

# Eastbourne Town Centre Area Action Plan

## Stage 1 Position Statement

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## APPENDIX ONE: INITIAL STAKEHOLDERS

## 1.0 INTRODUCTION

### Project Overview

- 1.1 David Lock Associates in collaboration with BPS Chartered Surveyors, Integrated Transport Planning and Waterman Environmental have been appointed by Eastbourne Borough Council (the Council) to prepare an Area Action Plan (AAP) for Eastbourne Town Centre. The AAP is an important policy document and will shape development within the town centre up until 2026. It will be a key component of the Council's Borough wide Local Development Framework. It is being prepared in parallel with the Council's Core Strategy which will set out the policy direction for the Local Development Framework.
- 1.2 The main features of the preparation of the AAP are:
- Consideration and evaluation of options leading to the development of a preferred option(s);
  - Early stakeholder and community engagement; and
  - Sustainability Appraisal at key stages to ensure that relevant sustainability issues and indicators shape the final document.
- 1.3 The AAP will be prepared in four stages:
- **Stage 1:** Information gathering, baseline analysis and identifying issues;
  - **Stage 2:** Considering options, shaping policy themes and a developing a spatial framework for the town centre including Regulation 25 consultation;
  - **Stage 3:** Developing preferred options, considering representations received and progressing AAP through to Regulation 27 publication; and
  - **Stage 4:** Inquiry process, refinement and adoption.

### Scope and purpose

- 1.4 The purpose of this Position Statement is to set out the findings of Stage 1 and make recommendations to be carried forward for consideration and further development as part of Stage 2. The Statement will form part of the evidence base for the preparation of the AAP.
- 1.5 The Position Statement has been informed by an information review, analysis of urban design, property market and transportation, and initial discussions with key town centre stakeholders. A list of these stakeholders is appended to this document.
- 1.6 The Position Statement should be read in conjunction with the Sustainability Appraisal Scoping Report that has been prepared separately by Waterman Environmental. The Scoping Report identifies key sustainability issues relating to social, economic and environmental matters. An assessment framework is then produced against which the developing AAP can be tested and refined. The framework has been used to test and refine the Vision and objectives set out in section 8 of this Statement.
- 1.7 The Position Statement also includes policy themes and a number of emerging options that will be developed and refined as part of stage 2. The purpose of setting them out in this report is to agree them with the Council prior to commencing work on Stage 2 of the AAP preparation.

*The photo opposite shows Grove Road, part of 'Little Chelsea'*



12

Town Flowers

Oxham

Woolworths

Woolworths

Woolworths

Woolworths

Woolworths

Woolworths

Woolworths

Woolworths

Woolworths

Woolworths

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## 2.0 POLICY REVIEW

2.1 In order to gain an understanding of prevailing planning policy focus for Eastbourne Town Centre a review of national and local policies has been undertaken. This has informed issues and the development of initial policy themes and spatial options. The AAP must be prepared having regard to prevailing national and local planning policies.

### National Planning Policy Context

2.2 National guidance encourages good design in every aspect of development. Good design can promote sustainable development, improve the quality of the existing environment, attract business and investment and reinforce civic pride and a sense of place. **Planning Policy Statement 1: Delivering Sustainable Development (January 2005)** highlights that in order to achieve sustainable development, proposals for development should have regard to good practice set out in key guidance addressing urban design, community safety and disabled access.

2.3 **Planning Policy Statement 3: Housing (November 2006)** provides the context for planning for housing to meet need and demand and improve choice. In doing this, local planning authorities should make efficient and effective use of land, including the re-use of previously developed land. The aim is to deliver a mix of market and affordable high quality housing that is well-designed and built to a high standard, in locations which offer access to a good range of facilities, jobs, services and public transport.

2.4 It is essential that town centres provide a high-quality and safe environment if they are to remain attractive and competitive. Well designed public spaces and buildings which are fit for purpose, comfortable, safe, attractive, accessible and durable, are key elements that can improve the health, vitality and economic potential of a town centre.

2.5 **Planning Policy Statement 6: Planning for Town Centres (March 2005)** covers planning for town centres, highlighting policies for the design of development and for main town centre uses. It recommends that development in town centres should promote high quality and inclusive design in order to improve the character, quality and functionality of these areas. The Government has also set down wider objectives in PPS6 for the promotion of social inclusion, highlighting that communities should have access to a range of main town centre uses, and that deficiencies in areas with poor provision of facilities should be remedied. PPS 6 highlights that an additional objective is to encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment.

2.6 Emphasis is also placed on promoting and enhancing existing centres, it is highlighted that both regional and local planning authorities should consider the network of centres and their relationship in the hierarchy. It is set out that it is important to ensure that there is an appropriate distribution of town centre uses, and that people's everyday needs are met locally.



- 2.7 In terms of extensions to existing development it is recognised that local planning authorities should ensure that in such cases the retail element is limited in scale and where development is situated in out-of-town locations, it is genuinely ancillary to the main development.
- 2.8 **The consultation draft of Planning Policy Statement 4: Planning for Sustainable Economic Development (December 2007)** sets out how planning bodies should positively plan for sustainable economic growth and respond to the challenges of the global economy, in their plan policies and planning decisions. Two of the main objectives of PPS4 include raising the productivity of the UK economy, and maximising job opportunities for all. The policy document sets out the main government objectives for increasing sustainable economic development and highlights that a range of sites for economic and mixed use development are required to create a good supply of land and buildings which offer a range of opportunities for creating new jobs. A revised PPS4 is due to be published Autumn 2009.
- 2.9 **Planning Policy Statement 12; Local Spatial Planning (June 2008)** sets out what the main elements are that are contained within local spatial plans and also sets out the key government policies on how they should be prepared by local authorities. PPS12 highlights that it is important for an overall vision to be set out, and also for strategic objectives to be established which focus on how the key issues within the area should be addressed.
- 2.10 PPS12 sets out that core strategies should be supported by evidence of what physical, social and green infrastructure is needed to enable the amount of development proposed for the area. It is emphasised that this evidence should also cover who will provide the infrastructure and when it will be provided. In terms of strategic sites, PPS12 sets out that the core strategy should look to the long term. It recognises that the core strategy should not consider site specific detail, and that site specific criteria should be set out through an area action plan or through a supplementary planning document.
- 2.11 **The Consultation Paper on Planning Policy Statement 15: Planning for the Historic Environment (July 2009)** sets out the government's policy on planning within the historic environment. One of the main government objectives highlighted in the consultation document is to apply the principles of sustainable development to proposals involving the historic environment, and also to conserve and, where appropriate, enhance England's heritage assets in a manner appropriate to their significance by ensuring that, amongst other things, decisions are based on an understanding of the nature, extent and level of that significance and wherever possible, heritage assets are put to an appropriate and viable use that is consistent with their conservation.
- 2.12 **Planning Policy Statement 22: Renewable Energy (August 2004)** highlights the government's policy stance on renewable energy and how planning authorities should have regard to this when making planning decisions. It recognises that increased development of renewable energy resources is vital to facilitating the delivery of the Government's commitments on both climate change and renewable energy and that positive planning which facilitates renewable energy developments can contribute to the Government's sustainable development strategy.

- 2.13 The main aim of **Planning Policy Statement 25: Planning and Flood Risk (December 2006)** is to ensure that planning policy on flood risk is taken into account at all stages of the planning process in order to avoid inappropriate development in areas of flood risk. In terms of the decision making process, PPS25 sets out amongst other things, that both regional planning bodies and local planning authorities should set out planning policy for the allocation of sites and development control which avoid flood risk to people and property where possible and manage it elsewhere.
- 2.14 The document also highlights that a risk-based approach should be adopted at all levels of planning. The risk-based approach requires that a 'strategic approach' is taken through the policies contained in the Local Development Documents which avoids adding to the causes of flooding, along with managing flood 'pathways' and reducing adverse consequences of flood receptors.

#### **Regional Planning Policy Context**

##### ***The South East Plan (May 2009)***

- 2.15 Policy TC1 of the South East Plan sets out a network of Strategic Town Centres which will be developed across the region. It highlights that Local Planning Authorities should carry out regular assessments of the Town Centres in this network. Eastbourne is named as a Primary Regional Centre to be developed, under Policy TC1. The Policy also highlights that this network of Town Centres will be a focus for the town centre uses set out in PPS6, and the South East Plan states that these centres will be the focus for large scale development.

- 2.16 In addition to this, Eastbourne is included within the Sussex Coast sub-region within the South East Plan. The Plan highlights some challenges facing this sub-region including the need to improve economic performance, creating a better balance between jobs and homes and also achieving objectives whilst protecting the sub-region's high quality environment. Policy STC1 sets out that Local Authorities should pro-actively pursue and promote sustainable economic development in the sub-region which reduces the intra-regional disparities and helps to bring the performance of the sub-regional economy up to the South East average and also to respond to the different needs, opportunities and characteristics of each town, or group of towns and all sections of their communities.
- 2.17 In terms of enabling economic regeneration in the sub region, Policy STC2 highlights that key measures to help realise an improvement in the sub-region's economic performance, should include directing assistance and expenditure to those areas most in need, and also delivering improvements to transport links by road and rail to improve accessibility, facilitate strategic development opportunities and enable the better functioning of overlapping local labour and housing markets. Policy STC2 also highlights that improving north-south communication links is vital to knitting coastal towns to the rest of the South East region, and increasing the sub-region's attractiveness as a business location.



### Local Planning Policy Context

2.18 The AAP will need to take account of adopted, saved and emerging local planning policies. Many of the policy objectives will remain highly relevant and provide important context for the document.

2.19 In conjunction to the adopted, saved and emerging policy, the AAP will also take into account the rescinded Eastbourne Planning Brief, which was supplementary to the Town Centre policies contained in the Eastbourne Borough Plan.

### *The Eastbourne Borough Plan (2001-2011)*

2.20 The Planning and Compulsory Purchase Act (2004) states that policies contained in Local Plans (Eastbourne Borough Plan 2001-2011) are saved for three years from the commencement of the Act on 28 September 2004. The Secretary of State will allow an extension of those policies beyond the three years providing there is a reasoned justification why it is necessary to do so. Policies in the Eastbourne Borough Plan will eventually be replaced by emerging policies in the Local Development Framework. Eastbourne Borough Council received confirmation from the Secretary of State on the Eastbourne Borough Plan (2001-2011) that the key policies from this document would be saved as from the 27 September 2007.

2.21 Chapter 10 of the Local Plan deals with policies on Eastbourne Town Centre and there are a number of relevant saved policies. Paragraph 10.7 indicates that improvement of the Town Centre environment must be linked to resolving current transport problems, which are highlighted as:

- noise and fumes in the Terminus Road bus interchange;
- a lack of integration of transport facilities;

- inadequate facilities for pedestrians and cyclists;
- excessive penetration by private cars;
- peripheral Town Centre retail areas being marginalised due to pedestrian difficulty in crossing major roads; and
- congestion caused by car drivers searching for on-street car parking places.

2.22 The chapter recognises that as a first step it is important to look at measures which reclaim the Town Centre for pedestrians. The Local Plan recognises that this could have many benefits for the Town Centre in particular it states that by switching to a more pedestrian friendly town centre, it will contribute to a significant improvement in the environment, not only in reducing noise and fumes, but enabling tree planting and other landscape measures and also contribute to improved community safety. Paragraph 10.10 also highlights that it could also enable managed street theatre, street art and particular events to take place, all of which could add to the vibrancy, vitality and economic viability of the Town Centre.

2.23 In policy terms **Policy TC1** recognises the need for an effective Public Transport Interchange emphasising the need for such a facility to be well designed for both users and operators. In terms of public car parking, paragraph 10.16 accepts that some public car parking will always be necessary in Town Centres but this must be balanced with other modes of transport and the capacity of the highway network. **Policy TC3** sets out criteria against which proposals for new public parking will be assessed.

2.24 Retail and leisure uses are a key part of the Town Centre offer. Paragraph 10.17 highlights the importance of Eastbourne as a retail centre with a catchment area of some 190,000 people for comparison goods. Key issues facing the Town Centre highlight that the centre has lost market share to the neighbouring sub-regional shopping centres of Brighton, Hastings and Tunbridge Wells, and also to out-of centre retail warehouses.

- 2.25 In order to improve the retail offer within the Town Centre two key sites are identified as being suitable for a mix of uses including additional retail floorspace, residential and leisure: the area around the railway station and the Enterprise Centre (**Policy TC4**); and the area to the western end of Terminus Road (**Policy TC5**).
- 2.26 **Policy TC6** seeks to protect the vitality and viability of the primary and secondary shopping areas of the Town Centre by limiting the scope for changes of use of ground retail floor units. **Policy TC7** sets out that the relaxation of planning conditions restricting the opening hours of existing A3 uses, will be permitted in parts of Bolton, Langney, Pevensey and Terminus Roads, as long as it can be satisfactorily demonstrated that this would not give rise to unacceptable noise or disturbance. In addition, **Policy TC8** refers specifically to protecting the secondary retail character of Seaside Road including addressing the residential amenity of people living there.
- 2.27 With regards to employment and services within the town centre, paragraph 10.30 highlights that approximately half of people working within the Borough are employed within the Town Centre, and that much of this employment relates to the Town Centre's role as a service centre for Eastbourne and the surrounding area. Paragraph 10.32 recognises that there is an important balance to be struck between the needs to provide for local businesses and the need for more homes, particularly within sustainable locations such as the Town Centre.
- 2.28 The importance of the area around Hyde Gardens/Gildredge Road and Commercial Road as a key location for B1 (office) uses is highlighted, but **Policy TC10** also allows D1 uses in these areas. In addition, B1 and D1 uses would also be permitted above ground floor level in the primary and secondary retail areas to complement the retail offer and make better use of under-used or vacant accommodation above shops.
- 2.29 Another key business and commercial location is the St. Leonard's Road area which is situated to the north of the railway station. **Policy TC11** seeks to protect key commercial premises although allows for conversion to other uses, particularly residential, where it can be demonstrated that the site and premises are genuinely redundant for office use.
- 2.30 Finally, **Policy TC12** and **Policy TC13** seek to maintain residential uses as an important component within the Town Centre.
- Core Strategy Preferred Options Report (2007)**
- 2.31 The Core Strategy for Eastbourne is contained within the Local Development Framework for the Borough, and sets out the development principles and land use policies for Eastbourne.
- 2.32 The most recent version of Eastbourne Borough Council's Core Strategy, which is currently progressing through the consultation stages, is the Preferred Options Report. This was published in 2007, and develops from the Issues and Options Report and details the spatial vision and objectives for the future growth and development of the Borough until 2026. Currently Eastbourne Borough Council is working towards a 'proposed submission version of the strategy' for publication in 2010.
- 2.33 The Core Strategy Preferred Options **Spatial Vision** sets out how it is the goal of Eastbourne Borough Council to promote the town centre as a thriving and popular destination for shoppers, tourists and locals. The emphasis is on creating a wide range of retail and leisure outlets and promoting an attractive and welcoming streetscape.

- 2.34 In terms of the **Spatial Objectives** contained in the Preferred Options document, the key priority is to enable the provision of an accessible hierarchy of primary, secondary, district, local and neighbourhood shopping centres as well as maintaining a high quality environment, which contributes to economy and supports tourism. In addition to this, a further priority for Eastbourne Borough Council is to create a vibrant mixed use and fully accessible town centre.
- 2.35 In terms of **Spatial Objective 1**, the Preferred Options reports highlights that one of the key Council priorities will be to “*ensure that development will be focused on sustainable locations where infrastructure is or will be provided in a timely manner*” Importantly, **Spatial Objective 2** sets out that providing an urban emphasis for development & support an urban renaissance is also one of the Council’s key objectives in the development of Eastbourne.
- 2.36 **Recommended Preferred Option 2** sets out the preferred policy option with regard to redevelopment. It highlights that redevelopment and renewal will be permitted where it would provide an enhancement to the existing area.
- 2.37 **Spatial Objective 7** highlights that one priority within the Borough is to provide more economic opportunities in deprived areas. **Recommended Preferred Option 7** sets out that in order to achieve this objective the Council will allocate land and premises for employment and mixed use development accessible to deprived areas wherever possible through the Area Action Plans.
- 2.38 **Spatial Objective 13** focuses on achieving a viable hierarchy of shopping and retail centres. **Recommended Preferred Option 13** sets out that Eastbourne Borough Council will resist any future out of town retailing that would adversely affect the viability of the existing retail hierarchy, and importantly that the Council should flexibly allow viable changes of uses from retail units to other uses and vice versa, where it can be proven it will not negatively impact on the overall viability of the town centre.
- 2.39 The focus of Spatial Objective 14 of the Preferred Options Report is to provide a high quality environment, with improved streetscape and high quality green spaces. The Spatial Objective also highlights that this is vital as it will contribute to both the retail and tourism hierarchy in Eastbourne. In order to achieve this, **Recommended Preferred Option 14** states that the Council will seek the enhancement of the pedestrian environment, public realm and green spaces in shopping areas through renovation and regeneration schemes as well as the Town Centre AAP.
- 2.40 **Recommended Preferred Option 15** highlights that mixed use developments which include retailing, leisure and housing can all help to improve the vitality and viability of a town centre. The Option also sets out how the Town Centre AAP will identify potential locations for new mixed use areas and opportunities for high quality landmark buildings to continue the regeneration of the town centre.



- 2.41 With regard to enhancing the facilities along the seafront, Spatial Objective 20 highlights how the enhancement of the existing seafront facilities is integral to the continued success of the area, and emphasises that Spatial planning policies can help boost the existing tourism offer and thereby creating more employment opportunities. **Recommended Preferred Option 20** states that an AAP for Eastbourne seafront should contain criteria-based policies that seek to enhance the existing tourism-based facilities and also identify possible sources of funding.
- 2.42 Spatial Objective 22 is concerned with retaining the character of the seafront and increasing the vitality. **Recommended Preferred Option 22** states that an AAP for the seafront should contain details on the conservation of the seafront character and also should contain policies that retain and enhance tourism uses.

**Core Strategy Spatial Development Options (November 2009)**

- 2.43 The Eastbourne Local Development Framework: Core Strategy, is due to undergo public consultation in November 2009 until December 2009. The Core Strategy consultation document will contain four proposed spatial development options which each deliver the South East Plan housing target, as well as the ambitions of the Integrated Community Strategy.
- 2.44 The four proposed options for spatial development are set out as follows:
- **Urban Intensification** – this option promotes developing on brownfield sites and a small number of urban Greenfield sites that are of low quality and value. The option focuses on development around the Town Centre, and encourages regeneration through the efficient use of vacant land.
  - **Creating Sustainable Centres** – this option concentrates development in centres which could become more sustainable by way of providing new facilities through balanced housing led growth.
  - **Sustainable Neighbourhoods** – this option promotes housing growth in the Borough's most sustainable neighbourhoods, at higher residential densities.
  - **Greenfield Urban Extensions** – this option extends the current development boundary to include parcels of Greenfield land.

**East Sussex Integrated Community Strategy – Pride of Place**

- 2.45 Pride of Place is the new integrated Sustainable Community Strategy for East Sussex which has been developed by the six local strategic partnerships within East Sussex. It has a dedicated chapter on Eastbourne, which sets out how the 6 local strategic partnerships will work together to ensure that the needs of the community are met when setting development objectives up until 2026.
- 2.46 The main objective of the Community strategy is to enable balanced growth in order to create sustainable communities. It states that *“By 2026 Eastbourne will be a premier seaside destination with an enhanced green setting. To meet everyone’s needs Eastbourne will be a safe, thriving, healthy and vibrant community with excellent housing, education and employment choices, actively responding to the effects of climate change.”*
- 2.47 In relation to housing its strategic objective is to create a place *“that has a good supply of high quality sustainable housing which offers choice for local people and those wishing to move to the town to work.”*
- 2.48 In terms of some of the priorities set out in the Community Strategy with regards to the built environment, the document states that by 2026 Eastbourne residents will:
- Enjoy a higher quality of life through having a clean, safe and accessible natural, urban and marine environment;
  - Value and protect the environment, conserving and enhancing it for future generations;
  - See all new developments being planned and designed with minimal adverse impact on either the historic or the natural environment; and
  - Be aware of the local implications of climate change and are actively seeking to reduce their carbon footprint.
- 2.49 The Strategy also highlights that maintaining and improving the environment is key to a sustainable future for Eastbourne.

### 3.0 UNDERSTANDING THE TOWN CENTRE

3.1 Eastbourne town centre has a rich and complex character. It is broadly defined by the Seafront to the east, The Avenue and Old Orchard Road to the west, Carlisle Road, College Road, Blackwater Road and South Street to the south and Bourne Street to the north.

3.2 The extent of the town centre as defined within the Eastbourne Borough Plan is shown on **figure 3.1** opposite together with the defined primary retail area, as defined currently in the Adopted Local Plan. The town centre boundary has formed the basis for analysis.

#### Historic development

3.3 The area of Eastbourne has seen human activity since the Stone Age and it remained a small settlement until the 19th century when its four hamlets gradually merged to form the town of Eastbourne. In 1801 there were only 243 houses and fewer than 1700 inhabitants. Eastbourne then became a prime seaside resort when the railway was constructed in 1849. In addition to the development of the railway station, the pier was constructed in the late 1860's, opening in 1870, and theatres opening in the 1880's. Eastbourne quickly became a thriving seaside town.

3.4 The area occupied by the modern town remained an area of small rural settlements until the 19<sup>th</sup> century. Four villages occupied the site of the modern town: Bourne, now known as Old Town; Meads, where the Downs meet the coast; South Bourne focused on the area now known as Little Chelsea; and the fishing settlement of Sea Houses, which was situated to the east of the pier.

3.5 By the mid 19th century most of the area of modern Eastbourne was under the control of two landowners: John Davies Gilbert, and William Cavendish, Earl of Burlington and subsequently the 7<sup>th</sup> Duke of Devonshire. The present Duke of Devonshire still controls significant parts of the town particularly along the Seafront.

3.6 The arrival of the London, Brighton and South Coast Railway in 1849 led to significant development pressure. Both the landowners Gilbert and Cavendish built a number of new houses and the population increased rapidly. By 1871 Eastbourne had a population of over 10,000 people.

3.7 In 1859 Cavendish appointed Henry Currey to lay out a plan for what was essentially an entire new town. Currey's exemplary town plan features elegant boulevards, strong building lines with Terminus Road as the "spine of the shopping area", as well as high quality landscape design and planting, interesting architecture with many fine buildings that are now listed. Theatres, classical English seaside features such as the pier, bandstand, promenades and gardens and a variety of hotels and immaculate maintenance mean that Eastbourne has managed to retain a strong identity as an "upmarket" resort.

3.8 After the World War II, development continued, including the growth of Old Town up the hillside (Green Street Farm Estate) and the housing estates of Hampden Park, with Willingdon Trees and Langney being developed later. In 1981, part of the town centre was redeveloped as the Arndale Centre. This augmented the traditional focus of commercial activity onto the central part of Terminus Road, known as Sussex Gardens.



# BOUNDARIES



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

May 2009  
EBC001 / 006 / A  
1:2,500@A1



0m 200m

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- 3.9 Perhaps because Henry Currey superimposed his vision upon previously existing settlements in South Street and Sea Houses, and the Duke forbade any shops to open in any of the “Parades” the commercial area has woven an intricate pattern between the older settlements, the station, the town hall and the sea.

#### Identity and character

- 3.10 Within the defined town centre boundary there are a number of identifiable locations defined by the mix of uses present and the nature and pattern of streets, spaces and built form. They are shown opposite on **figure 3.2**.
- 3.11 It is important to understand the development, structure, land use function and form of the town centre. This will enable good examples of urban form and activity to be highlighted and potentially strengthened and focus regeneration towards those areas that perform less well thereby establishing an order of priority for future change.

**A:** the area around the railway station, Ashford Road, the rear of the Arndale centre, and St Leonard’s/Commercial Road has a mix of commercial premises. The townscape is somewhat broken in character with areas of surface car parking and larger footprint buildings dating from the 1960’s, 1970’s and 1980’s. Station Parade, the western end of Terminus Road and Ashford Road is dominated by heavily engineered features to prioritise traffic movement. The consequence is an unattractive pedestrian environment. Although an important asset, the northern and western sides of the Arndale Centre present a formidable barrier to east-west movement compared with the fine grained network of permeable streets elsewhere in the town centre. In addition to this, the railway line running from east to west also provides an impenetrable barrier to the site.

**B:** the ‘Little Chelsea’ area of town provides a strong secondary retail offer within a charming ‘urban village’ environment. Attractive commercial buildings of up to three storeys front Grove Road and South Street with a mix of red brick and tile finishes. The old Town Hall is an impressive Victorian landmark. Streets are narrower than other parts of the town centre lending a more intimate character. Residential streets at York Road and Hyde Road feature two storey terraced houses, some painted stucco, others red brick. Houses either front directly onto the narrow streets or are enclosed behind small front gardens.



**C:** the area of town focused on Terminus Road and Sussex Gardens is the primary retail focus with a mixture of built form types reflecting changing retail needs. Terminus Road has a mixed character being partly pedestrianised at the centre but is also a focus for bus interchange close to the station. There are a number of street trees that make a positive contribution to the overall character of Terminus Road.


**D:** a predominantly business quarter of the town centre providing accommodation to occupiers such as solicitor’s offices and financial services. It is closely related to the retail heart of the town centre. There is a strong and cohesive architectural character with well maintained painted stucco buildings of up to three storeys in height with walled front garden areas. The wide streets are typical of the planned late nineteenth century character of Eastbourne. Some later infill redevelopment, notably the more modern office buildings fronting Gildredge Road on the corner of Hyde Gardens and Lushington Road, makes a less positive contribution to the overall character of the area. Hyde Gardens provides one of the few ‘green’ spaces within the town centre.




FIGURE 3.2: TOWNSCAPE ANALYSIS



 Terminus Road Spine  
 Seafont

October 2009  
 EBC001 / 014 / B  
 1:2,500@A1  
 0m  200m

 N

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**E:** wide seafront strip comprising a grand and dignified environment of manicured planting, upper and lower promenades overlooked by a mix of distinctive, stucco finished and richly detailed hotel buildings. Key landmarks include the 1930's constructed bandstand and Victorian Pier. Behind the main frontage is a hinterland of related uses including hotels and apartment buildings. Devonshire Place is a key street and public realm element of the town.

Seaside Road is an important secondary retail area that has been subject to extensive environmental enhancement and is home to the Royal Hippodrome Theatre. Nevertheless the overall character of Seaside Road is relatively weak compared with other locations in the town centre in particular the mix of uses on offer and the condition of some of the buildings.

**F:** Devonshire Park, the Congress and Devonshire theatres and the Towner Art Gallery form a distinctive quarter of destinations closely related to the seafront linked via Carlisle Road which has a vibrant cluster of cafes and restaurants.

**G:** technically outside the defined town centre area but provides important context. Generous, wide, tree lined streets fronted by brick built, richly detailed late Victorian and Edwardian period villas. Generous front gardens have mature planting. The area relates strongly to Devonshire Park.

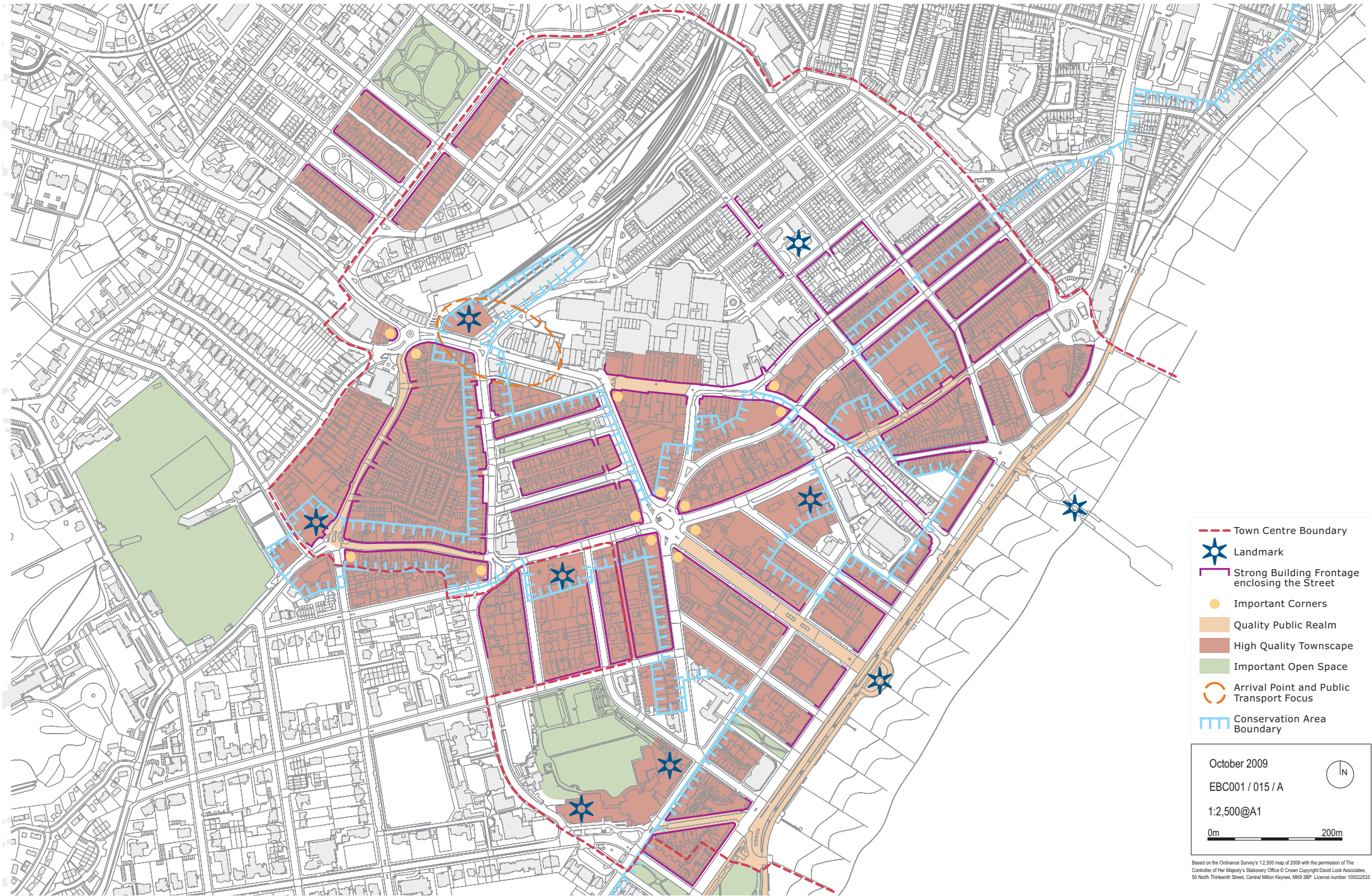
**H:** predominantly residential, mixed use district to the east of the commercial heart of the town centre. There is a distinctive grid of streets fronted by buildings of either two or three storeys in height. Largely painted stucco materials with tile or slate roofs. Distinctive bay windows and small front gardens defined by brick walls. Courtyard spaces at the centre of development blocks are often occupied by small business premises which add to the richness

and character of the location. In addition to this, there is also a significant amount of restaurants and small scale retail uses located on the junctions of roads in this area, and consequently there is a significant amount of night time economy in this area of Eastbourne, with shops, bars and restaurants staying open until the evenings. There is also some secondary retailing particularly focused along Cavendish Place.

### **Strengths**

- 3.12 For the most part Eastbourne is an attractive and vibrant town centre that is reasonably compact and therefore easy to walk around. The two main foci for activity in the town centre are the Seafront and Terminus Road. Terminus Road is an important spine running broadly east west through the town centre. It connects the railway station with the Seafront via the pedestrianised Sussex Gardens and the Arndale shopping centre, providing the prime retail area of the town centre. These locations are busy and well used, particularly during opening hours, and there is a good mix of national and independent retailers present.
- 3.13 The extensive secondary shopping areas give Eastbourne a special quality of shopping experience, because of both the variety of products and services on offer; and the prevalence of small scale, independent retailing which has allowed historic building forms to prevail (of particular note are the many outstanding Edwardian shopfronts with huge panes of glass and intricate wooden glazing bars). South Street and Cornfield Terrace are particularly attractive.

# FIGURE 3.3: URBAN DESIGN STRENGTHS



- Town Centre Boundary
- ★ Landmark
- ▭ Strong Building Frontage enclosing the Street
- Important Corners
- Quality Public Realm
- High Quality Townscape
- Important Open Space
- Arrival Point and Public Transport Focus
- ▨ Conservation Area Boundary

October 2009  
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