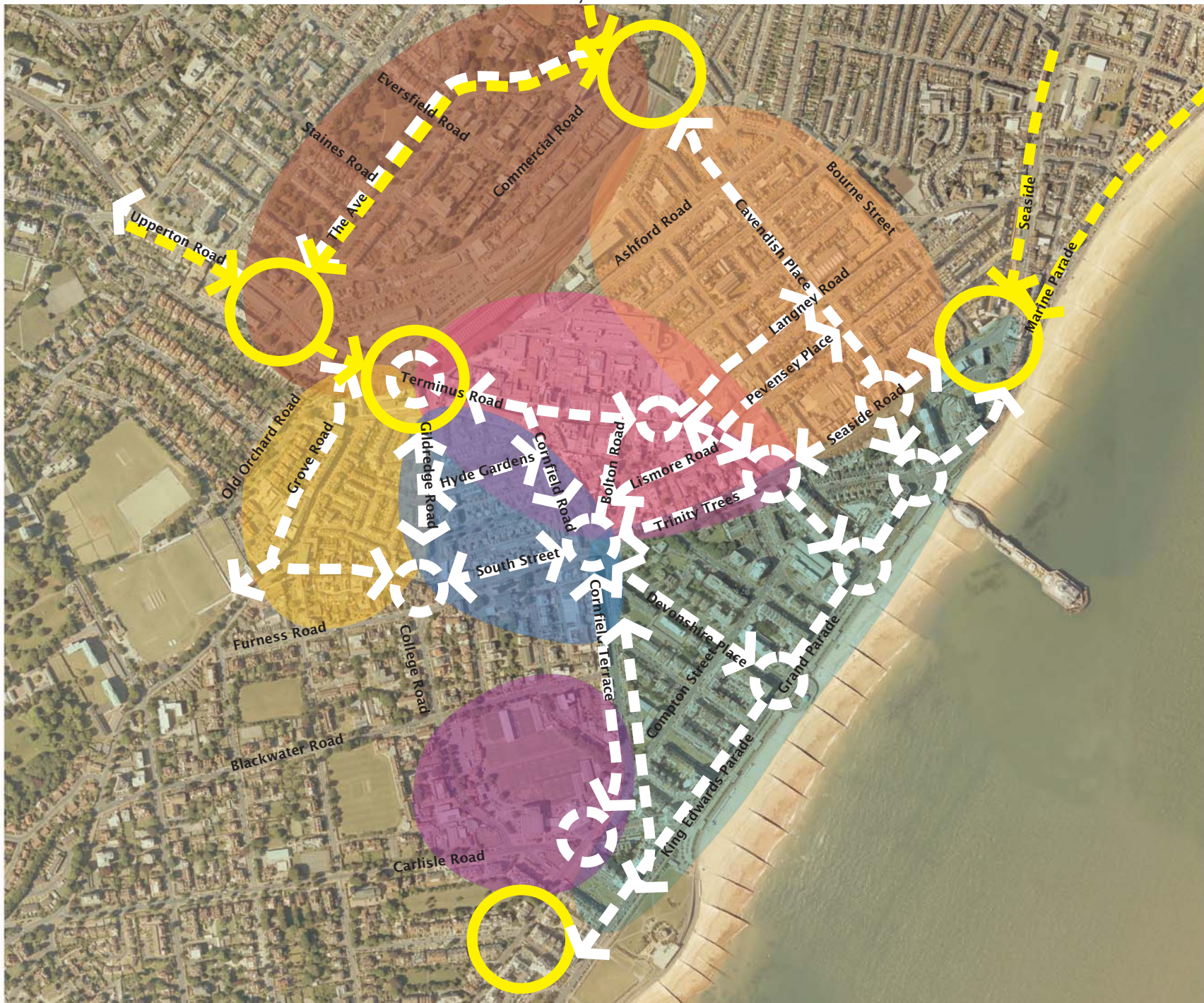


FIGURE 7.2: GATEWAYS, APPROACHES AND LINKAGES



	Arts And Culture
	Business
	Seafront
	Little Chelsea
	Northern Quarter
	Retail Core
	Urban Village 'east End'
	Important Places
	Gateways
	Links
	Approaches

October 2009
 EBC001 / 008 / B
 NTS
 0m 200m

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

Streets and spaces

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

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

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

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

Policy themes and emerging options

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

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

7.19 Around each of the policy themes are a number of emerging options that will be developed and refined as part of stage 2 subject to agreement with the Council. The policy themes and options will form the basis for Regulation 25 consultation.

Town Centre structure and identity

7.20 Getting the structure of the town centre right is an important policy consideration. In order to introduce a more legible and cohesive identity for the whole of the town centre it should be considered in terms of 7 interlinked character areas. The districts represent important places and destinations around which the town centre will be structured.

7.21 Key options for the AAP to consider could focus on:

- ***The extent of the town centre boundary.***
- ***The role and identity of the different character areas.***
- ***Should the quarters be strengthened through targeted redevelopment opportunities, public realm priorities, and***

supporting a distinctive mix of uses and the clustering of complementary uses in key locations.

Supporting a viable mix of uses

- 7.22 There is a clear desire to ensure that Eastbourne retains and strengthens its retail offer. Much work has already been done to explore development opportunities. The key area offering the greatest potential for new development is around the train station and Arndale Centre. Clearly the site has already been the subject of a design exercise and development brief. We would want to re-examine the potential of site to understand what the market is likely to deliver within the lifetime of the AAP. Given the highly accessible nature of this part of the town centre there should be potential for a mixed use retail led development, together with small scale office and commercial spaces and a strong residential component bringing a greater number of residents and workers into the town centre.
- 7.23 There may also be opportunities to explore selective redevelopment and intensification opportunities in the town centre building on existing key foci for activity and strengthening them. Infill development is already occurring in a number of sites particularly in the northern and eastern communities of the town centre with changes in uses from small industrial areas to residential use. It will be important to identify further opportunities and work closely with landowners and key stakeholders to help realise realistic and viable development parcels.
- 7.24 A key issue with regard to redevelopment options will be a need for high standards of architectural and design quality to respect the prevailing character of the town centre as well as providing the types of accommodation that will suit the needs of modern retailers (service access, floor plate).

- 7.25 However, the costs associated with redevelopment must also be factored into the overall viability assessment with consideration given to what the market may deliver in the town centre and any gap funding that may be required.

- 7.26 Key options for the AAP to consider could be:

- ***Development opportunities within the town centre ensuring that they are deliverable, viable and broaden the mix of uses in the town centre.***
- ***Key locations to be explored: the site adjoining the junction of Terminus Road and Ashford Road; surface parking at the railway station; the Post Office sorting office site and adjoining parking Upperton Road/The Avenue.***
- ***Opportunities to consolidate primary retail through, for example, bringing forward development opportunities ensuring a critical mass within the town centre.***
- ***Rationalising secondary offer and focusing it on a limited number of key locations within the town – Little Chelsea – allowing it to contract or diversify (cafes, bars and restaurants for example) elsewhere.***
- ***Exploring ways in which additional housing can be accommodated in the town centre focusing on design quality, affordability and appropriate density.***
- ***Considering the need for business and commercial office space assessing demand, type and quality.***
- ***Supporting the University of Brighton through considering accommodating student facilities in the town centre – Seaside Road for example.***

Public Realm

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

7.28 Key options for the AAP to consider could be:

- **Ensuring that the overall structure of the town centre is right making it legible and attractive to use (approaches, gateways, streets, spaces).**
- **Locations to be prioritised as key projects and regeneration catalysts – Terminus Road corridor for example, or an Arts Route linking the Cultural Quarter to the Retail District.**
- **Suitable design parameters to deliver a locally distinctive, high quality environment.**

7.29 To illustrate the options an initial design concept has been drawn up for Terminus Road focusing on the role and function of key locations along its length and demonstrating how one of these locations – Langney Place – might be remodelled. The layout opposite shows Langney Place and the diagram over the page shows how that fits into a possible structure for Terminus Road. As this road only takes local traffic, there are good opportunities for it to be given greater pedestrian priority.










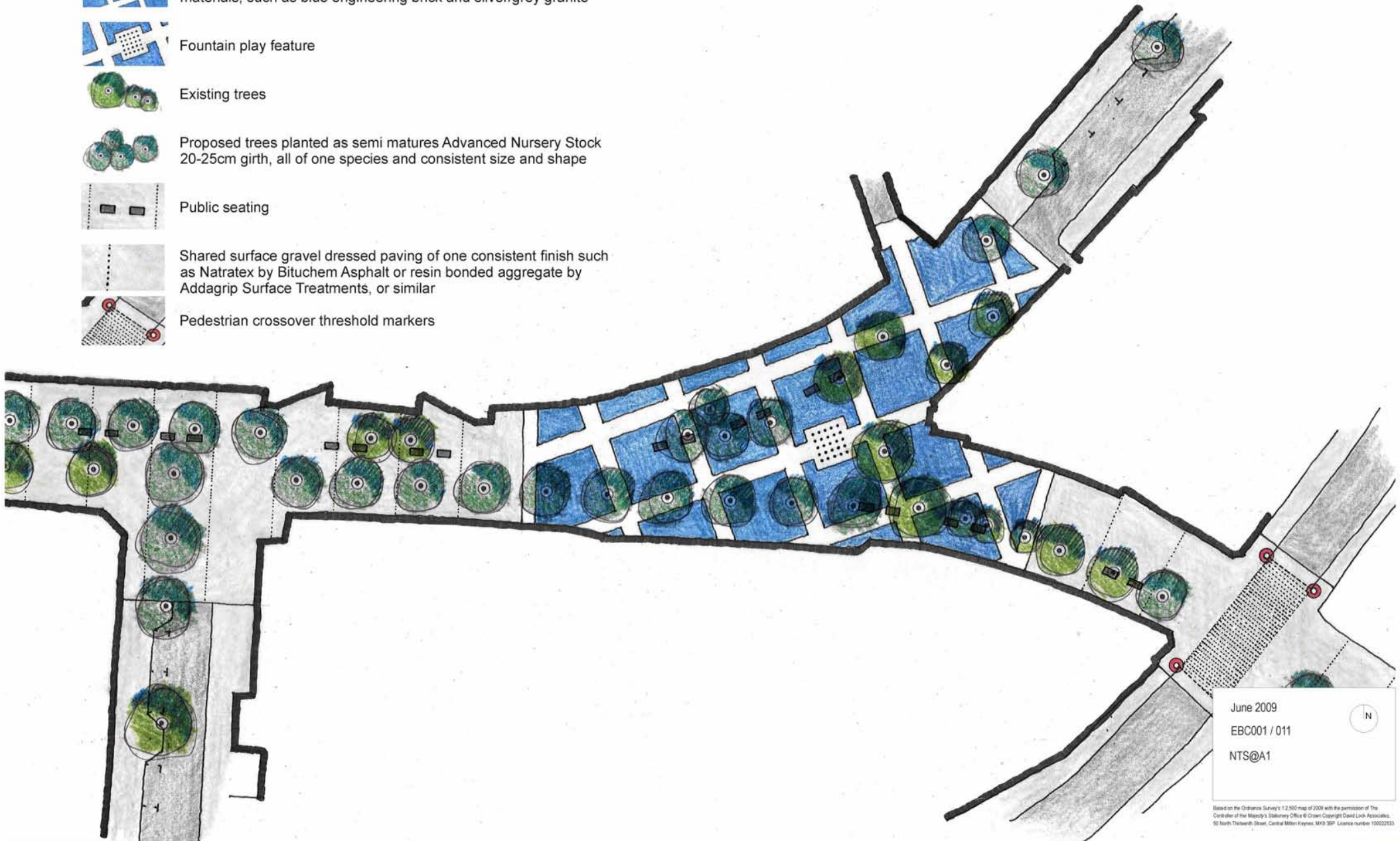
An artists impression of how Langney Place might be reconfigured into a new public square.



LANGNEY PLACE

Item Description

-  Grid pattern shared surface of tonally contrasting high quality paving materials, such as blue engineering brick and silver/grey granite
-  Fountain play feature
-  Existing trees
-  Proposed trees planted as semi matures Advanced Nursery Stock 20-25cm girth, all of one species and consistent size and shape
-  Public seating
-  Shared surface gravel dressed paving of one consistent finish such as Natratex by Bituchem Asphalt or resin bonded aggregate by Addagrip Surface Treatments, or similar
-  Pedestrian crossover threshold markers



June 2009
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 NTS@A1

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PUBLIC REALM - TERMINUS ROAD



- Gateway
- Retail Core
- Seaside
- Sussex Gardens
- Important Places
- Terminus Road Spine
- Town Centre Boundary

June 2009
 EBC001 / 010
 1:2,500@A1
 0m 200m

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Access and connectivity

- 7.30 An important element of the AAP will be ensuring that the town centre is conveniently accessible to all users. A recognition and emphasis should be placed upon the promotion and improvement of sustainable modes of travel particularly public transport, walking and cycling.
- 7.31 The consideration of a clear strategy for access and connectivity will be important. This will contribute towards delivery of an attractive, coherent, accessible, public realm where the priority in terms of movement and animation is given to people, be they residents, workers or visitors. The strategy must also recognise that motor vehicles will also require access to key parts of the town centre.
- 7.32 A clear and coherent approach to parking should be considered. Measures such as advanced and interactive signage and investing in lighting and the environment within and around multi storey facilities ensuring that they are safe, welcoming and attractive to use.
- 7.33 Key options for the AAP to consider could be:
- **The role of the ring road and town centre traffic management measures at key junctions to improve the pedestrian environment and crossing points.**
 - **Opportunities to expand areas of pedestrianisation along Terminus Road.**
 - **Improving the overall quality of car parking through a coordinated strategy to achieve a 'gold standard'.**
 - **Enhancing public transport interchange opportunities through managing the existing location and/or considering relocation options which could include**

expanding into Cornfield Road or further west into Terminus Road adjoining the station.

Tourism, leisure and the arts

- 7.34 Given the significance of tourism as an economic driver within the Borough it will be important for the AAP to establish a robust policy framework within which development proposals relating to tourist accommodation for example can be considered.
- 7.35 In addition, ensuring that a robust mix of attractions is available within the town to support the tourism sector will also need to be considered through the AAP process. Good examples of this are leisure attractions and the arts. Key options for the AAP to consider could therefore focus on:
- **Ensuring that the strong demand from the tourism and leisure sectors is supported through protecting existing facilities and framing positive policy support for additional offer.**
 - **Building on strong impetus for change within Eastbourne, the Towner Art Gallery for example, and an arts trail to the town centre.**
 - **Improving the retail offer and evening economy to support Eastbourne as a broad and inclusive town.**

Design quality

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

7.38 Key options for the AAP to consider could be:

- ***Establishing design principles against which development proposals in the town centre can be assessed – for both built form and public realm.***
- ***Consider strategic public realm design guidelines for detailing and specifying paving materials, street furniture, street trees, and wayfinding for example.***
- ***Protecting heritage and conservation interests by maintaining and enhancing Eastbourne's identity and character.***
- ***Addressing issues of sustainable development through, for example, establishing appropriate standards.***

Leadership and Vision

7.39 Finally the AAP will need to consider the theme of leadership and vision in order to drive forward beneficial change. The AAP will need to clearly articulate a vision for the town centre with the aim of enhancing the town's profile, building on considerable strengths and addressing weaknesses and working with the local community.

7.40 Key options for the AAP to consider will be:

- ***Agreeing a strong Vision for the town centre.***
- ***Setting clear objectives for change over a period of time – a 'Road Map' for change.***

Delivery Options

7.41 Delivery is a key test of soundness for the AAP. Proposals that are identified within the document must be able to demonstrate how they might reasonably be delivered over the plan period.

7.42 A number of potential delivery options for generating the capital necessary to fund planned improvements are identified and will need to be considered as part of the options process. The options will need to be considered collectively as part of a broad delivery strategy. The spatial framework and opportunities and projects identified within it will be important in guiding funding streams allowing delivery to be incremental where necessary but contributing to the delivery of projects in a defined and coordinated way.

S106/S278 funding pot

7.43 Planning gain is a valid means for raising cash. It does however hinge on the scheme being sufficiently viable to enable the development to make a contribution. Viability is an issue in Eastbourne because rents are low and there are limited opportunities for medium scale development. Very large scale developments are unlikely. Therefore the prospects of meaningful contributions will come from one or two medium sized schemes.

7.44 It is important that the viability of prospective schemes is not adversely affected by the S106 expectations exceeding the development's ability to make the contribution.

Voluntary Business Contributions

7.45 Following consultation proposals for a Business Improvement District (BID) this did not receive support from the business community. This does not rule out some limited voluntary

involvement from businesses and landlords directly benefiting from proposed improvements. For any business to make such a contribution it is likely there would need to be the following factors in place:

- Limited or small scale investment linked to a specific localised proposal directly touching their property
- Direct and measurable benefit likely to accrue in terms of increased footfall. This would need to be evidence based
- Assurance that if a contribution is made action would follow. This would almost certainly require other forms of guaranteed funding to match any contribution
- Assurance that all those benefiting from the investment had made an equal contribution. This is likely but always a prerequisite

Infill Activity and Adding Value

- 7.46 If a preferred option in the AAP includes changing parts of Terminus Road into pedestrian only areas it opens the possibility of using these new areas to support temporary uses which can generate value to help pay for any physical works involved.
- 7.47 Such temporary uses could include, on street café/restaurant seating, market stalls, kiosks, on street entertainment, street traders. These uses would not only have the capacity to generate an income, they would also add interest and vitality to such areas.
- 7.48 To access this potential it would be likely to require upfront initial investment to fund the physical changes involved, this would also have to be matched by demand from such uses for this space.

Borough Council Involvement

- 7.49 The Council may be able to extract additional financial benefit from involvement in delivering one or two medium sized developments such as a possible extension to the Arndale Centre. By working in partnership to manage risk the Council can add value to a development and this value can be directed towards delivering improvements over a wider area. Working collaboratively in partnership on such schemes offers multiple benefits for both the Council and the developer and also offers a secure mechanism for delivering wider benefits for the town as a whole. This has to be regarded as a key option.

Securing grants and external funding

- 7.50 There is a limited possibility of securing grant funding. However in general any specific proposal would need to be able to demonstrate the following:
- Worked up scheme e.g. benefits from planning consent
 - Tangible outputs e.g. job creation, environmental improvements, etc
 - Matched investment, this could come from S106
 - Evidence of the need for investment i.e. identifying problems that would be addressed by the project
- 7.51 Grants can come from all sorts of sources ranging from the EU to private charities but this route offers no certainty and should only be considered as potential source of additionality rather than core funding.

Managing proposals and costs

- 7.52 In order to ensure delivery, planned improvements need to be clearly prioritised and within each project, essential works separated from desirable. This approach maximises scope for delivering something as opposed to nothing according to the level of funding available.
- 7.53 The downside to this approach is that some projects may not suit this kind of approach and may not deliver their intended outcomes if investment is not made in full.

Special Delivery Vehicle

- 7.54 In circumstances where it falls to the public sector to drive forward large scale, town centre regeneration schemes (because they have a significant or critical land holding, there are complex patterns of land ownership and/or viability is dependent upon public sector investment) a public-private partnership through the creation of a special delivery vehicle may be appropriate.

The photo opposite shows the Middle and Lower promenades at the Seafont.



8.0 NEXT STEPS

8.1 Following consideration of the Position Statement it will be important to agree the emerging Spatial Framework and Policy Themes in order to progress the development of options. Regulation 25 consultation will then take place enabling the development and drafting of the initial AAP document.

Town Centre Vision

8.2 An important output will be agreement on a Vision for the town centre upon which the AAP can be developed. The project brief identified an initial Vision and as part of reviewing issues and setting out the baseline the Vision has been refined. The Vision and subsequent objectives have been tested and refined against the SA framework to ensure consistency between the two documents.

8.3 The Vision and objectives will be used as a basis for taking forward the drafting of the AAP and to test the emerging policy themes and options.

VISION

By 2026, Eastbourne Town Centre will be a place that attracts more shoppers, workers and visitors who spend more time in a well connected series of attractive streets and public spaces to enjoy a vibrant and varied offer and mix of uses that has increased investment in the town to the benefit of all.

Area Action Plan objectives

8.4 The AAP for Eastbourne town centre will be prepared to deliver the Vision through meeting the following objectives:

- 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;
- 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;
- 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;
- 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;
- strengthen the towns independent retail offer, improving its integration with the primary shopping area and the seafront and building on its authentic local distinctiveness;

- 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;
- develop strategies for increasing the employment opportunities in high quality jobs in a variety of sectors in the town centre;
- 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;
- improve accessibility to and within the town centre and seafront for all sectors of the population, through the provision of integrated transport;
- 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;
- provide enhanced pedestrian links across the town centre, particularly between Sussex Gardens, the railway station, the seafront and Cultural Quarter through improvements to the public realm ensuring that the qualitative experience for those who shop, work, visit and live in Eastbourne is improved through measures such as pedestrian access and security, improving the quality of public places and securing increased priority for pedestrians within the town centre; and
- enhance the sustainable performance of development proposals coming forward within the town centre and improve biodiversity.

APPENDIX ONE: INITIAL STAKEHOLDERS

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Graham Kemp, Highway Manager, Eastbourne Borough Council,

Councillor David Tutt, Leader, Eastbourne Borough Council

Councillor David Elkin, Shadow Leader, Eastbourne Borough Council

Mark Valleley, Team Manager, Transport Strategy, East Sussex County Council

Steve Peggs, Network Rail

Jeremy Cooper, Operations Director, Stagecoach

Alan Stace, Estate Surveyor, Trustees of the Chatsworth Settlement

Bill Plumridge, Centre Manager, Eastbourne Arndale Centre and Director of Eastbourne Chamber of Commerce

Nick Delaney, Planning Manager, Legal and General

Andrew Rice, Asset Manager, Legal and General

Tony James, Manager Enterprise Centre, chair TCMi



