

Eastbourne Town Centre Area Action Plan Issues & Options Report (June 2010)

Consultation Report

This report details the consultation techniques used and the comments received during the 12 week consultation period

| Consultation Techniques | |
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| 1.0 | Introduction |
| 1.1 | <p>This report details the techniques used and the responses received during the 12 week consultation period (14 June – 6 September 2010) on the Town Centre Area Action Plan (AAP) Issues & Options Report (June 2010).</p> <p>The aim of the consultation was to give all those who visit, live and work in the town centre a chance to share their views on what sort of place they would like it to be by 2026.</p> <p>The public and major stakeholders in the town centre were asked to comment on the draft vision, objectives, policy themes and emerging options for the town centre.</p> <p>The consultation was one of the most extensive and most innovative undertaken by the Council on a Planning document and is of major importance, as the AAP will form a key component of the Council’s Local Development Framework (LDF).</p> <p>The scale and scope of the consultation exceeded the requirements of the Council’s adopted Statement of Community Involvement (SCI) and the requirements of Planning Policy Statement 12 (PPS12): Local Spatial Planning and therefore reflects the importance that the Council places on the Town Centre AAP and the need to gather as much feedback as possible in order to ensure the policies and options reflect what the public want to see.</p> <p>At the end of the 12 week consultation period, 504 comments had been received from 67 individuals/companies/organisations. Of the 67 individual representations, 32 were made in writing either by letter or on a completed comment form; 15 were received on Facebook; 2 via Twitter and the remaining 18 were received online via ‘Limehouse’, the Council’s online consultation portal. Each representation received has been acknowledged and all of the comments will be taken into consideration in the preparation of the draft AAP.</p> <p>No representations were received on the Sustainability Appraisal that accompanies the Issues and Options Report.</p> <p>This report details an early stage in the overall consultation exercise as there will be further consultation upon completion of the draft Plan.</p> |
| 1.2 | <p>The following sections of the report detail the consultation techniques used to inform the public of the Issues & Options Report which in summary consisted of the following:</p> <ul style="list-style-type: none"> • Letters • Summary leaflet, posters and flags • Dedicated page on Council’s website • Social networking websites • External media - press releases, radio interview, articles in local newspapers and magazines • Permanent exhibition |

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| | <ul style="list-style-type: none"> • Roving exhibition • Presentations • Public surgery • Interactive workshops |
| 2.0 | Letters |
| 2.1 | <p>A range of letters detailing the consultation were sent out to various organisations, businesses and the general public and these are attached in Section A and detailed below:</p> <ul style="list-style-type: none"> • Letters to stakeholders and consultees on the LDF mailing list informing them of the consultation events; where the Issues and Options Report could be viewed and inviting them to a Presentation at the Town Hall on 22 July; • Letters to all those who had attended a consultation event before or had made representations on previous LDF documents, informing them of the consultation events and inviting them to a Public Surgery at the Town Hall on 29 July; • Letters to the Headteachers of all Eastbourne's schools with an offer for Officers to visit the schools to provide an interactive presentation to children; |
| 3.0 | Summary Leaflet, Posters and Flags |
| 3.1 | <p>A summary leaflet was produced (10,000 copies) which provided:</p> <ul style="list-style-type: none"> • An introduction to the AAP • Details of the vision • A summary of the main issues • Themes for the AAP • Choices and options • An aerial photo identifying 7 character areas • An aerial photo identifying 3 possible extensions to the town centre boundary, 4 key development opportunity sites, 2 transition areas and 1 potential area of change • Details of how to get involved • Details of what happens next <p>This leaflet was delivered to all properties within and adjacent to the town centre boundary and was available at the Council's receptions, libraries and all of the exhibition venues (a copy of the leaflet is attached in Section A).</p> <p>Posters advertising the consultation were displayed on Stagecoach buses, on notice boards around the town and in all libraries.</p> <p>Flags were also produced with the caption 'your place, your plan, your say' and these were distributed at all of the workshops, exhibitions and presentations.</p> |
| 4.0 | Dedicated page on Council's website |
| 4.1 | <p>A dedicated page was set up on the Council's website (http://www.eastbourne.gov.uk/tcaap/) which publicised the dates and venues of exhibitions and other consultation events.</p> |

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| | <p>The website also allowed the Issues and Options Report and accompanying Sustainability Appraisal to be viewed and/or downloaded and provided a link to 'Limehouse', the Council's online consultation portal (http://eastbourne-consult.limehouse.co.uk/portal). This allowed anyone who has an interest in the future of the town centre to make a general comment about the Issues and Options Report or respond to the various options and specific questions contained within the report.</p> <p>In addition, the social networking sites of 'Facebook' (www.facebook.com/EastbourneC) and 'Twitter' (www.twitter.com@EastbourneBC) were used for the first time with topics for discussion posted regularly and invitations to list the top 5 things people liked about the town centre and 5 things they would like to change. There was also a link to the dedicated Town Centre Area Action Plan website page on the 'Visit Eastbourne' website (www.visiteastbourne.co.uk).</p> |
| 5.0 | External media - press releases, radio interview, articles in local newspapers and magazines |
| 5.1 | <p>A public notice was placed in 'The Advertiser' confirming the dates of the Issues and Options consultation, advising that the Report was available for viewing on the Council's website and detailing the dates and venues of the exhibitions (copy attached in Section A of this report).</p> <p>The Herald published articles on 26 May 2010 and 4 June 2010 entitled 'Eastbourne residents consulted over town's future' and 'Eastbourne town centre revamp is back on agenda'. Articles also appeared in East magazine, The Argus, the Eastbourne Review, the Council's Newsletter and Members' Newsletter.</p> <p>A press release entitled 'Add to the Town Centre Wish List' was sent to The Herald, The Argus, BBC Sussex, Sovereign Radio, Sussex Life, BBC South East, Meridian and Heart FM. The press release once again encouraged people to have their say on the future of the town centre by leaving comments on the Council's 'Facebook' page, listing their top 5 things they liked about the town centre and the 5 things they would like to change.</p> <p>The Leader of the Council was interviewed by Sovereign Radio, urging those who visit, live or work in the town centre to have their say on its future.</p> |
| 6.0 | Exhibitions |
| 6.1 | <p>In order to provide opportunities for the public to have maximum involvement in the consultation process, two exhibitions were prepared. One of the exhibitions was on display in the Central Library for the entire 12 week consultation period and a roving exhibition was displayed at the following venues across the town:</p> <ul style="list-style-type: none"> • St John's Church Hall, Meads • Langney Shopping Centre • Sainsburys, Cross Levels Way • Arndale Centre • Asda |

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| | <ul style="list-style-type: none"> • Eastbourne Railway Station • Sovereign Centre <p>(Details of the dates and venues are attached in Section A).</p> <p>Officers were available for up to two hours at each of the venues to provide information on the Issues and Options consultation, to distribute leaflets and flags, to answer any questions members of the public may have and comment forms were available for people to fill in.</p> <p>Finally, when the roving exhibition was not being used it was displayed in a vacant shop in the town centre (246 Terminus Road) for residents and visitors to view.</p> |
| 7.0 | Public Surgery |
| 7.1 | As detailed in Section 2.1 above, letters were sent to all those who had attended a consultation event before or had made representations on a previous LDF document, inviting them to a Public Surgery that was held on 29 July at 5.30p.m in the Town Hall, where the exhibition could be viewed and Officers were available to answer questions. |
| 8.0 | Presentations |
| 8.1 | <p>Officers attended meetings of the following groups/organisations and gave a Powerpoint presentation on the Issues and Options Report and held question and answer sessions:</p> <ul style="list-style-type: none"> • 3VA • Disability Involvement Group • Town Centre Management Initiative • Eastbourne Strategic Partnership • Chamber of Commerce • Youth Forum • Community Environment Partnership for Eastbourne |
| 9.0 | Workshops |
| 9.1 | <p>As detailed in paragraph 2.1 of this report, a letter was sent to the key stakeholders and consultees on the LDF mailing list inviting them to a presentation at the Town Hall on 22 July. This event consisted of a Powerpoint presentation and an interactive workshop where people were invited to select 5 things they liked about the town centre and 5 things they would like to change.</p> <p>Officers also attended School Council meetings at Bourne Primary School and Cavendish Secondary School where pupils were able to build a 3D model of the town centre piecing it together like a jigsaw. They then placed green flags on buildings/areas of the town centre that they liked and red flags on the parts that they would like to change. The pupils also provided lists of things that they would like to see in the town centre, with suggestions ranging from specific shops to new recreational/arts facilities.</p> <p>These workshops were extremely successful as they allowed the pupils to become</p> |

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| | <p>actively involved in the consultation process and allowed us to gain their views on how they think Eastbourne town centre should develop up until 2026.</p> <p>Officers also attended a meeting of the Youth Forum when the interactive workshop was also used.</p> |
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Section A – Copies of Information referred to in this report

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1 - Consultation letter to stakeholders and consultees on the LDF mailing list

Our Ref: TP12/18f/SH

X
X
X
X
X

May 2010

Dear X

RE: Eastbourne Town Centre Area Action Plan – Issues and Options

Eastbourne Borough Council is currently preparing an Area Action Plan for the Town Centre. The Plan once adopted, will form part of the Eastbourne Local Development Framework (LDF). Its purpose will be to set out a strategy and proposals for the Town Centre up until 2026.

The Council is at an early stage in the process of preparing the Plan and is currently considering the issues and options that will shape the final document. An Issues and Options Report has been prepared and the Council is now seeking feedback , suggestions and comments from anyone who visits, lives or works in the town, before moving on to draft the Plan.

Public consultation events will be held in the town centre and across the Borough between 14th June and 6th September, 2010. Details on the venues, dates and times of these events are included in the summary leaflet attached, and a copy of the Issues and Options Report can be viewed and downloaded from the Council's website at www.eastbourne.gov.uk/tcaap

Any comments you may have can be submitted online, or alternatively sent directly to me at the address below. I can also confirm that we have arranged a presentation on the Issues and Options Report, which will take place at the Town Hall at 6pm, on 22nd July. If you would like to attend, I would be grateful if you could contact Planning Support Services on 01323 415815.

We look forward to seeing you at one of the consultation events.

Yours faithfully

Lisa Rawlinson
Principal Implementation Officer

2 - Consultation letter to those who had attended a consultation event before or had made representations on previous LDF documents

Our Ref: TP12/18f/SH

X
X
X
X
X

May 2010

Dear X

RE: Eastbourne Town Centre Area Action Plan – Issues and Options

Eastbourne Borough Council is currently preparing an Area Action Plan for the Town Centre. The Plan once adopted, will form part of the Eastbourne Local Development Framework (LDF). Its purpose will be to set out a strategy and proposals for the Town Centre up until 2026.

The Council is at an early stage in the process of preparing the Plan and is currently considering the issues and options that will shape the final document. An Issues and Options Report has been prepared and the Council is now seeking feedback, suggestions and comments from anyone who visits, lives or works in the town, before moving on drafting the Plan. This includes targeting younger people who are normally under-represented in planning consultations.

I note that you have either attended a consultation event before, or made representations on previous documents, and would like to inform you that public consultation events for the Town Centre Area Action Plan – Issues and Options Report will be held across in the town centre and across the Borough, between the 14th June and 6th September, 2010. Details on the venues, dates and times of these events are included in the summary leaflet attached.

Any comments you have can be submitted online, or alternatively sent directly to me at the address below. I can also confirm that we have arranged a public surgery on the Issues and Options Report that will take place on 29th July at 5.30pm, in the Town Hall, where officers will be available to answer any questions you may have. If you would like to attend, I would be grateful if you could contact me.

We look forward to seeing you at one of the consultation events.

Yours faithfully

Lisa Rawlinson
Principal Implementation Officer

3 - Consultation letter to Headteachers

Our Ref: TP12/18f/SH

Headteacher

X
X
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X

May 2010

Dear Headteacher,

RE: Eastbourne Town Centre Area Action Plan – Issues and Options

Eastbourne Borough Council is currently preparing an Area Action Plan for the Town Centre. The Plan once adopted, will form part of the Eastbourne Local Development Framework (LDF). Its purpose will be to set out a strategy and proposals for the Town Centre up until 2026.

The Council is at an early stage in the process of preparing the Plan and is currently considering the issues and options that will shape the final document. An Issues and Options Report has been prepared and the Council is now seeking feedback , suggestions and comments from anyone who visits, lives or works in the town, before moving on to draft the Plan.

Therefore, we would like to offer to visit your school and provide an interactive classroom presentation to the pupils, to allow them to be included in the consultation and give us their views on how they think Eastbourne’s Town Centre should develop up until 2026.

Please could you contact Planning Support, on 01323 415815 to advise of suitable dates and times for a presentation, or if you would like any further information about the consultation.

Yours faithfully

Lisa Rawlinson
Principal Implementation Officer

4 - List of schools and colleges letter was sent to

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| Bourne Primary School | Melbourne Road |
| Hampden Park Infant School | Brodrick Road |
| Highfield Junior School | The Hydneye, Hampden Park |
| Langney Primary School | Chailey Close |
| Ocklynge Junior School | Victoria Drive |
| Parkland Infant and Junior School | Brassey Avenue |
| Pashley Down Infant School | Beechy Avenue |
| Roselands Infant School | Woodgate Road |
| Shinewater Primary School | Milfoil Drive |
| St Andrew's CE Infants School | Winchelsea Road |
| St John's Meads CE Primary School | Rowsley Road |
| St Thomas a Becket Catholic Infant and Junior School | Tutts Barn Lane |
| Stafford Junior School | Ringwood Road |
| Tollgate Community Junior School | Winston Crescent |
| West Rise Community Infant and Junior School | Chaffinch Road |
| Cavendish School | Eldon Road |
| Eastbourne Technology College | Brodrick Road |
| Eastbourne College | Old Wish Road |
| Sussex Downs College | Cross Levels Way |
| Motcombe Community School | Macmillan Drive |

5- Leaflet delivered to all properties within and adjacent to the town centre boundary and available at venues across the town and at various exhibitions

04 Getting Involved

The Issues and Options Report is published for a twelve week consultation period. The period for making comments commences on 14th June and will close on 8th September.

Visit the exhibition between 9am-5pm (unless otherwise stated) at:

- Eastbourne Central Library 14th June - 8th Sept
- St John Church Hall, Meads 28th June 10am - 4pm
- Langley Shopping Centre 2nd - 3rd July
- Sandstone Close Leisure Way 15th - 17th July
- Eastbourne Mobile Centre 2nd - 3rd July
- Public Supply at Eastbourne Town Hall 28th July 1.30pm - 7.30pm
- ASDA Coombe 26th - 31st July
- Eastbourne Bakery Station 26th - 30th August
- Eastbourne Sainsbury Centre 13th - 14th August
- Old Town Library 27th Aug - 1st Sept

Download the Issues and Options Report on-line at: www.eastbourne.gov.uk

Complete the on-line questionnaire. Representations can be made electronically at: www.eastbourne.gov.uk

Comments (positive or negative) can be made on any aspect of the emerging Plan. These are specific questions asked in the Issues and Options Report, responses to which would be particularly helpful. All comments received will be posted on the Council website.

05 Next Steps

The responses received during the consultation period will be an important source of information which will be used to formulate the Plan during 2010. A completed draft of the Plan is expected to be completed by the end of 2011. The final draft will be published for further consultation.

For more information contact:

Liam Rawlinson
Eastbourne Borough Council,
1 Grove Road, Eastbourne,
East Sussex,
BN21 4TW

Tel: +44 (0) 1323 415250
Fax: +44 (0) 1323 641642
Email: liam.rawlinson@eastbourne.gov.uk

Eastbourne

Town Centre Area Action Plan

Introducing the Area Action Plan

Eastbourne Borough Council is preparing an Area Action Plan (the Plan) for Eastbourne Town Centre. The Plan is an important planning policy document that will set out proposals for the town centre up until 2028.

A Vision for the Town Centre
An important part of the Plan will be to set out a clear Vision for Eastbourne town centre. The proposed vision summarises the sort of place Eastbourne town centre will be:

Vision
By 2028, 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 that uses the well connected bases 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.

The Council is at an early stage in preparing the Plan and is currently considering the issues and options that will shape the final document. An Issues and Options Report has been prepared. If you visit, live or work in the town the Council would like to hear your views.

This leaflet provides a brief summary of the Issues and Options Report and provides guidance on where you can view the full document, find out more information and make your views known.

01 What are the Main Issues?

In order to inform the Plan a range of issues have been identified, set out below. Addressing the issues is vital to success. The studies of the town centre will be used to inform the Plan. The Plan is a collaborative effort for improvement. Encourage town centre's strong, vibrant and attractive with lots of uses to attract.

Improve the experience of arriving in Eastbourne town centre.

An first impressions count as it is the first to encourage the experience of arriving in the town centre.

A stronger, cohesive town centre structure.

Although the town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

The ring road and the bus interchange need to work better.

The town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

Ensure a wide mix of uses in the town centre.

The town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

Achieve a balance between chain store retailers and independent shops.

The town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

Support tourism as a strong economic driver.

The town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

Identify development opportunities.

The town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

Enhance the quality of the town centre's streets and spaces.

The town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

Respect townscape and heritage.

The town centre has a number of key anchors, it lacks a clear identity. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre. A clear identity would be a benefit to the town centre.

02 Themes for the Area Action Plan

On the basis of the issues, seven key themes have been identified:

Town Centre structure and identity

Defining the extent of the town centre area and identifying character areas and a structure of key approaches, gateways, streets and spaces.

Public space

Improving the quality of Eastbourne's public spaces.

Supporting a good mix of uses

Making sure that opportunities for new uses are identified within the town centre including appropriate development sites.

Access and connectivity

Improving the ways people get to and move around the town centre.

Tourism, leisure and the arts

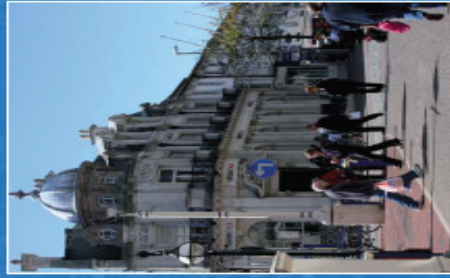
Supporting a range of opportunities to strengthen the local economy.

Design quality

Raising design standards and the environmental performance of new development.

Delivery

Bringing forward beneficial change within the town centre.



03 What are the choices and options?

Within each theme there are a number of ideas, outlined below, that will form the basis of the Plan. There are also choices and options about the different ways in which key issues should be addressed. Your views will help set the priorities included in the Plan.

Town Centre structure and identity

- Adjusting the town centre boundary to include some additional areas.
- Defining character areas to help make different parts of the town centre more distinctive.
- Identifying the key approaches to the town centre, as well as key streets and spaces.

Public space

- Setting out design principles for new development and improvements to existing streets and spaces.
- Determining priorities for improvements.
- Prioritising the needs of pedestrians and cyclists by, for example, improving crossings.

Supporting a mix of uses

- Clearly defining the main shopping areas.
- Providing new homes and the community uses, such as schools and health facilities, which will meet the needs of a growing population.

Design quality

- Identifying potential development sites for shopping, employment and housing; at Upper Road/Post Office; on land next to the railway station; by extending the Amzale Centre at Ashford Road and Langney Road.
- Enhancing the future role and function of Seaside Road and the Station Street/Mark Lane area.

Delivery

- Support a range of delivery approaches that make sure that development is viable and comes forward in a timely way.

Access and connectivity

- Maintaining the role of the ring road and considering options for new and improved pedestrian crossings; potential rerouting away from Ashford Road; narrowing the carriageway in Terminus Road; and two way operation to enhance access into the town centre.
- Improving public transport facilities including upgrading Terminus Road and the possible relocation of bus stops.
- Ensuring that taxi rank provision is adequate and in the best locations to serve customers and minimise the potential for noise and disturbance.

Tourism, leisure and the arts

- Maintaining and supporting the range and quality of tourist accommodation and facilities.
- Identifying ways in which the evening and nighttime economy can be strengthened, broadening its appeal, keeping the town centre safe and minimising disturbance.
- Introduce an Arts Trail and examine ways in which artists can become involved in major projects coming forward in the town centre.

Design quality

- Ensuring high quality architectural and urban design standards.
- Increasing energy and resource efficiency.
- Considering how new housing development can be accommodated, including the potential for taller buildings.

Delivery

- Support a range of delivery approaches that make sure that development is viable and comes forward in a timely way.



6– Article in the Eastbourne Herald 26 May 2010

'Eastbourne residents consulted over town's future'

Published Date: 26 May 2010

RESIDENTS are being asked for their views on plans for the town centre for the next 16 years.

Eastbourne Borough Council's Town Centre Area Action Plan is to be put out for consultation from June 14 to September 6.

The Area Action Plan, once adopted, will form part of the Eastbourne Local Development Framework and will set out a strategy and proposals for the town centre up to 2026.

The issues and options consultation will be carried out over a 12 week period and during that time the document can be viewed on the council's website www.eastbourne.gov.uk/tcaap and an exhibition will also be available for public inspection at a number of locations in the town.

Exhibitions will be at Eastbourne Central Library (June 14-Sept 6), Langney Shopping Centre (July 2 and 3), Sainsbury's Cross Levels Way (July 16 and 17), Eastbourne Arndale Centre (July 22 and 23), Eastbourne Town Hall Public Surgery (July 29 5.30pm–7.30pm), ASDA Crumbles (July 30 and 31), Eastbourne Railway Station (August 9 and 10), Eastbourne Sovereign Centre (August 13 and 14) and Old Town Library (August 31 and September 1).

Comments and representations can be made on the document throughout the consultation period, but should be received by the council no later than September 6. Those wishing to make comments or representations are encouraged to use the council's website or alternatively they can be sent to Lisa Rawlinson, Principal Implementation Officer, 1 Grove Road, Eastbourne, BN21 4TW.

For further information about the AAP or the consultation process, please contact Lisa Rawlinson Principal Implementation Officer on 01323 415250 or email lisa.rawlinson@eastbourne.gov.uk

7– Article in the Eastbourne Herald 4 June 2010

'Eastbourne town centre revamp is back on agenda'

Published Date: 04 June 2010

A MAJOR regeneration plan for the town centre is back on the agenda.

It includes extending the Arndale Centre, developing the Network Rail car park area, the Post Office area and an area next to Marks & Spencer.

The last facelift for the town had to be scrapped at the eleventh hour because of a legal wrangle but now council chiefs are working on the future look of the town.

Eastbourne Borough Council will also ask the public for its views on the major regeneration scheme which will shape how the town develops.

The proposed Area Action Plan (AAP) is a blueprint document designed to deliver a vision of how the town will look by 2026 – the timeframe for the plan.

To ensure the public has the chance to comment on the document, the council this week voted in favour of a local consultation programme. The council wants to know what residents think are the main issues that are important to solve in the town centre.

Council leader David Tutt said, "This is one of the most important plans the council will produce and will ensure the town meets a number of key challenges from how to cope with predicted population growth to enhancing our retail offer.

"We therefore believe it is essential to engage the residents of Eastbourne so they have the chance to comment and ultimately shape the long term design of the town centre so future generations can benefit from it."

The council has already consulted with key stakeholders to produce a draft version of the plan which will cover an area from the seafront to Upperton Road and from Devonshire Park to Bourne Street. The AAP seeks to establish what the overall vision for Eastbourne should be and looks at the structure and identity of the town with a proposal to expand the town centre boundary to take in key gateway sites such as the Wish Tower and the Post Office site in Upperton Road.

Ensuring the town centre's infrastructure meets future demand and can support a viable mix of uses is also central to the strategy and the plan also looks at how the town's key retail areas can be reinforced and developed and how new housing can be increased successfully in the best location.

Other issues covered by the AAP include improvements to public spaces, various options for buses and access in Terminus Road to benefit pedestrians and how to and how to enhance links into Devonshire Park and build on opportunities with the new Towner gallery. The plan also looks at how to boost the town's evening economy and broaden the appeal of the town centre to new audiences.

Councillor Tutt said, "Plans to dramatically improve the town centre remain a key priority for the council, and we have not abandoned our ambition to deliver real change to the Arndale Centre and the town's retail, leisure and tourism offer.

"However, making sure these goals best meet public need is crucial and we hope as many people as possible take part in the consultation process."

Public consultation on the Area Action Plan is due to run from June 14 to September 6.

The results of the consultation will then be studied by the council to create a final fully detailed document which will pass through further consultation and a public examination led by a Government inspector.

The plan will be officially adopted by the council in September 2012.

eastbourne review Summer 2010

Your Place, Your Plan, Your Say

Eastbourne residents are being invited to have their say on the future of the town centre as a new Area Action Plan is prepared.

A 12-week consultation is currently taking place giving those who visit, live or work in the town the chance to share their views on an Issues and Options Report, which outlines various choices and options for developing the existing town centre over the next 16 years.

The Report outlines the key issues facing the town centre including the current lack of connections between the main attractions within the centre of town, the ring road and bus interchange, the balance between chain stores and independent retailers, and the need to respect Eastbourne's heritage and maintain historic buildings.

Have Your Say

The Council are using a number of ways to collect feedback including an online comment form, Public Surgery at the Town Hall on 29 July, a permanent exhibition at the Library, roving exhibitions around the town, and for the first time, specific questions have been posted on the Eastbourne page on Facebook for online discussions.

Schools have also been given the chance to share their input on what they'd like to see happen to the town centre with UK Sim City being used to interact with children through workshop sessions.

The feedback received on this Report will be used to shape the Town Centre Area Action Plan and set out a strategy and proposals for the town centre up until 2026.

Leader of Eastbourne Borough Council, Cllr David Tutt said "The town centre is a huge part of everyone's day to day lives, not only for residents but also for those who visit or work in Eastbourne, combining shopping, business, our seafront and attractions.

"It is extremely important that we hear from as many people as possible to gauge their views on the Issues and Options Report so that we can plan a town centre that meets the needs of Eastbourne for the future. Eastbourne town centre has many



1. Expansion of the Arndale Centre – Terminus Road/Ashford Road

OPTION:
Incorporate Ashford Road and divert the Ring Road

2. Mixed use redevelopment north-east of the railway station

OPTION:
Inclusion of a foodstore at site 2 or 3

3. Mixed use redevelopment of the post office site – Upperton Road

OPTION:
Inclusion of a foodstore at site 2 or 3

4. Remodelling south south-east end of the Arndale Centre around an invigorated public square

strong qualities but we want it to build on these and develop into an attractive, vibrant place with well connected streets and public spaces and somewhere that encourages investment.

"It must be stressed that the options and choices in the Report are all part of the consultation process and designed to invoke discussion and get people thinking about moving the town centre forward.

"With our new profiles on Twitter and Facebook, we hope to be able to engage with the whole community during the consultation process and collect views to help shape a Plan that will be vital to the future of Eastbourne."

Key Themes to Consider

Seven key themes have been identified in the Options and Issues Report:

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

Residents, visitors and workers are being asked to consider choices linked to these themes in order to come up with a Plan that offers ways to build on the town centre's already successful assets and qualities, and provides solutions for the issues and problems facing the town centre as it is today.

For more information, to complete the online comment form and to find out when and where the surgeries and presentations are taking place go to www.eastbourne.gov.uk/tcaap. To join the Eastbourne discussion on Facebook go to www.facebook.com/EastbourneC.

Remaining Exhibition Dates

- 16 – 17 July: Sainsburys Cross Levels Way
- 22 – 23 July: Eastbourne Arndale Centre
- 29 July, 5.30pm – 7.30pm: Public Surgery at Eastbourne Town Hall
- 30 – 31 July: ASDA Crumbles
- 9 – 10 August: Eastbourne Railway Station
- 13 – 14 August: Eastbourne Sovereign Centre
- 31 August – 1 September: Old Town Library



9- Press Release

News Release

Date: Thursday 22 July 2010
Released By: Council Press Office
Photocall: No

Add to the Town Centre Wish List

Visitors, workers and those living in Eastbourne are being encouraged to follow school children in the town and make sure they have their say on the future of the town centre before the consultation ends on 6 September.

There is over a month left to give feedback and comments on an Issues and Options Report that will shape an Area Action Plan for Eastbourne town centre outlining its future up until 2026.

Children at Bourne School and Cavendish School have already been involved in the consultation through workshop sessions and suggested the top improvements that they would like to see made so that the town centre becomes a place that they would like as adults. Now Eastbourne Borough Council is asking residents, workers and visitors to do the same.

As well as completing the online questionnaire, people can write, email or leave comments on the Council's Facebook page at www.facebook.com/EastbourneC listing their top five things that they like about the town centre as it is today and the top five things that they would like to change.

Leader of Eastbourne Borough Council, Councillor David Tutt said "The consultation on the future of Eastbourne town centre is extremely important for all generations, both those who live and work in the town, as well as those who visit. I want to encourage as many people as possible to tell us what they want so that we can build a bigger picture and make plans to develop the town centre with benefits for everyone. By asking for your top 5 things you like and top 5 things you want to change, it's a quick and easy way for us to listen to your views and I am excited to hear what people have to say."

The consultation is not only asking for views on the provision of shopping facilities within the town centre, but is also asking for people to consider some of the main issues facing the town centre including the lack of connections between the main attractions, the ring road and bus interchange, and the need to respect and maintain historic buildings.

As well as a number of roving exhibitions still taking place this summer, with one being held in the Arndale Centre today and tomorrow when Council officers will be on hand to provide more information, the top five suggestions offers a quick and easy way to leave feedback.

Residents, visitors and workers can let the Council know their top five things they like and top five things they'd like to change by emailing planningpolicy@eastbourne.gov.uk, posting a comment on the Council's Facebook page at www.facebook.com/EastbourneC or writing to Lisa Rawlinson, Senior Planning Officer, Planning, 1 Grove Road, Eastbourne, BN21 4TW.

Or to complete the online comments form and to find more information including a list of all exhibitions and a copy of the Issues and Options Report, visit www.eastbourne.gov.uk/tcaap.

Eastbourne

Town Centre Area Action Plan

Your place, Your plan, Your say

Eastbourne Borough Council is preparing an Area Action Plan for **Eastbourne Town Centre**. The Plan is an important planning policy document that will set out proposals for the town centre up until 2026.

The Council is at an early stage in preparing the Plan and is currently considering the issues and options that will shape the final document. An Issues and Options Report has been prepared.

If you visit, live or work in the town the Council would like to hear your views.

Getting involved

The Issues and Options Report is published for a twelve week consultation period. The period for making comments commences on 14th June 2010 and will close on 6th September 2010.

Visit the exhibition between 9am-5pm (unless otherwise stated) at

| | |
|--|---------------------------|
| Eastbourne Central Library | 14th June - 6th Sept |
| St John's Church Hall, Meads | 28th June 10am - 4pm |
| Langney Shopping Centre | 2nd - 3rd July |
| Sainsburys Cross Levels Way | 16th - 17th July |
| Eastbourne Arndale Centre | 22nd - 23rd July |
| Public Surgery at Eastbourne Town Hall | 29th July 5.30pm - 7.30pm |
| ASDA Crumbles | 30th - 31st July |
| Eastbourne Railway Station | 9th - 10th August |
| Eastbourne Sovereign Centre | 13th - 14th August |
| Old Town Library | 31st Aug - 1st Sept |

View the exhibition and download the Issues and Options Report on-line at www.eastbourne.gov.uk. Representations can be made electronically at www.eastbourne.gov.uk.

Comments (positive or negative) can be made on any aspect of the emerging Plan. All comments received will be posted on the Council website.

For more information contact:

Lisa Rawlinson
Eastbourne Borough Council,
1 Grove Road, Eastbourne, East Sussex, BN21 4TW
Tel: +44 (0) 1323 415250. fax: +44 (0) 1323 641842,
Email: lisa.rawlinson@eastbourne.gov.uk



11- Public Notice



Eastbourne Borough Council

PLANNING AND COMPULSORY PURCHASE ACT 2004

THE TOWN AND COUNTRY PLANNING (LOCAL DEVELOPMENT) (ENGLAND) REGULATIONS 2004 (AS AMENDED)

REGULATION 25 – NOTICE OF PUBLICATION OF THE EASTBOURNE TOWN CENTRE AREA ACTION PLAN – ISSUES AND OPTIONS

On 26th May 2010, the Council's Cabinet approved the Eastbourne Town Centre Area Action Plan – Issues and Options, for public consultation.

The Area Action Plan (AAP), once adopted, will form part of the Eastbourne Local Development Framework (LDF). It will set out a strategy and proposals for the Town Centre up to 2026.

The Issues and Options consultation will be carried out over a 12 week period from 14th June to 6th September. During this time the document can be viewed on the Council's website (www.eastbourne.gov.uk/tcaap) and an exhibition will also be available for public inspection at the following locations:

| | |
|--|-----------------------------|
| Eastbourne Central Library | 14th June - 6th Sept |
| Langney Shopping Centre | 2nd and 3rd July |
| Sainsburys Cross Levels Way | 16th and 17th July |
| Eastbourne Arndale Centre | 22nd and 23rd July |
| Eastbourne Town Hall Public Surgery | 29th July - 5.30pm – 7.30pm |
| ASDA Crumbles | 30th and 31st July |
| Eastbourne Railway Station | 9th and 10th August |
| Eastbourne Sovereign Centre | 13th and 14th August |
| Old Town Library | 31st August and 1st Sept |

Comments and representations can be made on the document throughout the consultation period, but should be received by the Council no later than 6th September, 2010. Those wishing to make comments or representations are encouraged to use the Council's website; or alternatively they can be sent to the following address: Lisa Rawlinson Principal Implementation Officer, 1 Grove Road, Eastbourne, BN21 4TW.

For further information about the AAP or the consultation process, please contact Lisa Rawlinson Principal Implementation Officer, on 01323 415250 or email lisa.rawlinson@eastbourne.gov.uk

12- Schedule of exhibition venues and staffing dates

Town Centre AAP Issues and Options Exhibition Venues and Programme

| Date | Day | Central Library | 246 T Rd | Arndale Centre | Langney S/C | Sains X Levels | Asda | Station | Sov Centre | Staff |
|-------|------|-----------------|----------|----------------|-------------|----------------|------|---------|------------|-----------------------------|
| 14/06 | Mon | | | | | | | | | SH Check every other day |
| 15/06 | Tue | | | | | | | | | |
| 16/06 | Wed | | | | | | | | | |
| 17/06 | Thur | | | | | | | | | |
| 18/06 | Fri | | | | | | | | | |
| 19/06 | Sat | | | | | | | | | |
| 20/06 | Sun | | | | | | | | | |
| 21/06 | Mon | | | | | | | | | |
| 22/06 | Tue | | | | | | | | | |
| 23/06 | Wed | | | | | | | | | |
| 24/06 | Thur | | | | | | | | | |
| 25/06 | Fri | | | | | | | | | |
| 26/06 | Sat | | | | | | | | | |
| 27/06 | Sun | | | | | | | | | |
| 28/06 | Mon | | | | | | | | | |
| 29/06 | Tue | | | | | | | | | |
| 30/06 | Wed | | | | | | | | | |
| 1/07 | Thur | | | | | | | | | |
| 2/07 | Fri | | | | | | | | | MH |
| 3/07 | Sat | | | | | | | | | LR |
| 4/07 | Sun | | | | | | | | | |
| 5/07 | Mon | | | | | | | | | |
| 6/07 | Tue | | | | | | | | | |
| 7/07 | Wed | | | | | | | | | |
| 8/07 | Thur | | | | | | | | | |
| 9/07 | Fri | | | | | | | | | |
| 10/07 | Sat | | | | | | | | | |
| 11/07 | Sun | | | | | | | | | |

| Date | Day | Central Library | 246 T Rd | Arndale Centre | Langney S/C | Sains X Levels | Asda | Station | Sov Centre | Staff |
|-------|------|-----------------|----------|----------------|-------------|----------------|------|---------|------------|-------|
| 12/07 | Mon | | | | | | | | | |
| 13/07 | Tue | | | | | | | | | |
| 14/07 | Wed | | | | | | | | | |
| 15/07 | Thur | | | | | | | | | |
| 16/07 | Fri | | | | | | | | | MH |
| 17/07 | Sat | | | | | | | | | LR |
| 18/07 | Sun | | | | | | | | | |
| 19/07 | Mon | | | | | | | | | |
| 20/07 | Tue | | | | | | | | | |
| 21/07 | Wed | | | | | | | | | |
| 22/07 | Thur | | | | | | | | | E/Dev |
| 23/07 | Fri | | | | | | | | | E/Dev |
| 24/07 | Sat | | | | | | | | | |
| 25/07 | Sun | | | | | | | | | |
| 26/07 | Mon | | | | | | | | | |
| 27/07 | Tue | | | | | | | | | |
| 28/07 | Wed | | | | | | | | | |
| 29/07 | Thur | | | | | | | | | |
| 30/07 | Fri | | | | | | | | | CS/MH |
| 31/07 | Sat | | | | | | | | | JFC |
| 01/08 | Sun | | | | | | | | | |
| 02/08 | Mon | | | | | | | | | |
| 03/08 | Tue | | | | | | | | | |
| 04/08 | Wed | | | | | | | | | |
| 05/08 | Thur | | | | | | | | | |
| 06/08 | Fri | | | | | | | | | |
| 07/08 | Sat | | | | | | | | | |
| 08/08 | Sun | | | | | | | | | |
| 09/08 | Mon | | | | | | | | | LR |
| 10/08 | Tue | | | | | | | | | E/Dev |
| 11/08 | Wed | | | | | | | | | |
| 12/08 | Thur | | | | | | | | | |
| 13/08 | Fri | | | | | | | | | MH |
| 14/08 | Sat | | | | | | | | | |
| 15/08 | Sun | | | | | | | | | |

| Date | Day | Central Library | 246 T Rd | Arndale Centre | Langney S/C | Sains X Levels | Asda | Station | Sov Centre | Staff |
|-------|------|-----------------|----------|----------------|-------------|----------------|------|---------|------------|-------|
| 16/08 | Mon | | | | | | | | | |
| 17/08 | Tue | | | | | | | | | |
| 18/08 | Wed | | | | | | | | | |
| 19/08 | Thur | | | | | | | | | |
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| 29/08 | Sun | | | | | | | | | |
| 30/08 | Mon | | | | | | | | | |
| 31/08 | Tue | | | | | | | | | |
| 01/09 | Wed | | | | | | | | | |
| 02/09 | Thur | | | | | | | | | |
| 03/09 | Fri | | | | | | | | | |
| 04/09 | Sat | | | | | | | | | |
| 05/09 | Sun | | | | | | | | | |
| 06/09 | Mon | | | | | | | | | |

13– Dates of Presentations, Public Surgery & Workshops

16 June 2010 – Presentation to 3VA

7 July 2010 – Interactive Workshop with Pupils on School Council at Bourne School

14 July 2010 – Interactive Workshop with Pupils on School Council at Cavendish School

19 July 2010 – Presentation to Town Centre Management Initiative

21 July 2010 – Presentation to Disability Involvement Group

22 July 2010 – Presentation to stakeholders

29 July 2010 – Public Surgery

16 August 2010 – Presentation to Eastbourne Strategic Partnership

2 September 2010 – Presentation to Chamber of Commerce

8 September 2010 – Interactive Workshop with Youth Forum

14 October 2010 – Presentation to Community Environment Partnership for Eastbourne

14- Comments form available at the exhibitions



| |
|---------------|
| Our Reference |
|---------------|

LDF

Eastbourne Town Centre Area Action Plan

Local Development Framework **Issues and Options Report**

Consultation Response Form

Please note that you can make representations online swiftly and easily at:
www.eastbourne.gov.uk/tcaap

Your Details

| | | | |
|---------|-------------------|---------------|--|
| Title | Mr/Mrs/Miss/Ms/Dr | First Name(s) | |
| Surname | | | |

| | |
|------------------------------|--|
| Company/ Organisation | |
| Position held | |
| Agent Acting on behalf of | |

| | | | |
|---------|--|-----------|--|
| Address | | | |
| | | | |
| | | | |
| | | Post Code | |

| | | | |
|--------------|--|------------|--|
| Phone Number | | Fax Number | |
| E-Mail | | | |

| | |
|---------|--|
| Address | |
|---------|--|

| | |
|--------------------------|---|
| <input type="checkbox"/> | I would like to be added to the mailing list for future consultation on planning policy documents (please tick ✓) |
|--------------------------|---|

If yes, what is your preferred method of contact for future planning policy consultation (please tick ✓) :

Letter Fax E-Mail Telephone

Other (please state) _____

Your comments

Please note that you will need a separate form for each representation that you make.

| Which part of the Issues and Options Report do you wish to make a representation against? | | |
|---|-----------------|---|
| | Please tick (✓) | Please name the section title or number |
| Whole Report | | N/A |
| Vision | | |
| Summary of Key Issues | | |
| Spatial Framework and Character Areas | | |
| Policy Themes | | |

Do you wish to support or object to the above (please tick ✓).

| | | | |
|-------------------------|--------------------------|-------------|--------------------------|
| Support | <input type="checkbox"/> | Observation | <input type="checkbox"/> |
| Support with conditions | <input type="checkbox"/> | Other | <input type="checkbox"/> |
| Object | <input type="checkbox"/> | | |

Please specify your reason for supporting or objecting and general comments/observations

please attach further pages if necessary

If you are objecting please specify the changes to the report you are seeking.

| |
|--|
| |
|--|

Your Reference

| | |
|--|--|
| | |
|--|--|

15- Assessment of how the Town Centre AAP objectives align with the objectives of the East Sussex Integrated Sustainable Community Strategy – ‘Pride of Place’ (2008-2026)

Town Centre Area Action Plan 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.

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.

The table below illustrates that the majority of the Town Centre Area Action Plan Objectives positively assist with the delivery of the Objectives of the Integrated Sustainable Community Strategy and that none have a negative impact or are conflicting.

Alignment of Town Centre Area Action Plan Objectives with Objectives of the East Sussex Integrated Sustainable Community Strategy – ‘Pride of Place’ (2008-2026)

| Sustainable Community Strategy Objective | Area Action Plan Objective | | | | | | | | | | | |
|--|----------------------------|---|---|---|---|---|---|---|---|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| A place that is attractive for holidays, where people want to live and work, that has a mix of skills and businesses, with good road and rail links to the rest of the UK | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Where people respect and protect wildlife, the open and built environment. Waste is reduced, reused or recycled, and there is a public transport system to reduce car use. Where people seek to reduce the implications of climate change and their carbon footprint | ✓ | | | | | | | | ✓ | | | ✓ |
| A place that is healthy with services delivered appropriately in the community | ✓ | ✓ | ✓ | | | ✓ | ✓ | | | | | |

| Sustainable Community Strategy Objective | Area Action Plan Objective | | | | | | | | | | | |
|--|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| A good supply of high quality sustainable housing which offers choice for local people and those wishing to move to the town to work | ✓ | | | | | ✓ | ✓ | | | | | ✓ |
| Where people feel safe in their homes and within the town | | | | | | ✓ | | | | | ✓ | |
| A place that encourages lifelong learning | | | | | | | ✓ | | | | | |
| That is known for a broad range of opportunities for all to engage in the creative arts, sport and recreation | | | | | | ✓ | | | | | ✓ | |
| That has residents with a strong sense of community, and that is accessible to people with a range of disabilities and needs | | | | | | ✓ | | | ✓ | | ✓ | |
| That is good for children and young people to grow and stay, and families can extend and flourish | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Section B – Schedule of Comments Received

A total of 504 comments were received during the 12 week consultation period from 67 individuals/organisations.

Of the 67 individual representations, 32 were made in writing either by letter or on a completed comment form; 15 were received on Facebook; 2 via Twitter and the remaining 18 were received online via 'Limehouse', the Council's online consultation portal.

Acknowledgements were sent to all those who made representations with confirmation that the comments received would be taken into consideration in the preparation of the draft Area Action Plan

No representations were received on the accompanying Sustainability Assessment.

| Section B | | Schedule of all comments received on the Town Centre AAP Issues and Options Report (June 2010) | | |
|-------------------------------|-------------|---|-----------------------------|--------------------|
| <i>Policy Option/Question</i> | <i>View</i> | <i>Reasons for comment:</i> | <i>Organisation Details</i> | <i>Full Name</i> |
| General | No Opinion | <p>While not competing with Brighton, and complementing rather than competing with Hastings, Eastbourne is celebrating its unique situation and high quality environment and continuing to develop its 'family holiday' offer together with its 'environmental holiday' market, which grew very quickly after the inauguration of the South Downs National Park. The town centre itself has managed to transform some of its heavily trafficked spaces into much greener public spaces where people are inclined to linger and enjoy public artworks. An increasing number of people arriving in, and moving around the town by sustainable transport, has freed up the space to enable this to happen.</p> <p>One unintended and welcome consequence of the development of, and penetration into the town of high quality cycle and pedestrian routes, is the increase in biodiversity that followed the careful planting alongside these greenways. This has also made possible environmental improvements along Seaside as the traffic has diminished,</p> | East Sussex Transport 2000 | Mr. Derrick Coffee |
| | | <p>and walking or cycling into Seaside and the town centre from these older areas of higher density housing is a pleasant experience, as well as being quicker. Local shops have seen an upturn in business. The redesign of Gildredge Road, with its avenue of disease resistant elms, the reduced carriageway width and shared use roadspace between Upperton Road /Avenue Gateway/Ashford Road junction, and the station/Grove Road/Central Library linkage with its traffic calming and imaginative - almost pocket park style planting - have helped Eastbourne to several national and international accolades. Perhaps the clinching factor though was the renaissance of Hyde Gardens from its rather 'scrappy' nature into a true urban and elegant green space worthy of the title 'Garden'.</p> <p>Narrowing the carriageway width between the junction of Upperton Road and the Avenue, and along station parade, together with the removal of railings, has given a welcome opportunity to include this long excluded area in the town centre.</p> | " " | " " |

| | | | | | |
|--|---|---|---|---|---|
| | <p>What was a traffic canyon, hostile to pedestrians and cyclists, is now a greener space where calmed traffic has to share rather than dominate the space. This has also led to a safer crossing point for pedestrians between the station and Terminus Road where again, pedestrians – long intimidated - have priority. Large numbers of foreign students going to and from the station have been particular beneficiaries. Significantly, there are signs of recovery among the businesses occupying this corridor. Other key achievements include the new bus lay-over arrangements in Cornfield Road which still allow boarding/alighting near the station. And the new low-emission buses are welcomed along with the street-space renovation in Terminus Road. The Town Hall is also enjoying its new setting within the new public space created by the redesigned ‘shared space’ road layout at the Grange Road/South Street/Grove Road junction,</p> | " | " | " | " |
| | <p>and Grove Road and South Street businesses are doing well out of the new pedestrian flows from the station and up Grove Road. What was formerly for visitors a ‘linear’ characteristic and experience of Eastbourne between the station and seafront has now changed as visitors are more likely to ‘happen’ upon other high quality spaces and the extension of the town centre envelope to include Furness Road has allowed the pedestrianisation of South Street between the Town Hall and Gildredge Road. At the other side of the station, the extension of the town centre to include Commercial Road/ St Leonards Road was a logical step as it acknowledges this area as part of the ‘central business district’. The consequent inclusion of these streets into the Controlled Parking Zone resulted in commuters (most from within the borough) to consider alternatives to the car and it was no coincidence</p> | " | " | " | " |
| | <p>that the bus services were expanded to provide direct links, with a service operating along St Leonards Road connecting the town – Hospital/Colleges – Polegate - Hailsham. This service is also now popular with residents in the new developments in Upper Avenue and also the larger numbers of residents in the former Bedfordwell Depot site. Cycle links to Hampden Park and Langney have transformed commuter patterns in the town, and along with new routes to and within the National Park, are also a major tourism draw. The other important component in the range of alternative transport on offer to commuters and shoppers was the opening of Stone Cross station in 2015 – long overdue, and giving the opportunity of an 8 minute journey to the heart of town.</p> | " | " | " | " |
| | <p>Within town, the cycleway through Cornfield Road and the Memorial Roundabout, and down the centre of Devonshire Place, has proved popular and effective, not least because it links in with the seafront route. The realization that not all residential areas can be on a cycle route has led to a creation of a network of 20mph zones where conditions are now far more favourable for cycling and walking. Social interaction has increased between residents who formerly would have closed their front doors and got straight into their cars even for the shortest of journeys. At popular destinations, cycle parking has been greatly expanded and improved, and there is now a cycle repair and hire shop, as well as expanded and secure storage, operating at the station, 7 days a week.</p> | " | " | " | " |

| | | | | | | |
|---------|------------|--|--------------------|---|----------------|---|
| | | This situation delivered an opportunity to redevelop part of the station car park, retaining some parking but also creating a 'softer' environment with the demolition (!) of the old Gazette and Herald offices allowing the 'tree island' in Commercial Road to 'bleed' into the site to form a small park, popular with town centre workers at lunchtime. This has improved the image and fortunes of the Enterprise Centre. | " | " | " | " |
| | | More broadly, the opportunities realised to create more homes in the town centre have undoubtedly reinforced the vitality of local businesses and some of the money which has in recent decades flooded out of town to the peripheral sites has returned – the flow has certainly been reversed. | " | " | " | " |
| | | One interesting development is the new foreign tourist market which has opened up and developed in recent years. Some of this is due to the environmental quality of the town and area on its own, but some is due to the maturing language students who returned home with fond recollections of the town and are now coming back with their children to visit. Eastbourne and Hastings – along with smaller towns such as Rye and Lewes – have always formed part of the tourist experience in the sub-region and this has led to an imaginative joint marketing strategy effectively for the whole stretch of coast between Beachy Head and Fairlight Cliffs. Collaboration between Hastings and Eastbourne has allowed a focus on two of the most beautiful, yet diverse, gems of the south east: | " | " | " | " |
| | | : the South Downs National Park with its sweeping chalk uplands, and the High Weald Area of Outstanding Natural Beauty with its heavily wooded sandstone ridges and steep secret valleys. Alongside them are the wetlands of Pevensey Levels and Romney Marsh – each a birdwatchers paradise and natural wonderland, and all of it echoing fascinating histories. Eurostar passengers can now much more easily access the area with the improved electrified service from Ashford to Hastings, Eastbourne (and a large city to the west). | " | " | " | " |
| General | No Opinion | Thank you for hosting the meeting yesterday evening. One main comment that I did not make at the time and apologies for having to bail out before the end, was regarding delivery. I wonder if the scale and complexity of the proposals will worry most people in terms of the likelihood that anything will come of the process. In light of the lend lease saga, I believe there may be a feeling of 'here we go again'. Would it be possible to break down the elements of an overall best case scenario into more manageable chunks, weighted in light of their importance, extent, cost, viability etc? If this was the approach, I believe that more people would engage in the process thinking that at least part of the scheme would be implemented. Each element would represent progress thinking that at least part of the scheme would be implemented. Each element would represent progress towards a greater end. Each stage would be more realistic on cost and the various means of financing could be tailored accordingly with a greater chance of success. The elements could range from the simple, additional town centre signage for instance, to more | Tingley Commercial | | Roland Gardner | |

| | | | | |
|---------|------------|---|--|-------------------|
| | | Radical redevelopment schemes along the lines of those discussed. Not wanting to appear to be over complicating proposals, but perhaps there could be three, five year periods up until 2026 within which the various elements could be allocated. This would alleviate the view that the scheme is too ambitious, too expensive, too distant and therefore never going to happen. | " " | " " |
| General | No Opinion | Stables Lane road surface is in dreadful condition and the road is littered with vehicles parked by shoppers and commuters seeking to avoid the town centre parking charges; regardless as to whether they are obstructing access to private parking areas. | | Mr John Boyle |
| General | No Opinion | General Comments regarding sewerage provision to new development | Southern Water | Mr David Sims |
| General | No Opinion | The HA are generally pleased with the action plan objectives particularly objectives 9 and 11 which target improved accessibility and enhanced pedestrian links respectively. This could help reduce the impact of LDF development on the SRN (Strategic Road Network) to the North. It is important that as the Area Action Plan develops, the focus shifts to deliverability of the plan objectives and outlines how they will be achieved. Supporting transport infrastructure should be identified and outlined at an early stage together with sources of funding to demonstrate that the objectives are deliverable. | Senior Network Manager Highways Agency | Mr Garry Frostick |
| General | No Opinion | The College is supportive of the vision set out in section 2. Specifically, efforts to improve pedestrian and cycling links, to connect the sea front with the station, improve the area around the station and make the town more attractive to shoppers and tourists are all priorities for the College. The College is concerned that recent changes to parking arrangements have proved detrimental to people who live and work in and adjacent to the town centre and that proposals to widen the scheme will be more damaging, still. Specifically, the College believes that Old Wish Road (marked on the map) which flows straight through the main school and serves no purpose as a highway for public vehicle use, ought to be closed for public vehicles in the interests of health and safety. The College is pursuing this aim and, in the meantime, feels that to put any form of meter in the road would be aesthetically and practically incorrect. The College believes that the pedestrianisation of Grange Road from its intersection with Blackwater and Carlisle Road would give a health and safety dividend. The College believes that the provision of sport facilities should be | Headmaster Eastbourne College | Mr S Davies |

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| | | added under the Tourism, Leisure and arts policy theme. The College believes that the enhancement of the junction between the railway station, Terminus Road and Grove Road would be a very good thing and that provision for the removal of bus stops and taxi ranks to a less populated area would also be advantageous to the look, feel and health of the town centre. The College believes that pressure should be brought to bear on the rail service providers to enable an hourly fast service to and from London. The College believes that attempts to invigorate the nightlife leisure facilities of the town need to be developed carefully. It is mindful of the changes brought about to a number of South Coast towns have brought about dramatic changes that have not always been to the good of local residents (eg towns becoming stag and hen night venues). At the same time young people need good, safe places to enjoy and there is a real dearth of high quality restaurants. | " | " | " | " |
| | | The College would welcome a chance to discuss its own land and property use in the coming decades so it can maximise the assets it has for the good of pupils at Eastbourne College and St Andrew's and for the town as a whole. | " | " | " | " |
| General | No Opinion | We have been here before and nothing resulted. This in itself is a waste of council tax when it's obvious the Arndale Centre will dictate what happens as they did before. | | | | Unknown |
| General | No Opinion | Far too wordy. Too many questions and far too few answers. This town has suffered from a lack of long term plans for years. This is a poor excuse for one. More important than 'fiddling' with town centre limits is actually defining the whole town limits. At the moment more of the real population live outside of the official boundaries than within the town. This leads to crazy differences between council tax rates and supply of all services i.e. school place provision, doctors, shopping and sewerage. For years we have had inner and outer Eastbourne. The situation needs addressing. | | | | Mr Stuart Douglas Nye |
| General | No Opinion | Taxi's need sorting out. | | | | Mr David James Bond |

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| General | No Opinion | Regarding your article in the Herald on 30th July 2010. As this is a holiday town with many others, they all face the same problems with money and if holiday makers are part of your main income and with their enjoyment to have a relaxing holiday and including your tennis weeks, it is about time that one talks about safety for pedestrians and not filling up hospitals with accidents. For whether we like it or not, the attitude of drivers, also the white vans who are always in a hurry- cannot something be done. One could give more access for pedestrians with extra zebra crossings and speed restriction limit of 20 M.P.H. on certain roads, if you say this is not on. How much do you spend on accidents and hospitals and police time in sorting these situations out. One must take a positive attitude towards the future and not to have the same old story. Another thing is the wheelchair buggy, where we see accidents recorded, maybe they can have access to cycle lanes and proper pavements in their moveability. You cannot discriminate, such as disabled people, regarding government acts, maybe we can take a line of lesson like the city of Oxford regarding traffic. | | Mr & Mrs D Rayner |
| General | No Opinion | Firstly, great idea to have a wish list-it's very positive to give your residents the opportunity to directly have our say on the town- and to feel that we're being taken seriously, and what we suggest can directly affect our environment. Thank You! On the other hand, from a usability perspective, I think the amount of wish list items-5 good, 5-bad, =ten overall suggestions is overwhelming. It's a turn off. If I spend only six minutes once each suggestion, it would take me an hour to put this together. Not everyone can spare an hour of their time. Also, the user has to actively click away from your site to seek out the facebook page (there's no direct link to it on the specific web page), open an email or send a letter. More little things to get in the way of presenting our thoughts to the council. Before I've started my wish list, I can already see that I need to spend around 1hr 1/2 to get my opinions to you. I'm being realistic. However, many users will come to discover this half way through the task. A marked amount will drop away- either by giving up halfway through or setting it aside intending to do it later but forgetting. I fear you may end up looking at residents which don't represent opinions | | Will Weaver |
| | | you're aiming for, but rather a certain demographic who will be time-rich, paper letter writers. What would be really useful-both for users and the Council, is to have a simple online form in bite-size sections, which the user can fill out step by step. The BBC do this very well as an example- BBC Radio 3, Radio 4 and Radio 7 survey. You would be able to control some multiple choice based questions- it's often the case that the party setting the questionnaire may know a few answers already, but not being 100% sure on all of them, would need the public guidance to help make a democratic decision. Also, it is an easy way to encourage completion of a survey when some of the stages appear easy! With this in mind, I'm afraid I can only muster 3 wish list item, and I'm afraid I haven't a five positives list, either. However, holistically within my wish list I raise the positives I feel towards Eastbourne. 1. No more pan pipes- Okay, not specifically panpipers per say, but the horrible backing track music which has become a regular feature in the town centre. Apart from benefiting the musicians themselves, I really can't see what net add value panpipers and the like, bring to the town. | | " " |

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| | | <p>I once walked from Natwest to Clarks shoes and there was one pan pipe band on each end of the uninspiring journey. It marks Eastbourne as yet another beige, cookie-cut town. I understand you cannot target any one type of musician to stop what they're doing-it's an open market- but sometimes the insipid row is just too much to bear. But this is a wish list, after all, so away with the canned music. 2. First Impression of Eastbourne- I wouldn't be surprised if first time visitors, upon leaving the train station, do a 180 degree turn after seeing the dull parade of unoccupied shops outside. We want visitors to be pleasantly surprised by our town when they alight, not have a wretched stereotype hammered home and ingrained in their conscious for the return journey and ever-after. Think how it feels when you get off the train at Hastings. The modern glass building echoes an airport, and as a first impression-regardless of any preconceived ideas about the town- you feel you've 'arrived'. Something can be done here in Eastbourne. Many empty premises at the moment use their windows to display art, which is great, I love it.</p> | | " " |
| | | <p>However, they need to be rotated much more (it doesn't take long before they start to stagnate and the illusion is broken, becoming nothing more than another boarded-window). Can these commissioned artworks not be based around upcoming events?. Something that frustrates friends, family and myself is not knowing about key events in the town. It's almost a given that residents know when Airbourne takes place. However, I think this has lead to the assumption that residents also know about every other events diary entry, therefore complacency in not strongly marketing many other events what's on. For example, the Davis Cup. THE Davis Cup. I had no idea Eastbourne was holding such a prestigious event. I assumed it was just me who missed the boat, until I brought it up in conversation. After doing a straw poll, seriously, nobody I know had any idea it was on. I'm not just talking about the people outside the town but lifetime Eastbourne residents too. But when the circus comes to Town, I always know about it. And I'm not even a massive clown fan. Something has gone awry. Back to that idea about art and advertising. I know each event has its own brand guidelines, but as</p> | | " " |
| | | <p>long as there is a brand manager involved, there's no need to indulge any brand abuse. We have learned that when these types of executions are done right, they provide excellent brand extension, and with our town full of artistic individuals with vision and talent crying out for a break, maybe they would step going unnoticed- and prevented from wandering off to Brighton and beyond- if their skills were utilised. Another small but mighty step in the right direction is utilising the popup shop concept which has proved to be a great success elsewhere, not only just in this country, but around the world. At reduced rates, someone can occupy a premises on a micro contract. A short-term lease. With this subsidised incentive you encourage prospective entrepreneurs to take this lower-risk plunge into business, encouraging economic growth. The most successful shops are usually concept based-a burgeoning artist, a developing clothes designer, a smart new product launch, a small home/town outskirts business looking to promote and feed from their high footfall- the possibilities go on. The amount of closed shops re-opened over Christmas to sell tut, this tells me the Council</p> | | " " |

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| | <p>are already familiar with the concept, although in a culturally bankrupt capacity- these shops do NOTHING for a town's reputation. So there it is. Wish list item 2: Smarter marketing of the tow, utilising the pop up shop concept please. 3. More than just art at the Towner. I've found myself and friends travelling out of Eastbourne increasingly more recently to a nearby coastal hotspot with a thriving cultural underbelly. And it's not Brighton. Head a little East and you can find of the South coasts best kept secrets- Bexhill. This once sleepy little town is showing the big boys how to raise a profile, and it certainly appears the sphere of influence is the De La Warr pavilion. I know what you are going to say 'Eastbourne's got one of those- The Towner'. The Towner IS fantastic, no doubt. But where the De La Warr has the upper hand is events handling, putting on an incredibly diverse output of events. I recently went with a group of friends to see UNKLE perform a one off orchestrated show whilst Anthony Gormley's Critical Mass stoically sat on the roof above us. We enjoyed a beer, a coffee, a little dance to the DJ in the lobby before getting the last train home.</p> | | " " |
| | <p>On the train I spoke to a few people who'd travelled some distance to be there- one guy from Northern Ireland (if you build it, they will come!). This month I look forward to watching an outside film presentation of Napoleon Dynamite; my ticket for the October live performance of Swan Lake arrived in the post yesterday. What I'm trying to illustrate is how one establishment can cater for such a wide audience, with an understanding and respect for each culture and sub-culture they're aiming towards. Why can't the Towner? So the buildings are different by comparison, arguing that space and layout dictate function with surrounding space and location a limitation. Perhaps. Perhaps if you want to be culturally constrained than yes, listen to these arguments against and accept how far they outweigh all the 'for' and continue to put barriers up. But I see growth. I see an amazing period building which annexes the Towner called the Congress. I see an update of programs, with Jim Davidson and more energetic, enthusiastic folks wanting to DJ, waiting to have their breaking bands play at a cool venue.</p> | | " " |
| | <p>We see event promotions take place at the Winter Gardens and my god they are a breath of fresh air. But they're few and far between, if not always attractively organised. I remember entering a gig there but was warned by the doorman that I wouldn't be allowed re-entry if I were to leave to meet some friends. I then spent 30 minutes at an understaffed bar waiting to be served, missing one of the bands altogether. This type of thing doesn't help matters. As an equation- Gigs + bad organisation divides paying customers= bad feelings. Gigs + good facilities divides paying customers= x return visitors. I think a large part of the problem is an ingrained negative attitude towards pop/rock/dance/alternative music and its follower, but it doesn't automatically mean trouble. I've been to gigs in Eastbourne where the presence of the authorities has been stifling. For example, I attended a gig at the Underground Theatre and it was one of the friendliest crowds I'd been part of (a lot of the kids were under 16 too) and yet there was such a gathering of police officers waiting outside you could have mistaken it for a football match. What a waste of resources. But if that's the terms promoters have to abide</p> | | " " |

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| | | by, no wonder they're reluctant to put these sorts of shows on in the town- and this just has to change. Update these skewed attitudes towards youth oriented events and review the tracking of resources for them, because guess what? Pop culture isn't sending us all to hell in a hand cart, it's actually helping feed the open-mindedness this town deserves, and the Towner presents itself as the ideal pivotal influence. I wish it could be as significant to Eastbourne as De La Warr is to Bexhill. | | " " |
| General | No Opinion | Things that are good about the Town Centre: Towner, Arndale Centre, Pier, Sea, Arndale Car Park, TJ Hughes, Library, Atlantis, Real Skate Shop. Things that are bad about the Town Centre: Arndale car park not suitable for skating, no shops for school trousers, not a good selection of shops, Pier needs improvement. Shops that the Town Centre needs: Expose, factory shops, Nike, Indoor centre for skating, ice rink, dance school/performing arts, youth centre and seating areas. | | Youth Forum |
| General | No Opinion | Knock down the Arndale Centre. Towner leaflet says free, the current exhibition charges £4. | | Railway Station |
| General | N/A | Keep hotels so people can visit. More caravan parks needed. More restaurants needed. Good open space outside M&S. Keep historic buildings. Too many cars in the town. | School Council | Bourne School |
| General | N/A | Tourism; major part of income to the town, too many foreign students taking up space on the bus although they bring income to the town, free transport for students would be good, bus drivers have poor attitudes. Public Space; more parks and green spaces, public space is currently not well situated, improve paving and more statues, water feature in town would be nice. Historic Buildings; protect and keep the Wish Tower, proud of having no arcades as this makes Eastbourne a smarter non-stereotypical seafront, preserve historic buildings as they are full of history. Walking and Cycling; not safe walking as cyclists and walkers in places are not separate, the whole of Terminus Road should be pedestrianised, more green areas are required, better facilities for cyclists. | School Council | Cavendish School |
| General | No Opinion | Eastbourne Borough Council's consultation on its Town Centre Area Action Plan, so far as the Save Our Seabirds Charitable Trust knows, has not dealt with the place of wildlife. Our interest is seabirds, the marine wildlife chiefly known to residents and visitors. We demand that their welfare be given a prominent place in the plan. Our Trust raised the matter under the Consultation on Sustainability but have not yet had the courtesy of a reply. We would point out that our policy is that no-one should feed these birds further inland than the top promenade and that the Borough Council should pass a bye-law against anyone leaving scraps of food about or plastic sacks of rubbish through which they can peck. Feeding should be lawful only on the beach and promenade. Then we might look forward to a revival of the vast crowd of birds which used to gather on the bandstand, all sorts of seabirds - the six or however many varieties of gulls there are, terns, kittiwakes, sea ducks - rubbing your ankles with their soft warm bodies in their excitement. The bandstand is bare of them now. | | Ms Sheila Lewenhak |

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| | | Being intelligent, they will get the message that they can receive food and safe contact with human beings instead of being run over in traffic, developing botulism, being stoned and shot at. The Borough Council must also obey the Wildlife and Countryside Act. The holes in protective netting and chicken wire put on roofs to prevent nesting must not be large enough to trap the birds. There must be publicity in early spring advising people on how to have their roofs protected and, if not done in time, how to render eggs infertile once laid, unless, of course, people want them to nest. The Sussex Wildlife Trust and RSPB should be as jealous of the welfare of marine birds as they are of submarine life under the UK Marine & Coastal Act of November 2009. | | " " |
| 1. Introduction | | What is the Eastbourne Town Centre Area Action Plan? | | |
| 1.1 | No Opinion | Thank you for consulting The Coal Authority on the above. Having reviewed your document, I confirm that we have no specific comments to make on this document at this stage. We look forward to receiving your emerging planning policy related documents; preferably in an electronic format. | The Coal Authority | Miss Rachael Bust |
| 1.1 | Agree | The AAP is well presented and the Issues and Options are clearly set out. | East Sussex County Council | Mr Graham Arr-Jones |
| 1.5 | No Opinion | As stated earlier far more consultation with children and their families would make a much more user friendly town. Also it would be good to have a town centre which did not have a purely commercial focus but had arts, entertainments, hobbies, creativity and a sense of community gathering and communication. | | Ms Deborah Sharpe |
| 1.6 | No Opinion | I have commented on certain aspects of this draft but they do not appear to have been received/processed? | | Mr Michael Haselip |
| 2. | | Vision for the Town Centre | | |
| 2.1 | Agree | The document sets out the Vision for the Town Centre, which is identified as being achievable through a set of 12 objectives. Royal Mail support both the vision and the 12 objectives identified to achieve this vision, in particular objectives 1, 2 and 6. | | BNP Paribas Real Estate(Royal Mail) |

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| 2.2 | Agree | There clearly has to be a dovetailing of these two things. I do wish however the proposals extended themselves to the seafront area as well, especially the Pier which is simply an eyesore masquerading as an attraction. Nor do I really think the two areas (town centre and seafront) can be treated as separate entities because there is a positive interrelation between the two; after all, Eastbourne is still largely considered a resort town. | | Mr Brian Tenwick |
| 2.2 | No Opinion | Children and young people are residents of the town too. | | Ms Deborah Sharpe |
| 2.3 | Disagree | In the ten years I have been living in this town the ethnic population has increased and in many ways it is a good thing because that also attracts diversity. So by 2026 I expect that diversity to have become even stronger and likely to be well entrenched. Grand retail redevelopments are all very well but unless they are to include and incorporate modern imaginative buildings and an exciting mix of retailers then Eastbourne will really be no different to Brighton. And with the possible exception of Brighton and Bournemouth, all other south coast resorts are in bad need of bringing themselves into the 21st century. If France, Belgium and Holland can do this with similar resorts then there is no reason why sizeable towns like Eastbourne can't. All it requires is flair, imagination and positive thinking plus a break from the past. After all, if more people visit (and have the attractions here to do so) so the town's economy thrives. | | Mr Brian Tenwick |
| 2.3 | Strongly Agree | In line with PPS4, the TCAAP objectives aim to promote the vitality and viability of the town centre. The Co-operative Group particularly supports objective 6, which seeks to increase the mix of uses within the town centre, which, in line with PPS4 will contribute towards providing a wide range of services and promote sustainable development through reducing the need to travel. | The Cooperative Group | |
| 2.3 | Agree | In contrast to the Infrastructure Delivery Plan, the AAP clearly states the importance of sustainable transport provision. Section 2.3 points 9 and 11 outline specific objectives to improve accessibility to and within the town centre through the provision of integrated transport and the need to provide enhanced pedestrian links across the town centre. | East Sussex County Council | Mr Graham Arr-Jones |
| 3. | | Summary of Key Issues | | |
| 3.1 | No Opinion | Familiar to who? If the aim is to attract new people (tourists, investors, employees or residents) then this is not an issue. Do not make changes for the sake of them. | | Mr Michael Haselip |
| 3.1 | Strongly Agree | Eastbourne is a gorgeous town full of horrible shop frontages, it's not until you're above 20 feet or about ten minutes outside the town centre that you realise how nice most of it looks. Plus, it's dirty. Terminus Road is always littered and even the seafront can be a mess. And the streets are always crowded with loitering foreign students. The language schools must be under some sort of obligation to make them behave much better when they are out in big groups, because they are just a nightmare. | | Mr Ben Moore |

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| 3.2 | Disagree | Whilst the town does enjoy qualities there are a number of weak areas - retail, leisure and environmental | Director Enterprise Centre | Mr John Edgerton |
| 3.3 | Strongly Agree | Unite all of the bus/train arrivals in one location, which has a good office set up to direct arrivals and plenty of clear sign posting. Get the main bus depot off terminus road, because it makes it a cluttered and annoying area to shop in or queue for a bus at. | | Mr Ben Moore |
| 3.3 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.3 | Strongly Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.3 | Agree | Section 3.3. identifies that the approaches and gateways to the town centre are currently not well defined and need to be improved for users of all transport modes but most importantly for pedestrians. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.4 | Strongly Agree | The town doesn't really know what it wants to be, and is a touch schizophrenic in its approach as a result. | | Mr Ben Moore |
| 3.4 | Strongly Agree | Why no attractive signage with pictorial maps nearby plus attractive seating areas. Consider attractive towns like Harrogate and revamped industrial towns of Lancashire. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.4 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.5 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.5 | No Opinion | The need to manage the noise impacts of a more extensive night time economy should be referenced. | East Sussex County Council | Mr Graham Arr-Jones |

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| 3.6 | Disagree | There is a danger of trying to be all things to all people. Eastbourne already has more national companies in the centre and its retail parks than any other seaside town in the area including Brighton. It is important not to be part of the pointless race to attract more and more shops because (a) this is essentially an ephemeral sector and you could end up with empty or low value shops leading to semi-dereliction and (b) Eastbourne would be indistinguishable from any other town. You have a unique selling point in the 'retro' seafront; build on that. | | Mr Michael Haselip |
| 3.6 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.7 | Agree | The Co-operative Group considers that it is important for retail and other uses to be promoted within the designated secondary retail areas, to enhance the vitality and viability of the area, in line with the advice contained within PPS4. | The Cooperative Group | |
| 3.7 | Agree | Independent shops are important and should be assisted to help compete with the multiples where possible. Some of the outlying shops however should revert to residential | Director Enterprise Centre | Mr John Edgerton |
| 3.7 | Agree | Measures which support independent retail are welcome since they should provide some opportunities for local food producers and retailers to gain a foothold in the town centre, which will have sustainability benefits and also be beneficial to the local food and land-based economy. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.8 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.9 | Agree | It is mentioned earlier that all visitors become pedestrians at some point during their stay. They do not have to wander too far away from the pier to find the seedier parts of town. Something needs to be done to reduce the number of HMOs, encourage owners of buildings to improve the state of their properties and enhance the shops along Seaside Road. | | Mr Michael Haselip |
| 3.9 | Agree | The junction between Terminus Rd and Seaside Rd is odd. It almost gives the impression of being deserted even though there are people around. With attractive (wrought iron?) signage pointing four ways, some seating and planting it could be transformed. Roads from the seafront like Devonshire Place always seem damp and deserted. They have relatively wide pavements but the very bad roadside kerbs with gulleys and steep cambers to the road in places make life difficult for those with less than sure walking and make life very difficult for those with wheelchairs and buggies. Improving the roads and kerbs, smoothing the pavements, reducing the damp feel by trimming greenery would help. Is drainage faulty here perhaps. It always seems damp. The crossings at the War Memorial are a complete nightmare. People avoid this route because of this. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| 3.10 | Strongly Agree | The contrast between the lively area of Terminus Road between Gildredge Rd and Cornfield Rd is in contrast to that between Gildredge Rd and the roundabout at Grove Rd. Beyond that point the sense of a "town" drops away. The whole area around the station needs improvement. A public building to house voluntary organisations, perhaps the CAB and to provide a public hall/exhibition hall would be an asset to this area. Also Eastbourne could well do with a plaza area . Could there be this sort of development in the Ashford Rd area . Replace the small shop units between Ashford Rd traffic lights and the busier part of Terminus Rd with one larger unit suitable for a major retailer or public building. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.10 | Strongly Agree | The Co-operative Group considers that it is important to improve the overall mix of uses within the Town Centre and opportunities for development should be identified and promoted, and sites/areas identified to accommodate this, to enhance the vitality and viability of the area, in line with the advice contained within PPS4. | The Cooperative Group | |
| 3.10 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.10 | No Opinion | We consider the inclusion of our clients site (Johnston Press Plc) as part of the railway station redevelopment would help achieve an improved development, as outlined in the accompanying planning report. In summary, this would improve: Access (vehicular, pedestrian and cycle lanes) Commercial prominence mix of uses the level of vacant/underused brownfield sites | Rapleys | Ms Jackie Wickes |
| 3.11 | Strongly Agree | If the Council is serious about trying to improve the atmosphere then it must take greater steps to eliminate 'street clutter'. For example, that part of Pevensey Road between Cavendish Place and Bourne Road has three unsightly telegraph poles whereas most of the surrounding area is free of them. Such items need to be put underground and replaced by trees. | | Mr Michael Haselip |
| 3.11 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.11 | Strongly Agree | | Director Enterprise Centre | Mr John Edgerton |

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| 3.11 | Strongly Agree | Flower baskets, tubs, pyramids or troughs are not part of mainstream planning of course. However, there is a heavy expectation that a competitive seaside town should put on a good show in the summer months. Terminus Road, the retail backbone of the town, is bereft of flowers. Ironically, the lamp columns in the main pedestrian area have brackets for hanging baskets as part of their basic design, but are unused. Flowers are not a fussy add-on; but an essential part of a lively and attractive street scene. They make sense commercially as well as being part of the visitor offer. Take a look at the impact of flower power in the retail core of Tunbridge Wells, one of Eastbourne's key competitors in the shopping hierarchy. | | Wenham |
| 3.11 | Disagree Strongly | The areas of timber decking extending onto the beach from the lower promenade have been a great success. One or two more could be constructed and used as 'Play Points'. They would feature simple pieces of park style play equipment catering not only for the young but seniors as well. It would be fun. | | Wenham |
| 3.12 | Strongly Agree | These enhancements are sadly lacking in Eastbourne and could give the town an identity it currently lacks | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.12 | Agree | Measures to improve the public realm and generally create an improved street scene within the town centre are welcome. The AAP recognises that the pedestrian environment is poor in places and there is a need to improve pedestrian linkages. Consideration could also be given to the linking of public spaces with green infrastructure which could further encourage people to walk and cycle. Opportunities to remove traffic so that people can enjoy public spaces without exposure to air pollution and traffic noise should also be considered. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.13 | Strongly Agree | Not only protecting the historic environment but taking positive steps to bring some of the Victorian buildings on the eastern side back to their best. | | Mr Michael Haselip |
| 3.13 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.13 | Agree | | Director Enterprise Centre | Mr John Edgerton |

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| 3.14 | Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.14 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.15 | Strongly Agree | If the number of small shop units was decreased there would be the possibility of larger retailers moving into the town and increasing employment opportunity. The sight of empty shop units is a depressing first glimpse of Eastbourne at present | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.15 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.16 | Strongly Agree | This is VERY true. Grove Rd and South Street are detached from the main Eastbourne shopping area at present. One reason is the number of difficult crossing points. If the ring road layout is changed there might be a possibility to change this. The areas of the junction between Gildredge R, Terminus Rd and Ashford rd is appalling.. Also the crossings at Grove Rd and Southfields Rd are difficult to understand and awkward. Pavements such as those recently improved in Grove Rd are excellent but those in South Street are in need of improvement. Also the crossings at South Street, Gildredge Rd and Furness Road are difficult -especially for wheelchair users as the angles/cambers of the road to pavement make it easy for the wheelchair to lose control and/or tip over. This is a particular problem on the Furness Rd to South St crossing. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.16 | Agree | There is poor pedestrian connectivity between Terminus Road and Little Chelsea and between the railway station and the seafront, with a need for improved crossing facilities at key junctions. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.16 | Agree | Including our clients site (Johnston Press plc) as part of the Eastbourne Station Redevelopment Area would help promote good pedestrian access to and from the North of the Town to the railway station and towards the seafront. | Rapleys | Ms Jackie Wickes |
| 3.16 | Agree | To improve the pedestrian experience there should have better signage. Need to interlink different areas of town so that people stay longer. | | CEPE Presentation |

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| 3.17 | Strongly Agree | Agree with the criticism but cannot support any idea of moving bus exchange to Hyde Gardens as pavements there are not wide enough to take bus shelters and sufficient space for queues, pedestrians and street furniture. Suggest bus exchange in Lushington Rd with compulsory purchase of some house frontage. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.17 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.17 | Strongly Agree | The current bus interchange at Terminus Road is not a success. A quart is being squeezed into a pint pot and is characterised by very congested pavements, poor air quality, and an unattractive shopping environment. It is a hole and it is time to stop digging. Consideration should be given to moving it to Hyde Gardens. More space will be available to develop an interchange capable of meeting modern expectations but which still lies very close to the retail core. Some will say that the Conservation Area status of Hyde Gardens mitigates against this, but such an argument does not stop it from being a large car park at the moment. Careful and sensitive design will enable a bus interchange to be integrated successfully into the street scene. It should also be possible to retain many of the existing trees. Some may be worried about a loss of parking income; but councils only levy charges as part of an integrated transport strategy don't they? - it is not as if it is a cash-cow is it? It would be wrong to think that a public space would be lost. Hyde Gardens is not seen or used as such. The grass area | | Wenham |
| | | is just 8 metres wide. The real benefit from the change will be the marvellous opportunity to remodel the section of Terminus Road from the station to Barclays bank. No fronting premises require access from the main street and so it will be possible to create a truly pedestrian-only environment. At a stroke, this could make a massive visual impact on visitors as they exit the railway station and presents the opportunity to design a much-needed event and performance space. | | " " |
| 3.17 | Agree | Comments from transport Section 3.17 highlights the potential for improving the bus interchange in Terminus Road by improving the pavements and the crossing point to the station. The existing real time information system and the emerging Quality Bus Corridor are briefly mentioned but no specific details are included. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.18 | Strongly Agree | Consider also the proposed Sustrans cycleway between the railway station and ultimately Sovereign Harbour | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.18 | Agree | | Director Enterprise Centre | Mr John Edgerton |

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| 3.18 | Agree | Sections 3.18 and 3.29 highlight the need for improved cycling routes into the town centre and mentions possible extension of NCR21. ESCC's Cycling Strategy and the proposed Eastbourne Cycling Strategy are not mentioned and there are no details of the Links to Horsey Sewer Project. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.19 | Disagree | There is much scope for improving the ring road to increase movement around the town centre and for pedestrians - the closure of Ashford Road will improve linkages from the Town Centre to the Station, the Enterprise Centre, the library and Grove Road | Director Enterprise Centre | Mr John Edgerton |
| 3.19 | Agree | Enhancements to junctions on the ring road should look for opportunities to reduce CO2, air pollution and noise. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.20 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.20 | Agree | Comments from transport Section 3.2 outlines policy options for improving car parking in the town centre but there are no details of the existing parking controls or the current review. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.25 | Strongly Agree | Combined solution to provide attractive flats on 8 storeys with the ground floor serving as a community facility. In the Ashford Rd area where properties were earmarked for compulsory purchase in the earlier town plan. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.25 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.26 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.26 | Agree | | Director Enterprise Centre | Mr John Edgerton |

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| 3.27 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.27 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.28 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.28 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| 3.28 | Agree | Network Rail is supportive of the possibilities to improve station facilities by increasing the permeability for pedestrians and cyclists around the station and north of Terminus Road (Paragraph 3.28). However, it should be recognised in the document that this increased permeability can only be provided where operationally and physically possible due to the constraints of the operational railway and listed building. | | James Dingwall |
| 3.28 | Agree | This aim could be achieved by including our client's site to secure adequate access to the key development opportunity area 2 | Rapleys | Ms Jackie Wickes |
| 3.29 | Strongly Agree | Very very true. Don't forget disabled people. Attention to the addition of dropped kerbs would be welcome. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.29 | Strongly Agree | Both the Station and the Enterprise Centre are attractive buildings that will benefit public realm enhancements | Director Enterprise Centre | Mr John Edgerton |

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| 3.3 | Strongly Agree | Seaside Rd could become a food-delicatessen and cafe focus area | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.31 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.32 | Strongly Agree | improvement of the only town cinema would be welcomed. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.33 | Strongly Agree | The Co-operative group supports the encouragement of a wide range of employment within the Town Centre, including uses such as health. This is in accordance with PPS4 which encourages the economic growth of main town centre uses and advises that existing centres should offer a wide range of services to communities and remedy deficiencies in provision. | The Cooperative Group | |
| 3.34 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.35 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| 3.35 | No Opinion | <p>Flood Risk</p> <p>All four of your Key Development Opportunity Sites shown on Figure 3 (page 25) have an element of flood risk including surface water flooding.</p> <p>Planning Policy Statement 25: Development and Flood Risk seeks to ensure that flood risk is taken into account at all stages of the planning process and that development is directed away from areas of highest risk. To achieve this PPS25 sets out two tests that must be applied at all stages of planning:</p> <ul style="list-style-type: none"> • The Sequential Test; and • The Exception Test <p>The uses you propose on these sites will need to be suitable in the flood zone they are in, in line with Table D3 of PPS25. You will need to undertake a Sequential Test to justify any development in an area of flood risk. If this evidence supports your key development opportunity areas, an Exception Test will then be required to make sure that the development can be made safe in the event of a flood. We recommend that you consult your Emergency Planners and Local Resilience Forum on safety. We are happy to advise you further when you are undertaking these Tests. On sites with a variation in flood risk a sequential approach to the layout should be taken. This means, directing development of highest vulnerability to areas at lowest risk. The list in Para 3.4, on page 9 of the report, entitled "Relevant Plans, Programmes and Strategies", should include PPS 25.</p> <p>Green Infrastructure We would like your AAP to have greater emphasis on Green Infrastructure. Section 8.5</p> | Planning Liaison Officer Environment Agency | Ms Hannah Mears |
| | | <p>of your Infrastructure Delivery Plan (IDP) states that "opportunities to improve green infrastructure in the Town Centre will be addressed in the Town Centre Area Action Plan". You do refer to the planting of trees in order to improve the attractiveness of the streetscape, and reference to the encouragement of brown/green roofs for the enhancement of biodiversity, but we would like to see a coherent plan or policy put forward within the document as it does not currently address Green Infrastructure. While we recognise that there is limited scope for green infrastructure provision within the town centre, there is opportunity for improvement and the provision of the ecosystem services which green infrastructure can provide. This includes climate amelioration, improved permeability of built up areas for wildlife, reduced run-off, improved water quality etc. We would recommend that you seek to develop a plan or put in place a policy requiring this to be implemented within the town centre. This would be in accordance with your Infrastructure Development Plan.</p> | | " " |

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| | <p>Sustainable Drainage Given the flood risk to Eastbourne Town Centre, including the areas susceptible to surface water flooding, all new development should incorporate sustainable drainage systems (SuDS). Not only do SuDS mitigate flood risk, but also provide opportunities for recreation, climate change adaptation and mitigation, and supports biodiversity, amongst other benefits. The water table beneath Eastbourne is quite high, which means that the thin layer of unsaturated ground above the water table level and beneath the surface offers only a limited attenuation capacity to remove any pollutants percolating from the surface. Implementing SUDS is an important way to mitigate this risk to the underlying groundwater from any polluted surface water. Given the high water table, infiltration techniques are not preferred so alternative means of surface water disposal should be explored.</p> <p>Through the preparation of your AAP, we recommend that you consider and set out in policy the types of SuDS that would be appropriate in Eastbourne Town Centre.</p> | | " | " |
| | <p>We support your commitment to SuDS in Paragraph 3.35, (page 9). To reflect current guidance, the word 'Urban' should be removed from the final sentence. Land Contamination Part of Eastbourne Town Centre lies over a Principal Aquifer. This means that the groundwater is abstracted to supply the public with drinking water and is therefore highly vulnerable to pollution. There are also Source Protection Zones 2 and 3 for the Water Works Road public water supply. All of the sites you identify as having development opportunities on Figure 3, are located above this vulnerable groundwater resource. Previous uses of these sites may have caused the land to become contaminated and unless carefully managed during development, may pose an unacceptable risk of pollution. Planning Policy Statement 23 takes a precautionary approach to dealing with land contamination and development and we consider it necessary for land contamination risk assessments to be carried out on these sites.</p> | | " | " |
| | <p>This could be secured through a policy in your AAP stipulating that as a minimum, a Phase 1 risk assessment of land contamination would need to be undertaken and submitted as part of any planning application and any contamination identified will need to be mitigated.</p> <p>Water Efficiency. Eastbourne is an area of 'water stress', together with the whole of the South East. For this reason it is necessary for water efficiency measures to be implemented in this area in advance of, and tighter, than forthcoming changes to building regulations. The Catchment Abstraction Management Strategy (CAMS) provides evidence and data that parts of Eastbourne are being over abstracted and that water efficiency measures for new developments are required within your District. Our response to your Core Strategy recommended that you consider water efficiency measures to make sure that domestic water consumption is reduced by applying a minimum standard.</p> | | " | " |
| | <p>Our position is that in the Southern Region, as a minimum requirement, homes built before 2016 should achieve internal water use of 105 litres/head/day (as required by Code for Sustainable Homes (CSH) level 3) moving to 80 litres/head/day (CSH level 5) after 2016. We would support a commitment to water efficiency in line with these levels.</p> | | " | " |

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| 3.36 | Agree | Comment from Environment and Waste the reference to 'historic built environment' and setting of conservation areas should be broadened out and refer to the principle of heritage assets as set out in PPS5. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.37 | Strongly Agree | But would like to see some contemporary buildings - not just mock Victorian or Edwardian | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 3.37 | Agree | With regard to 3.37, we entirely agree that the 'town centre currently provides limited open space and therefore the AAP should consider the provision of additional open space'. We would propose that the existing open spaces such as Hyde Gardens, the Devonshire Park and Wilmington Square should be restored with railings, gardens etc. Hyde Gardens in particular has been cruelly treated and is at present a car park. We enclose a copy of a restoration scheme prepared for EBC in 1999 which we consider should form an important part of the Town Centre improvements. In addition, we might suggest that Hartfield Square and Upperton Gardens should be included within the Town Centre area and as they would add to the open space. These squares could also then be included in the improvement works (reinstatement of railings etc) Further, we would suggest the creation of a new open space opposite the Royal Hippodrome Theatre. | The Eastbourne Society | Richard Crook |
| 3.38 | Disagree | The fact that there are no exceedances of National Air Quality Objectives should not limit the borough to seeking only to ensure no worsening of air quality. There are no safe concentrations of PM10 and the AAP should be seeking to reduce human exposure to air pollution (and PM10 particularly) wherever possible within the town centre. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.38 | No Opinion | Section 3.38 refers to Air Quality Management but no reference is made in the report to improvements in bus technology with the potential for lower emissions and alternative fuels. | East Sussex County Council | Mr Graham Arr-Jones |
| 3.4 | Strongly Agree | Well cared for green spaces/trees are, in my view, the essential ingredient in arriving at a relaxed and pleasant environment. | | Mr Michael Haselip |
| 4.1 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| 4.9 | Agree | Broadly agree this vision; it is as good as any. The main challenge will be in areas like the Urban Village, i.e. the need to tackle the underlying deprivation in order to arrive at the objective. This means changing - by one means or another - housing use away from HMOs and having sensible traffic management so that people can feel comfortable wandering around the area. | | Mr Michael Haselip |
| 4.9 | Agree | Our clients site (Johnston Press Ltd) should be included as part of the key development opportunity 2 in forthcoming plans due to its ability to improve accessibility, visibility and the mix of uses required to deliver a successful development. | Rapleys | Ms Jackie Wickes |
| 4.10 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 4.11 | Agree | Royal Mail agree with the Council that Upperton Road is a 'key approach' and that the Junction of Upperton Road and the Avenue serves as a 'key gateway' into Eastbourne. As such we support the Council's opinion that the 'key approaches' should be attractive and convenient for everyone' and that 'gateways must positively announce the arrival into Eastbourne'. As such Royal Mail's Eastbourne site provides an opportunity for a landmark development. | | BNP Paribas Real Estate(Royal Mail) |
| 4.13 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 4.14 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 4.15 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| 4.18 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 5.2 | Strongly Agree | The Co-operative Group agrees that people should be encouraged to live within the town centre. In line with PPS3, the provision of residential accommodation in the town centre would provide housing development in a sustainable location with good access to jobs, key services and infrastructure. | The Cooperative Group | |
| 5.2 | Agree | Previous representations were made regarding the inclusion of our client's site (Johnston Press Ltd) as part of the redevelopment. As the printing operations have ceased and the last remaining office use (approximately 20% of offices) will be vacated at the end of 2010, we highlight the suitability of our client's site to ensure adequate access, mix of uses and visibility for the proposed development. | Rapleys | Ms Jackie Wickes |
| 5.3 | Agree | Theatres Leisure Cultural and Arts | The Theatres Trust | Miss Rose Freeman |
| 5.8 | Agree | Theme 4 clearly states that an emphasis should be placed on the promotion and improvement of sustainable modes of travel, particularly public transport, walking and cycling. QBCs, cycle parking/routes, taxi rank provision at the station and the development of green travel plans are all identified as policy directions/options. Reference should be made to the Eastbourne Accessibility Study (ASLA). | East Sussex County Council | Mr Graham Arr-Jones |
| Figure 1 | Agree | The Co-operative Group supports the character areas and the extent of the retail core. | The Cooperative Group | |
| Figure 2 | No Opinion | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 1.1a | | Retain the current extent of the town centre | | |

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| Option 1.1a | Disagree Strongly | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 1.1b | | 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 | | |
| Option 1.1b | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 1.1c | | Increase the size of the town centre through redefining the boundary along Furness Road and College Road | | |
| Option 1.1c | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 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 Wish tower. 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. | | |
| Option 1.1d | Strongly Agree | That would be a real asset | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 1.1d | Disagree | There is nothing wrong with the existing wish tower restaurant which a little sprucing up would take care of. | | Williams |

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| Option 2.2a | | 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. | | |
| Option 2.2a | Strongly Agree | This would be my priority for action | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 2.2a | Agree | It is noted that accessibility by public transport is included within the criteria for selecting potential development sites. This should help ensure that the selected locations are able to make the best use of public transport links and reduce the impact on the SRN. Selected sites will need to be assessed within the Core Strategy transport evidence base to consider their deliverability in transport terms. | Highways Agency | Garry Frostick |
| Option 2.2c | | 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. | | |
| Option 2.2c | Strongly Agree | If this were undertaken it would have to include improvement of pavements between The Goffs and the Post Office - Southfields Rd. Need for bus stop space and at least one controlled crossing | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 2.2d | | The AAP could adopt a completely flexible policy to support a mix of town centre uses. | | |
| Option 2.2d | Strongly Agree | I strongly agree Seaside Road needs help | | Williams |
| Option 2.2g | | The AAP could allocate the location for conversion and redevelopment for residential use | | |
| Option 2.2g | No Opinion | Mark Lane and Station Street areas | | Mike Watkin |
| Option 2.5a | | New residential buildings should respect the prevailing character and building height of the immediate locality. | | |

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| Option 2.5a | Agree | But NOT look like reproduction Edwardian. Towns must move with time and we need more good quality buildings of our time | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 2.5a | Agree | We support the stance of Option 2.5a, which sets out that new residential buildings should respect the prevailing character and building height of the immediate locality. PPS4 and 3 clearly identify that in town centre locations, opportunities should be explored to develop sites more intensively to ensure that the most efficient and effective use is made of sustainable brownfield sites. We consider that Option 2.5a will support this approach and will also allow for flexibility in redeveloping sites as the requirement is to respect the prevailing character not to reflect it e.g. tall buildings would be considered to be acceptable as long as their design respected the prevailing character. | | BNP Paribas Real Estate(Royal Mail) |
| Option 2.5b | | 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. | | |
| Option 2.5b | Agree | Taller buildings are better grouped than sticking up at intervals. 68 Grove Rd could be re-developed into a six or seven storey building. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 2.5b | Agree | It is considered that taller buildings may be suitable within certain locations in the Town Centre. As such, we recommend that each site and proposed development should be judged on its own merits as a taller building may be considered suitable on a site subject to high quality, innovative design. As such Royal Mail support Option 2.5b which provides that 'taller landmark residential buildings could also be permitted in some locations. We consider that Key Development Opportunity Site 3 would be suitable location for a taller landmark development, given that: it is located at a key gateway to Eastbourne Town Centre the changes in site levels would reduce the impact of taller buildings given innovative design; and the redevelopment of the site is dependent upon a scheme being able to finance the reprovision of Royal Mail's facilities. | | BNP Paribas Real Estate(Royal Mail) |
| Option 4.2a | | Improve traffic management measures at key junctions around the ring road to enhance the pedestrian environment and crossing points. Key junctions will include: <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 | | |

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| | | <ul style="list-style-type: none"> • Upperton Road and The Avenue | | |
| Option 4.2a | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 4.2b | | Allow for the re-routing of the ring road from Ashford Road to The Avenue, Cavendish Place, and Pevensey Road to reduce severance at Terminus Road adjoining the Station and to enable comprehensive redevelopment options to be considered between the railway station and the Arndale Centre. | | |
| Option 4.2b | Agree | I would suggest that now we have the backing of a major bus operator that the borough council consults on compulsory purchasing the KwickFit and Autowise premises on Junction Road to create a Travel Interchange with the station. This would involve moving the ring road to The Avenue and changing the entrance to the JCP to Cavendish Place. Ashford Road could become a Cul de Sac at point near to the present zebra crossing. This would also mean that any future Arndale Extension would have an entrance close to the travel interchange without a busy road to cross to get to it. Terminus road could then be pedestrianised up to Bankers corner creating a new public space. Traffic from Cornfield Road would use Hyde Gardens as it does now. | | Guy Brewer |
| | | I think the question has to be asked as to if we need a 'ring road' as such. What is more important is that the A259 the A2270 and the A2021 are all linked by east/west link that could be provided by using The Avenue & Cavendish Place with a roundabout by the pier or a better option The Avenue and then onto a Tutts Barn and St Anthony's link road I do not think the Pevensey Road/ Lismore Road section of the ring road is needed. This road should be narrowed to one lane to reduce traffic speed and built up to pavement level and made a bus/taxi lane only. | | " " |
| Option 4.2b | Agree | A number of options are re-routing or reconfiguring the operation of the existing town centre ring road are discussed in Policy Area 4.2. Detailed traffic assessment would be needed to establish the consequences of any configuration before any option could be recommended. | East Sussex County Council | Mr Graham Arr-Jones |
| Option 4.4a | | Retain the bus interchange function in Terminus Road where it is centrally located close to the primary shopping area and the Station. | | |

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| Option 4.4a | Disagree Strongly | Not enough room on pavement either side | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 4.4a | Agree | Policy area 4.4 highlights a number of options for enhancing the bus interchange in Terminus Road. A number of Quality Options are presented, all of which offer merit but it is not clear how these are linked to any emerging Quality Bus Corridors | East Sussex County Council | Mr Graham Arr-Jones |
| Option 4.4b | | 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. | | |
| Option 4.4b | Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 4.4c | | 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. | | |
| Option 4.4c | Disagree Strongly | No do not spoil Hyde Gardens. Instead make it a town square park area, enlarge the building with the Information Centre and toilets to make a cafe area. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 4.4d | | Consider utilising space adjoining the railway station under the canopy space accessed from Ashford Road as a bus relocation point. | | |
| Option 4.4d | Agree | Yes if it is available | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 4.4e | | 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. | | |

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| Option 4.4e | Strongly Agree | Make the stands accessible to users in wheelchairs please -make the area between the poles of the shelters wide enough or turn the shelters round the other way | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Option 4.4f | | Improve the pedestrian environment around the bus interchange including co-ordinated surface paving, litter bins, wayfinding and street lighting. | | |
| Option 4.4f | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 2.1 | | Provide a flexible policy framework which supports a broad range of town centre uses. | | |
| Policy Direction 2.1 | Agree | Too many empty shops in the town centre/Little Chelsea. Independent businesses should be encouraged with lower business rates/rent to encourage alternative to the national retail outlets. So many close as cannot make a living due to local taxes. Encourage more low cost dwellings for young people wanting to live independently. No further retail expansion past Enterprise Centre/ Better advertising of multi-storey car park. | | Mr Peter Barker |
| Policy Direction 2.1 | Agree | The document identifies that the council wish to maintain and deliver a broad mix of uses within the town centre. Royal Mail support the Council's aspiration and approach to implementing this through policy direction 2.2. This identifies that the Eastbourne TC AAP will 'provide a flexible policy framework which supports a broad range of town centre uses'. We particularly support that policy should seek: To strengthen the retail offer, supporting the consolidation and expansion of the primary retail area and concentration of secondary retail locations well connected to the primary retail area and well anchored. Increase the opportunity for living within the Town Centre. | | BNP Paribas Real Estate(Royal Mail) |
| Policy Direction 2.2 | | To identify a number of locations that will be a target for new mixed use development and redevelopment. The AAP will not preclude broadly identified on figure 3 although precise boundaries are yet to be determined, and fall into three categories: 1. Key Development Opportunity Sites in bringing forward redevelopment proposals, and a 2. Transition Areas good prospect of proposals progressing early within the 3. Potential Area of Change | | |

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| Policy Direction 2.2 | Agree | The Co-operative Group supports the identification of key development opportunity sites. | The Cooperative Group | |
| Policy Direction 2.2 | Agree | Key development opportunity site: Post office site and adjoining parking between Upperton Road and Southfields Road. The document sets out that the Council is keen to actively facilitate investment in 'key' locations. Royal Mail support the principle of the identification of their Eastbourne site as part of Key Development Opportunity Site 3 however, would remind the Council that at present the site is operational. Any redevelopment of the site can only come forward if it is viable and commercially attractive for Royal Mail to relocate from the site. The document identifies that: There are a number of non-residential uses along the south eastern side of the Upperton Road approach.....A range of uses may be appropriate in this location including housing and offices. In addition the document sets out an option (Retail 2.2C) to provide a new foodstore as a component of a mixed use scheme on either Key development site 2 or 3. The council has identified that this would; increase the choice of food etc. | | BNP Paribas Real Estate (Royal Mail) |
| | | Following our representations to previous LDF documents and our discussions with the council on 9 August 2010, Royal Mail has identified that currently it is not their intention to vacate the Delivery office site as it is operational. Notwithstanding this, Royal Mail appreciates the opportunity site presents for the regeneration of Eastbourne and as such they are not adverse to the identification of their site as a redevelopment opportunity in the Eastern TC AAP on condition that provision is made for the relocation/re-provision of their operations. In order for their site to be brought forward for redevelopment, the proceeds from the disposal of their site would need to yield sufficient value to fund the purchase and fit out of a new site and the relocation of their operations and staff. In addition, given that viability is a crucial factor in the redevelopment of this site, it would be imperative that any planning obligations sought as part of a planning permission to redevelop the site are subject to viability testing. | | " " |
| | | This approach accords with the Council's acknowledgement at the beginning of section 2 entitled policy theme 2: 'supporting a viable mix of uses', in the document and as such Royal Mail welcomes the Councils' recognition that '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'. This is of particular importance as the deliverability of the redevelopment of Royal Mail's site will hinge on the viability of the re-provision of their operations coupled with a commercial attractiveness that will incentivise the business case to relocate their operations. In light of the above Royal Mail support the allocation for the redevelopment of their site in the Eastbourne TC AAP through a flexible policy identifying that the site is suitable for a high density mixed-use redevelopment incorporating a foodstore and residential units, however, this should not preclude other town centre uses. | | " " |

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| | | Notwithstanding this support, Royal mail formally request that the Council also include the wording of the policy that the re-provision/re-location of Royal Mail's facilitates prior to the redevelopment of the site is required. This approach conforms with guidance provided in Planning Policy Statement 4: Planning for sustainable economic growth (PPS4), which sets out in policy EC3: Planning for centres that 'as part of their strategy local planning authorities should a: set flexible policies for their centres which are able to respond to changing economic circumstances and encourage where appropriate high density development accessible y public transport, walking or cycling'. This would allow the more efficient and effective use of a previously developed site, which conforms to the guidance in planning policy statement 3: Housing (PPS3). | | " " |
| Policy Direction 2.2 | Agree | It is noted that accessibility by public transport is included within the criteria for selecting potential development sites. This should help ensure that the selected locations are able to make the best use of public transport links and reduce the impact on the SRN. Selected sites will need to be assessed within the Core Strategy transport evidence base to consider their deliverability in transport terms. | Highways Agency | Garry Frostick |
| Policy Direction 2.4 | | Guided by the emerging policies of the Core Strategy, the AAP will seek to deliver a range of housing opportunities within the town centre. | | |
| Policy Direction 2.4 | Agree | Royal Mail supports the Council's objective of seeking to deliver a range of housing opportunities within the Town Centre and in particular the option to provide new homes as a component of mixed use development on the key development opportunity sites. In addition, we concur with the council that housing in the Town Centre should 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 identifies housing need'. However, we request that the Council reference that 'this will be subject to viability'. | | BNP Paribas Real Estate(Royal Mail) |
| 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. | | |
| Policy Direction 2.5 | Strongly Agree | There is a great need for retirement units to replace those not up to decent homes standard and older people need easy access to shops. But it would be better to site retirement housing over shops and separate from housing designed for younger people to avoid the situation where old people are afraid to leave home because of youths loitering on the exit areas. Cultivating upstairs gardens by stepped designs would be nice- like Stockholm. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| Policy Direction 2.5 | Agree | With regard to policy direction 2.5 Royal Mail support the Council's decision to 'ensure 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. However, it will be vital that the Council's policy provides the flexibility for viability and deliverability to be taken into consideration. In this regard, we consider that the wording of this policy should include explicit reference for the need for viability assessment to be submitted/requested when determining an application. | | BNP Paribas Real Estate (Royal Mail) |
| Policy Direction 2.6 | | 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. | | |
| Policy Direction 2.6 | Strongly Agree | and could bring all the assorted Health & Social care groups together into one building and also provide much needed accommodation for Rehabilitation Services and Clinics for Physio, Occupational Therapy and the Wheelchair & Special Seating Service. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 3.1 | | Adopt 8 key principles that can be used as the basis for designing and assessing public realm projects in the town centre. | | |
| Policy Direction 3.1 | Agree | Cleaning up all the statues in the town centre and maybe commissioning of some new modern sculpture, possibly to be put on some of the towns many roundabouts. | | Guy Brewer |
| Policy Direction 3.1 | Agree | Despite the sterling work of the town's street cleaners, Eastbourne remains strikingly more litter-strewn than many other comparable towns. One factor is the number of refuse bags left on the pavement and ransacked by gulls. Our continental neighbours, with similar large apartment-based populations, don't appear to have this problem on our scale. There must be a carrot and/or stick way to confine these bags to wheelie bins. | | Steve woods |
| Policy Direction 3.1 | No Opinion | In response to a facebook question on what should public spaces be used for: 'trees, decent coffee, craft stalls (no tat), play area, farmers market, soft play area... but no smoking, pigeons or seagulls | | Ms Jo Brown |
| Policy Direction 3.1 | Agree | On page 38 of the report, principle 6 states the wish to plant trees. Pevensey Road is a conservation area and is in the fortunate position of still having a number of trees, planted many years ago, which are much appreciated by the residents, they also serve a value function in absorbing carbon dioxide. Over recent years the Borough Council has supported us by planting a number of replacement trees and this has been much appreciated. The loss of these trees, both old and new, to make way for the ring road would be deplorable. | Pevensey Road Residents Association | Ms. Yvonne Burrell |

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| Policy Direction 3.1 | Agree | Increasing the amount of vegetation and foliage in an open space would also help to enhance it and improve its quality. | | CEPE Presentation |
| Policy Direction 4.1a | | Afford pedestrian and cycle priority at all opportunities within the town centre movement network. | | |
| Policy Direction 4.1a | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.1a | | A key aim for CEPE is to have a town-wide cycle network so that as many people as possible can use a bike to get from A to B. The most common place that people will travel to or through is the town centre. We therefore need to ensure that the main town-wide cycle spurs that arrive at the town centre are designed in a way that allows safe and efficient travelling to and through the area. This might require shared use with people in pedestrian areas or the redesign of some roads. | CEPE Presentation | |
| Policy Direction 4.1a | Agree | It is recognised that the promotion and improvement of sustainable modes of travel particularly walking, cycling and public transport is supported within the Area Action Plan. Improving Eastbourne town centre's accessibility by non car modes should help encourage sustainable travel from locations such as Polegate, Hailsham and Pevensey and thus reduce the impact on the A27. This is particularly likely during the peak holiday season. The HA are broadly supportive of the plans to enhance the Quality Bus Corridor as detailed in policy direction 4.1b. Improved journey time reliability should help increase public confidence in the bus network and improve patronage. | Highways Agency | Garry Frostick |
| | | The deliverability should be assessed within the Area Action Plan at a future stage. PPG13 recognises that the availability of parking has a major influence on the method of travel people use for their journeys. With that in mind, the HA would be strongly supportive of plans to further manage the supply of existing parking spaces before considering the introduction of additional parking in the town centre. Any increase in parking would need to be justified and provided in accordance with parking standards. | | " " |
| Policy Direction 4.1b | | Maintain the Quality Bus Corridor running through the town centre and work closely with bus operators to enhance service provision within the town centre. | | |

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| Policy Direction 4.1b | Agree | But NOT down Terminus Rd | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.1b | Disagree | I suggest that before any other consultation on the town centre is made a decision is made on the relocation of the bus terminus. It is only once this is done that the route of the ring road, and the whole look and feel of Terminus Road and the town centre as a whole can be decided. | | Guy Brewer |
| Policy Direction 4.1b | Agree | More frequent bus services to rural and out of town areas such as North Harbour. | | Geoff Turner |
| Policy Direction 4.1c | | Maintain and improve cycle parking and route signage across the town centre | | |
| Policy Direction 4.1c | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.1d | | 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. | | |
| Policy Direction 4.1d | Strongly Agree | Move taxis to other side of station, make new entrance to station | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| Policy Direction 4.1d | No Opinion | Further consultation should be sought with Network Rail to discuss the potential to improve taxi rank facilities and bus provision near to the station. Improved facilities may be incorporated into a scheme, however, Network Rail focus remit is to use resources only to improve railway facilities, and these improvements would need to be externally funded. We would, however, be supportive of development that safeguarded potential transport improvements, including bus stops. This will partially depend on how certain development limitations, such as the listed status of the building, can be managed and our own existing and future operational requirements. | | James Dingwall |
| Policy Direction 4.1d | Agree | Policy area 4.1 reference is made to taxis but there is no indication whether night time taxi ranks will need to be located in a different location, to serve leisure needs when retail is closed. | East Sussex County Council | Mr Graham Arr-Jones |
| Policy Direction 4.1g | | 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. | | |
| Policy Direction 4.1g | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.1g | Agree | Poor integration/mention of cycle lanes as a means of accessing/travelling around the town centre | | Mr Nigel Stringfellow |
| Policy Direction 4.3a | | Maintain a balance of short and long stay parking facilities to cater for the needs of different users accessing the town centre. | | |
| Policy Direction 4.3a | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.3b | | 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. | | |

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| Policy Direction 4.3b | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.3b | Agree | Comments from ESCC transport Policy Area 4.3- outlines policy options for improving car parking in the town centre. Policy direction 4.3b suggests commissioning a parking strategy to audit parking within the town centre. I imagine this would be focused on usage of car parks etc but there is likely to be crossover with the current parking review. | East Sussex County Council | Mr Graham Arr-Jones |
| Policy Direction 4.3c | | Introduce management measures including advanced and interactive signage to direct users to the appropriate long or short stay facility. | | |
| Policy Direction 4.3c | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 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. | | |
| Policy Direction 4.3d | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| 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. | | |

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| Policy Direction 4.3e | Strongly Agree | Which would mean to me that any parking in Hyde Gardens be underground with a green area above | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.3e | Agree | The coach station is never going to be any town's scenic highlight but the Junction Road loading place, between the multi-storey car park and the recycling facility, at present supplies many visitors with their first and last pedestrian impression of Eastbourne. A rather less forbidding introduction would be provided at the coach stop in the railway station. | | Steve woods |
| Policy Direction 4.5a | | Improve and coordinate lighting and surface treatments along existing streets. | | |
| Policy Direction 4.5a | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.5a | Agree | The seafront squares also could benefit from a facelift and new lighting and street furniture in keeping with a Victorian town. There are Victorian Streetlamps in Seaside Road and 5 minutes walk away in Devonshire Place unpainted utilitarian style street lamps. If you look at most successful town centres they have a look and feel created by street furniture/ sculpture and paving which runs throughout the central area | | Guy Brewer |
| Policy Direction 4.5b | | Ensure that all routes are framed and overlooked by high quality frontage development. | | |
| Policy Direction 4.5b | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.5c | | Identify and secure new streets and connections as part of redevelopment proposals to improve the network of existing routes within the town centre. | | |

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| Policy Direction 4.5c | Agree | Very good idea | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 4.5c | Agree | Policy 4.5 highlights the need to ensure the network of pedestrian and cyclist routes are designed to provide for the mobility needs of all users, which is good. | East Sussex County Council | Mr Graham Arr-Jones |
| Policy Direction 4.5d | | Establish a clear hierarchy of principal, secondary and tertiary streets across the town centre working within the context of the existing road hierarchy. | | |
| Policy Direction 4.5d | No Opinion | Probably agree as long as we are clear on the definition of primary etc. At the moment some roads are being asked to take unrestricted traffic but are clearly not built for it. | | Mr Michael Haselip |
| Policy Direction 4.5d | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.1a | | Ensure that the strong demand from the tourism and leisure sectors is supported through protecting existing facilities. | | |
| Policy Direction 5.1a | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.1b | | Facilitate additional development for leisure and tourism uses within the town centre particularly as part of well designed, mixed use schemes. | | |
| Policy Direction 5.1b | Agree | Use the post office site in Southfields Road for Community use not flats | | Mr Peter Barker |

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| Policy Direction 5.2a | | 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. | | |
| Policy Direction 5.2a | Strongly Agree | Need to improve pavements in South St first | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.2b | | 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 thearts community to achieve this. | | |
| Policy Direction 5.2b | Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.2c | | 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 | | |
| Policy Direction 5.2c | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.3a | | 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. | | |
| Policy Direction 5.3a | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| Policy Direction 5.3b | | 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 | | |
| Policy Direction 5.3b | Disagree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.3c | | Encourage a mix of restaurants, cafés and bars which will provide a broad offer to a wide range of customers | | |
| Policy Direction 5.3c | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.3d | | 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. | | |
| Policy Direction 5.3d | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 5.3d | | We support the policy direction which will protect the role and function of the town's theatres to provide an important element of the success of the evening economy. A good mix of night-time recreation, leisure, cultural arts activities is vital for local economies and communities. A more diverse evening and night time economy would attract a wider range of visitors and residents to the town centre at night including those who feel excluded from alcohol-driven entertainment activities. Theatres are unique buildings. They announce their presence on the built environment and provide visual landmarks that attract audiences and visitors. This in turn provides a ready-made source of destination-marketing for town centres. The exteriors of the buildings and their signage need to be of the highest quality to provide public signals that the buildings are welcoming and safe. Planning policies should insist on the highest standards to provide the means for theatres to advertise their presence and create focal points for the town. | The Theatres Trust | Miss Rose Freeman |

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| Policy Direction 5.3e | | Carefully manage the interface between different uses within the town centre. | | |
| Policy Direction 5.3e | Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Policy Direction 6.2c | | Reconfigure appropriate locations within the town centre to accommodate new mixed use development. | | |
| Policy Direction 6.2c | Agree | The Co-operative Group agrees that a wider range of uses should be encouraged to enhance the vitality and viability of the town centre and to support the aspired residential population growth there (including community facilities, retail and other town centre uses). | The Cooperative Group | |
| Policy Direction 6.2c | Agree | We consider that our client's site (Johnston Press plc) offers the opportunity to meet policy direction 6.2c, in that it is a suitable Town Centre site capable of being reconfigured to assist in the delivery of Eastbourne Railway Station Area Regeneration. | Rapleys | Ms Jackie Wickes |
| Policy Direction 6.2d | | Protect and support the range of existing uses within the town centre including local businesses and independent retailers. | | |
| Policy Direction 6.2d | Agree | The Council's window-dressing of empty shop fronts is a welcome gesture, but it remains a cosmetic patching exercise. A rather more useful intervention would be to offer a business rate holiday for (say) twelve months in the case of particularly difficult lets. Certain areas of the town plainly need this initial support. | | Steve woods |
| Policy Direction 6.3a | | Support the refurbishment and reuse of listed buildings and those which contribute to the character of the town centre. | | |
| Policy Direction 6.3a | Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| Policy Direction 6.4b | | Provide for a range of community facilities, employment opportunities and housing types and tenures | | |
| Policy Direction 6.4b | Agree | The Co-operative Group supports the promotion of sustainable forms of development. The Co-operative Group considers sustainable development should be promoted through providing a wider mix of uses within the town centre, including housing, student accommodation, retail, community facilities etc, as this would help to expand and support a vibrant, sustainable community in an accessible, town centre location. | The Cooperative Group | |
| Policy Direction 6.4c | | 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 | | |
| Policy Direction 6.4c | Agree | Royal Mail support the Council's aspirations to address sustainable development by means of establishing appropriate design standards. Notwithstanding this, we set out our comments on the specific Policy Directions in this Policy Area below. With regard to the Council's proposal to '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, we consider that despite being a commendable initiative there is no point in the council setting aspirational targets if they make development unviable and will as a result prevent development from coming forward. The policy should be amended to read, 'set standards for new development in the Town Centre which meet the Code for Sustainable Homes and the BREEAM ratings for commercial and other buildings relevant at the time of consideration. | | BNP Paribas Real Estate(Royal Mail) |
| Policy Direction 6.4d | | 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). | | |
| Policy Direction 6.4d | Disagree | We support the principle of tackling climate change through the inclusion of low carbon and renewable energy installation, sustainable heating, cooling and micro-generation facilities into all new development including opportunities for biomass boilers and/or combined heat and power systems, however, object to any prescriptive approach being applied in policy. As such Royal Mail support the Council's identification that where viable these facilities are to be included, as flexibility must be built into any policies or requirements, especially in relation to an expectation for new development to provide its own or link into existing decentralised energy plants such as CHP. | | BNP Paribas Real Estate(Royal Mail) |

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| | | It is considered that CHP is at present limited in its application, unsustainable in terms of delivering fuel requirement, can lead to souls supplier situations which is anti-competitive and can be excessively costly, so as to make it unviable. As such we object to the policy as drafted and recommend that it is reworded to allow for the assessment of technical feasibility and viability in utilising renewables, reducing CO2 and securing energy savings in development proposals. | | " " |
| Policy Direction 7.1 | | A range of possible mechanisms and funding opportunities would allow flexibility and enable the Borough Council to facilitate investment in the town centre | | |
| Policy Direction 7.1 | No Opinion | Network Rail agrees that a range of funding mechanisms should be implemented to help the Council deliver improvements within the town centre. Crucially, new development within Eastbourne Town Centre will benefit from the railway infrastructure in place and demand for the rail services will increase as a result. The station directly benefits people commuting to the town, while also facilitating trade and commerce for local businesses. The Council is right to look to pool planning obligations to deliver key projects. Further, the Council should create a specific and separate contributions pool which distributes funds to improve vital infrastructure, with Eastbourne Railway Station being identified as a strategic site. National planning policy advises that development contributions should help to finance transport improvements; Circular 5/05 states the need to mitigate a developments impact (e.g. through increased public transport provision). | | James Dingwall |
| | | The finalised version of the document should recognise the local importance of Network Rail's infrastructure to Eastbourne, and state that developer contributions will be a mechanism used for enhancing the station environment. Public areas around the station are likely to provide opportunities for retail development. Permitting such development, near the station, would not only help as a delivery mechanism but help upkeep in the upkeep of Station property and benefit the quality of service being offered to passengers. Development would need to ensure safe and efficient access for passengers to the services. | | " " |
| Policy Direction 7.1 | Agree | The HA welcome the inclusion of a range of delivery mechanisms to be assessed. The final delivery strategy should be outlined at a later stage of the plan production. We would be keen to review the final strategy once it has been determined. | Highways Agency | Garry Frostick |
| Policy Direction 7.1 | Agree | Given Royal Mails' concern over the viability of the re-provision/relocation of their operation through the proceeds of selling their site, they support the Council's approach to pursuing a range of mechanisms and funding opportunities to enable the council to facilitate and secure the investment in and delivery of, the regeneration proposals within the Eastbourne TC AAP. | | BNP Paribas Real Estate(Royal Mail) |
| Question 1.1i | | Should the existing town centre boundary set out in the Local Plan be retained? | | |

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| Question 1.1i | No Opinion | We believe the existing town centre boundary will be retained. | Director Enterprise Centre | Mr John Edgerton |
| Question 1.1i | No Opinion | It is recommended that any extension of the town centre boundary is coupled with improved public and sustainable transport access to the extended areas. This should help ensure that the impact of the extension on the SRN is minimised. | Senior Network Manager Highways Agency | Mr Garry Frostick |
| Question 1.1i | No Opinion | We feel the important objectives based upon walking can best be achieved by keeping the town centre area as compact as possible. | | Jeremy Cooper |
| Question 1.1i | Agree | yes | Rapleys | Ms Jackie Wickes |
| Question 1.1ii | | Should the town centre boundary be extended to include any or all of the key areas indicated on Figure 2? | | |
| Question 1.1ii | Agree | Should be extended to ensure the maximum integration but wherever the boundaries are they must blend in with surrounding area outside the AAP. | | Mr Michael Haselip |
| Question 1.1ii | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 1.1ii | Disagree | We do not agree that the inclusion of these additional areas within the town centre are necessary | Director Enterprise Centre | Mr John Edgerton |
| Question 1.1ii | Agree | We consider that where specific developments have been identified (i.e. replacement restaurant) there may be merits in including the site within the Town Centre. However, given the existing vacancy rates it would not be appropriate to allocate additional competing sites. The council should secure the re use of vacant units within the existing town centre before considering additional areas. This matter could be reviewed when the economy recovers. | Rapleys | Ms Jackie Wickes |

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| Question 1.1ii | Agree | Royal Mail's site straddles the current Town Centre boundary, with the eastern part of the site lying within the Town Centre and the Western part outside. We support the extension of the Town Centre boundary, as identified on Figure 2 to include area 1, which will include the entirety of Royal Mail's site within the defined Town Centre boundary. | | BNP Paribas Real Estate (Royal Mail) |
| Question 1.2i | | Do you think that the character areas as identified on figure 1 are appropriate? | | |
| Question 1.2i | Agree | The Co-operative Group supports the character areas and the extent of the retail core, which includes the former Co-op Department store site. | The Cooperative Group | |
| Question 1.2i | Agree | We agree that these areas are appropriate. | Stagecoach | Jeremy Cooper |
| Question 1.2i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 1.2ii | | Are there other sub-areas that should also be considered? | | |
| Question 1.2ii | Disagree | No | Director Enterprise Centre | Mr John Edgerton |
| Question 1.3i | | Are the approaches and key gateways in Figure 1 correctly identified? Are there others which should also be considered? | | |
| Question 1.3i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 1.3i | Agree | Comments from transport It would be helpful for figure 1 to include the bus routes | East Sussex County Council | Mr Graham Arr-Jones |
| Question 1.3i | Agree | We agree with the definitions | Stagecoach | Jeremy Cooper |

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| Question 1.3i | Agree | Whilst the area around Eastbourne Railway station has been identified as a key gateway area we consider our client's site should represent a future approach/gateway from the North to the station, particularly by foot or on bicycle. | Rapleys | Ms Jackie Wickes |
| Question 1.3ii | | Which are the main streets in the town centre that would benefit from enhancement? | | |
| Question 1.3ii | No Opinion | We believe the main streets in the town centre that would benefit from enhancement are Terminus Road (Where the buses are currently located), the section of the road opposite the Station, Station Parade, Grove Road, Terminus Road between TJ Hughes and the Seafront and parts of Seaside road | Director Enterprise Centre | Mr John Edgerton |
| Question 1.3ii | Agree | The enhanced public areas can be used for a variety of uses e.g. open markets, Christmas activities, street entertainment and general employment by the public. | Director Enterprise Centre | Mr John Edgerton |
| Question 1.3ii | Agree | We feel that Terminus Road needs enhancement throughout with reduced car dominance opposite the station, potential for improvement of the bus interchange, reduction of clutter in the pedestrian sections, and simpler pedestrian friendly road crossings (perhaps with simple raised tables) to enhance the public spaces. The current unsatisfactory separate inbound/outbound routing via Trinity Trees/Seaside Road and Pevensey Road/Lismore Road needs to be improved with one possible solution being a two way bus route in Trinity Trees/Seaside Road. The South Street/Grove Road sector needs to be reconfigured as two way streets. This would allow penetration by bus routes, the removal of which no doubt contributed to declining economic vitality. | Stagecoach | Jeremy Cooper |
| Question 1.3ii | No Opinion | Streets to be improved Terminus Road Cornfield Road Ashford Road Upperton Road New and enhanced public spaces- A nice outside area with grass and benches, so young people can sit down and do their work outside and a nicer bus lane | | Tom |
| Question 1.3ii | No Opinion | we do not have a particular view on the precise use of public space, but do consider the quality of the public realm to be important both in promoting a positive sense of place and promoting the walkability of the town centre. | Stagecoach | Jeremy Cooper |
| Question 1.3iii | | If new and enhanced public spaces are created within the town centre what should they be used for? | | |
| Question 1.3iii | Strongly Agree | New and enhanced public spaces should be used for relaxation and enjoyment of being outdoors. Fill them with trees and places to sit. | | Williams |

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| Question 1.3iii | Agree | A skate park for teens, but well lit and done in consultation with youth-both locals and foreign students may go some way to overcoming the issues between two groups? Clean soft play, what about some facility for an affordable community shower. Could be used by beach users or even on a token system (maybe distribute via salvation army) for the homeless? | | Ruth |
| Question 1.3iii | Agree | Some members want green open spaces- where you can sit and eat lunch. Some members want open spaces rather than green spaces. There are no play areas in the town centre but accept there are issues with maintenance. Should have exercise equipment along the seafront. Group agreed there should be open spaces rather than green spaces - could have low level landscaping e.g. Plymouth (subject to designing out crime). However, green spaces are softer and not as harsh as hard landscaping and provide shade. The best thing would be to provide a combination of the 2. Agreed there are limited opportunities to provide green open space. Children's play space could include water features- fountains. There are some issues with green open space- security, anti-social behaviour. Hartfield Square is a popular green open space that is just inside the Area 1- TC boundary extension. Markets would bring people into the town and support local food producers. | | CEPE Presentation |
| Question 2.1 | | Provide a flexible policy framework which supports a broad range of town centre uses | | |
| Question 2.1 | Agree | In line with PPS4, the TCAAP objectives aim to promote the vitality and viability of the town centre through strengthening the retail offer. In line with PPS4 and PPS3, the policy seeks to deliver a wide range of community facilities and encourages residential accommodation within the town centre, thereby promoting sustainable development through reducing the need to travel. | The Cooperative Group | |
| Question 2.1 | Agree | I agree we need to strengthen Eastbourne's retail sector but we need to do this by supporting our existing independent retail sector and encouraging new independent retailers to Eastbourne. We should want to avoid encouraging too many national retailers which will make Eastbourne town centre look no different than any other town with the same shops. Uniqueness in our retailing sector will make Eastbourne a place to visit. We need to offer what other towns do not. I agree we should not overkill in the retail sector. People should be encouraged to live sustainably and this is not achieved through consumerism. | | Williams |
| Question 2.1 | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |

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| Question 2.1 | Agree | More shops- Mens and Womens clothes are clustered, not too far spread. Roads are dangerous especially for children- more pedestrianisation outside the Arndale entrance where children run off. There are too many empty shops on seaside road. Area between seafront and m and s (terminus road) needs improving. More areas for live music- impromptu- not as formal as the bandstand. | | Unknown |
| Question 2.1 | Agree | You mention Sussex Gardens many times in the report yet it does not appear in any of your maps. Is this the lack of attention to detail we are to expect of your grand designs? Seaside Road is an eyesore. Terminus Road by the station needs to be pedestrianized. Buses in Terminus Road create congestion. Shops are made invisible by bus stops etc and the buses with engines idling are great polluters of the air in central Eastbourne. The extension of the Arndale (already a dreary piece of bad planning) would only make a bad idea worse. The addition of national retail outlets would only push individual and start up businesses out of the centre by pushing the rental costs up. Station Road is already losing one restaurant and another has never opened. We need smaller units for individual boutique businesses at reasonably priced rentals and reduced council rates for entrepreneur business to come into the town and support local talent. You talk of support of the arts. The arts are an industry and business, generating income and tourism. Badly served by Eastbourne and the local councils lack of information dispersal Eastbournes tourists/tourist industry can only be enhanced and expanded by recognising them. Smartening up Howard Square would help. There is already an Art Hotel there and attributing space for local artists with art tourists staying but what they look out upon needs work on it | | Ms Irene Chalk-Runayker |
| Question 2.1 | No Opinion | Public Realm Traffic | | Mike Haselip |
| Question 2.1 | No Opinion | I feel passionately about Eastbourne and really want it to keep its true Victorian History. The town centre desperately needs a face lift. All the shops by the bus lane that people see as soon as they get off the train or bus need a good paint job. In fact the whole of Eastbourne needs a paint job. There should be a no smoking ban in the main shopping area as it is disgusting walking through when everyone else smokes, especially when you have no choice when getting off a bus or walking between shops. The areas by the buses are very crowded and would be great if some how the paths could be made wider. I think Stagecoach should be the ones to pay for the improvements needed around the bus stops. The outside shopping areas should have some lovely hanging baskets and the whole town area needs some pretty signs so that people are aware of all that Eastbourne offers. It would be nice to see some of the big shops like River Island and Oasis who make it attractive for people in surrounding villages to travel instead of heading in the opposite direction to Tunbridge Wells. | | Ruth Mendes |
| | | Would love to see more professional street performers brightening up the streets on a regular basis. Love the Fair Trade event and Christmas Magic event was brilliant. Love the art in the empty shop windows- fantastic idea! Love the way Little Chelsea looks and feels- would be live to see the rest of the town centre like it and it made into one big shopping area. People seem to only shop in one area at any one shopping trip and not both! I have loads of ideas but sure this is enough to go on! Love Eastbourne and want to see it do well! Thanks for your work. Ruth. | | " " |

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| Question 2.1 | Agree | I like the ideas about new shops like River Island, it will attract a younger crowd. Also, the footpaths in the bus lane are far too narrow! | | Tom Robinson |
| Question 2.1 | Agree | Only thing needed in my opinion- more high street stores like Gap, River Island, H&M, Zara, Oasis, Miss Selfridge, Jane NormanAnd less of the tacky shops which sell completely useless items. Then more people would stay in Eastbourne rather than going to Brighton to shop. | | Ellie White |
| Question 2.1 | Agree | Agree that need more high street shops | | Chrissy Nelson |
| Question 2.1 | No Opinion | Better facilities along the seafront, such as cafe's, restaurants and bars. Better range of shopping facilities i.e. clothing stores and technological outlets. | | Geoff Turner |
| Question 2.1 | No Opinion | I agree with a previous comment about seagulls. It needs to be made more well known that it is actually illegal to feed them! Also a nice little grassy area to sit and chill with kids half way through a shopping area would be nice. I terms of likes, I like the atmosphere, its relaxed (compared to other shopping areas). I like them sitting on the benches in the sunshine listening to buskers and people watching. Its chilled out. I like that it is not all indoors at the moment. I much prefer shopping areas. We live on the sunshine coast, it would seem wrong to make the whole town centre an indoor centre. I also think it would be nice to make it clear there are more shops around Little Chelsea. | | Ms Ali Stevens |
| | | I find it sad that independent shops come and go so much because they just aren't doing enough business. I think many tourists don't know the area is there. Not sure how to go about it though. I like the flower stall in town that sets up in the street. I like the Street Pastors at night! I like the choice of restaurants, though that's all over Eastbourne, not just in the town centre. | | " " |
| Question 2.1 | Agree | Yes, we consider that the mixed use development should be promoted at sustainable locations | Rapleys | Ms Jackie Wickes |
| Question 2.1 | Agree | Pedestrian precinct agreed. Careful selection of retail outlets. There are many cafes and restaurants and bars which are closing. If people are to be encouraged to live in the town centre (above shops etc) then noise must be kept to a minimum. Likewise the hours of business not to be extended past 11.30 weekdays. | | Ms Irene Chalk-Runayker |
| Question 2.1 | Agree | It is recognised that to increase the quality of shopping in Eastbourne we need to attract big name retailers into the town. This process should not though be to the eventual detriment of smaller traders. A concern is that increased business rates or lack of quality space could drive people out of business. Local traders are just as important to the fabric of shopping and will help to give Eastbourne its uniqueness. Having a local enterprise element will also encourage people to 'think local'; something that is important in driving down carbon emissions. Create a space for a regular market. This would provide a space for locally produced food to be sold on a regular basis- commercial organisations. Cooperative or individuals. It would also give local specialists or cottage industries a portal to trade with the public, and be a place for the international markets that we host. A possible venue for this could be Hyde Gardens. | CEPE Presentation | |

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| Question 2.2i | | Do you agree with the Key Development Opportunity Sites to be targeted for redevelopment? | | |
| Question 2.2i | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 2.2i | Disagree | The Co-operative Group considers the former Co-op Department Store site on Terminus Road should be considered as a key development opportunity site. It represents a mixed use development opportunity within the identified retail core of the Town Centre, which could be acceptable for a range of uses including retail and residential as per the existing planning permission (ref: EB/2007/0377) plus other possible uses such as health and student accommodation. Same as below. | The Cooperative Group | |
| Question 2.2i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 2.2i | Strongly Agree | We agree with this concept. | | Jeremy Cooper |
| Question 2.2i | Agree | Yes we offer strong support to key development opportunity site 2. Whilst appreciating that the exact boundaries are yet to be determined, this opportunity should include our client's site for the reasons outlined in our supporting planning statement, namely access, mix of uses, visibility, and making better use of brownfield land in sustainable locations. | Rapleys | Ms Jackie Wickes |
| Question 2.2i | Agree | We agree with this concept. | Stagecoach | Jeremy Cooper |
| Question 2.2i | Disagree | We notice that in figure3, the Devonshire Park is shown as a 'potential area of change'. We would not wish to see further encroachment on the park with buildings and presumably the 'change' might refer to the reclamation of the area as park and public open space i.e. an area for entertainment (temporary marquees etc or planting and greenery to recreate and restore the park). We would suggest that those involved should visit Buxton Pavilion Gardens in Derbyshire (also part of the Duke of Devonshire's Estate) where a recent restoration has been carried out to provide a delightful public open space juxtaposed with their theatres and high class shopping areas. | The Eastbourne Society | Richard Crook |
| Question 2.2ii | | 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? | | |

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| Question 2.2ii | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 2.2ii | Agree | We agree with the development plans. Option 2.2b which would have the added benefit of reducing traffic levels in the section of Terminus Road outside the station. This would make it more pedestrian friendly. However, we suggest that the need to define a route via Pevensey Road/Lismore Rd to the South Street area is unnecessary as this part of the ring road is little used at present. The link between South Street and Upperton Road should be through the Grove Road area. | Stagecoach | Jeremy Cooper |
| Question 2.2ii | Agree | The Co-operative Group considers the former Co-op Department Store site on Terminus Road should be considered as a key development opportunity site. It represents a mixed use development opportunity within the identified retail core of the Town Centre, which could be acceptable for a range of uses including retail and residential as per the existing planning permission (ref: EB/2007/0377) plus other possible uses such as health and student accommodation. Same as below. | The Cooperative Group | |
| Question 2.2ii | No Opinion | Our views on the identified sites are- Site 3- Not suitable for retail consideration should be allocated for residential or offices Site 2- We believe this site should include additional retail facilities on the site of the Enterprise Centre and the Railway station and primarily residential on part of the station car park with a piazza between the enterprise centre and the railway station. Site 1- This site should be developed to extend the retail core up to the railway station and to include the demolition of shops in Terminus Road, the Gildredge Pub to the entrance of the Arndale,nos 11-49 Site 4- this site to include extended retail together with residential. | Director Enterprise Centre | Mr John Edgerton |
| Question 2.2ii | No Opinion | The rationalisation of surface car parking with either decked or undercroft alternatives, as identified by the Council, would provide opportunities towards the north and east of the station for redevelopment. The range of uses thought appropriate by the Council, which include housing and office and potentially a new food store, may well be acceptable. Given the current economic market, the land designation should remain flexible to encourage development. As recognised above a range of uses may be suitable. However, residential uses around the railway station may be preferable. It is likely that the area north of the station would provide a suitable location for housing and increased densities. In line with PPS 3 Paragraph 36 the sites proximity to the station would promote sustainable transport choices. However, the stations car park is vital in promoting sustainable transport uses, allowing passengers to access railway services. | | James Dingwall |

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| | | It is therefore necessary to ensure that sufficient car parking provision is made at the station. Removing station car parking may potentially result in passengers using unsuitable areas and nearby streets to park, resulting in increased levels of traffic and impacting on highway safety. Indeed, the need to provide car parking at stations is noted by planning policy. At a national level, PPG 13 identifies the importance of interchanges stating that a quick, easy and safe interchange is essential to integration between different modes of transport. | | " " |
| Question 2.2ii | Agree | Key development opportunity site 2: adjoining Eastbourne Railway station and enterprise centre. We confirm that a range of uses would be suitable at this key location which could include residential, parking, retail, and office use and associated access and public realm improvements. In order to deliver the development, our clients site (Johnston press ltd) should be included to ensure access is provided to the north, that an appropriate frontage attracts occupiers and the mix of uses could be widened. | Rapleys | Ms Jackie Wickes |
| Question 2.2iii | | Should provision be made for a foodstore be included as part of Opportunity Sites 2 or 3? | | |
| Question 2.2iii | Agree | We do not need another national grocery store in the town centre. We do need a local produce market something along the lines of Borough Market in London. | | Williams |
| Question 2.2iii | No Opinion | We believe that site 3 is too remote from the retail centre to provide additional retail space and we have the concern that only destination shoppers would use this facility without entering the town centre. We also believe that site 2 is more suitable for food offer subject to size and positioning. The size should be restricted to provide a food store suitable for a town centre and not too large to become a destination shop. | Director Enterprise Centre | Mr John Edgerton |
| Question 2.2iii | Agree | Yes, we would support the allocation of a food store on key development opportunity site 2. An Anchor retail store to the north of Eastbourne railway station would enhance the viability of redevelopment of the wider area, including Johnston Press ltd | Rapleys | Ms Jackie Wickes |
| Question 2.2iii | Strongly Agree | We strongly support the provision of a central food store. The growth of peripheral food stores has weakened the town centre and made public transport less adequate as a mode of choice for the average household. The provision of a central food store would help to redress this balance. | Stagecoach | Jeremy Cooper |
| Question 2.2iii | Disagree | We do not particularly favour the idea of a large food store on sites 2 and 3 as shown on figure 3 and think that this facility would be better placed on site 1 (or possibly 4). | The Eastbourne Society | Richard Crook |
| Question 2.2iv | | 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? | | |
| Question 2.2iv | Agree | We agree with this concept | Stagecoach | Jeremy Cooper |

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| Question 2.2iv | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 2.2v | | 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? | | |
| Question 2.2v | Strongly Agree | What about making it into an area like the North Lane in Brighton with a mix of shops and places to eat and drink. | | Williams |
| Question 2.2v | Agree | We consider that the key function of this street should be a two way route to allow buses access between Seaside and the Terminus Road interchange. This would provide bus stops for both directions within sight of each other – making the bus system easier to use – and at a key point offering excellent access to the seafront and the Southern end of Terminus Road, thus complementing the direct access to the Northern end achieved at the Terminus Road interchange. The opportunity would then exist to market a very frequent and easily advertised link from the Station to the seafront area using the buses exiting town towards Seaside. | Stagecoach | Jeremy Cooper |
| Question 2.2v | No Opinion | Much of seaside road was originally residential and we believe that failing retail locations such as Seaside Road should revert back to residential uses with the opportunity taken to try and create village atmospheres | Director Enterprise Centre | Mr John Edgerton |
| Question 2.2v | Agree | Could split Seaside Road in 2 and have residential and retail/food outlets. | | CEPE Presentation |
| Question 2.2vi | | Should opportunities to widen the tourism, cultural and conference offer associated with the International Lawn Tennis Centre at Devonshire Park be explored? | | |
| Question 2.2vi | Strongly Agree | Very much so. Also improve upon the Devonshire Halls facility to provide more obvious access and natural lighting | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 2.2vi | Agree | If this is done good connections across the town centre are essential | Stagecoach | Jeremy Cooper |
| Question 2.2vi | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |

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| Question 2.2vii | | 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. | | |
| Question 2.2vii | No Opinion | We would like use of the library in the town centre to be protected and as far as possible access via public transport plus parking for disabled should be facilitated. In addition there is an opportunity to include the front pavement area in a wider creative/art strategy, For example, the area outside the Library should be considered as part of the vision for the area as a whole and included at an early stage in the design process including the involvement of a lead artist, if that is the approach to be taken. There are certain practical issues that need to be addressed in any redesign, the potential for use of space for formal seating for example or as a rendezvous point. This could be a welcome but not to say exciting project. | East Sussex County Council | Mr Graham Arr-Jones |
| Question 2.2vii | No Opinion | We have no particular view | Stagecoach | Jeremy Cooper |
| Question 2.2vii | No Opinion | We are not aware of any particular areas or buildings that require further comment apart from we believe additional residential accommodation in the town centre would be beneficial. We believe the opportunity should be taken to improve the links between the primary and secondary retail areas whenever possible | Director Enterprise Centre | Mr John Edgerton |
| Question 2.2vii | No Opinion | Whilst the issues and options report has identified the Eastbourne Railway Station Area for redevelopment, our clients site should be targeted to deliver access improvements and act as a key gateway to the town centre from the residential areas to the North. This could help encourage sustainable transport by train and promote links to the town centre. | Rapleys | Ms Jackie Wickes |
| Question 2.2vii | No Opinion | With regard to Seaside Road, we would suggest adopting the Royal Hippodrome as a centre for community use i.e. on the lines proposed by the current 'Royal Project' and including forming a new open space square to link the area to the seafront as shown on the attached sketch. This point largely answers question 2.2vii as the existing buildings do nothing to add to the character of the area. Seaside Road could therefore be developed as an area for restaurant and cultural activity. | The Eastbourne Society | Richard Crook |
| Question 2.3 | | 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? | | |
| Question 2.3 | Agree | The extent of the primary and secondary areas will naturally be shaped by the ability of people to walk from principal arrival points – car parks, the bus stops and the station. This will in turn be determined by the positioning of these facilities and the success of the strategy to make the town centre more walkable. | Stagecoach | Jeremy Cooper |
| Question 2.3 | No Opinion | No comment | Director Enterprise Centre | Mr John Edgerton |

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| Question 2.3 | Agree | Need to consolidate secondary retail offer. | | CEPE Presentati on |
| Question 2.4 | | 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? | | |
| Question 2.4 | Disagree | Again, trying to be all things at once. I would reduce the amount of residential space - by removing HMOs - so that there is more scope for developing the leisure (tourism) element. | | Mr Michael Haselip |
| Question 2.4 | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 2.4 | Agree | Yes, in principle, for reasons of sustainability. Developments need to be correctly located in areas of suitable environmental quality, with very high environmental standards of construction and appropriate access to open green spaces. The environmental impacts of development should be minimised and any remaining impacts offset elsewhere in the community. Provision also needs to be made for space for household waste to be capable of being sorted for recycling and composting, including in flats. | East Sussex County Council | Mr Graham Arr-Jones |
| Question 2.4 | Strongly Agree | The Co-operative Group agrees that people should be encouraged to live within the town centre. In line with PPS3, the provision of residential accommodation in the town centre would provide housing development in a sustainable location with good access to jobs, key services and infrastructure. | The Cooperative Group | |
| Question 2.4 | Strongly Agree | There are many abandoned buildings within Eastbourne which could be used for housing. | | Williams |
| Question 2.4 | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 2.4 | No Opinion | Housing for larger families, reducing the need for 'ferrying' around as children come of age. Most doorways need widening wherever you go to be fully DDA compliant (let alone double buggy compliant) | | Ruth |
| Question 2.4 | Agree | Yes. Agree- it is appropriate to enable more people to live in the town centre by providing a balanced range of well designed housing opportunities supported by appropriate facilities. | | Karen |

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| Question 2.4 | Strongly Agree | We strongly support this concept as a growing resident population would enhance security, as a result of greater movement of people, economic activity, and the viability of improved public transport (with residents likely to travel on currently empty buses in the opposite direction to established “peak flows” into the town. We should not though build high-rise developments as this would dramatically alter the nature and look of the town. | Stagecoach | Jeremy Cooper |
| Question 2.4 | Agree | Yes redevelopment sites should look to promote mixed use developments, ensuring retail, employment and housing are allocated alongside each other to promote sustainability and reduce crime through surveillance. Accordingly Johnston Press Ltd should be included as part of the Eastbourne railway station area redevelopment to broaden the range of uses at this location. | Rapleys | Ms Jackie Wickes |
| Question 2.4 | Agree | CEPE agrees that increasing the number of homes in the town centre is positive way forward. Developing town centre homes would utilise existing land to meet the town’s housing demands (instead of green fields) and create a high density of people within reach of a number of key services, which will minimise people’s carbon footprint. The use of flats will again keep carbon emission down as flat are the most energy efficient dwelling. | | |
| Question 2.5 | | New residential buildings should respect the prevailing character and building height of the immediate locality. | | |
| Question 2.5 | No Opinion | We have no strong view on these issues. | Stagecoach | Jeremy Cooper |
| 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 2.5i | Disagree | The Co-operative Group considers establishing maximum building heights within the AAP would allow insufficient flexibility to ensure the most appropriate development within the town centre. Building height should be assessed on a site-by-site basis as part of the consideration of development proposals and in the context of the specific design considerations of a scheme, which should be set out in design and access statements. | The Cooperative Group | |
| Question 2.5i | Disagree Strongly | I agree we need to encourage more people to live in town however I disagree this should include taller buildings. I disagree strongly with taller buildings. | | Williams |
| Question 2.5i | Agree | We believe that tall buildings make the skyline more interesting and that there should be no maximum height limitations. Such matters should be left to the architects, the planners, and be subject to design and viability issues. | Director Enterprise Centre | Mr John Edgerton |

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| Question 2.5i | Disagree | We do not agree with the suggestion that affordable or ordinary housing should be in 'taller buildings'. We would propose that the existing building heights are maintained in the Town Centre with the existing feature buildings such as Church Spires, Town Hall, etc dominating the townscape. The TGWU building on the seafront has and always will be an example of what should not be done. We hope this answers question 2.5i. | The Eastbourne Society | Richard Crook |
| Question 2.5ii | | Are there particular accommodation needs that you think should be met within the town centre? | | |
| Question 2.5ii | Strongly Agree | The Co-operative Group agrees that attracting students to live within the Town Centre would add to its vibrancy and vitality in line with PPS4 and provide accommodation in a sustainable location, reducing the need to travel by car. It also complies with PPS3 which advises that the future demographic trends and accommodation requirements of specific groups such as students should be considered. | The Cooperative Group | |
| Question 2.5ii | No Opinion | Yes affordable housing, sheltered housing, studio accommodation and additional hotel accommodation | Director Enterprise Centre | Mr John Edgerton |
| Question 2.6i | | 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? | | |
| Question 2.6i | Agree | The nature and level of anticipated shortfalls in educational provision have been estimated in previous LDF consultation responses to Eastbourne Borough Council. In particular, please refer to the Eastbourne Local Development Framework Infrastructure Delivery Plan (IDP) Document (July 2010) as amended by East Sussex County Council's consultation responses provided in August 2010. The forecast education infrastructure needs set out in this document relate to Eastbourne Borough as a whole. Although it is not possible to quantify precisely it is likely that some of the needs specified in the IDP document will arise from population pressures in or around the Town Centre. However, a lack of space on existing school sites combined with a lack of suitable sites for new provision, make it likely that all or most of the identified needs for additional permanent educational provision will have to be met beyond the boundaries of the immediate Town Centre Area. | East Sussex County Council | Mr Graham Arr-Jones |
| Question 2.6i | Agree | The Co-operative Group considers that the TCAAP should encourage enhanced community facilities, such as health facilities, within the Town Centre to ensure that a wide range of services are provided, to provide employment and add to the vitality and viability of the Centre, in line with PPS4. | The Cooperative Group | |
| Question 2.6i | No Opinion | There is a shortage of services for the homeless, i.e. housing. | | Williams |
| Question 2.6i | No Opinion | Not sure | Director Enterprise Centre | Mr John Edgerton |

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| Question 2.6i | No Opinion | There would be great benefit to the community in there being the provision of neutral community space and the opportunity for a true community centre within the town centre. During the last town centre planning process, EAVS worked with partners to demonstrate to EBC the need for such community space, and this was adopted in the previous town centre strategy. 3VA currently provides an annexe facility within our offices that is used by more than 50 community groups each year for more than 2200 hours. But this is just a tip of the iceberg- and many groups raise with us the need for something that is not just a meeting space but more of a community hub i.e. actual space for projects to grow and develop and the community to be supported to do more things for themselves. A space would benefit all of the following: BME communities, active community groups, Eastbourne Community Network and community representation, faith groups- both Christian and other faiths. | 3VA | Adam Chugg |
| | | Such a hub would boost local enterprise and maximise the town's opportunity to benefit from the great community spirit that exists within Eastbourne. Finally, in Pride of Place we committed ourselves to Strengthening Local Communities, and this would support our commitments. Please note that 3VA would be very happy to work with EBC on exploring ways forward if a suitable site can be identified and the Town Centre review provides a great opportunity for EBC to identify suitable sites within the Town Centre Area. | | " " |
| Question 2.6ii | | 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? | | |
| Question 2.6ii | Strongly Agree | On the corner of Gildredge Rd and Terminus Rd | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 2.6ii | Agree | We believe there are two areas suitable as multi purpose meeting space i.e. Hyde Gardens without parking and the proposed Piazza between the Enterprise Centre and the Railway station | Director Enterprise Centre | Mr John Edgerton |
| Question 2.6ii | Disagree | In regards to new meeting space- Why do we need that, there are many places in Eastbourne that would welcome the business of holding meeting rooms, there are many hotels that could cater but there doesn't seem to be a great need. It seems just another waste of public money. | | Chrissy Nelson |
| Question 2.6ii | Agree | Would this be a space businesses could use too? We would love to be able to find a space we can use in Eastbourne, on occasions, for meetings. At the moment we travel to London and book meeting rooms there. | | Mr Jason Nicholls |
| Question 3.1 | | Do you support the preparation of an AAP which places strong emphasis upon the quality and management of the public realm? | | |
| Question 3.1 | Strongly | Yes | | Michael |

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| | Agree | | | Haselip |
| Question 3.1 | Strongly Agree | I agree with all 8 principles particularly those that address eliminating street clutter, and planting more trees. | | Williams |
| Question 3.1 | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 3.1 | Agree | think that EBC and ESCC have to come to some arrangement regarding Street maintenance as there is no point in trying to create an AAP when responsibility for lighting/pavements/ road surfaces and street furniture seems to not be with one authority | | Guy Brewer |
| Question 3.1 | Agree | We strongly support this concept. | | Jeremy Cooper |
| Question 3.1 | Agree | Soft play areas needed | | Ms Jenni Osborn |
| Question 3.1 | Disagree | On page 38 of the plan, emphasis is placed on the first impression gained of an area and how important it is for this place to be a pleasurable one. Question 3.1 then asks whether we support strong emphasis being placed on the quality and management of the public realm. No-one would argue against this suggestion, however, this does not seem to apply either to the residents of Pevensy Road or to visitors coming into the town centre from the pier. How can our quality of life possibly be improved by bringing the ring road with its resulting heavy traffic past our front doors? It is as though our quality of life is of no importance compared to the rest of the town. | Pevensy Road Residents Association | Ms. Yvonne Burrell |
| Question 3.1 | Agree | Yes | East Sussex County Council | Mr Graham Arr-Jones |
| Question 3.1 | Agree | CEPE agrees that the TCAP is right to place a strong emphasis upon the quality and management of the public realm as the current town centre is disjointed for the user, has very few public spaces of good quality, is biased towards car transport and does not offer people that live there, a community that they can feel part of. If we get the public realm right, everything else should fall into place. | CEPE Presentation | |
| Question 3.2i | | Do you agree that the identified locations should be priorities for enhancement to improve their environmental quality? | | |
| Question 3.2i | Strongly Agree | | | Williams |
| Question 3.2i | Agree | We have identified two particular locations-firstly Terminus Road where the buses are currently and the area around the station both to the front and the side between the enterprise centre. | Director Enterprise Centre | Mr John Edgerton |

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| Question 3.2i | Agree | Although not in the town centre I think some debate need to occur as to the role of Eastbourne Park. I see a park as a useable space for residents. There seems to be large areas of Eastbourne Park especially around Lottbridge Drove which seem to be either marsh land or act as grazing land which means it cannot be used by residents. I think this area needs to be made into something that benefits residents either as a proper country park or used as development land. | | Guy Brewer |
| Question 3.2i | Agree | We could enhance Hyde Gardens as a green space/ it could be a parking area only for bikers and electric cars. | | CEPE Presentation |
| Question 3.2i | Agree | we would agree with the proposals. See comments on Q1.3ii), and Q2.2v). Our proposals in respect of Trinity Trees/Seaside Road would create one challenging crossing point at Terminus Road/Seaside Road, where some traffic priority would be necessary, but would result in greater flexibility between there and Terminus Road/Cornfield Road for planning public space, including the potential for more pedestrianisation. | Stagecoach | Jeremy Cooper |
| Question 3.2i | Agree | Yes, however the area around and to the North of Eastbourne Railway Station is equally as important and should be included for priority enhancement | Rapleys | Ms Jackie Wickes |
| Question 3.2ii | | Are there any of the identified locations that should be particular priorities? | | |
| Question 3.2ii | Strongly Agree | The area around the station | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 3.2ii | Agree | The town centre is not well provided with green spaces. Hyde Gardens is not really an arboretum setting, but a modest tree-planting programme would undoubtedly change it for the better. Individual trees could be sponsored. The junction of Langney Road and Terminus Road has become an informal gathering place for town centre shoppers (and sometimes musicians). It looks like a natural setting for a more formal square or plaza, perhaps with benches and even a fountain. | | Steve woods |
| Question 3.2ii | | Improve the number and quality of open spaces. For people that live, work or visit the town centre open spaces provide a valuable respite. The open spaces that we currently have are not well designed or are dominated by moving traffic. A good example of this is Hyde Gardens, which as its name suggests was originally a gardened area for the buildings surrounding it. Hyde Gardens could be designed to give a place to rest and eat and children a place to play- right in the heart of the Town Centre. Examples of existing green spaces that are underused (primarily down to their design and ability to access) are Devonshire Park, Wilmington Square, Upperton Gardens, and Hartfield Square. | CEPE Presentation | |

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| Question 3.2ii | No Opinion | Eastbourne Railway Station Area, including Land to the North | Rapleys | Ms Jackie Wickes |
| Question 3.2iii | | Are there other locations that you think should be considered? | | |
| Question 3.2iii | No Opinion | If - as stated - the Urban Village contains the most deprived parts of the town then this is where regeneration catalysts are needed. I would enhance this area by removing street clutter, parking restrictions and sensible traffic management, i.e. one way. | | Mr Michael Haselip |
| Question 3.2iii | Agree | If close road (Bolton Road/Langney Road) we could have another area outside M&S and one at the top end of Terminus Road. | | CEPE Presentation |
| Question 3.2iii | Strongly Agree | The area between Terminus Rd and Langney Rd. Would like the building currently Blacks, demolished to make an open plaza area. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 3.2iii | No Opinion | The whole town should be pedestrianised | | Williams |
| Question 3.2iii | Disagree | No | Director Enterprise Centre | Mr John Edgerton |
| Question 3.2iii | Agree | One area the AAP mentions is improving public spaces. I would suggest that all the Squares in the town are given a facelift to make them more enjoyable spaces to use. Reinstating the railings in Upperton Gardens and Hartfield Square and reinstating Hyde Gardens as a proper Square by removing the central parking area to provide much needed public spaces in the town centre. This has been used to improve community cohesion in other towns. If you want an example of where this has been a success look at the London Squares scheme. | | Guy Brewer |
| Question 3.2iii | No Opinion | Given the town's benign climate, has any thought been given to the possibility of a botanic garden? The one in Oxford is close to the city centre, and if a scientific framework was required perhaps a new partnership with Brighton University could be considered. What is the legal status of Grange Gardens? Not quite in the town centre as outlined in the document, but just three minutes walk from the Town Hall. | | Steve woods |
| Question 3.2iii | No Opinion | Commercial Road/St Leonard's Road and links to and from Eastbourne Railway Station | Rapleys | Ms Jackie Wickes |

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| Question 3.3i | | Would it be helpful to introduce a coordinated wayfinding strategy across the town centre? | | |
| Question 3.3i | Strongly Agree | Very helpful indeed AND with dropped kerbs at all junctions | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 3.3i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 3.3i | Agree | Some better signage would be a good idea. At present if you were a pedestrian and wanted to go to the Towner or Sovereign Harbour you would need to ask somebody as they are not on any pedestrian signs, where as there are lots of signs for a long defunct Butterfly Centre. Brown signs for the Towner or at least a 'For Towner follow Devonshire Park' sign on entry to the town. | | Guy Brewer |
| Question 3.3i | Agree | Yes, with destinations marked in minutes walking time. | Stagecoach | Jeremy Cooper |
| Question 3.3i | | To improve the pedestrian experience there should have better signage. Need to interlink different areas of town so that people stay longer. | CEPE Presentation | |
| Question 3.3i | Agree | Yes, with average walking times indicated to key destinations | East Sussex County Council | Mr Graham Arr-Jones |
| Question 3.3ii | | Which key junctions should be prioritised for enhancement? For example those between the railway station, Terminus Road and Grove Road? | | |
| Question 3.3ii | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 3.3ii | Agree | We feel that as soon as possible (i.e. priority 1) the key junctions in the station area and also Bolton Road could be improved. | The Eastbourne Society | Richard Crook |
| Question 3.3iii | | Are there any locations where additional pedestrianisation could take place or should pedestrianisation remain limited to existing locations in the town centre? | | |

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| Question 3.3iii | Strongly Agree | Area of Terminus Rd between Cornfield Rd and Gildredge Rd | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 3.3iii | Agree | We believe the junction between the railway station Terminus Road and Grove Road is a priority for enhancement as is the junction between Terminus Road and Seaside where TJ Hughes are located | Director Enterprise Centre | Mr John Edgerton |
| Question 3.3iii | agree | We agree that the key junctions are around the station, however traffic volumes make this more difficult, and consider that the Seaside Road/Terminus Road junction and the reconsideration of the bus route is key. (It would also contribute to reducing layover time in Terminus Road by improving journey times). The ability to cross Marine Parade on foot is also a key constraint to the permeability of the town centre towards the seafront. | Stagecoach | Jeremy Cooper |
| Question 3.3iii | Agree | We believe additional pedestrianisation could take place in the following locations:- 1- Terminus Road (where the buses are currently located) 2- in front of the railway station 3- Grove Road 4- Ashford Road 5- between TJ Hughes and the Seafront | Director Enterprise Centre | Mr John Edgerton |
| Question 3.3iii | Agree | Significantly improving the amount of pedestrian areas. This would improve the walkers experience when travelling through the town centre, allow unique quarters of the town to be linked up, and reduce dependence on the car to get to certain places. If vehicles did need access to certain areas then these could be restricted to certain times. | CEPE Presentation | |
| Question 4.1i | | 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? | | |
| Question 4.1i | Strongly Agree | The use of public transportation and pedestrian access to the town centre should be encouraged. We should discourage the use of private transportation, i.e. personal cars. | | Williams |
| Question 4.1i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 4.1i | Disagree | Make use of the Junction Road Coach station as a proper terminus/interchange for buses thereby relieving congestion to pedestrians in Terminus Road and diesel fumes. | | Mr Peter Barker |
| Question 4.1i | Agree | Is electric-powered public transport for the town on anyone's agenda? | | Steve woods |

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| Question 4.1i | Agree | We strongly support this concept. At present the town centre is dominated by, and cluttered up by, motor vehicles. A better balance needs to be found, in particular by using public space better and offering car drivers effective off street parking. The improvements we suggest elsewhere in this response for Terminus Road and Seaside Road would result in a more effective, but less intrusive presence for buses. We refer to Question V3 above and our summary of the potential economic value of reducing the clutter of on street parking. | | Jeremy Cooper |
| Question 4.1i | Agree | Yes | East Sussex County Council | Mr Graham Arr-Jones |
| Question 4.1i | Agree | Within the ring road the hierarchy for the use of existing roads should be - pedestrians and cyclist have the highest priority, followed by buses and then by cars. | CEPE Presentation | |
| Question 4.1i | Agree | Yes, Therefore promoting the area around Eastbourne Station as a place to live, work, shop and visit helps to promote sustainable modes of transport on the basis of the proximity principle. | Rapleys | Ms Jackie Wickes |
| Question 4.1ii | | 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? | | |
| Question 4.1ii | Agree | Yes, we believe the ring road subject to changes should be retained as the possible transport route. A plan will be forwarded to you showing how it may be possible to achieve improvements to both traffic circulation and increased pedestrianisation changing current traffic routes. | Director Enterprise Centre | Mr John Edgerton |
| Question 4.1ii | Strongly Agree | We strongly support this concept | | |
| Question 4.1ii | Agree | Yes, subject to the issues raised in response to Q2.4 | East Sussex County Council | Mr Graham Arr-Jones |
| 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? | | |

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| Question 4.2i | Strongly Agree | We strongly support adjustment to the ring road to prioritise pedestrians. We are concerned that the current one way system limits the potential for buses to effectively serve the town centre, because buses cannot operate in both directions (see our notes on Seaside Road). Where bus routes serve different roads entering and leaving the town, as is necessary with one way streets, visitors and new users are likely to be confused. In addition some streets (such as Grove Road) cannot effectively be incorporated into bus routes because of their connections to other one way streets. We would also strongly support altering the “ring road” to be two way, with the Southern sector being re-thought as part of the local roads, and through traffic in both directions either using Ashford Road or preferably another alignment further North. The current ring road infrastructure is inappropriate in places such as the bizarrely over-engineered South Street/Gildredge Road junction. This Southern section of the ring road is largely superfluous. | Stagecoach | Jeremy Cooper |
| Question 4.2i | Agree | Yes, subject to improvement and the closure of Ashford road by the station | Director Enterprise Centre | Mr John Edgerton |
| 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? | | |
| Question 4.2ii | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.2ii | No Opinion | | | Mr Adrian Ley |
| Question 4.2ii | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 4.2ii | Agree | Use the avenue as ring road as against Ashford Road, visitors get lost and go elsewhere to visit. | | Mr Peter Barker |
| Question 4.2ii | Agree | The Ashford Road stretch of the ring road needs to be rerouted along The Avenue. It would make the first impression of the town less fraught for many visitors emerging from the railway station and would help to give everyone easier access to the shopping, business, cultural areas. | | Steve woods |
| Question 4.2ii | Disagree | Try and get rid of diesel alley | | Jennie Sarsfield |
| Question 4.2ii | Agree | we would support this proposal as noted in Q2.2ii above. | Stagecoach | Jeremy Cooper |

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| Question 4.2ii | Agree | Bus interchange- shouldn't try to improve it- should get rid of 'diesel alley' all together. If Terminus Road was closed to buses and became pedestrianised, we could have a tree lined avenue. | | CEPE Presentation |
| Question 4.2ii | Disagree Strongly | Pevensey Road was never intended to be a main thoroughfare and in recent years, since the redirection of traffic in Seaside Road, has suffered badly from the increased traffic entering the town from the East including buses, coaches, lorries, vans, taxis and private cars. If the ring road were to go ahead we would also be faced with a huge increase in traffic coming from the north of the town. This is mainly a residential street which combines well with a number of small business. It is part of a network of short stretches of roads with many sets of traffic lights and sharp turns. There is no possibility of building up any speed and thus traffic jams would be inevitable, with consequent health concerns for visitors and especially the residents. We understand that for the planners this limitation of the speed of the traffic could reduce accidents and would therefore be a plus point. However, for residents, to adopt this policy in this area, would simply translate into inevitable congestion and resulting air and noise pollution. | Pevensey Road Residents Association | Ms. Yvonne Burrell |
| | | The AAP talks about ensuring that there would be safe places to cross the ring road but that cannot happen in Pevensey Road without yet more traffic lights! If Ashford Road were to be closed, presumably this would happen beyond the ramp, allowing delivery vehicles to enter the Arndale. However, what would happen at the point of exit? Already large vehicles entering Pevensey Road from Susans Road can only do so with difficulty and pedestrians have to stand well back from the kerb. Assuming that, as the ring road, Pevensey Road would have the right of way, it would mean that these extremely large vehicles would be held up in entering Pevensey Road at the junction creating chaos for drivers and pedestrians alike where there have already been far too many accidents. On page 14 the AAP acknowledges that the urban village, which includes Pevensey Road is one of the more deprived parts of the town centre which will need to be addressed without any new plan. There is simply no point in moving the existing ring road a little further out bringing noise and air pollution to more residents. | | " " |
| | | Whilst we acknowledge that the lives of those living on the existing ring road would improve, it is not morally right for planners to adopt the attitude of a formal council officer that there would be some winners and some losers. We would remind the Borough Council that we live in the 21st Century and they should be striving to eliminate deprivation from the whole of the area. Another consideration must be that Pevensey Road was never designed as a main thoroughfare and in the recent past there have been major problems with the road surface breaking up. Additionally, built in the 1860s the houses are old, not designed to withstand the inevitable vibrations from heavy traffic passing by. With intelligent and imaginative planning, including redirecting traffic along Seaside Road and the Seafront, better use could be made of the existing road network. | | " " |

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| | | Motorists wishing to avoid the town centre would then have alternative routes, without incorporating any more of Pevensey Road into an official ring road. It is also questionable as to whether an officially designated ring road is needed at all. Although seaside would need reconstruction, it has been acknowledged for many years that the alteration of the traffic flow there a number of years ago was a major mistake which led, as previously noted, to a great increase in traffic in Pevensey Road. On page 46 of the AAP it is stated that a clear and coherent approach to parking must be considered. It is clear that whereas Seaside Road leads directly to a much underused car park, Pevensey Road does not and therefore it makes no sense to direct traffic along this road which would have to turn left at the War Memorial and right at Trinity Place before accessing its car park! Motorists wishing to use the Arndale car park should be encouraged, by signage, to use Ashford Road and Susans, as many already do. Junction road car park, currently vastly underused is also possible for those wishing to park in town. Not one of these town centre car parks is easy to access via Pevensey Road. | | " " |
| | | For these reasons it is obvious that the answer to the question 4.2ii on page 45 must be a resounding no, that we can only think no-one gave it careful thought before including it as a serious proposition in the first place. | | " " |
| Question 4.2iii | | Should consideration be given to introducing two way operation on the ring road to enhance accessibility and improve safety? | | |
| Question 4.2iii | Agree | We would support this proposal – see Q4.2i) on the current negative impacts of the one way arrangements on bus routing. | Stagecoach | Jeremy Cooper |
| Question 4.2iii | Disagree Strongly | There appears to be a fundamental misconception among traffic planners that two way traffic is inherently safer. This might be the case in say Copenhagen where there are wide roads but in a town like Eastbourne many of the narrow Victorian streets on the eastern side are positively dangerous. This is partly due to the sort of people who race around in their cars but it is also due to the fact that streets such as Pevensey Road also have unrestricted parking on both sides of the road. Thus pedestrians have to be on their guard at all times and in an area where there are lots of children - including a school - it is totally unacceptable to have such a laissez faire approach towards traffic. I would like to see (a) more residents and/or restricted parking and (b) one way traffic. Only then will you have a chance of arriving at the 'urban village' feel and diminish what is currently a dangerous area. | | Mr Michael Haselip |
| Question 4.2iii | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 4.2iii | Agree | We support the principles of two-way roads for traffic and a comprehensive review of traffic management systems in the Town Centre | The Eastbourne Society | Richard Crook |
| Question 4.3i | | Should a proactive approach be taken to managing car parking within the town centre allowing available spaces to be used more effectively? | | |

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| Question 4.3i | Agree | yes | Director Enterprise Centre | Mr John Edgerton |
| Question 4.3i | Agree | Devonshire Place would benefit from some of the central parking area being removed at each end and more central planting to give more feeling of a grand boulevard. It is identified as an underused access point to the town centre in the AAP (if the Lismore Road/ Pevensey Road bus/taxi lane were created this would move more traffic to Devonshire place) | | Guy Brewer |
| Question 4.3i | Disagree | Change parking back to how it was, just heard mother care are now leaving and going to industrial places near B&Q, you're chasing everyone out of town | | Chrissy Nelson |
| Question 4.3i | Disagree | Definitely change the parking back. It is killing all the specialist shops. Even sounds as though it is killing the Arndale as well-we do need more high street stores too | | Jennie Sarsfield |
| Question 4.3i | Agree | Sort out the Arndale Centre, Free parking on a Sunday, free parking on the seafront in Winter | | Mr Phil Walker |
| Question 4.3i | Agree | we agree with this proposal if it follows that the current land allocation for car parking is reduced | Stagecoach | Jeremy Cooper |
| Question 4.3i | Agree | Cheaper parking! I've just moved here from London but the prices to park here are astronomical | | Ms Joanna Huntley |
| Question 4.3i | Agree | Some car parks are under-used Trinity Trees and Junction Road. Getting more people to use the existing multi-story car parks will reduce the demand for roadside parking spaces, which in turn could be used as pedestrian areas or open spaces. Developed in conjunction with the cycle network could would result in less car use in the town centre. Is there anywhere that parking could be below ground? Could close Hyde Gardens to traffic and parking (once a week) and use it as a market (like in Belgium and France). | | CEPE Presentation |
| Question 4.3ii | | Which policy direction(s) to enhance parking within the town centre should be prioritised? | | |
| Question 4.3ii | No Opinion | A comprehensive parking strategy for the borough should consider the provision of charging points for electric vehicles as a contribution to the wider aspirations of the Sussex local authorities to implement measures to improve air quality. | East Sussex County Council | Mr Graham Arr-Jones |
| Question 4.3ii | Agree | We would suggest that policy 4.3b would have the greatest economic benefits, with a more thoughtful use of available land space resulting. | Stagecoach | Jeremy Cooper |
| Question 4.3ii | Agree | Real time parking signage would be beneficial | Director Enterprise Centre | Mr John Edgerton |
| Question 4.3iii | | If you travel to the town centre by car where do you normally park and why? | | |

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| Question 4.3iii | Disagree | Would not consider driving into the town centre as the buses are so frequent. | Stagecoach | Jeremy Cooper |
| Question 4.3iii | Agree | At the enterprise shopping centre | Director Enterprise Centre | Mr John Edgerton |
| Question 4.4i | | 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? | | |
| Question 4.4i | Disagree Strongly | Unsuitable for a busy retail area | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.4i | Disagree | No, we believe it is important to remove the bus interchange from its current location because of the detrimental effect that it has on the retail shops in the area. | Director Enterprise Centre | Mr John Edgerton |
| Question 4.4i | Agree | A number of the policies within the AAP are relevant to Network Rail. The Company is generally supportive of policies which aim to improve the existing station facilities and provide development opportunities. 1.2 Network Rail's Route Utilisation Strategies help to guide the strategic vision for the development of the Company's railway infrastructure. Within the Sussex Route Utilisation Strategy (2010) Eastbourne Railway Station is noted as having development potential. In line with the AAP, the need for a rationalisation of parts of the station building and surrounding area is also recognised. While there is a need to preserve the building, parts of which are listed, there is also a requirement that development at the station continues to improve services and manage growing demand. | | James Dingwall |
| Question 4.4i | Agree | The existing position of the interchange between the Arndale Centre and the Railway Station is one of the best in UK and many other towns would like to emulate it. We agree that more waiting space is needed for the growing number of passengers and some re-positioning of the stands is desirable. Additional space will be required as the bus network continues to expand to support the economic development of the town centre (and serving this with buses will be much more space efficient than providing more car parking). It must be understood that there is currently almost no "layover" of buses in Terminus Road (and what there is can easily be solved). Buses waiting in Terminus Road are there because:- The bus is loading or unloading passengers. (A majority of passengers being loaded do not need to pay cash and loading is therefore quite fast, but even at 3 seconds per passenger it still takes 2 minutes to load 40 passengers). Journey times on approach roads to the town centre (Seaside, Rodmill Drive etc) vary enormously because of the lack of bus priority and the volume of variable congestion. | Stagecoach | Jeremy Cooper |

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| | | Where there is little traffic congestion buses arrive early in the town centre and are legally obliged to await the departure time, which we have a statutory requirement to set so that punctual departure can be achieved where there is congestion. The primary solution for layover in the town centre is the provision of bus priority on the ESCC Quality Bus corridors. This would enable us to predict journey times more accurately and reduce the amount of time that the bus would spend in the town centre interchange. It is worth considering that such a move would result in improved punctuality and frequency of buses, as well as reduced bus journey times. A 10% increase in bus use is easily achievable which in turn would allow a 10% reduction in town centre car parking space to free up public space or land for development as well as increasing economic activity in the town centre. | | " " |
| Question 4.4i | Agree | We would promote full pedestrianisation of the current bus lane section of Terminus Road | The Eastbourne Society | Richard Crook |
| Question 4.4ii | | 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? | | |
| Question 4.4ii | Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.4ii | Agree | Further space is required for buses in the medium term. This is because bus use is increasing (notably since the re-design of the timetable and routes by Stagecoach in 2009), and also because disabled access requirements result in larger (and mainly single-deck) buses. It should be remembered that if the primary stop for a route was in Cornfield Road, then a subsidiary stop might be required nearer to the station to ensure good interchange was achieved. | Stagecoach | Jeremy Cooper |
| Question 4.4ii | No Opinion | We believe this proposal should be considered in addition to other possibilities | Director Enterprise Centre | Mr John Edgerton |
| Question 4.4iii | | 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 carefully assessed against the operational requirements of bus operators and Network Rail; the ability of the listed canopy to accommodate double deck buses; and access arrangements into Ashford Road which is currently one way. | | |
| Question 4.4iii | Agree | | member Eastbourne Disability | Mrs Pat Newton |

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| Question 4.4iii | Strongly Agree | All public transportation options should be located within the same area. Locating the bus interchange near the station under the canopy is a good idea. | | Williams |
| Question 4.4iii | Disagree | it is difficult to see how such an option could possibly provide even reasonable penetration of the retail area (which is the desired destination for 90% of users), not least given the issues with crossing Ashford Road. We consider that this would be so unattractive for bus users that a 12% cut in bus use would result. We also suspect that the inevitable longer routes would give rise to a 5% cost increase, thus resulting in a 17% reduction in bus provision that would further reduce passenger numbers with subsequent decline for a number of years. This would eventually lead to reduced overall economic activity of about 10% in the town centre and a demand for increased space for car parking, further restricting development opportunities. The basic premise of Option 4.4b that the overall space for bus stands could be reduced is not possible (see 4.4ii) above), and the proposal to separate out the bus stands is directly opposed to the concept of "integration" noted in the preliminary Vision. We strongly oppose this option. | Stagecoach | Jeremy Cooper |
| Question 4.4iii | Disagree | The canopy space next to the railway station is not suitable as a bus interchange due to viability. The capital costs of providing an interchange here are too high and the on going maintenance costs would also be too high. We also believe that consideration should be given to Park and Ride and a soft wheel tram between the railway station and the seafront. | Director Enterprise Centre | Mr John Edgerton |
| Question 4.4iii | Agree | Some areas of the town do not need to be a main thoroughfare for passing traffic. A good example of this is Langney Road, outside Marks and Spencer's which unnecessarily divides a shopping area. It is accepted that for traders and people living in the town access by vehicle will be required, but for shoppers they should be diverted away. The ring road should be as near to the Town Centre as possible with limited access to roads within that ring road. The exception to this would be for people wanting access to the main car parks. Moving the bus interchange out of Terminus Road. An alternative location could be the Ashford Road section of Eastbourne Railway Station. Re-locating the bus interchange would give greater freedom for pedestrians and cyclists, improve noise and air quality and increase the amount of open space in the town. | CEPE Presentation | |
| Question 4.4iv | | 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. | | |

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| Question 4.4iv | Agree | But would route buses through Lushington Rd rather than Hyde Gardens | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.4iv | Agree | Bus stops could be provided in Hyde Gardens but not provision for laying over. we also believe that the regeneration of Hyde gardens would be beneficial to the town centre. Bus stops outside the station and in Cornfield Road would also be appropriate without laying over provision. | Director Enterprise Centre | Mr John Edgerton |
| Question 4.4iv | Agree | Sort out the bus lane...use Gildredge Road and Hyde Gardens instead | | Mr Phil Walker |
| Question 4.4iv | Strongly Disagree | We strongly oppose the wholesale relocation of buses away from Terminus Road to Hyde Gardens, which would probably have a similar effect to that noted above. | Stagecoach | Jeremy Cooper |
| Question 4.4iv | Disagree | Pedestrianisation of current bus lane section Terminus Road, but not at the expense of Hyde Gardens | The Eastbourne Society | Richard Crook |
| Question 4.4v | | Which quality options and passenger facilities should be prioritised as part of any enhancement works to the interchange irrespective of location? | | |
| Question 4.4v | No Opinion | The provision of waiting facilities | Director Enterprise Centre | Mr John Edgerton |
| Question 4.4v | Agree | Terminus Road needs to be improved with wider pavements, loading bays that allow greater bus capacity for the available space, better crossing facilities and extended bus shelter provision with good information panels. | Stagecoach | Jeremy Cooper |
| Question 4.4v | Agree | No details are provided of the relationship to Quality Bus Corridor Improvements and potential. Any changes should, as a matter of principle, protect and if possible enhance, accessibility to the Town Centre for public transport users. | East Sussex County Council | Mr Graham Arr-Jones |
| Question 4.4vi | | 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? | | |

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| Question 4.4vi | Agree | Would like buses out of that area | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.4vi | Strongly Agree | We would strongly support improve pedestrian footways at the expense of highway. Introduction of sawtooth loading bays for buses would facilitate this. We feel that an ideal solution to this overall issue would be:- The introduction of additional provision in Cornfield Road and at the Station (North of Ashford Road junction) designed to reduce the concentration of buses in the existing part of Terminus Rd, arrange it better and accommodate growth in bus use. Terminus Road would then be enhanced with sawtooth bays and wider footways and better crossing points to improve the pedestrian links and experience. | Stagecoach | Jeremy Cooper |
| Question 4.4vi | Disagree | No, as we believe the removal of buses from this location in Terminus Road is important | Director Enterprise Centre | Mr John Edgerton |
| Question 4.5i | | Which are the most important or 'primary' streets in the town centre where improvements should be prioritised? | | |
| Question 4.5i | No Opinion | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.5i | No Opinion | In order of priority: terminus road, seaside road, station street, mark lane, cornfield road | | Williams |
| Question 4.5i | Agree | Terminus Road – as the economic hub and gateway to the seaside, which will drive subsequent economic growth | Stagecoach | Jeremy Cooper |
| Question 4.5i | Agree | The main spine of Terminus Road from the front of the railway station to the seafront | Director Enterprise Centre | Mr John Edgerton |
| Question 4.5ii | | Are any parts of the town centre particularly confusing or difficult to get around? Why is this the case? | | |

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| Question 4.5ii | Strongly Agree | Narrow or uneven pavements, deep gulleys at pavement edge and lack of dropped kerbs. Particularly in Lower Meads and The Goffs. The Wheelchair Route is misleading as it indicates dropped kerbs and crossings which are not there. i.e. crossing over Southfields Rd in The Goffs. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.5ii | No Opinion | Terminus road is the worst street in Eastbourne because it is too congested. | | Williams |
| Question 4.5ii | Disagree | No | Director Enterprise Centre | Mr John Edgerton |
| Question 4.5ii | No Opinion | We have no particular view on this | Stagecoach | Jeremy Cooper |
| Question 4.5ii | No Opinion | Due to the existing built form, access to and from Eastbourne Railway Station to the residential area to the North is severely limited. This could be improved through redevelopment of our client's site (Johnston Press Ltd) as part of the redevelopment. | Rapleys | Ms Jackie Wickes |
| Question 4.5iii | | Do you agree that improving surface paving and ensuring that streets are fronted by development thereby enabling overlooking and improving safety are important considerations? | | |
| Question 4.5iii | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 4.5iii | Strongly Agree | We should stop using tarmac, it's ugly and makes the town look cheap | | Williams |
| Question 4.5iii | Agree | Yes, but in addition consideration should be given to trees, planting, street furniture and Christmas lighting | Director Enterprise Centre | Mr John Edgerton |
| Question 4.5iii | Agree | We would agree with this concept | Stagecoach | Jeremy Cooper |
| Question 4.5iii | Agree | Yes. We consider that through the inclusion of our client's site (Johnston Press Ltd) , any development of the station area would ensure frontage onto Commercial Road/St Leonard's Road which would improve safety. Moreover, it is likely to reduce crime rates in this area of Eastbourne. | Rapleys | Ms Jackie Wickes |
| Question 5.1i | | Do you agree that the AAP should place a strong emphasis upon the continued growth of the tourism and leisure sectors? | | |

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| Question 5.1i | Strongly Agree | This is crucial. We should ensure our beaches are clean, the seafront is attractive. Something should be done about the pier which is being allowed to deteriorate! | | Williams |
| Question 5.1i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 5.1i | Agree | Think we need more indoor attractions, and not just for young children and older people. I think I have found an excellent example. Scarborough has created Terror Towers in a terraced house in the town centre which is a walk through animatronic/actor enhanced haunted house which is fun for all ages. I would like to see a new Wish Tower Restaurant, maybe one in a curved design to mimic the Tower and give views eastwards. I question as to why the council insist on keeping control of Devonshire Park Theatre. I understand that the Congress & Winter Gardens work together as a conference venue the DP could be a 'stand alone' venue. It would have thought that if the DP were to be made a charitable trust then more funds from Arts and Culture institutions would be available to improve the theatre. On a personal note I think its a great theatre but looking very shabby, and the councils choice of catering partner for the theatres needs rethinking, badly stocked bars with cheap wine and warm beer to not add to the interval. | | Guy Brewer |
| Question 5.1ii | | Are there any key tourism and leisure opportunities that should be considered within the town centre? | | |
| Question 5.1ii | Agree | Yes we believe that multiplex cinema and possibly a casino should be included within the town centre. | Director Enterprise Centre | Mr John Edgerton |
| Question 5.1ii | Agree | Is there another town this size, or even half this size, anywhere in the UK without a local history museum? Hastings can manage it. Worthing can manage it. Even Littlehampton. Given that visitors are going to remain a key factor in the local economy for the foreseeable future, this kind of development needs to be seen as an investment for future generations. In other towns, these centres have produced valuable schooling and volunteering spin-offs. If no suitable site can be found in the 'cultural quarter', perhaps Seaside Road would be a candidate. Especially if this area is being targeted for rejuvenation. | | Steve Woods |
| Question 5.1ii | No Opinion | Ice rink | | Ms Jenni Osborn |
| Question 5.1ii | Agree | Yes I agree, an ice rink was promised to Eastbourne shortly after the Sovereign Centre Swimming Pool opened at the end of 1970's... look how much revenue Eastbourne has missed out on with the constant revival of Ice Skating through Television programmes and the popularity of the temporary ones in the winter months. | | Ms Viv Angus |

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| Question 5.1ii | Agree | A nice new cafe in Princes Park with a scientific play area for school kids to study minibeasts and so on, run by the community and for the community instead of an old rundown building and no ice creams | | Ms Margaret Parker |
| Question 5.1ii | Agree | An outdoor area like a green with plenty of seating | | Ms Joanna Huntley |
| Question 5.2i | | 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? | | |
| Question 5.2i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 5.2i | Agree | More signs to mark lane, Eastbourne's creative hub where all the artists and shops are...near h.s.b.c. bank...as mark lane is a little bit of London in the heart of Eastbourne | | Eastbourne Property |
| Question 5.2i | Agree | Put mark lane and stables lane on the map | | Eastbourne Property |
| Question 5.2ii | | 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? | | |
| Question 5.2ii | No Opinion | None known | Director Enterprise Centre | Mr John Edgerton |
| Question 5.2ii | Agree | More outlets for creativity, like music venues | | Geoff Turner |
| Question 5.3i | | 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? | | |
| Question 5.3i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 5.3ii | | Are there any other uses and attractions which should be considered to broaden the appeal of the evening and night time economy in Eastbourne? | | |

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| Question 5.3ii | Agree | There seems to be plenty on offer in the town centre for teenagers and young adults, but very little for older adults other than Wetherspoons and one or two pubs. What about dance venues for seniors, supper clubs for mature adults with live entertainment? | | Williams |
| Question 5.3ii | No Opinion | Need a really nice/reasonably priced, family friendly restaurant with sea views-there don't seem to be many right on the seafront. Need more cash machines along the seafront! They are very very hard to find, without trekking right into the main shopping centre. Does it really need to take 16 years? | | Ms Joanna Huntley |
| Question 5.3ii | Disagree | No | Director Enterprise Centre | Mr John Edgerton |
| Question 6.1i | | Do you agree that good design must be a key component of the AAP ensuring that the town centre is attractive and safe? | | |
| Question 6.1i | Strongly Agree | | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 6.1i | Strongly Agree | | | Williams |
| Question 6.1i | Agree | Design guidance-with picture examples from other cities. Eastbourne definitely needs an updated town centre. At the present time, it still has a certain 1980s aspects to it, which to some degree makes the town a little outdated, especially since the current town centre is limited in space to the ring road boundary. The town now having a population that is bordering, if not just exceeding, the one hundred thousand mark, is quite restricted in terms of size where new development is concerned. If the town centre is to be modernised and improved, it requires that definitive edge that would draw people here rather than wanting to go to nearby towns such as Brighton, Tunbridge Wells or Hastings where visitors are concerned. For this to happen, major retailers such as H&M, John Lewis, River Island and Gap need to be encouraged/persuaded to open stores in Eastbourne. | | Jonas Elsen-Carter |

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| | <p>Eateries should include names such as TGI Fridays and Nandos. Naturally, local businesses should also be encouraged to locate into the new improved town centre, as without them, Eastbourne would just be another town like any other. The local population (Eastbourne, Seaford, Hailsham, Willingdon and Polegate, plus immediate surrounding villages) should have a major town centre to be proud of, both in architectural design and environmental planning. It may even go as far as visitors coming to Eastbourne because of the new cutting edge architecture with the environment in mind. The plan should not just include the area of forty properties of Ashford Road. All the properties behind the existing Arndale Centre in Longstone Road and Tideswell Road should also be included in the plan, and thus you are also including shops in Susans Road and (re) vitalise that part of town too. When increasing the town centre retail development by 50%, it should be considered that the new large improved shopping centre be given a new overall name.</p> | | " " |
| | <p>One of the obvious choices may be Devonshire Place Shopping Centre in view of the ties that Eastbourne has with the House of Devonshire. Inspiration for the new retail development should be drawn from the town centres featured below- Dundrum Town Centre, part of South Dublin, Ireland, which is built on the former PYE electronics manufacturer site. Midsummer Place Shopping Centre, Milton Keynes, which is an extension to Milton Keynes' main shopping centre 'thecentre:mk'. Milton Keynes is a new city created in Buckinghamshire in 1967, comprising of three existing towns and thirteen villages, taking the name of one of those villages. Buchanan Galleries, Glasgow, a new shopping centre in the heart of Glasgow anchored by John Lewis. Waterside Shopping Centre, Lincoln, anchored by Primark. Railway Station Inspiration-</p> | | " " |
| | <p>the proposed town centre should also include re-sitting the railway station back to the corner of Ashford Square and Susans Road, with a new purpose built modern station in architecture similar to Hastings station or Stansted Airport Terminal. This will need to be in co-operation with Network Rail. The move of the railway station to this location would then create a public open square where the platforms of the existing station and rail lines are at present. Immediately in front of the new station there should be a purpose built bus terminal, thus integrating bus and rail in one location. The square that is created in between the new railway station/bus terminal, the old station building could then be tastefully created similar in style to Dundrum Town Centre. The new square would then be able to be used for a variety of events, such as open air exhibitions, continental markets and a weekly/twice weekly market. It would also become an open space where cafes could line the perimeter.</p> | | " " |

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| | | Tree and shrub planting would add to the environmental aspect of the square. Cafe and Restaurant Quarter- Mark Lane and Station street should be combined with Hyde Gardens to create a cafe and restaurant quarter similar to the Lanes and North Laine in Brighton. The existing cafes, public houses and restaurants should remain if possible and be joined by others, while establishments currently facing the bus terminal in Terminus Road, should also have entrances in Station Street. The three streets ought to be paved or cobbled to create a more relaxed and pedestrianised atmosphere. New Framework for Environmentally Friendly Architecture- All new buildings or refurbishment/replacement of buildings should be subject to an environmental building code, making use of energy saving technology and environmentally friendly building materials e.g. New England Quarter in Brighton and retail units above in Tallaght, in the West of Dublin. | | " " |
| Question 6.1i | Agree | Yes, very important | Director Enterprise Centre | Mr John Edgerton |
| Question 6.1ii | | Are there any design priorities that should be highlighted within the AAP? | | |
| Question 6.1ii | No Opinion | High sustainable design standards for energy efficiency and renewable energy, climate change mitigation and adaptation of buildings and wider streetscapes should be included | East Sussex County Council | Mr Graham Arr-Jones |
| Question 6.1ii | Agree | Avoid pseudo Victorian buildings and 1970s glass | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 6.1ii | Agree | Sustainability is an important matter and needs to be addressed | Director Enterprise Centre | Mr John Edgerton |
| Question 6.1iii | | Are there additional high level principles that should be developed as part of the AAP? | | |
| Question 6.1iii | Agree | Remember to design the skyline, not just the pavement level. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |

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| Question 6.1iii | Strongly Agree | Sustainability should be a key high level principle. | | Williams |
| Question 6.1iii | Agree | We believe the town centre should provide character, charm and an enjoyable ambience | Director Enterprise Centre | Mr John Edgerton |
| Question 6.2 | | Are there any uses that should be accommodated in the town centre that are currently under represented? | | |
| Question 6.2 | Strongly Agree | A really light exhibition/concert hall that is accessible to all to replace the hall of the Town Hall which could be utilised for office use. and is inaccessible | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question 6.3i | | Do you agree that the protection of Eastbourne's heritage and conservation interests must be a key priority for the AAP? | | |
| Question 6.3i | Strongly Agree | This is crucial in order to maintain the character and flavour of Eastbourne. | | Williams |
| Question 6.3i | Agree | Yes, however as per our comments on para 3.36 p12, this should consider the principle of 'heritage assets' | East Sussex County Council | Mr Graham Arr-Jones |
| Question 6.3i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 6.3i | Strongly Agree | We strongly agree (as you would expect) that Eastbourne's Heritage and Conservation Interests must be a key factor for the AAP. | The Eastbourne Society | Richard Crook |
| Question 6.3ii | | Are there any key buildings and spaces within the town centre which are particularly important to the overall character of Eastbourne? | | |
| Question 6.3ii | Strongly Agree | Pier, seafront, Wish Tower, Little Chelsea. | | Williams |

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| Question 6.3ii | Agree | I think there should be a condition placed on all planning applications that all properties built before 1914 should not be allowed to be demolished unless under exceptional circumstances. Eastbourne is always shown as a great example of a planned Victorian seaside resort, but if we keep demolishing the buildings that make up the town we could end up with Corydon on Sea. There seems to be very little done to enforce the conservation areas we have and many of our Victorian buildings have windows signage and other alterations which are completely out of keeping with their age. The council also seems to not use their powers to make landlords improve properties. I think a prime example of this are some of the buildings opposite Victoria Mansions on Terminus Road which have been in a disgraceful state for years. | | Guy Brewer |
| Question 6.3ii | No Opinion | We believe there are two buildings that are important, firstly the Station and secondly Debenhams | Director Enterprise Centre | Mr John Edgerton |
| Question 6.4 | | How would you like to see the AAP maximise opportunities for sustainable forms of development taking account of economic, environmental and social considerations? | | |
| Question 6.4 | No Opinion | The policy directions in 6.4c-g are welcome, although these will require further clarification/amplification within the LDF. In the context 6.4d, the borough could consider opportunities for district heating within some of the larger scale redevelopment that may take place within the town centre. | East Sussex County Council | Mr Graham Arr-Jones |
| Question 6.4 | Strongly Agree | We should definitely incorporate low carbon and renewable technologies such as solar and wind energy, CHP, green and brown roofs, managed rainwater run-off, rainwater harvesting and storage into the development proposal in the town centre. | | Williams |
| Question 6.4 | Agree | The Eastbourne Town Centre Area Action Plan should maximise the re-use of brownfield sites in key regeneration areas, including our client's site. | Rapleys | Ms Jackie Wickes |
| Question 6.4 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| Question 6.4 | Agree | Major development should include opportunities of investment in renewable technologies, in particular district heating. | CEPE Presentation | |
| Question 7.1i | | Do you agree that a range of mechanisms and funding opportunities should be pursued as part of a broad delivery strategy? | | |

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| Question 7.1i | No Opinion | Yes. In the current financial climate it is important to note that developer contributions will be one of the few sources of funding for environmental protection and enhancement. The evidence-based, marginal environmental costs associated with development should be established within a charging scheme for developer obligations and applied where environmental impacts cannot be mitigated within the development site. | East Sussex County Council | Mr Graham Arr-Jones |
| Question 7.1i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 7.1ii | | Are there other mechanisms and opportunities that should be explored through the AAP process? | | |
| Question 7.1ii | Agree | We believe that consideration should be given to the use of compulsory purchase powers and also the possibility of a town lottery which could fund town centre improvements | Director Enterprise Centre | Mr John Edgerton |
| Question 7.2i | | 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? | | |
| Question 7.2i | Strongly Agree | | | Williams |
| Question 7.2i | No Opinion | It needs to be recognised that the Town Centre includes parts of the town with greater social and economic deprivation. We need to be confident that the section of the Devonshire Ward which remains in the town centre plan will have the priority it requires. In particular more needs to be said about the regeneration of the Seaside area, following on from the progress made by the Devonshire project. | 3VA | Adam Chugg |
| Question 7.2i | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question 7.2ii | | Are there any parts of the town centre which you consider should be prioritised for enhancement? | | |
| Question 7.2ii | Strongly Agree | Terminus Road | | Williams |
| Question 7.2ii | Agree | The Eastbourne Station Area, incorporating land and buildings to the North, such as our client's site (Johnston Press plc) | Rapleys | Ms Jackie Wickes |
| Question 7.2ii | No Opinion | The areas we believe should be prioritised for enhancements are the whole of Terminus Road from the Station to the Seafront and Station Parade | Director Enterprise Centre | Mr John Edgerton |

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| Question 7.2iii | Agree | Our client's site (Johnston Press plc) should be reviewed by the Eastbourne Town Centre Area Action Plan and allocated as part of the Eastbourne Railway Station Regeneration Area as this site is surplus to requirements, unsuitable in its current form for continued employment use , offers the potential to improve accessibility, mixed uses and visibility as outlined in the accompanying planning report. | Rapleys | Ms Jackie Wickes |
| Question 7.2iii | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question V1 | | Does the vision set out clearly how Eastbourne town centre should be developed? | | |
| Question V1 | Agree | I don't strongly agree as although the plan includes "integrated " transport it is not clear how this will be achieved other than by possibly changing the route of buses now using Terminus Rd. The old plan made provision for a transport interchange in the area of the station and the construction of a nearby piazza. This plan lacks that sort of imagination and leaves visitors arriving by train to wander around a hotchpotch of car park and shops with no apparent cafe culture as an introduction to the town. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question V1 | No Opinion | Just so long as it doesn't suffer from meaningless words and phrases, which so often happens with such documents. | | Mr Brian Tenwick |
| Question V1 | Agree | More or less. You use the word retail about 500 times, which makes the principal focus very clear. Otherwise it's a bit vague, and it's rather hard to imagine how some of these things may be achieved. | | Mr Ben Moore |
| Question V1 | Agree | Particular emphasis needs to be placed upon clearly defined pathways from one section to another-particularly from the railway station to the seafront. Currently some visitors miss out some venues and areas because of lack of clear signage. Particular effort should be made to make the area around the station more attractive and welcoming and LESS GREY A colourful pictorial map in an area near the station and some floral displays in the town rather than just restricted to the seafront would improve the look. Seating would be great if policing would allow | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question V1 | Agree | Yes | Director Enterprise Centre | Mr John Edgerton |
| Question V1 | No Opinion | We share the vision for the future and support the listed objectives. We presume that the commitment to integrate transport is intended to promote efficient use of land so that there is room for good public space and further development to support the economy. This contrasts with the current dominance of car parking. We would particularly support the need to improve the walkability and streetscape of the town centre. | Stagecoach | Jeremy Cooper |

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| Question V1 | Agree | The overall vision is welcome. It is not clear how the AAP delivers the vision to 'allow Eastbourne to respond positively to climate change' and more options could be considered to translate this vision into reality. Some suggestions are provided in our responses to the consultation questions. | East Sussex County Council | Mr Graham Arr-Jones |
| Question V1 | No Opinion | The vision outlines clear principles which will guide the future development of Eastbourne Town Centre. However, the vision should include the promotion of the regeneration of the Railway station Area and promote increased accessibility from the Town Centre to residential areas to the North | Rapleys | Ms Jackie Wickes |
| Question V1 | Agree | | Director Enterprise Centre | Mr John Edgerton |
| Question V1 | Agree | With regard to question V1, we would submit that the 'high quality, contemporary urban design' suggested should only be used 'where appropriate'. There will be other areas (for example, in the garden squares, in the main section of Terminus Road/Sussex Gardens etc) where a more traditional approach is required. In Tunbridge Wells, Brighton and London it is a juxtaposition of areas with historic type street furniture and adjoining areas with contemporary design that adds to the character and mix which is all part of a high class shopping area. | The Eastbourne Society | Richard Crook |
| Question V1 | No Opinion | The vision can't really set out clearly how the town centre should be developed. As far as it goes it's acceptable, but the second sentence (increasing investment) isn't part of the vision. It is one means by which a vision might be realised. 'Responding positively to climate change' on the other hand is something that has to be a part of any future. | East Sussex Transport | Derrick Coffee |
| Question V2 | | What sort of place should the town centre be by 2020? | | |
| Question V2 | Agree | Reasonably well but not excitingly so. Rather boring in fact but fairly practical. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question V2 | No Opinion | A modern, vibrant and attractive town centre which people not only take pride in but visitors are eager to come here. And first impressions are formed almost immediately at the place of arrival. | | Mr Brian Tenwick |
| Question V2 | N/A | Not another dull retail town. I know there has been some mention of provision for independent shops in the town, but I work for a retailer which exists in Lakeside, Bluewater, Merryhill and the Trafford Centre to name but four. They have rejected moving our store to the town centre on grounds of cost, so doubtless most independents will struggle (and have struggle) to make room for themselves. The enterprise centre is a nice enough idea in theory, but it is largely hidden and many of it's businesses come and go with alarming regularity. There are many places in the area which are major shopping destinations, but equally many people who find places like Brighton ridiculously expensive, busy, noise and overcrowded. | | Mr Ben Moore |

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| | | It would be lovely to trade on Eastbourne's value as a destination, encouraging the coffee shops and small cafes to return to the town centre, opening the tourist information centre on public holidays, making museums that aren't the town art gallery and don't, as a result, look horrible and ridiculously out of keeping with their locale. With the sea (which, by the way, you could be forgiven for not knowing was there) the sunshine, the downs and the hugely picturesque town architecture, the town should be a major tourist spot, but you haven't yet worked out who for. | | " " |
| Question V2 | No Opinion | It should be a lively attractive seaside town respectful of its Victorian & Edwardian heritage but with a foot in the 21st century- with several open areas for sitting in the sun, having coffee, watching street artists, holding French markets and small concerts interspersed with commercial and retail areas. Would like to see the buildings on the corner of Langney Rd x Terminus Rd- opposite the Langney Rd Post office demolished to form an open paved plaza area to extend the current one. Would like to see Hyde Gardens restored to a garden as in London Squares. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question V2 | Agree | A vibrant centre offering a much improved and extended retail offer, additional leisure facilities, environmental improvements, the removal of buses from Terminus Road and additional pedestrianisation | Director Enterprise Centre | Mr John Edgerton |
| Question V2 | No Opinion | Eastbourne is and always has been a quality town in which to live, visit and do business. This is exemplified by the high standard of the seafront, the continuing investment in quality hotels and the outstanding natural beauty of the environment in which the town is located. Nevertheless the Town Centre has failed to keep in step leading to regeneration and development being long overdue. Any vision for the Town Centre must take into account the changes that have already taken place, how the local economy has failed to keep pace and how its position has slipped in comparison with other town centres. There is a need for the town centre to declare its identity and to talk up its convenience and quality while acknowledging the need for development and growth. The Chamber wants to see an Eastbourne that is a destination of choice for customers and visitors who want to sample excellent shopping, dining and leisure activities. | Chamber of Commerce | Christine Purkess |
| | | We want a busy, bustling and energetic Town Centre that residents can be proud of, one that will attract more visitors, more people working and living in the town centre itself and one that will have a vibrant evening economy. There is a need to improve traffic circulation, upgrade car parking provision and to install signage that will sympathetically promote all areas and places of interest within the town centre. We want to see access to the town centre improved through the provision of a new public transport interchange, public transport priority with improved facilities for pedestrians, cyclists and taxis. In order to enhance areas such as Little Chelsea, the Theatre District and other secondary areas there is a need to improve the number and quality of connections within the town centre. The Eastbourne and District Chamber of Commerce is fully committed to playing an active role in making the vision become reality. | | " " |

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| Question V2 | Agree | Eastbourne needs to provide a vibrant town centre with a much improved/extended retail offer, additional leisure facilities, environmental improvements, the removal of buses from Terminus Road and additional pedestrianisation | Director Enterprise Centre | Mr John Edgerton |
| Question V2 | Agree | There should be a good mix of uses – residential, entertainment, retail, specialist services, educational, leisure, and biodiversity should be a strand running through the whole. The linkages between character areas should be strengthened as suggested, and the areas of conflict between motorists, pedestrians and cyclists should be eliminated in order to facilitate this. This helps to make the concentration of many different functions walkable within the town. That's one of the huge attractions of our (and European) town centres, that so many different functions can flourish (and the range can grow) within a relatively small area. | East Sussex Transport | Derrick Coffee |
| Question V3 | | Are there any other objectives that should be considered as part of the AAP | | |
| Question V3 | No Opinion | I would like to see it with a lively arts and cafe culture but also with night clubs and entertainments available for all age groups. The Victorian character should be highlighted and the preservation of the sea front as one free from shops should be retained. | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question V 3 | No Opinion | Apart from retail development, a modern art gallery, what else is going to attract a much higher number of visitors to this town ? A good mix of higher than average quality restaurants and other eating places, wine bars etc. Also attempt to re-educate people to take a pride in their town and thus alleviate the perennial question of litter, used gum, and other nasties which Britons generally seem to untidy their towns with. Hamburger joints and fish and chip eateries are all very well in their proper place. | | Mr Brian Tenwick |
| Question V 3 | Agree | Connectivity. The town's identified locations should be more obvious to the new visitor, but in fact you can wander round the shops with limited notion that the theatres, the tennis courts, the art gallery, the enterprise centre or any of the other features are even there. They need to be MUCH more clearly and prominently signposted. Also, calling the Cavendish Place area 'Urban Village' is just ridiculous. It is a horrible hole full of drink and drugs and it puts people off going anywhere near it. It should be a prime location, 100 yards from the pier, with restaurants, unusual shops and museums, but it's crumbling into decrepitude and a waste of space. Plus, parking, obviously? Who wants to drive any distance at all to a town that will only let them park in half the available spaces for 2hrs, or make you queue for ages for the Arndale centre? There is a huge car park beside the railway line which is barely used and which people are actively funnelled away from by the one way system. | | Mr Ben Moore |

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| Question V 3 | Agree | To tie the town together with a pictorial map showing the different areas graphically and with defined routes around the town. To increase the amount of planting around the town- planting should NOT merely be a feature of the gardens on the sea front. Flowers and green areas should be a feature throughout the town. ALSO the town needs a central focal point - a "meet me under the clock" point that everyone knows about. a main meeting point feature- maybe an important sculpture? Attractive sign posting that is beautiful itself would be a real asset. Why no hanging baskets in Eastbourne? | member Eastbourne Disability Involvement Group | Mrs Pat Newton |
| Question V 3 | Disagree | You need to add child friendly spaces. Crèches and child/family friendly cafe's and entertainments. Consideration for people and children with disabilities that goes beyond the legislative requirements and positively welcomes them (sensory garden, signs, a totally wheelchair accessible cafe.) Beauty - fountains, wild areas) Child sized benches with built in chalkboard tables. Also continuing consultation and improvement - a process whereby residents and visitors can continue to have a say and influence the town in an accessible way rather than formal meetings which can be daunting (and difficult for some groups) | | Ms Deborah Sharpe |
| Question V 3 | No Opinion | The removal of buses from Terminus Road and its pedestrianisation should be a priority | Director Enterprise Centre | Mr John Edgerton |
| Question V 3 | No Opinion | We believe it is important to move the buses from their current location in Terminus Road, as their impact in this location is detrimental to the retail offer. It is appreciated that this is sensitive and difficult to resolve but we believe there are better alternatives that should be considered. We will be happy to come forward with our ideas if that would be helpful. | Director Enterprise Centre | Mr John Edgerton |
| Question V 3 | No Opinion | Reduced land take for parking and positive economic development can be achieved by using the existing car parks better and putting alternative transport modes in place. Removing the deritus of on street parking and traffic management makes the urban space more visually attractive and pedestrian-friendly. A more pleasant and less cluttered space would encourage people to walk to a wider range of town centre destinations, walk for all of their journey, or to use public transport or peripheral car parks, which would become acceptable entry points for a much wider range of town centre destinations. (Good examples of these principles include Canterbury and Folkestone where economic development, increased bus use and reduced central car parking have gone hand in hand; and Ashford where an improved central urban environment has resulted in economic growth, significantly increased bus use, and little extra parking demand). | Stagecoach | Jeremy Cooper |
| Question V 3 | Agree | We would consider it appropriate to include an objective which sets out the borough's approach to climate change mitigation and adaptation within the town centre. This objective could also address air quality and environmental noise within the town centre. The objectives are heavily focused on regeneration and miss the opportunity to draw attention at a high level to some of the welcome parts of the AAP which seek to protect and enhance the environment. | East Sussex County Council | Mr Graham Arr-Jones |