacity. Firbank Way under these proposals would meet Brooklands Way rather than directly to the roundabout and the nature of this junction would also need to be carefully considered.

Having carried out this exercise the parcels of land created become substantial enough to be able to consider them in terms of their optimum strategic uses.

The creation of a sense of presence and linkage between transport hub and the town centre lies at the heart of this exercise. The location of the secondary car park immediately in front of the Station is the final obstacle to overcome and its relocation therefore is essential.

*'The road networks overbearing dominance also needs to be broken to allow the Station to connect more, both visually and physically, with the Town Centre'*

### 5.3 The Consideration of possible uses

#### 5.3.1 Car Parking

**S**outhern, the Train operating company for East Grinstead Station have a franchise obligation to increase parking provision across their network of stations and 100 additional spaces are currently planned for East Grinstead.

Added to the proposed removal of the forecourt parking this leaves 154 spaces to locate plus any expected parking needed to service the enlarged site adjacent the Station.

A raised deck over the main car park could provide a solution but this would increase the traffic through the residential area and would still place the car park on the opposite side of the track to the main station which would not be the ideal solution especially in terms of the provision of Disabled Parking bays.

The new larger site adjacent the station will also generate the need for additional parking in the vicinity and if this number were estimated at say 120 this would generate overall a car parking requirement in the region of 500 spaces.

#### 5.3.2 Site Uses

During consultations with the Local and regional authorities various prospective types of acceptable and desirable uses for these sites were discussed.

#### 5.3.3 Hotel

The most desirable use for the site immediately adjacent to the station was identified for a hotel. Apart from satisfying a commercial demand, this use would provide the increased period of pedestrian occupation and activity around the station that would help satisfy the desire to enhance the environment by adding a sense of security to the area. Furthermore it would create pedestrian movements in the evenings along the length of Railway Approach by guests utilising the town centre facilities. A hotel of quality which would also provide related restaurant and café provisions would be considered ideal.

#### 5.3.4 Retail

Any retail use that would compete with the town centre would not be acceptable. However, the provision of café, newsagent, dry cleaners or even specialist shops such as a bicycle shop, uses associated with the station, bus and cycle routes associated with this part of town would likely be considered acceptable.

#### 5.3.5 Residential

It is considered that the use of the identified sites for some residential accommodation would not be counter to the Local Plan. The car park site would be within an identified residential area and Railway Approach has some residential accommodation on each side of it. Additional residential along the route between station and town centre would again bring life and security to the immediate area.

#### 5.3.6 Petrol Station

The existing petrol station on Station Road is well used and provides an amenity that should not be considered without merit in the proposed new uses for the area. Its current location on the commercial side of the station road is not particularly intrusive into the existing environment. Its omission from its current location and relocation under any proposals would have to be carefully considered so that its access from main traffic flows was not compromised and its visual appearance not conflict with the main aims and objectives of this report.

#### 5.3.7 Business

The main commercial area to the North of Beeching Way provides the core business district for East Grinstead. Although close by, further large scale commercial development within the sites identified would conflict with the major objectives so would not in general be considered appropriate. However, nurseries, doctors and dental surgeries or other small scale medical facilities or social support businesses which would compliment or support the main previously identified beneficial uses should be considered.



### **5.3.8 Leisure**

This area is not considered appropriate for what would be a relatively large scale leisure use as it would conflict with other such areas within East Grinstead. Licensed premises would not however be out of keeping with the intentions for the area.

### **5.3.9 Bus interchange**

The existing bus interchange suffers from the fact that all buses must initially travel north onto the one way system regardless of ultimate destination. Earlier studies during the Station redevelopment design identified several options to rectify this issue and the proposals contained within this report are able to be implemented at an early stage without compromising the overall strategy.

### **5.3.10 Highway realignment works.**

The proposed realignment of the highways would need to be confirmed by detailed studies and technical analysis. This area of the road network currently suffers congestion problems at specific times and it would be particularly beneficial if any realignment could actually improve this situation.

Projections for traffic use will need to be looked at carefully alongside the long term aspirations of the Sainsbury's store and the impending opening of the new Bluebell Railway Station.

The existing petrol station (plot E) would become isolated and reduced in size to a point that would render it of little value in terms of its ability to provide activities or developments that would satisfy the aims and objectives of this report. It could still have some value however in helping to offset the reduction in soft landscaping or could provide a site for other commercial use more compatible with its surroundings'.

## 6.0 THE OVERALL STRATEGY

### 6.1 Proposals Zone 1 and the Station Forecourt.

The creation of a substantial land parcel immediately adjacent to the station allows for the remodelling of the station forecourt area. Under the existing Station redesign proposals the new station is relocated slightly North of the existing and this means that a piazza free from vehicle movements can be formed immediately in front of the new station leaving a clear view and identifiable route towards the town centre whilst allowing the Bus interchange to be relocated alongside Firbank Way with bus passengers alighting on to the piazza. On the identified development land a new Hotel could also face on to this piazza. Café, bar and restaurant facilities for this hotel could front the piazza at ground floor level and bring life and activity to it. It is perceived that these same activities could spill out onto the piazza in the summer months. Such a hotel would be expected to have a minimum 120 guest bedrooms and therefore be a minimum 4 storeys high. However the hotel could have a greater ground and first floor plan area meaning that the upper floors containing the bedrooms could be set back from the piazza thereby reducing any overbearing presence on to it and not being over dominant given the scale of the new station.

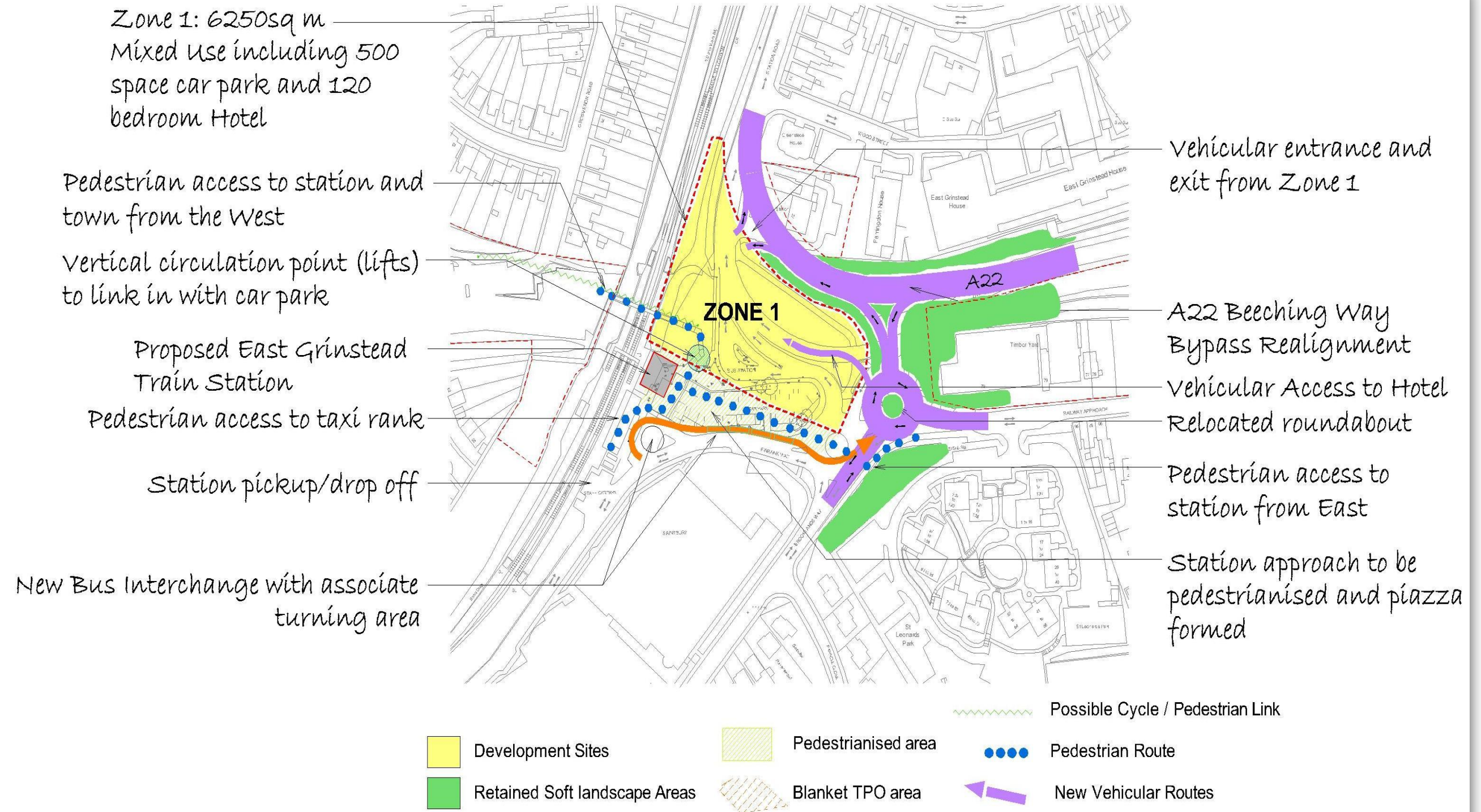
The magnitude of the land produced by the relocation of Station Road is such that it releases the possibility to relocate completely the station parking facilities in a single multi storey building immediately next to the station entrance. This would provide the following benefits:

- The new car park would have a far greater association with the Station and all parking would be placed in a single area.
- The new car park would link at high level to the pedestrian bridge link to the West of the Rail Track and with the inclusion of large passenger lifts would provide full wheelchair, pushchair and cyclist accessibility not only to the station but from the west through to the town centre.
- The relocation of the car park would reduce the amount of peak time movements through a residential area.
- The car park could accommodate the parking requirements for uses within the rest of this Zone.

In order to accommodate 500 spaces the car park would need to be 4 or 5 storeys high but the bulk of this could be located along the boundary with the rail corridor which would then be generally concealed from the station piazza by the hotel. The vertical circulation point from the upper floors of the car park and for the route over the rail track would also provide the ability of a more defined architectural form to front the piazza rather than the tiered façade of the car park. It is envisaged that hotel servicing and access to the car park would be from a slip road off Station Road and this would need to be the subject of a detailed study to ensure that the flow of Station Road in peak periods was not compromised.

There is the possibility on this land to accommodate a small amount of consequential retail use as previously discussed as well as a small amount of residential flats located above this. The accommodation of residential would be subject to the detailed design and size of the hotel and although the zone extends to the east quite close to the new roundabout the architectural form of any building at this point would need to be sensitive to the need to address the different angle of the building line to the north side of Railway Approach.





Potential Development Parcels : Circulation System to Zone 1

Figure 11





Figure 12



### 6.2 Proposals Zone 2

The redundant main car park provides the core area for the creation of a residential zone based on plots A and parts of plots B and K. The wider part of plot A could be drawn in to this zone but the existing narrow area between the existing car park and the houses of Shelley Road provides a soft landscape buffer zone that is considered desirable to maintain. The incorporation of the top (western) end of plot K would further increase the residential zone but the retention of a few mature trees within this area would be considered appropriate to help soften the impact of any new development on the backdrop of the station since it is located several metres above the piazza level.

Although outside the scope of this report it has been suggested that there is the possibility that a pedestrian/cycle route could be formed through the redundant railway cutting, St Margaret's Loop, to the north of the existing car park and any development in this zone would need to allow such a link to be accommodated in the future. This proposal has been previously considered by Sustrans and East Grinstead Town Council and is identified as a desirable objective

The impact of development traffic on the access route via Grosvenor Road would be offset by the removal of traffic movements to/from the existing main station car park. The amount of development traffic using the Grosvenor Road access could also be reduced if a secondary access were provided from Shelley Road.

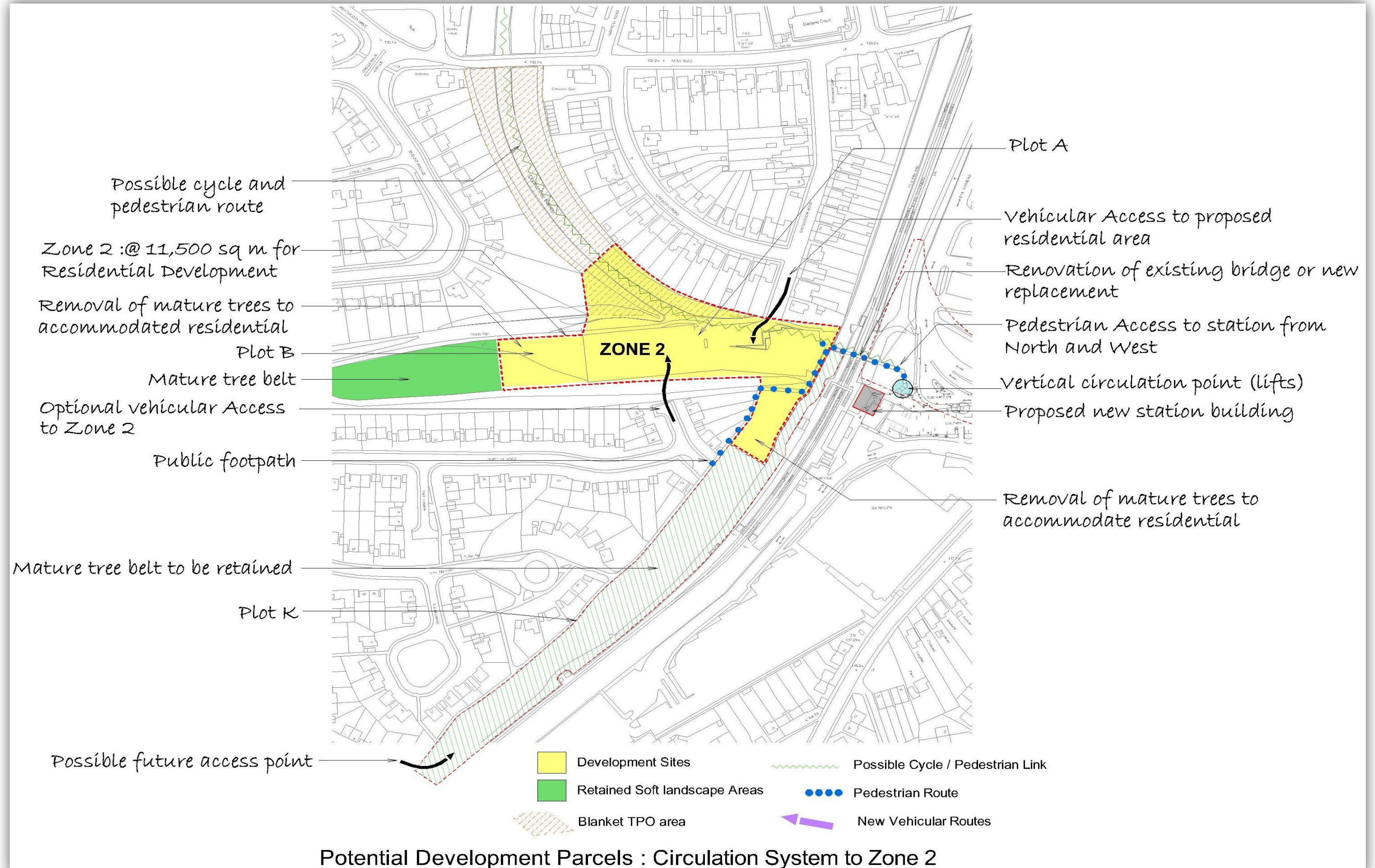


Figure 13



### 6.3 Proposals Zone 3

**T**his land is the bridging area between the station and the town centre and the existing uses on much of this site suggests that it lies just outside the influence area of each. Much of the south side of railway approach is residential land and some areas of the north side have also been developed for this use. A predominantly residential solution for this site along the length of Railway Approach would provide social activity and therefore security along the route between the station and town Centre. Any such development could incorporate a landscape proposal that would also add interest and soften the route. It is conceivable that the petrol station could also be accommodated on this land but would need to be carefully located so as not to impact on the new street scene of Railway Approach.

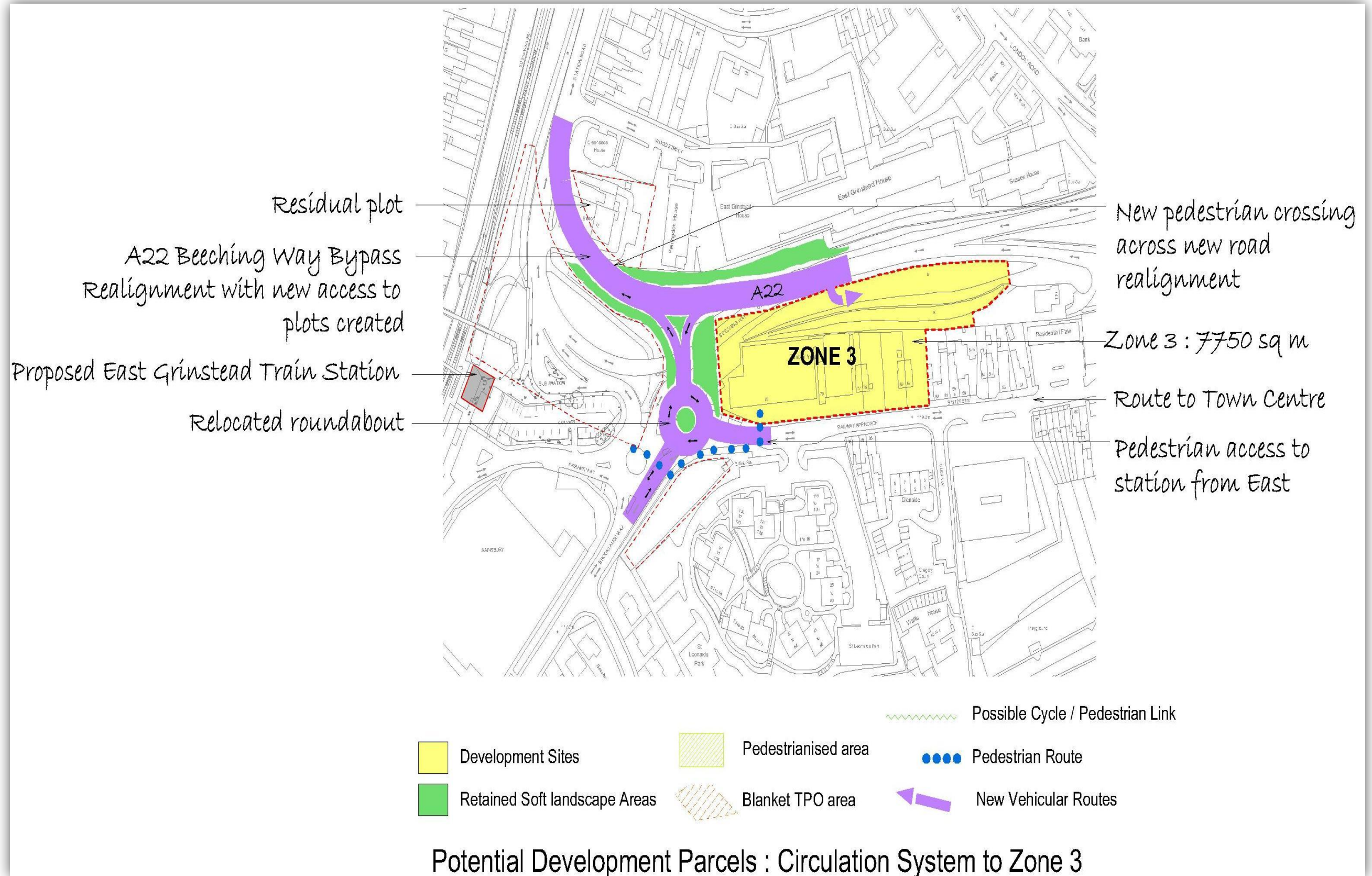


Figure 15



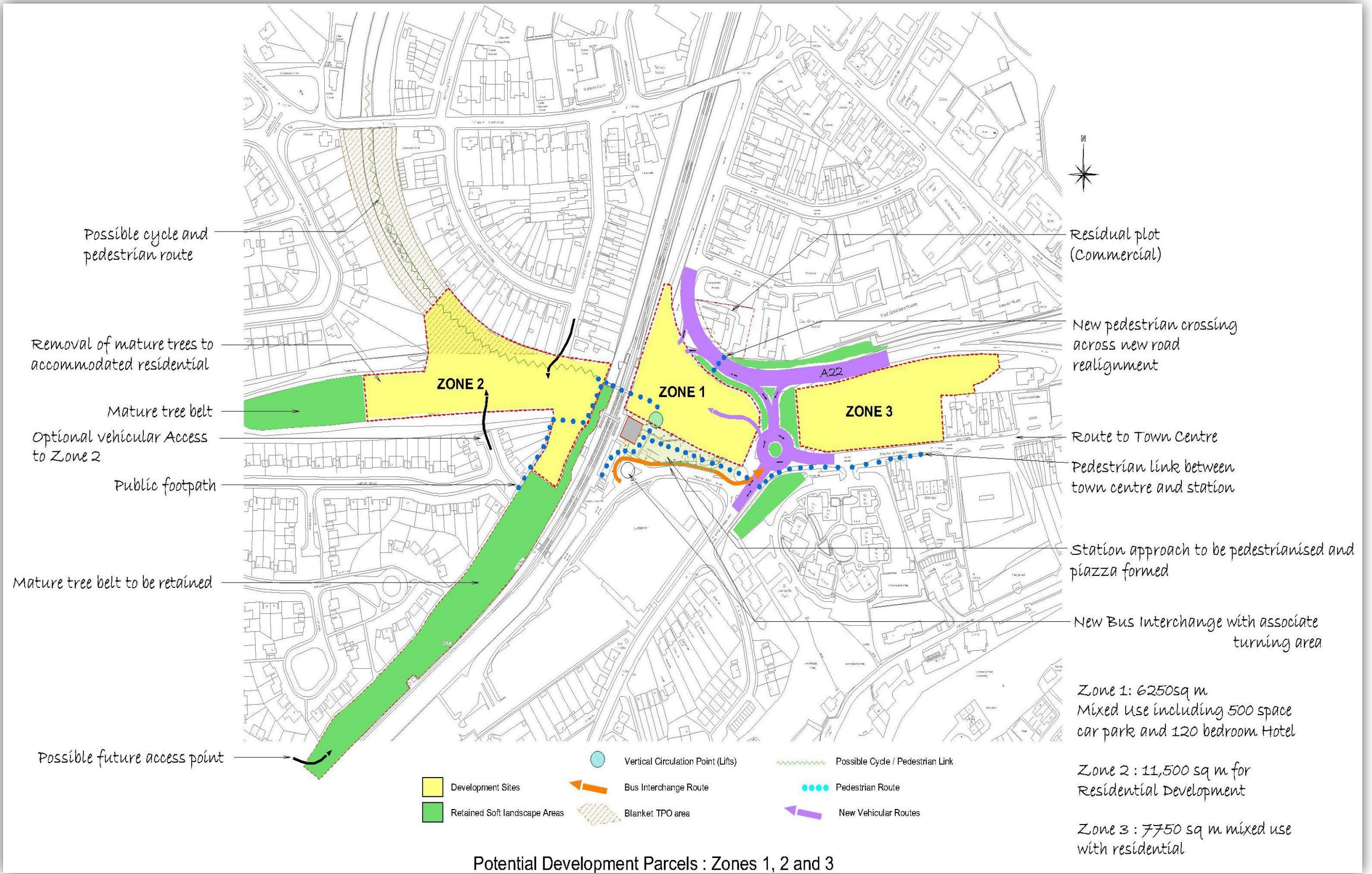


Figure 16

# THE NEXT STEPS



## 7.0 THE NEXT STEPS

The document is essentially a master planning exercise designed to focus attention upon a neglected quarter of the town and to come up with ideas for enhancing its appearance and integrating it more effectively with the rest of East Grinstead. It is essentially visionary in thrust. It is designed to focus attention on this quarter and to stimulate future proposals.

We intend this document to be the subject of further discussion and consultation with key consultees and stake-holders.

The Masterplan incorporates a number of ideas which could subsequently be incorporated in a more formal policy document, including a development brief for the area or an Area Action Plan which could subsequently be adopted by the Council as Supplementary Planning Guidance. We hope that it stimulates both interest and, more importantly action, for a key quarter of the town which has suffered from piecemeal, uncoordinated planning and which offers exciting opportunities for the future.



Figure 17



**Optimum Consultancy Ltd** | Merchants House | 5-7 Southwark Street | London | SE1 1RQ |  
Offices also in Haywards Heath and Cheltenham

[WWW.OPTIMUM.UK.COM](http://WWW.OPTIMUM.UK.COM)

Registered Office: 5 Court Mews, London Road, Cheltenham, GL52 6JQ | Registered in England :  
03806461