

Regenerating Eastside, Newhaven

Avalon Newhaven LLP, in conjunction with:



MEDIA RELEASE

Thursday 27 August 2009

MASTERPLAN FOR REDEVELOPMENT OF EASTSIDE SITE TO BE REVEALED

Proposals to go on public display

Avalon Newhaven LLP will be revealing plans for a comprehensive mixed-use development of the Eastside site in Newhaven, which will create up to 400 new jobs.

Avalon, in partnership with Barratt Homes and ASDA, is proposing a masterplan for the site which includes around 300 new one, two and three-bedroom homes for local people. The plans also include a 40,000 square foot ASDA store and 14 new units for small and medium sized businesses, as well as a hotel and a pub. A proportion of the homes provided will be 'affordable' housing.

The masterplan for the site, which sits behind the Brightwell Industrial Estate on the eastern side of the town, would see the unused site brought into productive use to meet the needs of Newhaven.

The proposed redevelopment will regenerate the site and provide up to 400 new long-term jobs in Newhaven. In addition to the housing for local people, the proposed redevelopment will provide a high quality retail store to keep local people shopping in Newhaven, as well as facilities for local businesses.

The proposals will go on display to the public on the 4th and 5th September in the Hillcrest Community Centre. The exhibition will be staffed by members of the design team working on the proposals who will be on hand to explain the details of all elements of the proposed redevelopment.

From Friday 4th September, information will also be available on the www.regeneratingeastsidenewhaven.co.uk website and on the project community line: 0845 034 5287.

Opening times for the public exhibition at the Hillcrest Community Centre (Hillcrest Road, BN9 9EA) are:

- Friday 4th September, from 10.00am – 5.00pm
- Saturday 5th September, from 10.00am – 1.00pm

A spokesperson for Avalon Newhaven LLP commented:

This is an important development for Newhaven and that is why we want to work with the local community and stakeholders to get it right. We believe the masterplan provides an appropriate mix of affordable housing and retail, along with important commercial units for small businesses.

At this difficult economic time when many regeneration projects around the country have been put on hold, we want to deliver a scheme that meets the needs of Newhaven and one that can be delivered in the short-term.

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Speaking about the masterplan, Rob Phillips, Planning Manager at Barratt Homes said:

We are pleased to be involved in these exciting proposals. We are specifically looking at providing high-quality homes that will help local people get on the housing ladder. The one, two and three-bedroom homes will also have the environment and sustainability at their heart.

Commenting on the proposals, ASDA's Property Communications Manager, Tom McGarry said:

We look forward to the opportunity of bringing ASDA to Newhaven as part of this mixed-use redevelopment, providing choice for local shoppers.

We are proud that our stores are part of the communities they serve. We will be working with Job Centre Plus to establish a Local Employment Partnership to target local job seekers when we start recruiting for the up to 350 colleagues that we will need at the store.

Ends

Further information:

- For further information, please contact Matthew Davies on 07776 242 675, on behalf of Avalon Newhaven LLP, ASDA and Barratt Homes.
- The Eastside site is on the eastern side of Newhaven, behind the Brightwell Industrial Estate and south of the Parker Pen facility.