

Eastbourne

Town Centre *Area Action Plan*

Issues and Options Report

June 2010



EASTBOURNE

Borough Council



www.eastbourne.gov.uk

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1 INTRODUCTION

What is in the Eastbourne Town Centre Area Action Plan?

- 1.1** Eastbourne Borough Council is preparing an Area Action Plan (AAP) for Eastbourne Town Centre. Its purpose is to set out a strategy and proposals for the regeneration of the town centre. The AAP is an important policy document and will shape development within the town centre up until 2026. It will be a key component of the Council's Borough wide Local Development Framework. It is being prepared in parallel with the Council's Core Strategy which will set out the overarching policy direction for the Local Development Framework. The Council has been assisted in the production of the AAP by David Lock Associates who have specialist expertise in planning for the regeneration of town centres.
- 1.2** The main features of the preparation of the AAP are:
- Consideration and evaluation of options leading to the development of preferred options;
 - Early stakeholder and community engagement; and
 - Sustainability Appraisal at key stages to ensure that relevant sustainability issues and indicators shape the final document.
- 1.3** The timetable for production of the AAP (and the Core Strategy) is set out in the Local Development Scheme which can be viewed at www.eastbourne.gov.uk or obtained from the Planning Policy team on 01323 415255. The approach to community engagement is guided by the Statement of Community Involvement which can be viewed at www.eastbourne.gov.uk/sci or obtained from the Planning Policy team on 01323 415255. The Sustainability Appraisal (SA) process is running in parallel with the preparation of the

AAP. This Issues and Options Report should be read in parallel with the SA Scoping Report which can be viewed at www.eastbourne.gov.uk/tcaap or obtained from the Planning Policy team on 01323 415255.

- 1.4** A four stage process is being adopted in preparing the AAP:
- **Stage 1:** Information gathering, baseline analysis and identifying issues. This stage was completed in late 2009.
 - **Stage 2:** Consideration of options, shaping the policy direction and developing a spatial framework for the town centre. These are the matters addressed in **this report**, and are the subject of consultation.
 - **Stage 3:** Developing a complete draft of the AAP, having regard to the representations received at stage 2, undertaking a further twelve weeks of consultation before submitting the AAP to the Secretary of State.
 - **Stage 4:** Independent examination conducted by a Planning Inspector.

How can you get Involved?

- 1.5** This Issues and Options Report is published for a twelve week consultation period. The general public and all those who have an interest in the future of Eastbourne town centre are being asked to consider whether the issues, options and the direction of policy, set out within this document, are appropriate and to indicate whether there are other important considerations which should influence the AAP. **The period for making comments commences on 14th June 2010 and will close at 5pm on 6th September 2010.** Comments (positive or negative) can be made on any aspect of the emerging AAP. There are specific questions asked, responses to which would be particularly helpful. All comments received will be posted on the Council website (www.eastbourne.gov.uk/tcaap).

- 1.6** Representations can be made electronically at www.eastbourne.gov.uk via the Borough Council's 'Limehouse' consultation system. The Council are also running a number of consultation events, you can find out more about these at www.eastbourne.gov.uk or by contacting:

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What Happens Next?

- 1.7** The responses received during the consultation period will be an important source of information which will be used to formulate the AAP during 2010. A draft of the AAP is expected to be completed by the end of 2011. The final draft will be published for further consultation during which formal representations can be made on the soundness of the Plan. Assuming no significant amendments are required as a consequence of the consultation, the AAP will be submitted to the Secretary of State.
- 1.8** All representations received during the final consultation period will be considered by an Independent Inspector at an Independent Examination. The Inspector will test the soundness of the Plan and produce a report setting out what changes, if any, are required. The Inspector's recommendations are binding upon the Council.

2 A VISION FOR THE TOWN CENTRE

- 2.1** The starting point for the AAP is a clear vision for the future of Eastbourne town centre which can be achieved through a series of objectives. As part of reviewing issues and setting out the baseline the Vision has been refined and tested against the Sustainability Framework to ensure consistency between the two documents.
- 2.2** The Vision and objectives will be used as a basis for taking forward the drafting of the AAP and testing the policies. Consistency with objectives in the emerging Core Strategy and objectives in the Community Strategy will be critical.

Vision

By 2026, Eastbourne Town Centre will be a place that attracts more shoppers, workers, residents and visitors to spend more time enjoying a vibrant and varied offer and mix of uses in a well connected series of attractive streets and public spaces. Increasing investment in the town will bring wide ranging benefits and will allow Eastbourne to respond positively to climate change.

Area Action Plan Objectives

- 2.3** The AAP for Eastbourne town centre will be prepared to deliver the Vision through meeting the following twelve objectives:
1. identify and prepare a series of high quality, ambitious and deliverable proposals for Eastbourne Town Centre that will enable the area to maximise its economic potential in creating a thriving and dynamic town centre

that will play an important part in helping to build a sustainable and prosperous future for the town;

2. enhance the vitality and viability of the town centre as a whole by improving Eastbourne's retail competitiveness, both in its role as a sub-regional centre in East Sussex and in respect of competing with out of town developments;
3. increase the quality and diversity of the town centre retail offer to increase choice for all sectors of the population. To secure a mix of occupiers in the town centre with a mutually supporting balance between national multiple retailers through the provision of units of a sufficient size and configuration in suitable locations in order to respond to modern retailer requirements, as well as smaller independent traders;
4. complement rather than compete with the existing retail offer, promoting a leasing strategy for new development that aims to bring in new retailers, not simply relocate those already present;
5. strengthen the town's independent retail offer, improving its integration with the primary shopping area and the seafront and building on its authentic local distinctiveness;
6. increase the mix of uses within the town centre including leisure uses such as cinema, restaurants, cafes and bars and specifically to encourage significant additional residential development including the provision of affordable homes ensuring that the town centre is well used and safe at all times of the day and evening;

7. develop strategies for increasing the employment opportunities in high quality jobs in a variety of sectors in the town centre;
8. ensure the regeneration of the town centre contributes to Eastbourne as an important tourist and business destination including opportunities for providing a range of hotel uses through retention and enhancement of existing stock and through new development;
9. improve accessibility to and within the town centre and seafront for all sectors of the population, through the provision of integrated transport;
10. protect the best areas and important heritage assets while delivering a high quality, contemporary urban design which will integrate and encourage greater activity in the town centre;
11. provide enhanced pedestrian links across the town centre, particularly between Sussex Gardens, the railway station, the seafront and Arts Quarter through improvements to the public realm ensuring that the qualitative experience for those who shop, work, visit and live in Eastbourne is improved through measures such as pedestrian access and security, improving the quality of public places and securing increased priority for pedestrians within the town centre; and
12. enhance the sustainable performance of development proposals coming forward within the town centre by utilising a balance of resource efficiency measures and improving biodiversity.

A Key Policy Area for the AAP will be to set a strong Vision for the town centre supported by clear objectives for change.

Question V 1

Does the Vision set out clearly how Eastbourne town centre should be developed?

Question V 2

What sort of place should the town centre be by 2026?

Question V 3

Are there any other objectives that should be considered as part of the AAP?

3 SUMMARY OF THE KEY ISSUES

Shaping Opportunities

3.1 The following section draws out a number of key issues from the analysis and from discussions held with key stakeholders.

Familiarity breeds contempt – reinvigorate Eastbourne’s town centre image

3.2 It is easy to overlook the qualities of the town centre and focus on the perceived and actual problems. Although there is considerable scope for improvement, Eastbourne town centre is essentially strong, vibrant and attractive with lots of assets to exploit.

Improve the experience of arriving in Eastbourne town centre

3.3 At present the experience for many people arriving into the town centre is either ambivalent or poor. Approaches and gateways are not well defined and the onward journey from point of arrival does not always portray a positive message about the town centre. As first impressions often inform people’s perceptions it will be important to enhance this experience for users arriving by all modes of transport. Most importantly, there is need to focus on the fact that all visitors, however they arrive will end up as pedestrians; the quality for the pedestrian experience is the main priority.

A stronger, cohesive town centre identity is required

3.4 Although the town centre has a number of key attractions, destinations and emerging quarters the overall identity is weak making it difficult for visitors and users to find their way around. A clearer overall identity should therefore be promoted to enhance and strengthen key locations and improve overall ‘legibility’. There is considerable opportunity

to define and strengthen character areas and pedestrian connectivity, thinking about logical and legible ‘circuits’ and linkages between points of arrival, footfall generators and main attractions.

Ensure a diverse mix of uses in the town centre

3.5 Given the role of the centre within its own catchment and the accessibility of the town centre it must continue to support a broad mix of uses including retail, residential, employment, and leisure. It will be important to promote a more inclusive evening and night time economy offer and consider how the perception of safety within the town centre can be improved, particularly through increasing the number of people who choose to live in the town centre. The role that further education might play including the University of Brighton should also be considered.



Examples of vibrant mixed use development

Balance multiples and secondary offer to improve overall retail provision

3.6 There is a good range of retailers present within the town centre and there is evidence to suggest that demand exists from a number of national multiple retailers who wish to locate to Eastbourne. Occupancy rates within the primary zone A

part of the town centre, focused on the Arndale Centre and Sussex Gardens, are good. There is potential for strengthening the primary retail offer. The challenge is to deliver new development that in both scale, form and the nature of occupiers is sustainable in the long term; helps to strengthen the linkage between primary and secondary retail areas; does not lead to significant over capacity; and does not undermine the more vibrant and viable components of the independent retail sector.

Focus secondary retail offer

3.7 Despite the diversity of the secondary retail offer and independent traders in the town centre it is relatively dispersed along a number of streets – Grove Road, South Street, Cornfield Road, Seaside Road to name just a few. In order to strengthen the identity of the secondary offer it needs a clear focus ensuring that there is a strong relationship between primary and secondary retail areas. This is evident in places that compete with Eastbourne. For example the relationship between the Churchill Square in Brighton and The Lanes, and the Victoria Centre in Royal Tunbridge Wells and The Pantiles. A similar relationship should be reinforced between the Arndale Centre and 'Little Chelsea'. It must be recognised that planning policy does not provide a mechanism to fundamentally reconfigure the independent retail offer, but it is possible by giving strong policy protection, proactive support (though town centre management initiatives) and adopting a more relaxed approach to the change of use in more marginal locations to encourage critical mass and start to concentrate footfall to the benefit of the independent retail sector.



Example of a well designed development of retail units with residential accommodation above

Support tourism as a strong economic driver

- 3.8** The role of tourism will continue to play a key part in the overall economic success and identity of Eastbourne, including the town centre. Clearly the tourism offer and accommodation must be supported and protected. However the relationship between different parts of the town centre must also be improved; the town centre could become a more explicit and better connected element of the attraction to Eastbourne.
- 3.9** At the moment the interface between the 'seaside' and 'holiday' parts of the town centre, and retail and day-to-day working locations is relatively weak. The key link between

the two, Terminus Road, needs enhancing, particularly at its seafront end and at the junction with Seaside Road. In addition the role of other links between the Seafront and the heart of the town centre needs to be explored, particularly Devonshire Place and Cornfield Terrace. Both these streets could give easy and convenient access up to the Arndale Centre and Sussex Gardens from Grand Parade but are relatively underused in comparison to Terminus Road.



Example of high quality mixed use development and public realm with vibrant cafe culture

Identify and explore selective infill and redevelopment opportunities

3.10 In order to improve the overall mix of uses within the town centre opportunities for new development must be identified and promoted. There are clearly opportunities to be explored at the western end of Terminus Road adjoining the Arndale Centre and around the railway station. The viability of opportunity sites and means of site assembly will need to be carefully considered.

Enhance the quality of the town centre’s public realm

3.11 The public realm is the ‘glue’ that holds different parts of the town centre together. At present too many places in the town centre have a poor quality public realm that has seen little investment in recent years. In addition the town centre has limited areas of open space other than Hyde Gardens and Devonshire Park, although the Seafront is an important asset.

3.12 A clear programme of enhancements is therefore required in order to ensure that the overall quality of the public realm is improved and the spaces that do exist are fully utilised. This must include a coordinated approach to the provision of new paving and street furniture and the removal of unnecessary street clutter. Long term maintenance and management will also need to be part of the overall approach to delivering, and maintaining, a public realm of the highest quality.



Example of well designed public realm and public art creating a sense of place

Respect townscape and heritage

3.13 Eastbourne's historic environment is an important part of the overall character of the town centre. Protecting the best of the historic environment is therefore an important consideration. It will also be important to ensure that new development contributes positively to the character of the town centre through the quality of the architectural design and use of materials. The new Towner for example demonstrates a well considered approach to the design process.

Understanding market demand and development viability

3.14 In order to respond to the market interest that there is particularly from retailers wishing to have a presence in Eastbourne it will be important to understand and define the profile of the town. This will in part be influenced by demographic profile but also through setting a clear vision for the type of place Eastbourne will be. Marginal development values in the town mean that having a clear understanding of investor requirements and facilitating beneficial change will also be important.

Low wages and low skills

3.15 Eastbourne has fewer affluent commuters to support the local economy than other locations such as Brighton or Royal Tunbridge Wells. It will therefore be important to consider ways in which opportunities for all parts of the community might be improved through job creation, access to services and education, as well providing a range of retail provision that has a broad appeal.

Pedestrian environment is poor in places

3.16 Although Eastbourne has a compact and walkable town centre pedestrian connectivity is poor. This is particularly evident between Terminus Road and Little Chelsea for example as well as between the railway station and the Seafront. Improved crossing facilities at key junctions are vital in addition to enhancing the public realm and ensuring that waymarking is clear. Improved pedestrian signage is also key to enhancing the legibility of the area.



Examples of high quality streetscape

Existing interchange provides direct penetration of the retail area but the environment is poor

3.17 Centrally and conveniently located in close proximity to the railway station and the Arndale Centre, and with real-time travel information available the existing bus interchange should be a model example. However the environment is poor with narrow pavements and a difficult crossing point to the station. The interchange would benefit from remodelling and agreement reached with the operators to remove bus layover to another convenient location. The importance of the ESCC Quality Bus Corridor initiative as a means to incentivise public transport access into the town centre should also be emphasised.

Improve cycle provision and accessibility

3.18 More could be done to improve cycle access into the town centre for example by extending the existing Sustrans Cycle Route 21 from Eastbourne Sailing Club into the town centre or considering alternative, attractive and convenient cycle routes through the town centre. In addition to this more could be undertaken to improve the cycle links with the

University of Brighton campuses located in Meads. Improved signage should also be considered but in a coordinated way as part of wider enhancements to the public realm.



Examples of high quality and functional public realm

Ring road functionality

3.19 The Ring Road currently functions adequately. Proposals for enhancing the functionality of the road will be closely linked to bringing forward development within the town centre. Enhancements to junctions will need to ensure that needs of motorists are not placed above those of pedestrians and that direct, safe and level crossing points are provided for.

Comprehensive parking strategy is required

3.20 A balanced approach to parking is required ensuring that the right type of provision is made in the right locations across the town centre. This will include catering for long and short stay parking with active signage directing people to the appropriate facility. Onward movement for pedestrians into the town centre then needs to be safe, direct and environmentally attractive to ensure that the experience of accessing and using the town centre is a positive one.

Sustainability Appraisal Scoping Issues

- 3.21** The Sustainability Appraisal (SA) process will run in parallel to the preparation of the AAP. There is a close and iterative relationship between the two documents. Objectives, options and proposals set out within the AAP are assessed against a sustainability framework. This highlights the impacts of the AAP against identified sustainability indicators and a process of refinement can therefore take place.
- 3.22** The initial part of the SA process is the preparation of a Scoping Report where all key information about the town centre is assessed and sustainability issues are identified. These fall into three categories:
- **Social Progress;**
 - **Economic Growth; and**
 - **Environment.**
- 3.23** The issues have been identified from a review of planning documentation and baseline information and are summarised on the following pages. Full details of the issues are set out in the Sustainability Appraisal Scoping Report which should be read in conjunction with this report.

Social Progress

- 3.24** There is currently a lack of affordable housing, care homes and sheltered housing in Eastbourne. In addition, there are a high proportion of houses in multiple-occupation in the town centre. The AAP should address the need for appropriate and affordable housing to meet the needs of the community. In addition there is a perceived need for additional and enhanced community facilities to serve the residents of the Town Centre.

- 3.25** A high proportion of the population suffer from a limiting long-term illness or disability, coinciding with the high number of retired residents within the borough. Any new development should ensure that appropriate health facilities are available, and also seek to improve the educational attainment and skill levels of the resident population including encouraging high skill jobs.
- 3.26** Devonshire Ward contains the most deprived areas within Eastbourne and Devonshire Ward is within the top 10% in England. Future redevelopment in the town centre will need to address this.
- 3.27** Whilst crime has reduced recently in Eastbourne, the AAP should ensure that crime prevention is considered during the design of new development within the town centre.
- 3.28** The area to the north of Terminus Road and around the Railway Station would benefit from an enhanced public realm and improved permeability for pedestrians and cyclists.
- 3.29** The AAP should seek to improve pedestrian and cycle routes and in particular the link between the station and the seafront. New developments should contribute towards improvements in the streetscape.

Economic Growth

- 3.30** The existing retail facilities comprise predominantly small, unit sizes, and there are a limited number of national retailers. The AAP should ensure that the independent retail sector is protected, whilst also providing units to attract new retailers to the high street. Additionally, a clear focus would improve the secondary retail offer. The AAP should address the future role of the Seaside Road area, which is losing its retail focus.

- 3.31** The AAP should support and encourage investment in the retail led regeneration of the town centre whilst protecting the sustainable elements of the existing retail offer to ensure it delivers maximum economic benefits.
- 3.32** The AAP should seek to enhance the tourism and leisure offer available within the town centre.
- 3.33** The economy is currently focused on retail trade as well as health and social work and the AAP should seek to attract a wider range of employment, as well as enhancing the tourism and hotel industries.
- 3.34** A high proportion of residents within Eastbourne are economically inactive. Additionally, the existing workforce is low skilled and low paid. The AAP should seek to provide employment appropriate to a range of skill levels.

Environmental

- 3.35** The town centre is partially located in an area at high risk of flooding and therefore the AAP will need to ensure that future development in the area is protected and flood risk to existing development is minimised. New development should utilise Sustainable Urban Drainage Systems (SUDS).
- 3.36** The town centre is partially located in the Town Centre and Seafront Conservation Area which contains a number of listed buildings. The AAP will need to ensure new development incorporates high quality design and materials so as to protect the historic built environment, ensuring that the setting of the conservation area and listed buildings are protected and where possible enhanced.

- 3.37** The town centre currently provides limited open space and therefore the AAP should consider the provision of additional open space (such as useable roof space) and improve accessibility to the seafront.
- 3.38** The AAP area is not currently in an Air Quality Management Area, and no exceedances of National Air Quality Objectives have been identified. However Eastbourne Borough Council does have an air monitoring station location opposite the Congress Theatre, which measures background levels of NO₂⁽¹⁾ and PM₁₀⁽²⁾ for the Town Centre's Air Quality Management duties. The AAP should ensure that development does not increase traffic congestion and thus air pollution at busy junctions.
- 3.39** The AAP should ensure any new development is designed to provide appropriate waste facilities and storage to maximise composting and recycling of waste.
- 3.40** The AAP should seek to protect and enhance biodiversity through protection of existing features including street trees as well as habitat creation and new tree planting as part of new development or improvements in public realm. The AAP should also seek to ensure new development is sustainable through maximising resource efficiency and minimising carbon dependence.

1 Nitrogen Dioxide
2 Particulate Matter

4 SPATIAL FRAMEWORK

- 4.1** The identification of issues is an important stage in the preparation of the town centre AAP. In order to address the issues the AAP will need to set out a range of policies and a spatial expression of those policies.
- 4.2** In this section a draft spatial framework and initial policy themes are introduced together with options.

Structure of Town Centre

- 4.3** An important element of the AAP will be the provision of a comprehensive spatial framework that establishes a clear structure for the town centre and identifies opportunities and priorities. It also provides a spatial expression for the policy themes that will form part of the AAP.
- 4.4** The spatial framework will:
- Build on key structuring elements within the town centre;
 - Define 'Character Areas' to establish a clearer and more legible identity for the town centre;
 - Identify approaches and gateways; and
 - Prioritise important streets and spaces.
- 4.5** As part of the consideration of options for the town centre a draft spatial framework has been prepared and is shown as **Figure 1**.
- 4.6** The draft spatial framework takes account of the analysis and issues that have been highlighted. The principal components of the draft spatial framework are described below.

Character Areas

- 4.7** Eastbourne already benefits from a number of important areas for activity. However the town centre presently lacks a particularly strong image and identity. One way of enhancing the overall character of the town centre, strengthening the range and mix of uses on offer and examining different development opportunities and priorities, is through identifying a number of distinctive quarters, or character areas, that are linked together by a network of attractive streets, promenades and public spaces.
- 4.8** Eastbourne can already be thought of in terms of a number of different quarters or 'districts', principally defined by land uses and characteristic built form. These include the Seafront; the 'Arts Quarter' around the Congress Theatre and Towner Gallery; Little Chelsea; The Meads; and the main retail area around the Arndale Centre and Sussex Gardens for example. Other districts can also be identified with a character based on the pattern of land uses, built form, spaces and streets.
- 4.9** Seven overlapping character areas have been identified. They are shown on **Figure 1**. The character areas draw on the existing structure of the town as explored through the urban design analysis:
- **Arts Quarter.** Focused on the Congress and Devonshire Theatres, The Towner, and Devonshire Park. Strong links exist to the Seafront via Wilmington Square and Carlisle Road, although pedestrian routes back towards Terminus Road via Cornfield Terrace are less well defined.
 - **Business District.** The area around Hyde Gardens, Lushington Road and Gildredge Road is a focus for commercial business premises. It is closely related to the retail core and Little Chelsea and with easy reach of

the railway station and bus interchange on Terminus Road.

- **Retail District.** The town's retail heart focused on Terminus Road, Sussex Gardens and the Arndale Centre is a key destination. Part of Terminus Road to the east of Langney Road, Bolton Road and Cornfield Road are also emerging as a focus for the evening economy.
- **Seafront.** The Seafront is a principal location that does much to define the character of the town centre and of Eastbourne as a whole. The Seafront has three discrete secondary character areas: the main promenades; the area of hotels and apartments focused around Compton Street; and the area around the eastern end of Terminus Road and Seaside Road.
- **Little Chelsea.** One of the oldest parts of the town centre Little Chelsea has a strong identity and a vibrant mix of independent retailers and businesses. Links to the main Retail District via Terminus Road must be strengthened in order to enhance the role of this key secondary retail location and enhance the overall offer within the town centre.
- **Northern Quarter.** This is a key opportunity within the town centre focused around the railway station, the Enterprise Centre and the principal approach towards the town centre from Upperton Road. It is a key point of arrival and a main gateway into the town centre. The quarter also encompasses St Leonard's Road.
- **Urban Village.** A distinctive quarter of the town centre focused around a well defined grid of streets with a dense, urban character. The area has a sizable resident population together with a mix of small businesses and

secondary retailers. It also one of the more deprived parts of the town centre which will be an important consideration for the AAP.

- 4.10** The character areas reflect the prevailing mix of land uses, urban form and structure, and identity that already exists in key locations across the town centre. The purpose of identifying character areas is to make different places across the town centre more distinctive and memorable.

Approaches and Gateways

- 4.11** Key **approaches** that lead into the town centre must be attractive and convenient for everyone. Crossing the ring road is an important part of this, linking the town centre to adjoining neighbourhoods with safe surface level pedestrian and cycle crossings. There are four key approaches into the town centre:

- **Seaside and Marine Parade**
- **Upperton Road**
- **Upper Avenue**
- **King Edward's Parade**

- 4.12** There are five key **gateways** into Eastbourne:

- **Junction of King Edward's Parade and Wilmington Square adjoining the Wish Tower;**
- **Junction of Marine Parade, Queen's Garden's and Cavendish Place;**
- **Junction of Upperton Road and The Avenue;**
- **The Upper Avenue roundabout; and**
- **Eastbourne Station and the public transport interchange on Terminus Road.**

4.13 Gateways must positively announce arrival into Eastbourne and create a welcoming first impression of the town centre through the design of the public realm and the character of the surrounding built form.

Streets and spaces

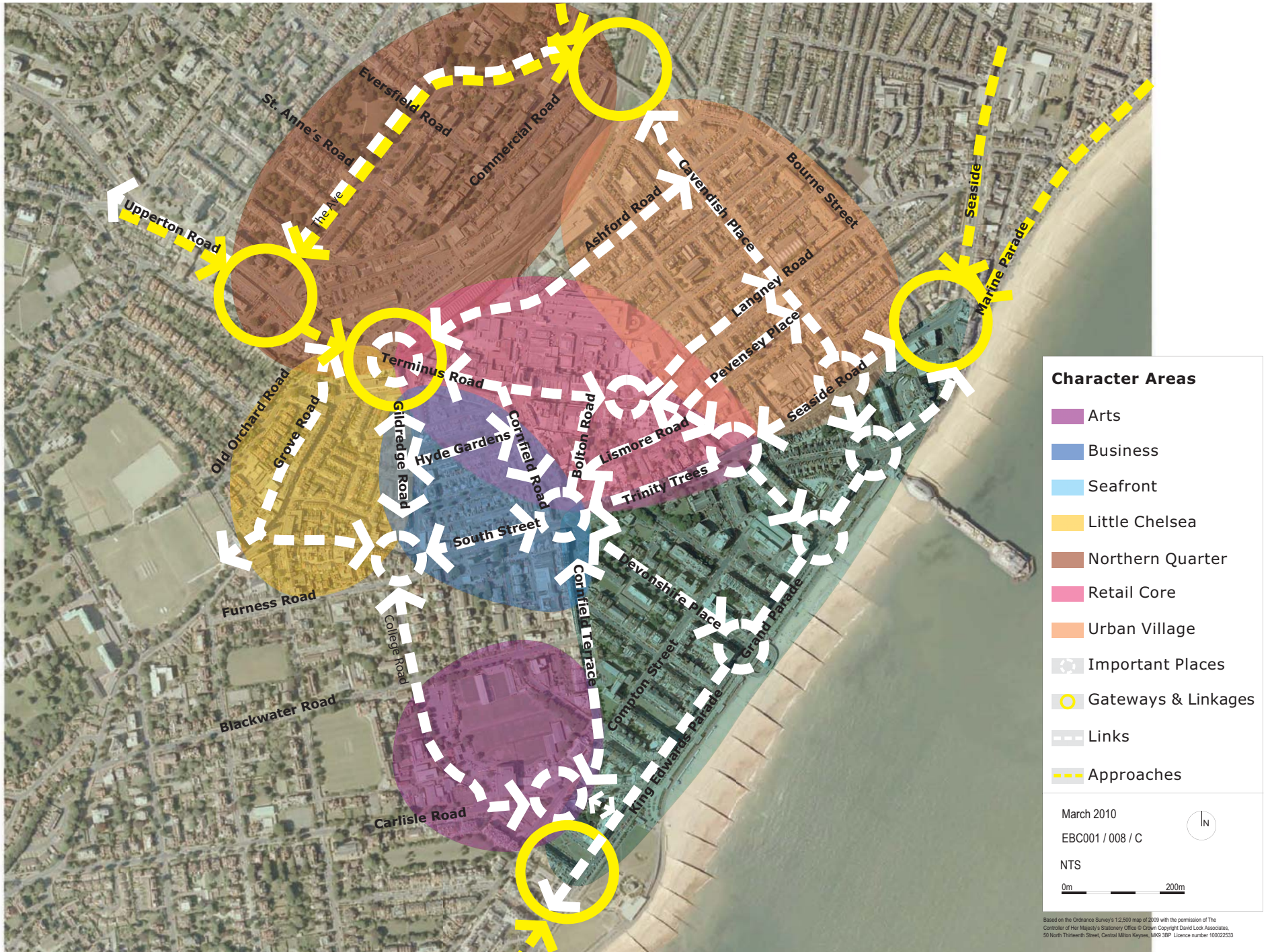
4.14 At the intersections between character areas and at the junctions between different routes important places occur which must be enhanced to reinforce the role and character of the town centre and locations within it.

4.15 These will be places of choice and decision, marking the points where transition is being made from one district to another. They must be designed to be attractive, usable and of the highest quality enhancing the experience of being in Eastbourne and encouraging people to linger, and giving people clear visual signals to inform decisions about where to go next.

4.16 They will include the town's streets, walks and public squares which must be carefully managed to ensure ease of mobility for everyone maximising accessibility around the town centre.

4.17 Collectively approaches, gateways, streets, squares and spaces make up the town centre's primary **public realm**.

FIGURE 1: DRAFT SPATIAL FRAMEWORK



Policy themes and emerging options

4.18 On the basis of the analysis undertaken and the issues that will need to be addressed by the AAP, seven policy themes have been identified.

- **Town Centre structure and identity**
- **Public Realm**
- **Supporting a viable mix of uses**
- **Access and connectivity**
- **Tourism, leisure and the arts**
- **Design quality**
- **Delivery**

4.19 Within each policy theme the key policy areas, the broad direction of individual policies and where appropriate policy options are addressed below.

5 POLICY THEMES

Policy Theme 1: Town Centre structure and identity

5.1 Getting the structure of the town centre right is an important policy consideration. In order to introduce a more legible and cohesive identity for the whole of the town centre it should be considered in terms of 7 interlinked character areas. The 7 districts represent important places and destinations within the town centre which build on its existing character and can help define a robust structure.

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 1.1</p> <p>Define the extent of the town centre boundary.</p>	<div data-bbox="376 502 1294 687"> <p>Option 1.1a</p> <p>Retain the current extent of the town centre.</p> </div> <div data-bbox="376 715 1294 1007"> <p>Option 1.1b</p> <p>Increase the size of the town centre through redefining the boundary around the junction of Upperton Road and The Avenue which is a principal gateway into the town centre (see area 1 on Figure 2).</p> </div> <div data-bbox="376 1034 1294 1294"> <p>Option 1.1c</p> <p>Increase the size of the town centre through redefining the boundary along Furness Road and College Road (see area 2 on Figure 2).</p> </div>	<p>The town centre boundary will define the area within which the AAP policy framework will be applied. Key options relate to retaining the existing boundary or extending it to include sites that may be appropriate for new town centre uses (area 1) or to incorporate key approaches and connecting streets that are important within the town centre network (areas 2 and 3).</p> <div data-bbox="1323 815 2074 1034"> <p>Question 1.1i</p> <p>Should the existing town centre boundary set out in the Local Plan be retained?</p> </div> <div data-bbox="1323 1066 2074 1318"> <p>Question 1.1ii</p> <p>Should the town centre boundary be extended to include any or all of the key areas indicated on Figure 2?</p> </div>

Key Policy Areas

Policy Direction and Options

Commentary

Option 1.1d

Increase the size of the town centre through redefining the boundary along Wilmington Square which is a gateway into the town centre and the Wishtower (**see area 3 on Figure 2**). The Council has a long term aspiration to see a modern landmark restaurant building on the site of the existing Wish Tower restaurant. It would help mark a key gateway into the town centre and increase the amount of open space provision within the town centre boundary.

FIGURE 2: PROPOSED TOWN CENTRE BOUNDARY



--- Town Centre Inset Boundary (adopted Local Plan)

--- Possible extensions to the town centre boundary

Feb 2010
EBC001 / 017
NTS

0m 200m

IN

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Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 1.2</p> <p>Identify seven interlinked town centre character areas each with a distinctive role and identity to harness and promote Eastbourne's variety and character.</p>	<div data-bbox="645 231 1366 486"> <p>Policy Direction 1.2a</p> <p>Promote complementary uses in key locations within each character area and maintain a robust mix of uses across the town centre.</p> </div> <div data-bbox="645 510 1366 734"> <p>Policy Direction 1.2b</p> <p>Identify key public realm enhancements and priorities within each of the character areas.</p> </div> <div data-bbox="645 758 1366 1013"> <p>Policy Direction 1.2c</p> <p>Strengthen the identity of the character areas through identifying redevelopment opportunities.</p> </div>	<p>Interlinked character areas are one way in which the various roles, functions and character areas that exist within the town centre can be considered.</p> <div data-bbox="1400 367 2150 582"> <p>Question 1.2i</p> <p>Do you think that the character areas as identified on figure 1 are appropriate?</p> </div> <div data-bbox="1400 614 2150 829"> <p>Question 1.2ii</p> <p>Are there other sub-areas that should also be considered?</p> </div>
<p>Policy area 1.3</p> <p>Support a legible overall structure for the town centre comprising key approaches, gateways, streets and spaces that make it attractive and easy to get around.</p>	<div data-bbox="645 1077 1366 1300"> <p>Policy Direction 1.3a</p> <p>Identify and define key approaches and gateways into the town centre to establish a strong sense of arrival.</p> </div>	<p>The role and function of the town centre is influenced by the way that it is perceived by users particularly those who choose to shop, live, work or visit Eastbourne. An overall structure that is attractive and enhances the ease with which the town centre is used is therefore an important consideration for the AAP.</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<div data-bbox="562 304 1292 593"> <p>Policy Direction 1.3b</p> <p>Enhance the town’s key streets and spaces through targeted investment from development contributions and other funding sources.</p> </div> <div data-bbox="562 624 1292 879"> <p>Policy Direction 1.3c</p> <p>Maximise linkages between the Seafront and the rest of the town centre along Terminus Road.</p> </div> <div data-bbox="562 906 1292 1161"> <p>Policy Direction 1.3d</p> <p>Establish new spaces as part of redevelopment opportunities coming forward within the town centre.</p> </div>	<div data-bbox="1317 229 2072 485"> <p>Question 1.3i</p> <p>Are the approaches and key gateways in Figure 1 correctly identified? Are there others which should also be considered?</p> </div> <div data-bbox="1317 512 2072 767"> <p>Question 1.3ii</p> <p>Which are the main streets in the town centre that would benefit from enhancement?</p> </div> <div data-bbox="1317 794 2072 1050"> <p>Question 1.3iii</p> <p>If new and enhanced public spaces are created within the town centre what should they be used for?</p> </div>

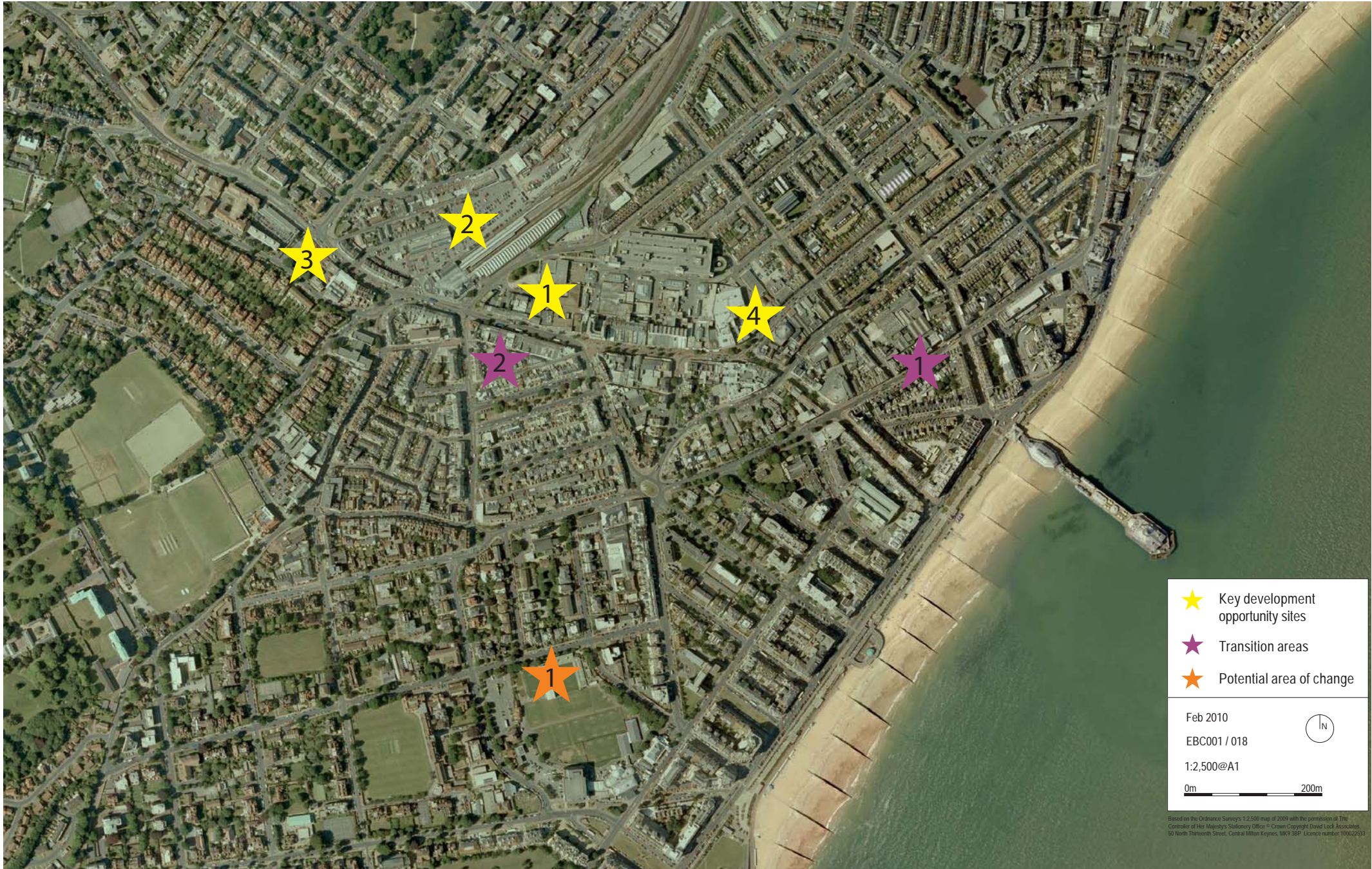
Policy Theme 2: Supporting a viable mix of uses

- 5.2** There is a clear desire to ensure that Eastbourne retains and strengthens its retail offer. Much work has already been done to explore development opportunities. The key area offering the greatest potential for development is around the train station and Arndale Centre. The site has already been the subject of a development brief but as proposals have not been progressed the AAP provides the opportunity to re-evaluate the most appropriate form of development and means of delivery. Given the highly accessible nature of this part of the town centre there should be potential for a mixed use retail led development, together with small scale office and commercial spaces and a strong residential component bringing a greater number of residents and workers into the town centre.
- 5.3** There may also be opportunities to explore selective redevelopment and intensification opportunities in the town centre building on existing key areas for activity and strengthening them. Infill development is already occurring in a number of sites particularly in the northern and eastern communities of the town centre with changes in uses from small industrial areas to residential use. It will be important to identify further opportunities and work closely with landowners and key stakeholders to help realise realistic and viable development areas.
- 5.4** A key issue with regard to redevelopment options will be a need for high standards of architectural and design quality to respect the prevailing character of the town centre as well as providing the types of accommodation that will suit the needs of modern retailers (service access, floor plate). However, the costs associated with redevelopment must also be factored into the overall viability assessment with consideration given to what the market may deliver in the town centre and any gap funding that may be required.
- 5.5** Key options for the AAP to consider could be:

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 2.1</p> <p>Maintain and deliver a broad mix of uses within the town centre.</p>	<p>Policy Direction 2.1</p> <p>Provide a flexible policy framework which supports a broad range of town centre uses. In particular the policy should seek:</p> <ul style="list-style-type: none"> To strengthen the retail offer, supporting the consolidation and expansion of the primary retail area and concentration of secondary 	<p>Strengthening Eastbourne’s retail offer means attracting more national retailers to come into the town and supporting the independent retailing sector. Increasing the representation of national retailers will help the centre maintain its competitiveness. The owners of the Arndale Centre have indicated their continued commitment to pursue remodelling and expansion of the Centre to improve the retail offer. The scale of expansion must however be demand driven as an oversupply would do little to raise rental values</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>retail in locations well connected to the primary retail area and 'well anchored'.</p> <ul style="list-style-type: none"> • Increase the opportunity for living within the town centre. • To deliver a range of community facilities which will meet the needs of existing and incoming residents. • Support existing and provision of new leisure, arts and tourism related activities. • Support the provision of high quality, office/commercial floorspace and protect existing office commercial floorspace, which meets the requirements of modern business occupiers. 	<p>and increase investment. It is also important to be sensitive to the need to protect Eastbourne's much valued and vibrant independent retailers, of which Eastbourne has many.</p> <div data-bbox="1200 363 2074 724" style="border: 1px solid black; background-color: #fff9c4; padding: 10px;"> <p>Question 2.1</p> <p>Do you support the land use strategy for Eastbourne town centre which places particular emphasis on strengthening the primary retail offer, delivering new homes and associated community facilities as well as supporting the leisure, arts, tourism and office functions?</p> </div>
<p>Policy area 2.2</p> <p>Define specific opportunities for new mixed use development, redevelopment or change</p>	<p>Policy Direction 2.2</p> <p>To identify a number of locations that will be a target for new mixed use development and redevelopment. The AAP will not preclude redevelopment proposals being brought forward in any location, but the Council is keen to actively facilitate investment in key locations. These are broadly identified on figure 3 although precise boundaries are yet to be determined, and fall into three categories:</p> <ol style="list-style-type: none"> 1. Key Development Opportunity Sites 2. Transition Areas 3. Potential Area of Change 	<p>These Key Development Opportunity Sites have been selected having regard to a number of criteria:</p> <ul style="list-style-type: none"> • The existence of vacant, underutilised and under-performing land and buildings. • Locations which strengthen the primary retail core and/or have the greatest potential for housing. • Locations which strengthen the key gateway into the centre from the railway station, Upperton Road/Grove Road. • Locations which will support intense patterns of activity in locations which are highly accessible by public transport. • Locations where there is developer/landowner interest in bringing forward redevelopment proposals, and a good prospect of proposals progressing early within the lifetime of the AAP.

FIGURE 3: KEY DEVELOPMENT OPPORTUNITY SITES,
TRANSITION AREAS AND POTENTIAL AREA OF CHANGE
(precise boundaries to be determined)



Key Policy Areas	Policy Direction and Options	Commentary
	<p>Key Development Opportunity Site 1</p> <p>Junction of Terminus Road and Ashford Road</p> <p>This is the area which offers greatest potential for expansion of the Arndale Centre and consolidation of primary retail uses.</p> <div data-bbox="353 531 1193 959" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Option 2.2a</p> <p>The scheme would need to incorporate larger retail units (which best meet the needs of modern retailers) and upgrade the retail offer along the primary frontage to Terminus Road. Other uses might also be incorporated into the scheme above ground floor level. A new 'landmark' entrance into Arndale centre, opposite the entrance to Eastbourne Station would be highly desirable.</p> </div> <div data-bbox="353 991 1193 1425" style="border: 1px solid black; padding: 5px;"> <p>Option 2.2b</p> <p>If development values are sufficient an option exists to expand upon option 1 by closing the short section of Ashford Road adjoining the Arndale Centre and incorporating the land into a more comprehensive redevelopment that connects directly with the Railway Station. This would necessitate rerouting of the Ring Road along The Avenue and down Cavendish Place, Pevensey Road and Lismore Road where it would link as it does now into the Memorial Roundabout.</p> </div>	<div data-bbox="1227 263 2072 518" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Question 2.2i</p> <p>Do you agree with the Key Development Opportunity Sites to be targeted for redevelopment?</p> </div> <div data-bbox="1227 550 2072 837" style="border: 1px solid black; padding: 5px;"> <p>Question 2.2ii</p> <p>Do you have a particular view about the extent of the key development opportunity sites, the form and mix of development or the land uses to be promoted, in particular the options indicated?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Key Development Opportunity Site 2</p> <p>Adjoining the railway station and Enterprise Centre</p> <p>Through the consolidation of surface car parking into decked or under-croft parking, opportunity exists to deliver new uses to the north and east of the railway station. Redevelopment of this area could greatly enhance the setting of the railway station and the Enterprise Centre (through provision of high quality public space), improve pedestrian connections and improve the interchange between trains and taxis. The extent of the redevelopment area has yet to be determined. A range of uses may be appropriate in this location including housing and offices.</p>	
	<p>Key Development Opportunity Site 3</p> <p>Post Office site and adjoining parking between Upperton Road and Southfields Road</p> <p>There are a number of non-residential uses along the south eastern side of the Upperton Road approach into the town centre which might, if combined into a single development parcel, present a significant opportunity for redevelopment; these include the Post Office buildings and the adjacent surface car parks. It could extend to incorporate the garage site, should that use cease or be relocated during the lifetime of the Plan. An innovative design solution would be necessary to make effective use of the site and protect the amenity of adjoining residential properties.</p> <p>A range of uses may be appropriate in this location including housing and offices.</p>	<p>The provision of a new foodstore on Key Development Opportunity Sites 2 or 3 would:</p> <ul style="list-style-type: none"> • increase the choice of food offer within the town centre; • enhance the viability of the redevelopment to support a more intensive/high quality mixed use scheme; and • create a new anchor use on the north western edge of the centre, increasing footfall around the Enterprise Centre and Grove Road (the gateway to Little Chelsea), to the benefit of secondary retail areas. <div data-bbox="1301 1225 2152 1430" style="border: 1px solid black; background-color: #fff9c4; padding: 10px;"> <p>Question 2.2iii</p> <p>Should provision be made for a foodstore be included as part of Opportunity Sites 2 or 3?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Option Retail 2.2c</p> <p>One option for either key development opportunity site 2 or 3 would be the inclusion of a foodstore as one component of a mixed use scheme.</p>	
	<p>Key Development Opportunity Site 4</p> <p>South-eastern end of the Arndale Shopping Centre.</p> <p>Marks and Spencer's, the prime anchor store at the south-eastern end of the Arndale Centre, sits adjacent to a service area and secondary and tertiary retail activities that extend around the corner onto Langney Road. There is an opportunity for sensitive remodelling to better exploit this prime location. Also, The point where Langney Road meets Terminus Road provides a generous expanse of space which could be a very attractive public 'square', providing a stopping point on the key route between the railway station and the seafront. Buildings fronting this space should be for prime retail, café and restaurant uses, adding to the vibrancy of the space.</p>	
	<p>Transition Area 1: Seaside Road</p> <p>As discussed further below Seaside Road has become a marginal retail location. Despite concerted efforts to reinvigorate the street, the fact that there is no retail anchor at its easterly end and it is not on a retail 'circuit'</p>	<p>Transition Areas are parts of the town centre where commercial pressure (which in the case of Station Street/Mark Lane is having a positive impact, and in the case of Seaside Road, a negative impact) is resulting in fundamental changes in the prevailing character of the area.</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>means retail activities, which depend upon high levels of footfall, continue to struggle and are being replaced by other activities including food outlets. The AAP will need to address the future role of Seaside Road.</p> <div data-bbox="427 437 1272 654" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Option 2.2d</p> <p>The AAP could adopt a completely flexible policy to support a mix of town centre uses.</p> </div> <div data-bbox="427 684 1272 971" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Option 2.2e</p> <p>The AAP could adopt a degree of flexibility but guard against a concentration of particular uses that may have negative environmental impacts (for examples pubs and bars or hot food takeaways).</p> </div> <div data-bbox="427 1002 1272 1219" style="border: 1px solid black; padding: 5px;"> <p>Option 2.2f</p> <p>The AAP could allocate the location for night time economy uses.</p> </div>	<p>The AAP needs to acknowledge and plan for further change within these areas.</p> <div data-bbox="1301 365 2152 652" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Question 2.2iv</p> <p>Do you agree that it is helpful to identify Transition Areas, and support their gradual change, to fulfil a new role within the town centre?</p> </div> <div data-bbox="1301 683 2152 970" style="border: 1px solid black; padding: 5px;"> <p>Question 2.2v</p> <p>Seaside Road is a marginal retail area the role of which should be redefined. What alternative uses would you wish to see emerge within this area?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Option 2.2g</p> <p>The AAP could allocate the location for conversion and redevelopment for residential use.</p>	
	<p>Transition Area 2: Station Street/Mark Lane</p> <p>This character area of narrow streets and distinctive buildings has through the investment of developers and landowners, led to a cluster of independent and distinctive restaurants and retailers which, although something of a hidden gem, is becoming a distinctive destination. The Council is keen to support further investment in the area, improve the environment and enhance signposting particularly from Sussex Gardens and Grove Road.</p>	
	<p>Potential Area of Change:</p> <p>International Lawn Tennis Centre, Devonshire Park.</p> <p>Hosting international tennis is one of the things that Eastbourne is best known for and the International Lawn Tennis Centre at Devonshire Park is one of the town's prized assets. The AAP will therefore safeguard its strategic importance and support any opportunities to widen the tourism, cultural and conference offer associate with the site.</p>	<p>Question 2.2vi</p> <p>Should opportunities to widen the tourism, cultural and conference offer associated with the International Lawn Tennis Centre at Devonshire Park be explored?</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Option 2.2h</p> <p>Ensure the strategic importance of the International Lawn Tennis Centre at Devonshire Park is safeguarded and maximise any opportunities to widen the tourism, cultural and conference offer associated with the site.</p>	<p>Question 2.2vii</p> <p>Are there other areas or buildings that the Area Action Plan should target for redevelopment or plan for change? Please give reasons as to why you think these should also be a priority.</p>
<p>Policy area 2.3</p> <p>Define the primary and secondary retail areas and the extent to which non-retail uses will be permitted within each</p>	<p>Policy Direction 2.3</p> <p>The primary and secondary retail areas are defined in the existing adopted Local Plan. The introduction of non-retail uses within these areas has been subject to policy control. An option exists to maintain these current boundaries and controls, but the preferred approach is to review the boundaries to:</p> <ul style="list-style-type: none"> ensure the primary retail area closely reflects prime retail activity and opportunities for its consolidation; and reduce the extent of the secondary retail area (to encourage the consolidation of secondary retail uses in locations which are well connected to the primary retail area and are 'well anchored' by a major retailer or other town centre use.) 	<p>While the option exists to maintain the existing boundaries of the primary and secondary shopping areas, it is judged that it would serve little purpose. The pattern of retailing is driven by broader market trends and commercial considerations; the AAP must reflect the nature of existing commercial activity and support investment in locations which offer deliverable and viable opportunities.</p> <p>The retail offer in Eastbourne is characterised by a small number of large format stores, of the sort which national retailers seek and a very large number of small format stores, which tend to be more suitable to local and independent retailers.</p> <p>The primary shopping area, as currently defined in the Local Plan is focused upon the Arndale Centre but much of the retail floorspace on the margins of this area does not meet the needs of national retailers, and is more typical of secondary retail areas (as evidenced by the presence of low value discount/charity retailers, particularly towards the eastern end of Terminus Road).</p>

Key Policy Areas	Policy Direction and Options	Commentary
		<p>Opportunities exist to remodel, expand and strengthen the primary retail area, focused upon the Arndale Centre, as discussed above. Ideally the primary retail area boundary should correspond with the primary retail offer and the related development opportunity sites.</p> <p>Small/independent retailers are widely spread in a number of secondary and tertiary locations. Independent retailers that are unable to deliver good quality and value or a specialist/unique service are unlikely to remain competitive as the retail offer elsewhere in Eastbourne is improved and strengthened. It is already evident that as marginal retail operators close they leave behind other valued and worthwhile retail operators in increasingly isolated positions. Vacant units, high turn over of occupiers and the encroachment of other uses 'dilutes' the retail concentration. This deters shoppers, footfall declines further and the remaining retailers suffer.</p> <p>Secondary retailing needs to be focused in a smaller number of compact, accessible and vibrant areas, ideally 'anchored' by larger stores and other high profile attractions that generate footfall.</p> <p>This can be achieved by tighter definition of the retail and shopping area boundary (as defined within the current Local Plan) and active town centre management initiatives. In more marginal locations retailing will continue to be under pressure (Langney Road and Seaside Road are particularly vulnerable); active management of this process through flexible land use policies and/or a more targeted strategy to encourage an alternative role is to be provided through AAP polices.</p>

Key Policy Areas	Policy Direction and Options	Commentary
		<p>Question 2.3</p> <p>Assuming that you agree that there is a need to review the boundaries of the primary and secondary retail areas, do you support the proposed approach and do you have a particular view on the extent of the primary and secondary retail areas?</p>
<p>Policy area 2.4</p> <p>Define opportunities for residential development.</p>	<p>Policy Direction 2.4</p> <p>Guided by the emerging policies of the Core Strategy, the AAP will seek to deliver a range of housing opportunities within the town centre. This will be through the combination of:</p> <ol style="list-style-type: none"> 1. small scale development (less than 20 units), typically through infill, conversion of existing buildings which are not currently in residential use and adaptation of large dwellings into more than one unit. The Strategic Housing Land Availability Assessment indicates that around 250 units may be derived from this source within the town centre, on identified sites, the majority of which already have planning permission. 2. Providing new homes as a component of mixed use development on the Key Development Opportunity Sites, identified above. The Strategic 	<p>There is considerable benefit in attracting more people to live within the town centre. It is both socially and economically sustainable and reduces the need to take Greenfield land elsewhere for housing. It can, however, present a challenge in that housing competes for land with other uses that need to be located within the town centre such as businesses, retail, hotel and leisure activities. When the housing market is buoyant other town centre uses can come under pressure for redevelopment.</p> <p>Question 2.4</p> <p>Do you agree that it is appropriate to enable more people to live in the town centre through providing a balanced range of well designed housing opportunities supported by appropriate facilities?</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Housing Land Availability Assessment indicates that, depending upon the form of housing development, between 128 and 165 units might be deliverable in these locations.</p> <p>3. Guided by the emerging policies of the Core Strategy, housing must be delivered in a form which makes effective use of available land, adds to the quality and character of Eastbourne Town Centre’s distinctive townscape, minimises resource consumption, maximises energy efficiency and meets identified housing need.</p>	
<p>Policy area 2.5</p> <p>Establish clear design principles for housing within the centre and deliver a range of housing types including an increase in affordable housing.</p>	<p>There are options as to the form of residential development pursued within the town centre.</p> <div data-bbox="349 863 1196 1078" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Option 2.5a</p> <p>New residential buildings should respect the prevailing character and building height of the immediate locality.</p> </div> <div data-bbox="349 1110 1196 1398" style="border: 1px solid black; padding: 5px;"> <p>Option 2.5b</p> <p>Taller ‘landmark’ residential buildings could also be permitted in some locations. This approach could also be applied to other significant development within the town centre, hotels, offices or leisure uses for example.</p> </div>	<p>The town centre is a highly sustainable location for housing, as well as other town centre uses.</p> <p>Maximising the use of town centre sites for housing could reduce the need to identify housing land elsewhere and yield a much larger increase in the town centre population, to the benefit of local business and employers. It would also enhance the viability of public transport in the town centre through introducing a larger resident population as well as reducing the potential need for people to make journeys by car because of the availability and proximity of a range of services.</p> <p>Much of Eastbourne town centre and the majority of its residential areas are relatively ‘low rise’. A consequence of maximising the development potential of town centre sites could mean that higher density forms of housing and commercial buildings are introduced, including taller buildings.</p>

Key Policy Areas

Policy Direction and Options

Commentary

Policy Direction 2.5

Ensure that a range of affordable housing is provided within the town centre to meet the needs of the community including a range of tenures and accommodation types.

Question 2.5i

Are there locations, particularly with reference to the development opportunity sites identified in section 2.2 above, where taller landmark buildings designed to the highest standards of architecture and resource efficiency may be appropriate? Should the AAP establish a maximum height for buildings within the town or in particular areas?

Question 2.5ii

Are there particular accommodation needs that you think should be met within the town centre?

It has been suggested, for example, that attracting more students to live within the centre could add to its vibrancy and culture.

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 2.6</p> <p>Plan for a range of community facilities to meet the needs of the town centre population</p>	<p>Policy Direction 2.6</p> <p>The AAP will seek to identify appropriate locations for new and enhanced community facilities and mechanisms for their delivery. Working in consultation with service providers including health, childcare, education and welfare.</p>	<p>Through preparation of an Infrastructure Plan, to inform preparation of the Core Strategy, work is in progress which will determine what community facilities are likely to be needed to support the town centre population, which may include around 500 new households by 2026. It is anticipated that this will include additional provision for Early Years Childcare (for 3 and 4 year olds); primary school places; and additional GP services.</p> <p>The AAP will also respond to the ambition for community meeting space. Some faith organisations are seeking to rationalise their buildings into a single, multi-purpose community space. There is also a suggestion that a non-faith community space is required in the town centre. There are a number of existing religious buildings and sites of worship that could be adapted or redeveloped for new uses.</p> <div data-bbox="1227 890 2072 1177" style="border: 1px solid black; background-color: #fff9c4; padding: 10px;"> <p>Question 2.6i</p> <p>What shortfalls in community services can you anticipate over the short, medium and long term, bearing in mind the anticipated growth in the town centre population?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
		<p>Question 2.6ii</p> <p>Do you support the provision of a new multi purpose meeting space? If yes, do you have a view as to where it might be located?</p>

Policy Theme 3: The public realm

- 5.6** The quality of the public realm will be a fundamental aspect of the AAP – it helps visitors to orientate themselves, creates a strong sense of place and identity and offers an attractive and comfortable setting for urban activity. The public realm also provides a strong framework for the town centre within which to consider development opportunities.
- 5.7** Key options for the AAP to consider:

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 3.1</p> <p>Establish design principles for the public realm in the town centre to ensure the delivery of a locally distinctive, high quality, safe and usable environment; and</p> <p>Introduce a co-ordinated approach to the design of all aspects of the public realm to ensure consistency across the town centre.</p>	<p>Policy Direction 3.1</p> <p>Adopt 8 key principles that can be used as the basis for designing and assessing public realm projects in the town centre.</p> <p>Principle 1: Restore character and identity through the design of the public realm.</p> <p>Principle 2: Ensure a safe, people focused, pedestrian friendly environment that takes account of the needs of all users including those with particular mobility requirements.</p> <p>Principle 3: Provide pedestrian routes and crossing points that reflect desire lines.</p> <p>Principle 4: Simplify the layout of the public realm and eliminate street clutter.</p> <p>Principle 5: Specify high quality materials with simple detailing.</p> <p>Principle 6: Introduce tree planting.</p> <p>Principle 7: Animate the public realm.</p>	<p>The public realm comprises the streets, promenades, walkways and open spaces within the town centre. It is important because the quality of the public realm informs our impression of a place and greatly influences the degree to which the experience of the town centre is a pleasurable one. The public realm provides a setting for buildings and for all sorts of activities, from sitting and enjoying Eastbourne’s unrivalled sunshine to street entertainers, parades and celebrations.</p> <p>Ensuring that the design, layout and subsequent management of the public realm is of a consistently high quality must therefore be an important AAP consideration.</p> <div data-bbox="1301 1050 2074 1305" style="border: 1px solid black; background-color: #fff9c4; padding: 10px; margin-top: 10px;"> <p>Question 3.1</p> <p>Do you support the preparation of an AAP which places strong emphasis upon the quality and management of the public realm?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Principle 8: Enrich the public realm with artistic intervention.</p>	
<p>Policy area 3.2</p> <p>Identify locations where key public realm projects will act as regeneration catalysts in conjunction with the town centre districts.</p>	<p>Policy Direction 3.2</p> <p>Priorities for improvement of the public realm could be:</p> <p>Terminus Road corridor. This is a principal street giving access from the Station to the Seafront. Key interventions to include:</p> <ul style="list-style-type: none"> • Area around Eastbourne Station particularly the junction with Ashford Road and Grove Road to enhance pedestrian accessibility and improve the environment at a key gateway. • Area between the junction with Bolton Road and Langney Road. This could provide the focus for a new pedestrian square. • Junction with Seaside Road and Trinity Trees to improve pedestrian crossing facilities. • Junction with Grand Parade to enhance access between Terminus Road and the Seafront. <p>Upperton Road gateway around the junction with The Avenue and Terminus Road to improve the quality of the pedestrian environment at a key gateway into the town centre.</p>	<p>There are a number of locations within the town centre where the quality of the public realm could be enhanced thereby reinforcing the role and function of the town centre.</p> <div data-bbox="1377 576 2150 829"> <p>Question 3.2i</p> <p>Do you agree that the identified locations should be priorities for enhancement to improve their environmental quality?</p> </div> <div data-bbox="1377 858 2150 1077"> <p>Question 3.2ii</p> <p>Are there any of the identified locations that should be particular priorities?</p> </div> <div data-bbox="1377 1106 2150 1324"> <p>Question 3.2iii</p> <p>Are there other locations that you think should be considered?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Hyde Gardens and the Memorial Roundabout to improve their environmental quality, make the spaces more useable and improve pedestrian crossing facilities.</p> <p>Willmington Gardens between King Edwards Parade and the Congress Theatre to enhance environmental quality, provide an enhanced setting for an important Post War listed building and The Towner, and improve the pedestrian environment at a gateway location.</p>	
<p>Policy area 3.3</p> <p>Ensure that the public realm, comprising streets, promenades and spaces, is pedestrian focused by making it safe and easy for visitors and residents to use.</p>	<p>Policy Direction 3.3a</p> <p>Introduce a comprehensive wayfinding strategy across the town centre.</p> <p>Policy Direction 3.3b</p> <p>Improve road crossings at key junctions ensuring they are level and direct.</p>	<p>It is important to make the town centre easy to get around and safe to spend time in. Through appropriate signage, making crossing points level and direct, and by clearly distinguishing the public fronts of buildings (which are enlivened with entrance points and windows) with private backs (providing storage yards or garden areas which can be fenced off for example) the public realm is enhanced.</p> <p>Question 3.3i</p> <p>Would it be helpful to introduce a coordinated wayfinding strategy across the town centre?</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<div data-bbox="577 231 1346 518" style="border: 1px solid black; padding: 5px; background-color: #e6e6fa;"> <p>Policy Direction 3.3c</p> <p>Ensure the public realm is framed by high quality frontage development and clearly distinguish between the public fronts and private backs of new development.</p> </div> <div data-bbox="577 550 1346 805" style="border: 1px solid black; padding: 5px; background-color: #add8e6;"> <p>Option 3.3</p> <p>Consider if there are locations where additional pedestrianisation can take place or limit pedestrianisation to existing locations in the town</p> </div>	<div data-bbox="1377 279 2150 566" style="border: 1px solid black; padding: 5px; background-color: #ffcc99;"> <p>Question 3.3ii</p> <p>Which key junctions should be prioritised for enhancement? For example those between the railway station, Terminus Road and Grove Road?</p> </div> <p data-bbox="1377 598 2150 885">Pedestrianisation can make it much easier for people to move around key parts of the town centre: Sussex Gardens for example. Other parts of Terminus Road could be pedestrianised to improve the attractiveness of the principal retail heart of the town centre. However pedestrianisation proposals need to be carefully managed to ensure that businesses are not disadvantaged through limiting delivery access.</p> <div data-bbox="1377 909 2150 1197" style="border: 1px solid black; padding: 5px; background-color: #ffcc99;"> <p>Question 3.3iii</p> <p>Are there any locations where additional pedestrianisation could take place or should pedestrianisation remain limited to existing locations in the town centre?</p> </div>

Policy Theme 4: Access and connectivity

- 5.8** An important element of the AAP will be ensuring that the town centre is conveniently accessible to all users. A recognition and emphasis should be placed upon the promotion and improvement of sustainable modes of travel, particularly public transport, walking and cycling.
- 5.9** The consideration of a clear strategy for access and connectivity will be important. This will contribute towards delivery of an attractive, coherent, accessible, public realm where the priority in terms of movement and animation is given to people, be they residents, workers or visitors. The strategy must also recognise that motor vehicles will also require access to key parts of the town centre and users require safe and convenient car parking.

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 4.1</p> <p>Allow for a balanced approach to access within and approaching the town centre giving priority to sustainable modes of transport. Ensure that the town is accessible to all including people with particular mobility requirements.</p>	<p>Policy Direction 4.1a</p> <p>Afford pedestrian and cycle priority at all opportunities within the town centre movement network.</p> <p>Policy Direction 4.1b</p> <p>Maintain the Quality Bus Corridor running through the town centre and work closely with bus operators to enhance service provision within the town centre.</p> <p>Policy Direction 4.1c</p> <p>Maintain and improve cycle parking and route signage across the town centre.</p>	<p>It will be important to ensure the town centre is accessible to all, making it easy, convenient and safe for residents, visitors and employees to use the mix of uses that are available. Balancing the needs and requirements of different modes of transport is also an important consideration. In accordance with the direction of national transport policy, priority should be given to sustainable modes of transport, such as walking, cycling and public transport. The needs of motorists should also be considered with the aim of providing a choice of convenient access options, but seeking to reduce the need to travel by car.</p> <p>The town centre is a key destination within Eastbourne. Priority should therefore be afforded to sustainable modes of transport, particularly pedestrians. This recognises the fact that all transport users will become pedestrians at the destination point of their journey.</p> <p>Eastbourne faces two key issues in relation to the taxi ranks. The first is that there is insufficient capacity at the station for waiting taxis, which results in layover in nearby streets. This needs to be addressed through proposals for redevelopment around the station. The second is the need to recognise that</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<div data-bbox="495 277 1214 671" style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>Policy Direction 4.1d</p> <p>Ensure adequate taxi rank provision at key locations. Ensure provision is made for taxi ranks, with adequate capacity at the Railway Station and in association with enhancements to the public transport interchange and in locations associated with the night time economy.</p> </div> <div data-bbox="495 703 1214 919" style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>Policy Direction 4.1e</p> <p>Work with local businesses and education bodies to prepare green travel plans.</p> </div> <div data-bbox="495 951 1214 1203" style="border: 1px solid black; padding: 10px;"> <p>Policy Direction 4.1f</p> <p>Intensify development within the town centre which may enhance the viability of public transport through increasing patronage.</p> </div>	<p>licensed taxis play a vital role in dispersing people late in the evening. Ranks which are well related to night time economy activities and where people can wait safely without disturbing residential occupiers, need to be provided.</p> <div data-bbox="1240 400 2152 687" style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>Question 4.1i</p> <p>Within the town centre should priority be given to the needs of pedestrians, public transport users and cyclists whilst maintaining reasonable access for car users?</p> </div> <div data-bbox="1240 719 2152 1043" style="border: 1px solid black; padding: 10px;"> <p>Question 4.1ii</p> <p>Do you support the intensification of development within the town centre as a means of enhancing the viability of public transport provided development is to high standards of architecture, urban design and resource efficiency?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Policy Direction 4.1g</p> <p>Establish appropriate links into national cycle routes which are convenient, attractive, and minimise conflict between pedestrians, cyclists and other road users. This could include extending Sustrans cycle route 21 from Eastbourne Sailing Club into the town centre.</p>	
<p>Policy area 4.2</p> <p>Maintain the role of the ring road as a key transport route for all modes within the town centre.</p>	<p>Option 4.2a</p> <p>Improve traffic management measures at key junctions around the ring road to enhance the pedestrian environment and crossing points. Key junctions will include:</p> <ul style="list-style-type: none"> • Terminus Road and Grove Road • Terminus Road and Ashford Road • Terminus Road and Pevensey Road • Memorial Roundabout • South Street and Gildredge Road • Upperton Road and The Avenue <p>Option 4.2b</p> <p>Allow for the re-routing of the ring road from Ashford Road to The Avenue, Cavendish Place, and Pevensey Road to reduce severance at</p>	<p>The ring road is an important transport route within the town centre. It was not designed as a ring road but has evolved, adopting existing streets. As a consequence it does not have engineered character of many similar routes in other town centre locations. However, there are key locations where the pedestrian environment is severed by major junctions. Consideration should be given to rebalancing priority in these locations making it easier and more convenient for pedestrians to cross thereby improving connectivity across the town centre, particularly between Eastbourne Station and the Seafront along Terminus Road, and also between the station and Little Chelsea.</p> <p>The option should also be retained for re-routing part of the ring road away from Ashford Road and along The Avenue. This would allow for redevelopment options to be considered around the Station and along Ashford Road. This option would need to be funded by development contributions.</p> <p>The width of the carriageway adjoining the Station could also be rationalised to enhance the public realm around the Station, improve pedestrian connectivity along Terminus Road,</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p data-bbox="495 229 1211 416">Terminus Road adjoining the Station and to enable comprehensive redevelopment options to be considered between the railway station and the Arndale Centre.</p> <p data-bbox="495 448 1211 772">Option 4.2c Rationalise the width of the carriageway at Terminus Road between Ashford Road and Cornfield Road to allow for improvements to public transport provision and enhance the pedestrian environment.</p> <p data-bbox="495 804 1211 1054">Option 4.2d Consider the possibility of introducing two way traffic movement around the ring road to improve accessibility and limit vehicle speeds.</p>	<p data-bbox="1240 229 2152 336">particularly the crossings into Grove Road, and allow for improvements to the public transport interchange (see section 4.4).</p> <p data-bbox="1240 360 2152 611">Finally there may be an option to consider looking at the removal of one way traffic movement along stretches or all of the ring road. This could make accessing the town centre more straightforward and legible. It may also assist in limiting vehicle speeds through the one way sections thereby slowing vehicle speeds and making the road safer. This option would be dependent on modelling of the operation of the ring road.</p> <p data-bbox="1240 643 2152 967"> Question 4.2i Should the role and function of the ring road be retained as a principal transport route with options explored to reconfigure key junctions to offer greater pedestrian priority? Are there any other junctions which should be considered? </p> <p data-bbox="1240 999 2152 1286"> Question 4.2ii Would you support the rerouting of the ring road from Ashford Road to The Avenue, Cavendish Place and Pevensey Road where necessitated and funded by a mixed use town centre development proposal? </p>

Key Policy Areas	Policy Direction and Options	Commentary
		<p>Question 4.2iii</p> <p>Should consideration be given to introducing two way operation on the ring road to enhance accessibility and improve safety?</p>
<p>Policy area 4.3</p> <p>Improving the overall quality of car parking in the town centre to ensure that it is safe and convenient to use.</p>	<p>Policy Direction 4.3a</p> <p>Maintain a balance of short and long stay parking facilities to cater for the needs of different users accessing the town centre.</p> <p>Policy Direction 4.3b</p> <p>Commission a coordinated parking strategy to audit the quality, quantity and usage of parking within the town centre and examine the needs and requirements of users.</p> <p>Policy Direction 4.3c</p> <p>Introduce management measures including advanced and interactive signage to direct users to the appropriate long or short stay facility.</p>	<p>Maintaining a balanced provision of short and long stay parking to serve the needs of visitors, residents and employees in the town centre is important. Therefore a clear and coherent approach to parking must be considered that ensures facilities are well managed, safe and attractive. This should also include enhanced advance interactive signage at key gateways into the town centre to direct visitors to the appropriate facility where spaces are available.</p> <p>It will be important to understand how people currently use the available car parking that exists in the town centre. Commissioning a coordinated parking strategy is therefore necessary.</p> <p>Question 4.3i</p> <p>Should a proactive approach be taken to managing car parking within the town centre allowing available spaces to be used more effectively?</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p data-bbox="495 279 1211 598">Policy Direction 4.3d Investing in lighting and the environment within and around multi storey facilities ensuring that they are safe, welcoming and attractive to use for motorists and pedestrians accessing their vehicles.</p> <p data-bbox="495 635 1211 917">Policy Direction 4.3e Ensure that all parking facilities are well designed to minimise land take within the town centre and limit the visual impact of parked vehicles within the streetscape.</p>	<p data-bbox="1243 231 2150 446">Question 4.3ii Which policy direction(s) to enhance parking within the town centre should be prioritised?</p> <p data-bbox="1243 478 2150 694">Question 4.3iii If you travel to the town centre by car where do you normally park and why?</p>
<p data-bbox="163 978 468 1321">Policy area 4.4 Enhance the role and usability of the public transport interchange in Terminus Road adjoining Eastbourne Station</p>	<p data-bbox="495 978 1211 1257">There are a number of options relating to the enhancement of the bus interchange on Terminus Road. These can be categorised as location options relating to where the bus interchange should be located, and quality options relating to the appearance of and environment around the interchange. The latter can be applied to each location.</p> <p data-bbox="495 1289 768 1321">Location options</p>	<p data-bbox="1243 978 2150 1193">The existing bus interchange on Terminus Road is well used and conveniently located. It is a busy location at many times of the day and this means that the pedestrian footway can become crowded, particularly on the northern side of Terminus Road. The concentration of buses deters people from crossing the road resulting in much reduced footfall on the south side.</p> <p data-bbox="1243 1225 2150 1361">There are a number of options that could be considered in terms of the location of the bus interchange and the quality of the interchange. There are advantages and disadvantages to each which are explained as part of the questions. In addition</p>

Key Policy Areas	Policy Direction and Options	Commentary
<p>as an important gateway into the town centre.</p>	<p>Option 4.4a</p> <p>Retain the bus interchange function in Terminus Road where it is centrally located close to the primary shopping area and the Station.</p>	<p>the Borough Council will continue to work closely with bus operators to encourage investment in cleaner and more efficient vehicles.</p> <p>The interchange facility will also provide an important and convenient destination for services from a future park and ride site on the edge of the town should the need for and location of an appropriate facility be identified.</p>
	<p>Option 4.4b</p> <p>Expand the bus interchange into Cornfield Road and/or further west outside the railway station thereby reducing the concentration of bus stands in a single location and reduce pedestrian crowding along the footways on Terminus Road.</p>	<p>Question 4.4i</p> <p>Should the bus interchange be retained in its current location but with quality improvements close to the main shopping area in the town centre and the railway station?</p>
	<p>Option 4.4c</p> <p>Relocate all or part of the bus routes into Hyde Gardens thereby reducing the concentration of bus stands in a single location and reduce pedestrian crowding along the footways on Terminus Road.</p>	<p>Question 4.4ii</p> <p>Should the interchange be expanded into Cornfield Road and adjoining the railway station where this improves the functionality and operation for passengers and bus providers?</p>
		<p>Question 4.4iii</p> <p>Should consideration be given to using the canopy space by the railway station accessed from Ashford Road for bus provision? This would need to be</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Option 4.4d</p> <p>Consider utilising space adjoining the railway station under the canopy space accessed from Ashford Road as a bus relocation point.</p> <p>Quality Options</p> <p>These can be applied to each of the 4 options above to maximise their attractiveness.</p> <p>Option 4.4e</p> <p>Improve the quality of the bus interchange facility by introducing modern, well designed stands in a coordinated style to raise the profile of bus patronage and enhance waiting passenger facilities.</p> <p>Option 4.4f</p> <p>Improve the pedestrian environment around the bus interchange including co-ordinated surface paving, litter bins, wayfinding and street lighting.</p>	<p>carefully assessed against the operational requirements of bus operators and Network Rail; the ability of the listed canopy to accommodated double deck buses; and access arrangements into Ashford Road which is currently one way.</p> <p>Question 4.4iv</p> <p>Should buses be re-routed to Hyde Gardens to reduce their impact on the main shopping area? This would remove buses from part of Terminus Road but would result in the potential loss of parking spaces in Hyde Gardens and limit the regeneration potential of the Gardens as an attractive open space. Bus stops would be relocated outside the railway station and in Cornfield Road as part of this option.</p> <p>Question 4.4v</p> <p>Which quality options and passenger facilities should be prioritised as part of any enhancement works to the interchange irrespective of location?</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Option 4.4g</p> <p>Where practicable reduce the carriageway width maintaining operational requirements and allowing for an increase in the width pedestrian footways in Terminus Road.</p>	<p>Question 4.4vi</p> <p>Would you support a reduction in carriageway width along Terminus Road to enhance the pedestrian environment as long as the operational efficiency of bus operators remained unaffected?</p>
<p>Policy area 4.5</p> <p>Maintain and Enhance a network of attractive, pedestrian and cycle friendly streets, promenades and walkways that work together as part of a straightforward and legible hierarchy supporting the diversity and appeal of the town centre. Make sure the network is designed to</p>	<p>Policy Direction 4.5a</p> <p>Improve and coordinate lighting and surface treatments along existing streets.</p> <p>Policy Direction 4.5b</p> <p>Ensure that all routes are framed and overlooked by high quality frontage development.</p> <p>Policy Direction 4.5c</p> <p>Identify and secure new streets and connections as part of redevelopment proposals to improve the network of existing routes within the town centre.</p>	<p>Eastbourne is fortunate in having an attractive and well connected network of streets, promenades and walkways giving access to all parts of the town centre. This important asset must be retained and proactively managed to improve the legibility of the town centre. This means making it easy for people to find their way around without getting lost or confused.</p> <p>Question 4.5i</p> <p>Which are the most important or 'primary' streets in the town centre where improvements should be prioritised?</p> <p>Question 4.5ii</p> <p>Are any parts of the town centre particularly confusing or difficult to get around? Why is this the case?</p>

Key Policy Areas	Policy Direction and Options	Commentary
<p>provide for the mobility needs of all users.</p>	<p>Policy Direction 4.5d</p> <p>Establish a clear hierarchy of principal, secondary and tertiary streets across the town centre working within the context of the existing road hierarchy.</p>	<p>Question 4.5iii</p> <p>Do you agree that improving surface paving and ensuring that streets are fronted by development thereby enabling overlooking and improving safety are important considerations?</p>

Policy Theme 5: Tourism, leisure and the arts

- 5.10** Given the significance of Eastbourne as a destination and its reliance on tourism and the cultural offer an economic driver within the Borough it will be important for the AAP to establish a robust policy framework within which development proposals relating to tourist related activities can be considered.
- 5.11** In addition, ensuring that a robust mix of attractions is available within the town to support the tourism sector will also need to be considered through the AAP process. Good examples of this are leisure attractions and the arts. Key options for the AAP therefore focus on:

Key policy areas	Policy Direction and Options	Commentary
<p>Policy area 5.1</p> <p>Maintain and enhance the town centre's tourism and leisure offer.</p>	<div data-bbox="394 568 1218 823"> <p>Policy Direction 5.1a</p> <p>Ensure that the strong demand from the tourism and leisure sectors is supported through protecting existing facilities.</p> </div> <div data-bbox="394 855 1218 1110"> <p>Policy Direction 5.1b</p> <p>Facilitate additional development for leisure and tourism uses within the town centre particularly as part of well designed, mixed use schemes.</p> </div>	<p>Eastbourne is an important tourism destination and the tourism and leisure sector contribute significantly to the local economy. It is clear that the AAP must support the sector through affording protection to existing facilities and seeking opportunities for additional provision.</p> <div data-bbox="1245 775 2078 1031"> <p>Question 5.1i</p> <p>Do you agree that the AAP should place a strong emphasis upon the continued growth of the tourism and leisure sectors?</p> </div> <div data-bbox="1245 1062 2078 1318"> <p>Question 5.1ii</p> <p>Are there any key tourism and leisure opportunities that should be considered within the town centre?</p> </div>

Key policy areas	Policy Direction and Options	Commentary
<p>Policy area 5.2</p> <p>Establish a robust arts focus for the town centre building on the success of the Towner.</p>	<p>Provide opportunities for artists and other creative practitioners to become involved in creating distinct spaces that develop links between cultural venues, exemplify and help interpret the cultural heritage of the Borough and add to the sense of place, promoting Eastbourne as a destination.</p> <p>Key areas for consideration are linkages with the railway station and the Seafront along Grove Road, South Street, Wilmington Square and Cornfield Terrace. This will need to be part of a wider network of routes across the town centre to generate a public realm that encourages people to walk and enjoy the built environment, cultural heritage and visitor offer in a way that is safe, clearly understood and signposted through use of lighting, materials, street furniture and signage.</p> <div data-bbox="465 818 1296 1142" style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <p>Policy Direction 5.2a</p> <p>Commission an 'arts trail' across the town centre linking together key venues, the railway station and the Seafront along Grove Road, South Street and Cornfield Terrace. This must be part of a wider network of routes across the town centre.</p> </div>	<p>The Towner has received critical acclaim and has made a positive contribution to the image of Eastbourne. In order to capitalise on this success it may be appropriate to consider ways in which the gallery can stimulate a wider arts community in Eastbourne.</p> <p>There are already a number of small independent gallery spaces and crafts people represented within the town centre. Through establishing connectivity that links to a Cultural Quarter the profile of the arts community can be raised. It will also contribute towards enhancing the legibility and accessibility of the town centre.</p> <div data-bbox="1323 679 2152 1002" style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <p>Question 5.2i</p> <p>Do you support the idea of greater opportunities for signposting, way-marking and directional design through involving artists and designers as a way of raising the tourism, cultural and artistic profile of the town centre?</p> </div> <div data-bbox="1323 1034 2152 1321" style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <p>Question 5.2ii</p> <p>Are there other locations within the town centre which should be included to develop linkages or do you have other ideas for stimulating arts and culture related activities?</p> </div>

Key policy areas	Policy Direction and Options	Commentary
	<p>Policy Direction 5.2b</p> <p>Encourage a mix of studio, workshop, gallery spaces and complementary retail, which will help to way-mark pedestrians, complemented by a signage and way-finding strategy, working closely with the arts community to achieve this.</p> <p>Policy Direction 5.2c</p> <p>Work with a range of artists to provide bespoke public realm features and well thought out design for public spaces, which enable people to come together and enjoy a range of activities such as street arts, specialist market spaces and public performances.</p>	

Key policy areas	Policy Direction and Options	Commentary
<p>Policy area 5.3</p> <p>Expand the evening and night time economy to promote Eastbourne as a broad and inclusive town centre for all.</p>	<div data-bbox="472 233 1294 555"> <p>Policy Direction 5.3a</p> <p>Focus the evening and night time economy around the eastern half of Terminus Road from Pevensey Road to the Seafront, including the areas of Bolton Road and Langney Road where they adjoin Terminus Road, and Seaside Road.</p> </div> <div data-bbox="472 584 1294 874"> <p>Policy Direction 5.3b</p> <p>Support the area around Station Street and Mark Lane as an emerging location within the town centre contributing to the diversity of the evening and night time economy</p> </div> <div data-bbox="472 903 1294 1158"> <p>Policy Direction 5.3c</p> <p>Encourage a mix of restaurants, cafés and bars which will provide a broad offer to a wide range of customers.</p> </div>	<p>The evening and night-time economy comprises restaurants, bars, pubs, clubs, music, performance and entertainment venues which bring life a vitality into the town centre through the evening and into the night.</p> <p>At present there are a number of attractions in the town centre that help to support the evening and night time economy. These are largely focused around the eastern part of Terminus Road towards the Seafront, and along Seaside Road. The Devonshire Park, Congress, Winter Gardens and Royal Hippodrome Theatres also make a strong contribution.</p> <p>It will be important for the AAP to consider ways in which the evening and night time economy can be strengthened in particular extending its appeal to a broad range of customers.</p> <div data-bbox="1323 847 2152 1209" style="background-color: #fff9c4; padding: 10px;"> <p>Question 5.3i</p> <p>Should the existing locations of the evening and night time economy remain the focus for activity? Are there any other locations which could also benefit from an improved offer such as the area around Mark Lane and Station Street?</p> </div>

Key policy areas	Policy Direction and Options	Commentary
	<p>Policy Direction 5.3d</p> <p>Protect the role and function of the town's theatres facilitating a mix of complementary uses where appropriate to support the evening and night time economy offer.</p> <p>Policy Direction 5.3e</p> <p>Carefully manage the interface between different uses within the town centre.</p>	<p>Question 5.3ii</p> <p>Are there any other uses and attractions which should be considered to broaden the appeal of the evening and night time economy in Eastbourne?</p>

Policy Theme 6: Design quality

5.12 It will be critical to ensure that development of the highest architectural and design standards is achieved in Eastbourne that builds upon the town’s strengths, characteristics and heritage. Consideration must also be given to the importance of inclusive design within the town centre. Inclusive design breaks down barriers and exclusion, focusing on the needs of the diverse groups of people who use the town centre.

5.13 Key options for the AAP to consider are:

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 6.1</p> <p>Establish built form design principles against which development proposals in the town centre can be assessed.</p>	<p>Policy Direction 6.1</p> <p>Adopt 7 key principles that can be used as the basis for assessing development proposals in the town centre.</p> <p>Principle 1: Promote a strong built form of the highest architectural, urban design and sustainable design standards.</p> <p>Principle 2: Ensure streets and spaces are well connected, attractive and safe.</p> <p>Principle 3: Encourage a mix of uses.</p> <p>Principle 4: Use quality robust, materials and simple detailing.</p> <p>Principle 5: Discretely accommodate service access, cars and bicycles.</p> <p>Principle 6: Proactively manage and maintain the town centre.</p>	<p>Good design must be an important consideration within the town centre building on Eastbourne’s considerable existing character and townscape heritage. By setting out clear, high level principles to address the quality of built form proposals that come forward within the town centre, the AAP will provide a clear policy direction to inform and guide.</p> <p>The principles are based on established urban design best practice as set out with ‘By Design’ and the Urban Design Compendium volumes 1 and 2. They will be illustrated within the AAP to provide a comprehensive assessment and guidance tool.</p> <div data-bbox="1346 1018 2152 1270" style="border: 1px solid black; background-color: #fff9c4; padding: 10px; margin-top: 20px;"> <p>Question 6.1i</p> <p>Do you agree that good design must be a key component of the AAP ensuring that the town centre is attractive and safe?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Principle 7: Achieve high sustainable design standards addressing climate change and flood risk.</p>	<p>Question 6.1ii</p> <p>Are there any design priorities that should be highlighted within the AAP?</p> <p>Question 6.1iii</p> <p>Are there additional high level principles that should be developed as part of the AAP?</p>

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 6.2</p> <p>Encourage mixed use development to reinforce the role and identity of the town centre.</p>	<div data-bbox="539 229 1319 448"> <p>Policy Direction 6.2a</p> <p>Support a vibrant and sustainable mix of uses through flexible, high quality design.</p> </div> <div data-bbox="539 480 1319 730"> <p>Policy Direction 6.2b</p> <p>Identify and proactively secure new town centre uses through site specific design guidance and development briefs.</p> </div> <div data-bbox="539 762 1319 1013"> <p>Policy Direction 6.2c</p> <p>Reconfigure appropriate locations within the town centre to accommodate new mixed use development.</p> </div> <div data-bbox="539 1045 1319 1295"> <p>Policy Direction 6.2d</p> <p>Protect and support the range of existing uses within the town centre including local businesses and independent retailers.</p> </div>	<p>The town centre is a key location within Eastbourne which must offer a strong and viable mix of uses; retail, homes, employment opportunities, education facilities, arts, leisure, tourism and community uses for example.</p> <p>It will be important for the AAP to identify opportunities for securing new mixed use development to ensure the vitality and viability of the town centre and maintain a range of complementary facilities for people living, working and visiting Eastbourne.</p> <div data-bbox="1348 608 2148 858" style="border: 1px solid black; background-color: #fff9c4; padding: 10px;"> <p>Question 6.2</p> <p>Are there any uses that should be accommodated in the town centre that are currently under represented?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 6.3</p> <p>Protect heritage and conservation interests in order to maintain and enhance Eastbourne's identity and character.</p>	<div data-bbox="463 226 1240 481"> <p>Policy Direction 6.3a</p> <p>Support the refurbishment and reuse of listed buildings and those which contribute to the character of the town centre.</p> </div> <div data-bbox="463 507 1240 833"> <p>Policy Direction 6.3b</p> <p>Enhance the public realm making the most of the fine streets, spaces and promenades which are a strong feature of the town centre. Establish heritage trails and interpretation where appropriate.</p> </div> <div data-bbox="463 858 1240 1152"> <p>Policy Direction 6.3c</p> <p>Review the extent of the town centre's conservation areas to make sure they appropriately identify key areas of townscape importance.</p> </div>	<p>The protection of Eastbourne's heritage must be a key component of the AAP. Statutory protection is afforded to listed buildings and conservation areas within the town centre. The AAP should also recognise those parts of the town centre which make a strong contribution to the overall character and identity of Eastbourne.</p> <p>A range of opportunities should therefore be considered to retain key buildings in active use and devise a comprehensive approach to the treatment of public streets, promenades and spaces.</p> <div data-bbox="1272 641 2065 896"> <p>Question 6.3i</p> <p>Do you agree that the protection of Eastbourne's heritage and conservation interests must be a key priority for the AAP?</p> </div> <div data-bbox="1272 922 2065 1209"> <p>Question 6.3ii</p> <p>Are there any key buildings and spaces within the town centre which are particularly important to the overall character of Eastbourne?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 6.4</p> <p>Address issues of sustainable development through establishing appropriate design standards and ensuring that a range of facilities are accommodated within the town centre to meet the needs of the whole community.</p>	<p>Policy Direction 6.4a</p> <p>Maximise development opportunities within the town centre which is an inherently sustainable location because there is easy and walkable access to a range of facilities and public transport routes thereby reducing the need to travel by private car.</p> <p>Policy Direction 6.4b</p> <p>Provide for a range of community facilities, employment opportunities and housing types and tenures.</p>	<p>It will be important for the AAP to promote sustainable forms of development within the town centre. This will mean enabling further development within the town centre, which, because of its accessibility by public transport and the range of uses available in a single, central location, is a sustainable location.</p> <p>In addition, it will also be appropriate for the AAP to promote policies which require high standards of resource efficiency in the design, construction and subsequent occupation of buildings in the town centre – the full lifetime of development.</p> <p>The Council has commissioned a 'Renewable Energy Potential Study for Eastbourne' the results of which will be used to inform the development of the AAP.</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Policy Direction 6.4c</p> <p>Set standards for new development in the town centre which are above the minimum as set out in the Code for Sustainable Homes and the BREEAM ratings for commercial and other buildings.</p> <p>Policy Direction 6.4d</p> <p>Where viable incorporate low carbon and renewable technologies, sustainable heating, cooling and micro-generation facilities into all new development including opportunities for biomass boilers and/or Combined Heat and Power systems to be incorporated into key development opportunity sites (policy area 2.3).</p> <p>Policy Direction 6.4e</p> <p>Incorporate green and brown roofs into new developments to increase biodiversity and manage rainwater run-off.</p> <p>Policy Direction 6.4f</p>	<p>Question 6.4</p> <p>How would you like to see the AAP maximise opportunities for sustainable forms of development taking account of economic, environmental and social considerations?</p>

Key Policy Areas	Policy Direction and Options	Commentary
	<p data-bbox="539 236 1317 339">Consider options for rainwater harvesting and storage as part of development proposals in the town centre.</p> <p data-bbox="539 416 1317 592">Policy Direction 6.4g Ensure that new development proposals incorporate energy and resource efficient designs.</p>	

Policy Theme 7: Delivery

- 5.14** Delivery is a key test of soundness for the AAP. Proposals that are identified within the document must be able to demonstrate how they might reasonably be delivered over the plan period.
- 5.15** A number of potential delivery options for generating the capital necessary to fund planned improvements are identified and will need to be considered. The options will need to be considered collectively as part of a broad delivery strategy. The spatial framework and opportunities and projects identified within it will be important in guiding funding streams allowing delivery to be incremental where necessary but contributing to the delivery of projects in a defined and coordinated way.
- 5.16** Key options for the AAP to consider will be:

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 7.1</p> <p>Establish a broad delivery strategy that provides a range of delivery mechanisms and funding opportunities.</p>	<p>Policy Direction 7.1</p> <p>A range of possible mechanisms and funding opportunities would allow flexibility and enable the Borough Council to facilitate investment in the town centre. Such opportunities might include:</p> <p>Pooling planning obligation contributions for funding key projects and environmental enhancements within the town centre.</p> <p>Voluntary Business Contributions where these relate specifically and fairly to those businesses directly affected and benefiting from, for example, environmental enhancements and streetscape improvements.</p> <p>Encouraging income generating activity within the public realm such as street cafes or markets generate income to cross subsidise proposals.</p>	<p>Delivery of viable proposals within the town centre will be critical to the success of the AAP. It is important to establish a range of opportunities for the Council to pursue. Policies relating to delivery must therefore allow a degree of flexibility to suit differing economic and project specific circumstances over the AAP period.</p> <div data-bbox="1357 911 2074 1198" style="border: 1px solid black; background-color: #fff9c4; padding: 10px; margin-top: 10px;"> <p>Question 7.1i</p> <p>Do you agree that a range of mechanisms and funding opportunities should be pursued as part of a broad delivery strategy?</p> </div>

Key Policy Areas	Policy Direction and Options	Commentary
	<p>Borough Council Involvement in partnering public and private sector agencies to bring forward proposals. By working in partnership to manage risk the Borough Council may add value to a potential development and this value can be directed towards delivering improvements elsewhere in the town centre.</p> <p>Securing grants and external funding where available. The opportunities are likely to be limited but can provide a potential source of top-up funding rather than core funding.</p> <p>Special Delivery Vehicle. In some circumstances it may be necessary for the public sector to kick-start or drive forward regeneration schemes, and a public-private partnership through the creation of a Special Delivery Vehicle may be appropriate.</p>	<p>Question 7.1ii</p> <p>Are there other mechanisms and opportunities that should be explored through the AAP process?</p>

Key Policy Areas	Policy Direction and Options	Commentary
<p>Policy area 7.2</p> <p>Set out a clear framework of opportunities and projects enabling incremental delivery over a period of time as funding becomes available.</p>	<div data-bbox="448 229 1330 448"> <p>Policy Direction 7.2a</p> <p>Provide a clearly articulated spatial framework setting out key projects and opportunities within the town centre.</p> </div> <div data-bbox="448 480 1330 699"> <p>Policy Direction 7.2b</p> <p>Prioritise key projects and opportunities for example enhancements to the Terminus Road corridor.</p> </div> <div data-bbox="448 730 1330 949"> <p>Policy Direction 7.2c</p> <p>Establish indicative milestones and key delivery partners.</p> </div> <div data-bbox="448 981 1330 1200"> <p>Policy Direction 7.2d</p> <p>Break down major projects and opportunities into a series of discrete projects.</p> </div>	<p>It is important to recognise that key projects within the town centre are likely to be delivered over the lifetime of the Plan. Funding may not be available to deliver major projects in a single phase. Setting clear priorities and considering the need for logical phasing will be important to ensuring the AAP objectives are met.</p> <div data-bbox="1357 507 2072 794"> <p>Question 7.2i</p> <p>Delivery is key issue for the AAP. Do you agree that a clear framework of opportunities and projects should be included as part of the AAP?</p> </div> <div data-bbox="1357 826 2072 1077"> <p>Question 7.2ii</p> <p>Are there any parts of the town centre which you consider should be prioritised for enhancement?</p> </div>

Key Policy Areas

Policy Direction and Options

Commentary

Policy Direction 7.2e

Provide effective management of the town centre ensuring that an overview of key project areas is maintained.

Question 7.2iii

Do you have a land holding or development interest that you would like to be considered as part of the AAP?

GLOSSARY

AAP (Area Action Plan)

A type of development document that will be used to provide a planning framework for areas of significant change or conservation.

Active Frontage

A building frontage with entrances and windows that overlook the public realm and generate activity, overlooking, and therefore safety on the street.

Affordable Housing

Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general marketing housing.

Anchor

This is a retail store or other town centre use that provides an important destination and focus for shoppers and town centre users. An anchor can establish a reason for people to visit a particular location particularly if it is already on or close to a busy street or pedestrian route.

BREEAM (Building Research Establishment Environmental Assessment Method)

Assesses the environmental impact of office, retail, school and industrial buildings, whilst EcoHomes measures the impact of housing on the environment, on a scale of "Pass", "Good", "Very Good" and "Excellent".

Brown Roofs

A roof of a building that is partially or completely covered with vegetation and soil with the aim of encouraging biodiversity. Specific biodiversity aims can include maximising the number of species living on the rooftop or to provide a habitat for a specific species.

Conservation Area

An area of special architectural and/or historic interest that deserves preservation or enhancement of its character or appearance.

Core Strategy

A development document that sets out the long term strategic planning vision for the Borough.

Developer Contribution

(see Planning Obligations)

Development Control Policies

A set of criteria based policies to assess planning applications against.

Examination

All Development Plan Documents must be examined before an independent Planning Inspector. The Inspector will consider all representations made in writing or at a public inquiry. Following the examination the Inspector will report his/her findings which will be binding upon the Council.

Evidence Base

The researched, documented, analysed and verified basis for all the components of a Local Development Framework.

LDF (Local Development Framework)

This comprises a portfolio of Local Development Documents that provide a framework for delivering the spatial planning strategy for the area.

LDS (Local Development Scheme)

The LDS sets out the programme for the preparation of Local Development Documents. All plan making authorities must submit a Local Development Scheme to the Secretary of State via the Government Office for the Region.

Planning Obligation (and / or a Section 106 agreement)

A legal undertaking given to a Council by a developer who is seeking planning permission for a development. It can be used to regulate or restrict the use of land, require the carrying out of specific actions or require payments to be made to the planning authority.

Public Realm

Those areas in cities and towns that are visible, useable and accessible by the public.

Representations

These are objections and support received during the public consultation period of a particular document.

SA (Sustainability Appraisal)

Assessment of the social, economic and environmental impacts of proposals in the LDF.

SCI (Statement of Community Involvement)

Document explaining to stakeholders and the community how they can be involved in the preparation of the LDF, and the steps that will be taken to facilitate their involvement.

Sustainable Development

A widely used definition drawn up by the World Commission on Environment and Development in 1987: "Development that meets the needs of the present without compromising the ability of future generations to meet their needs." The government has set out four aims for sustainable development in its strategy A Better Quality of Life, a Strategy for Sustainable Development in the UK. The four aims, to be achieved simultaneously, are: social progress which recognises the needs of everyone; effective protection of the environment; prudent use of natural resources; and maintenance of high and stable levels of economic growth and employment.

Sustainability Appraisal

This is a mandatory process under the Planning and Compulsory Purchase Act 2004 and is used to promote sustainable development through the integration of social, environmental and economic considerations into planning documents.

Special Delivery Vehicle

A partnership arrangement between organisations to help bring forward a regeneration project.

Townscape

The general appearance of a built-up area, for example a street, a town or city.

Wayfinding

A network of signposts or maps that help people find their way around the town.

