

**Eastbourne Town Centre Area Action Plan
Proposed Submission
(October 2011)**

Consultation Report

**Regulation 27 - Representations on Proposals
for a Development Plan Document**

This report details the techniques used to publicise the Proposed Submission Area Action Plan during a 9 week representation period

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| Publicity | |
| 1.0 | Introduction |
| 1.1 | <p>This report details the techniques used and the responses received during the 9 week representation period (21st July – 22nd September 2011) on the Proposed Submission Eastbourne Town Centre Area Action Plan (AAP), in accordance with The Town and Country Planning (Local Development) (England) Regulations 2004 and Regulation 27 of the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.</p> <p>The Proposed Submission document has been informed by earlier extensive public participation to ensure the document is sound. An Issues and Options Consultation was carried out in the summer of 2010 by the Council, scheduling a wide variety of engagement events for both stakeholders and the community. The publication of the Proposed Submission Document similarly involved a variety of engagement events that were held during the representation period. The community engagement 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.</p> <p>At the end of the representation period, 66 comments had been received from 38 individuals/companies/organisations. Each representation received was acknowledged and made available for viewing on the Council's website.</p> <p>No representations were received on the Sustainability Appraisal that accompanies the Proposed Submission Town Centre Area Action Plan.</p> |
| 1.2 | <p>The following sections of this report detail the techniques used to publicise the document which in summary consisted of the following:</p> <ul style="list-style-type: none"> • Letters • Summary leaflet and posters • Guidance Notes on how to make representations • Dedicated page on Council's website • Social networking website 'Facebook' • External media - press releases, articles in local newspapers and newsletter • Exhibitions • Public surgery • Presentations to stakeholders |
| 2.0 | Letters |
| 2.1 | <ul style="list-style-type: none"> • Letters were sent to all consultees and key stakeholders on the LDF mailing list informing them of where the Proposed Submission Version could be viewed • Letters were sent to all those who made representations on the Town Centre Area Action Plan - Issues and Options Report • Letters were sent to all properties within the proposed Development Opportunity Sites, Transition Areas and Potential Areas of Change |

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| 3.0 | Summary Leaflet and Posters |
| 3.1 | <p>A summary leaflet was produced providing the key details of the Proposed Submission Version of the Area Action Plan. This leaflet was available at the Council's receptions, libraries and the exhibition venues.</p> <p>Posters advertising the document were also displayed throughout the town and on buses across the Borough.</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/) for the Issues and Options Report. This website was updated to provide the latest information on the Proposed Submission Version of the Town Centre Area Action Plan and publicised the dates and venues of exhibitions and other events.</p> <p>The website provided a link to the Proposed Submission Version and accompanying Sustainability Appraisal, along with all the evidence documents used to inform the Town Centre Area Action Plan, and guidance notes on how to make representations, which could be viewed and/or downloaded. The website also provided an external link to 'Limehouse', the Council's online consultation portal (http://eastbourne-consult.limehouse.co.uk/portal). This allowed the community and stakeholders to make representations on the document between 21 July and 22 September.</p> <p>In addition, the social networking site of 'Facebook' (www.facebook.com/EastbourneC) was used to engage with the community following its successful introduction for the Issues and Options Consultation.</p> |
| 5.0 | External media - press releases, articles in local newspapers and newsletters |
| 5.1 | <p>A public notice was placed in the Eastbourne Gazette on Friday 22nd July 2011 confirming the dates that representations could be made on the Proposed Submission Version of the AAP, advising where the document was available for viewing on the Council's website and detailing the dates and venues of the exhibitions. This is in accordance with Regulation 27 of the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.</p> |
| 6.0 | Exhibitions |
| 6.1 | <p>The Proposed Submission Version of the AAP was on display at two exhibitions across the Town Centre in order to publicise and promote the document to both stakeholders and the community. A static exhibition was on display in the Central Library for the whole of the 9 week period and a roving exhibition was displayed at the Arndale Centre on the following dates:</p> <p>Saturday 20th August 2011 Friday 9th September 2011</p> <p>Officers were available at both of the exhibitions in the Arndale Centre to provide information on the Proposed Submission Version of the AAP and answer any questions from members of the public.</p> |
| 7.0 | Public Surgery |

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| 7.1 | As detailed above, letters were sent to all those who had attended a previous event or had made representations on a previous LDF document, inviting them to a Public Surgery on Thursday 1st September 2011 at the Town Hall, where the exhibition was viewed and Officers were available to answer questions. |
| 8.0 | Presentations |
| 8.1 | <p>As detailed above, a letter was sent to the key stakeholders and consultees on the LDF mailing list inviting them to a presentation at the Town Hall which took place on Wednesday 17th August 2011.</p> <p>Finally, presentations were given to the Eastbourne Strategic Partnership, the Eastbourne Community Network, the Community Environment Partnership for Eastbourne, The Town Centre Management Initiative, the Disability Involvement Group, the Eastbourne and District Chamber of Commerce and the Eastbourne Hospitality Association.</p> |

Section A – Copies of Information referred to in this report

Contents

Letters and Leaflets

- 1 - Letter to stakeholders on the LDF mailing list
- 2 - Letter to all those who made representations on the Town Centre Area Action Plan - Issues and Options Report
- 3 - Letter to properties within the Development Opportunity Sites, Transition Areas and Potential Areas of Change
- 4- Guidance Notes for Respondents
- 5- Statements of Representations Procedure
- 6- Statement of Availability
- 7- Representation Form

Poster, Articles and Public Notice

- 8- General Information Brochure
- 9- Poster
- 10 - Press Release
- 11 - Article- Eastbourne Community Network
- 12- Article- Eastbourne Review
- 13 - Public Notice

Exhibitions

- 14- Exhibition Material
- 15- Presentation

1- Letter to all those who made representations on the Town Centre Area Action Plan Issues and Options Report

Xxx
Xxx
Xxx
Xxx

21st July 2011

Dear X

RE: Eastbourne Town Centre Area Action Plan – Proposed Submission Version

Eastbourne Borough Council has commenced a 9 week representation period on the Eastbourne Town Centre Area Action Plan Proposed Submission Version. The representation period will run from today until 22nd September 2011. The Area Action Plan (AAP), once adopted, will form part of the Eastbourne Local Development Framework (LDF).

The AAP's purpose is to set out a strategy and proposals for the regeneration of the Town Centre. It is an important policy document that will shape development within the Town Centre up to 2027. This is the final opportunity to have your say on the document before it is formally submitted to the Secretary of State. This stage of the process of preparing the Area Action Plan is known as 'Regulation 27' reflecting the government's procedures and gives stakeholders and the local community an opportunity to make final representations before the submission stage.

During the representation period, the AAP will be free to download from the Council's website at www.eastbourne.gov.uk/tcaap. It will be available to view at the Council's offices at 1 Grove Road and the Town Hall, Eastbourne, between 9.30am and 5pm (Monday to Friday), there will be a permanent exhibition at Eastbourne Central Library, Grove Road, from the 21st July to the 22nd September, where you can view the AAP, and it will also be available for viewing at libraries across the town.

In addition, a series of events, a public surgery, and other presentations will take place. There will be an exhibition at Eastbourne Arndale Centre on Saturday, 20th August and Friday, 9th September. Further details and information about the exhibitions and events can be found on the Council's website at: www.eastbourne.gov.uk/tcaap.

I would also like to take this opportunity to invite you to a public surgery at Eastbourne Town Hall, on Thursday 1st September, between 3pm and 7pm. This event will provide you with an opportunity to ask questions and raise any issues that you have.

All formal representations on the Town Centre AAP can be submitted online via our online portal at <http://eastbourne-consult.limehouse.co.uk/portal>. Alternatively you can send representations directly to Lisa Rawlinson (Principal Implementation Officer) by post or email (see below).

Lisa Rawlinson
Principal Implementation Officer
Eastbourne Borough Council
1 Grove Road
Eastbourne
BN21 4TW.

Lisa.rawlinson@eastbourne.gov.uk

All submitted representations will be published on the Council's website and will be considered prior to the Council formally submitting the Town Centre Area Action Plan to the Secretary of State.

Yours sincerely



Sue Holland
Planning Policy

2- Letters to stakeholders on the LDF Mailing List

Xxx
Xxx
Xxx
Xxx
Xxx

21st July 2011

Dear X

RE: Eastbourne Town Centre Area Action Plan – Proposed Submission Version

Eastbourne Borough Council has commenced a 9 week representation period on the Eastbourne Town Centre Area Action Plan (AAP) Proposed Submission Version. The representation period will run from today until 22nd September 2011. The AAP, once adopted, will form part of the Eastbourne Local Development Framework (LDF).

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In addition, a series of events, a public surgery, and other presentations will take place. Further details, together with an electronic version of the AAP and information about the exhibitions and events can be viewed on the Council's website at: www.eastbourne.gov.uk/tcaap.

I would also like to take this opportunity to formally invite you to a presentation on the Town Centre AAP at Eastbourne Town Hall, at 6pm on Wednesday 17th August, 2011. This event will provide you with an opportunity to ask questions and raise any issues that you have. If you would like to attend the presentation please email me at sue.holland@eastbourne.gov.uk or by telephone on 01323 415255 to confirm your attendance.

All formal representations on the Town Centre AAP can be submitted online via our online portal at <http://eastbourne-consult.limehouse.co.uk/portal>. Alternatively you can send representations directly to Lisa Rawlinson (Principal Implementation Officer) by post or email (see below).

Lisa Rawlinson
Principal Implementation Officer
Eastbourne Borough Council
1 Grove Road
Eastbourne
BN21 4TW.

Lisa.rawlinson@eastbourne.gov.uk

All submitted representations will be published on the Council's website and will be considered prior to the Council formally submitting the Town Centre Area Action Plan to the Secretary of State.

I look forward to meeting you at the presentation.

Yours sincerely



Sue Holland
Planning Policy

3- Letter to those within the Development Opportunity Sites, Transition Areas and Potential Areas of Change.

Xxx
Xx

21st July 2011

Dear X

RE: Eastbourne Town Centre Area Action Plan – Proposed Submission Version

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The AAP's purpose is to set out a strategy and proposals for the regeneration of the Town Centre. It is an important policy document that will shape development within the Town Centre up to 2027. This is the final opportunity to have your say on the document before it is formally submitted to the Secretary of State. This stage of the process of preparing the Area Action Plan is known as 'Regulation 27' reflecting the government's procedures and gives stakeholders and the local community an opportunity to make final representations before the submission stage.

We are writing to you because your property has been identified as being within one of the following:

- a development opportunity site;
- a transition area; or
- a potential area of change.

During the representation period, the AAP will be free to download from the Council's website at www.eastbourne.gov.uk/tcaap. It will be available to view at the Council's offices at 1 Grove Road and the Town Hall, Eastbourne, between 9.30am and 5pm (Monday to Friday), there will be a permanent exhibition at Eastbourne Central Library, Grove Road, from the 21st July to the 22nd September, where you can view the AAP, and it will also be available for viewing at libraries across the town.

In addition, a series of events, a public surgery, and other presentations will take place. There will be an exhibition at Eastbourne Arndale Centre on Saturday, 20th August and Friday, 9th September. Further details, together with an electronic version of the AAP and information about the exhibitions and events can be viewed on the Council's website: www.eastbourne.gov.uk/tcaap.

I would also like to take this opportunity to invite you to a public surgery at Eastbourne Town Hall, on Thursday 1st September, between 3pm and 7pm. This event will provide you with an opportunity to ask questions and raise any issues that you have.

All formal representations to the Town Centre AAP can be submitted online via our online portal at <http://eastbourne-consult.limehouse.co.uk/portal>. Alternatively you can send representations directly to Lisa Rawlinson (Principal Implementation Officer) by post or email (see below).

Lisa Rawlinson
Principal Implementation Officer
Eastbourne Borough Council
1 Grove Road
Eastbourne
BN21 4TW.

Lisa.rawlinson@eastbourne.gov.uk

All submitted representations will be published on the Council's website and will be considered prior to the Council formally submitting the Town Centre AAP to the Secretary of State.

I look forward to meeting you at the public surgery.

Yours sincerely



Sue Holland
Planning Policy

4- Guidance Notes for Respondents

The Proposed Submission Version Eastbourne Town Centre Area Action Plan

Guidance Note for Respondents

Before making your representation on our proposed Eastbourne Town Centre Area Action Plan (AAP), we would encourage you to read the following guidance, as it will explain where you can view the documents, how you can make representations and the type of comments which can be considered.

If you, or somebody you know, would like the information contained in this document in large print, Braille, tape/ CD or in another language please contact Lisa Rawlinson on 01323 415250 or lisa.rawlinson@eastbourne.gov.uk

Introduction

Eastbourne Borough Council's Proposed Submission Version Town Centre AAP is published under Regulation 27 so that representations can be made prior to its submission to the Secretary of State early next year. All representations received will be considered alongside the submitted document, which will be examined by an independent Planning Inspector.

Representations can be made from **21st July until 22nd September 2011** in writing, using the representation forms provided by the Council, or via our online consultation system.

Purpose of Examination

The Planning Inspector is required, at examination, to consider whether the Eastbourne Town Centre AAP complies with certain legal requirements and is 'sound'. Those who wish to make a representation are asked to clarify whether the issue raised relates to either legal compliance or soundness.

- If you are seeking to make representations on the **way** in which Eastbourne Borough Council has prepared the Town Centre AAP, it is likely that your comments or objections will relate to a matter of **legal compliance**.
- If it is the **actual content** on which you wish to comment or object to, it is likely it will relate to the soundness of the Town Centre AAP in terms of it being **justified, effective or consistent with national policy**. *

* The Government has produced a new Draft National Planning Policy Framework (which is currently undergoing consultation). This sets out an additional test of 'soundness', which requires a Local Plan (in this instance an Area Action Plan) to have been "Positively prepared".

The Planning Inspectorate has issued guidance entitled 'Local Development Frameworks – Examining Development Plan Documents: Procedural Guidance' (August 2009). In the Annex to this document (page 42) the guidance provides advice on the scope and content of representations which can be made on the Eastbourne Town Centre Area Action Plan.

This document can be found on the Planning Inspectorate's web site at the following link: http://www.planninginspectorate.gov.uk/pins/appeals/local_dev/dpd_procedure_guide_aug09.pdf

Legal Compliance

The Inspector will check that the Town Centre AAP meets all of the legal requirements under Section 20(5)(a) of the Planning and Compulsory Purchase Act 2004 (2004 Act). You should therefore consider the following before making a representation on legal compliance:

- The Eastbourne Town Centre Area Action Plan should be within the current Local Development Scheme (LDS) and the key stages should have been followed. The LDS

is effectively a programme of work prepared by Eastbourne Borough Council setting out the Local Development Documents the Council proposes to produce up until 2027. It sets out the key stages in the production of any DPD which the Council proposes to bring forward for independent examination. The LDS is available on the Council's website.

- The process of community involvement (the Consultation Statement) carried out in preparation of the Town Centre AAP should be in general accordance with Eastbourne Borough Council's Statement of Community Involvement (SCI) and is available on the website. The SCI is a document which sets out how the Council will involve the community in the preparation and revision of Development Plan Documents (DPDs) and in the consideration of planning applications.
- The Town Centre AAP should comply with the Regulations (i.e. the Town and Country Planning (Local Development) (England) Regulations 2004, as amended) see <http://www.opsi.gov.uk/si/si2004/20042204.htm> for the 2004 regulations, http://www.opsi.gov.uk/si/si2008/uksi_20081371_en_1 for the 2008 amendment and http://www.opsi.gov.uk/si/si2009/uksi_20090401_en_1 for the 2009 amendment.
- On publication of the Regulation 27 Document (the Proposed Submission Version Town Centre AAP), the Council must then publish the documents prescribed in the Regulations, and make them available at their principal offices and on their website. The Council must also place local advertisements and notify all of the various DPD bodies (these are set out in the regulations) and any persons who have requested to be notified.
- The Council is also required to provide a Sustainability Appraisal Report when it publishes the Town Centre AAP. This should identify the process by which the Sustainability Appraisal of the Town Centre AAP has been carried out, the baseline information used to inform the process and the outcomes of that process. The Sustainability Appraisal is a tool for appraising policies to ensure they reflect social, environmental and economic factors and objectives
- The Town Centre AAP must also have regard to national policy and conform generally to the Regional Spatial Strategy (RSS) for the South East. The RSS sets out the region's policies in relation to the development and use of land and forms part of the development plan for Eastbourne. The Government has signalled its intention to revoke the regional strategies but for now it remains a part of the Development Plan.

Soundness

To be sound a DPD should be:

- **Justified**
- **Effective; and**
- **Consistent with national policy ***

* The Government has produced a new Draft National Planning Policy Framework (which is currently undergoing consultation). This sets out an additional test of 'soundness', which requires a Local Plan (in this instance an Area Action Plan) to have been "Positively prepared".

Justified

To be justified the Town Centre AAP should be founded on a robust and credible evidence base involving:

- Evidence of participation of the local community and others having a stake in the area; and
- Research/ fact finding: to show that the choices made in the plan are backed up by facts.

The Town Centre AAP should also provide the most appropriate strategy when considered against reasonable alternatives. These alternatives should be realistic and the subject of sustainability appraisal. The DPD should show how the policies and proposals help to ensure that the social, environmental, economic and resource objectives of sustainability will be achieved.

Effective

To be effective the Town Centre AAP should be deliverable, embracing:

- Sound infrastructure delivery planning;
- Having no regulatory or national planning barriers to delivery;
- Delivery partners who are signed up to it; and
- Coherence with the strategies of neighbouring authorities.

The Town Centre AAP should also be flexible and able to be monitored. The DPD should indicate who is to be responsible for making sure that the policies and proposals will happen and when they will happen. The plan should be flexible enough to deal with changing circumstances, which may involve minor changes to respond to the outcome of the monitoring process or more significant changes to respond to problems such as lack of funding for major infrastructure proposals.

Although it is important that policies are flexible, the Town Centre AAP should make clear that major changes may require a formal review of the Town Centre AAP or parts of it including through public consultation. Any measures which the Council has included to make sure that targets are met should be clearly linked to their Annual Monitoring Report. This report must be produced each year by all Local Authorities and will help to identify whether the DPD needs amendment.

Consistent with national policy

The Town Centre AAP should be consistent with national policy. Where there is a departure, the Council must provide clear and convincing reasoning to justify the approach. Conversely, you may feel the Council should include a policy or policies, which would depart from national or regional policy to some degree, in order to meet a clearly identified and fully justified local need, but where they have not done so. In this instance it will be important for you to say in your representations what the local circumstances are, that justify a different policy approach to that set down in national or regional policy and support your assertion with evidence.

If you think the content of the Town Centre AAP is not sound because it does not include a policy where it should do, you should consider the following questions before making representations:

- Is the issue with which you are concerned already covered specifically by any national planning policy or in the Regional Spatial Strategy for the area? If so, it does not need to be included;
- Is what you are concerned with covered by any other policies in the Town Centre AAP or will it be covered by any other DPD to be prepared later as part of the Local Development Framework (LDF): There is no need for repetition between documents in the LDF;
- If the policy is not covered elsewhere, in what way is the DPD unsound without the policy?
- If the DPD is unsound without the policy, what do you consider the policy should say?

If you wish to make a representation seeking a change to the Town Centre AAP or part of the Town Centre AAP you should make clear in what way the Town Centre AAP or part of the Town Centre AAP is not sound having regard to the legal compliance check and three tests set out and explained above.

You should try to support your representation with evidence showing why the Town Centre AAP should be changed. It will be helpful if you also say precisely how you think the Town Centre AAP should be changed.

Representations should succinctly cover all the information, evidence and supporting information necessary to support/ justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further submissions based upon the original representation made at publication. After this stage, further submissions will only be sought at the request of the Inspector, based on the matters and issues that he/she identifies for examination.

Careful consideration should be given by those making a representation in deciding how the representation should be dealt with, i.e. by written representation or by exercising the right to be heard. Only where a change is sought to the Town Centre AAP is there a right for the representation to be heard at the hearing session. However, appearance at the hearing session will be at the discretion of the Planning Inspector. It is important to note that written and oral representations carry exactly the same weight and will be given equal consideration in the examination process.

You can tell us if and why you consider it necessary to participate at the hearing session. Where there are a number of individual groups who share a common view on how they wish to see a DPD changed, it would be very helpful for them to work together and to send a single representation which represents the agreed view, rather than for a large number of individuals to send in separate representations which repeat the same points. In such cases the group should indicate how many people it is representing and how the representation has been authorised.

Further detailed guidance on the preparation, publication and examination of DPDs is provided in Planning Policy Statement 12: Local Spatial Planning (available via <http://www.communities.gov.uk>).

Confidentiality and the Data Protection Act 1998 and Freedom of Information Act 2000

Representations cannot be treated in confidence. Regulation 30 of the Town and Country Planning (Local Development) (England) Regulations 2004, as amended, requires copies of representations to be made publicly available. The Council will also provide names and associated representations on its website but will not publish personal information such as telephone numbers, e-mails or private addresses. By submitting representation on the Proposed

Submission Version Town Centre Area Action Plan or any associated documents you confirm that you agree to this and accept responsibility for your comments.

Guidance on completing the written representation form

1. It is important that a separate form is used for each representation you wish to make.
2. Each form should be completed fully, with your name and address on each.
3. Please use BLOCK CAPITALS and BLACK INK when completing the form.
4. You may submit the form yourself or on behalf of an organisation or company. Alternatively you may ask someone to do it for you if you need help, or you can appoint an

agent. If an agent is appointed their full details should also be given and all future correspondence will be sent to this agent.

5. It is important that you clearly state which section of the document you are referring to: for example, paragraph, section or policy number.

6. Your objection should be clearly based on the tests of soundness as explained in detail in this guide. Please clearly indicate in Question 4 which test of soundness you think is not being met.

7. If you are objecting, you should clearly state what changes you think should be made to make the Town Centre Area Action Plan sound and legally compliant.

8. Please remember to sign and date the form.

Please return completed forms to:

Lisa Rawlinson, Planning Policy, Eastbourne Borough Council, 1 Grove Road, Eastbourne, BN21 4TW. Alternatively you may submit your written representation by fax 01323 641842.

Guidance on completing the online representation form

You can make your representations online at www.eastbourne.gov.uk/tcaap

To make representations in this way you will need to register your details and/or log in.

You will then be able to make comments on each paragraph, , policy and the vision contained within the document.

Further assistance

Should you require any further information or assistance, please contact the Lisa Rawlinson by telephone on 01323 415250 or by e-mail at lisa.rawlinson@eastbourne.gov.uk

5- Statement of Reprs Procedure

The Proposed Submission Version Eastbourne Town Centre Area Action Plan.

Statement of Representations Procedure

The Town and Country Planning (Local Development) (England) Regulations 2004, as amended, Notice of Publication of a Development Plan Document (Regulation 27)

Title of Document:

The Proposed Submission Version Eastbourne Town Centre Area Action Plan (AAP).

Subject matter:

The overall aim of the Eastbourne Town Centre AAP is to ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism attractions together with great places to live, work and relax. The AAP sets out a strategy and proposals for the regeneration of the Town Centre. It is an important policy document that will shape development within the Town Centre to 2027. The AAP will be a key component of the Borough wide Local Development Framework and is being prepared in parallel with the Core Strategy which will set out the overarching policy direction for the Borough

Period of publication:

Representations must be made between **Thursday 21st July and Thursday 22nd September, 2011.**

Before submitting representations we encourage you to read our '**Guidance Note for Respondents**'.

Address to which representations should be sent:

Representations may be made by completing a representation form and sending them to
Lisa Rawlinson
Planning Policy
Eastbourne Borough Council
1 Grove Road
Eastbourne
BN21 4TW

Written forms may also be sent by fax to 01323 641842.

Alternatively, representations can be made online using our consultation system which can be accessed from the Council's website at <http://www.eastbourne.gov.uk/tcaap>

Future notification:

Representations may be accompanied by a request to be notified at a specified address of any of the following:

- that the Eastbourne Town Centre AAP has been submitted for independent examination under Section 20;
- the publication of the recommendations of any person appointed to carry out an independent examination of the Eastbourne Town Centre AAP
- the adoption of the Eastbourne Town Centre AAP.

Data Protection Act 1998 and Freedom of Information Act 2000 Representations cannot be treated in confidence. Regulation 30 of the Town and Country Planning (Local Development) (England) Regulations 2004, as amended, requires copies of representations to be made publicly available. The Council will also provide names and associated representations on its website but will not publish personal information such as telephone numbers, e-mail or private addresses. By submitting representation on the Proposed Submission Version Eastbourne Town Centre Area Action Plan you confirm that you agree to this and accept responsibility.

6- Statement of Availability

Statement of Availability for the inspection of the Proposed Submission Version Eastbourne Town Centre Area Action Plan and other Submission Documents

All proposed submission documents, including Eastbourne Borough Council's Proposed Submission Version Town Centre Area Action Plan will be available to view and download on the Council's website from **Thursday, 21st July, 2011** at:

<http://www.eastbourne.gov.uk/tcaap>

Reference copies of the Proposed Submission Version Eastbourne Town Centre Area Action Plan, and other Proposed Submission Documents will be available for public inspection at the following venues at the stated times from **Thursday 21st July to Thursday 22nd September, 2011**. Copies of representation forms and guidance notes will also be available at the following venues:

| Location | Address | Telephone | Opening Times |
|-------------------------------|---|--------------|---|
| Council Offices | 1 Grove Road Eastbourne BN21 4TW | 01323 415250 | Mon, Tues, Thurs, Fri 9am-5pm Weds 9.30am-5pm |
| Council Offices | Town Hall Grove Road Eastbourne BN21 4UG | 01323 410000 | Mon, Tues, Thurs, Fri 9am-5pm Weds 9.30am-5pm |
| Eastbourne Central Library | Grove Road Eastbourne BN21 4TL | 01323 434206 | Mon-Thurs 9.30am- 6.30pm Fri 10.30am-6.30pm Sat 9.30am-5pm |
| Hampden Park Library | Brodrick Close Hampden Park BN22 9NQ | 0345 6080195 | Mon, Tues, Thurs, Fri 9.30am-5pm Sat 9.3-am- 4pm |
| Old Town Library | 191 Victoria Drive Eastbourne BN20 8QJ | 01323 649964 | Tues-Fri 9.30am- 5pm |
| Langney Library | Unit 3 The Shopping Centre Kingfisher Drive Langney BN24 7RT | 0345 6080195 | Tues, Thurs, Sat 9.30am- 5pm Fri 9.30am-2pm |

7- Representation Form

Proposed Submission Version- Eastbourne Town Centre Area Action Plan Publication Stage (Regulation 27) - Representation Form

Please read the accompanying '**Guidance Note for Respondents**' before completing this form. Representations may also be made **online** at www.eastbourne.gov.uk/tcaap

Please return completed forms to **Lisa Rawlinson, Planning Policy, Eastbourne Borough Council, 1 Grove Road, Eastbourne, BN21 4TW, by 22nd September, 2011**. Any representations made after this time cannot be accepted.

Alternatively you may submit your written representation by fax 01323 641842.

Please note that all comments will be made available for the public to read and therefore **cannot be treated as confidential**.

Where possible, the Council would prefer that you submit your response using our online consultation system.

If you need further information or assistance, please contact Lisa Rawlinson by email at lisa.rawlinson@eastbourne.gov.uk or by telephone on 01323 415250.

If you, or somebody you know, would like the information contained in this document in large print, Braille, tape/ CD or in another language please contact Lisa Rawlinson on 01323 415250.



Our Reference

LDF Eastbourne Town Centre Area Action Plan

Local Development Framework **Proposed Submission Version**

Representation 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 representations

Any representations should relate to the soundness of the plan on the grounds that it is:

- a) Justified, b) Effective and c) Consistent with National Policy *

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

Q1.

Which part of the Proposed Submission Version do you wish to make a representation against?

| | Please tick (✓) | Please name the section title or number |
|--|-----------------|---|
| Whole Document | | N/A |
| Vision | | |
| Development Strategy and Spatial Framework | | |
| Town Centre Policies | | |
| Site Specific Proposals | | |
| Delivery and Monitoring | | |

Q2. Do you consider that the Proposed Submission Town Centre Area Action Plan is... (please answer both a) and b) below)

| | Yes | No |
|-----------------------------|-----|----|
| a) Legally Compliant | | |
| b) Sound | | |

If you answered 'No' to Q2 (b) above please answer Q3. Otherwise proceed to Q4.

Q3. Do you consider the Proposed Submission Town Centre Area Action Plan is unsound because it is not... (please mark all that you think apply)

| | | | | | |
|---------------------|--|---------------------|--|--|--|
| a) Justified | | b) Effective | | c) Consistent with national planning policy | |
|---------------------|--|---------------------|--|--|--|

Q4. Please give details of why you consider the Proposed Submission Town Centre Area Action Plan is not legally compliant or is unsound. Please be as precise as possible. **If you wish to support the legal compliance or overall soundness of the Proposed Submission Town Centre Area Action Plan, please also use this box to set out your comments.**

Continue on a separate sheet if necessary. Mark any additional pages with your name or organisation

Q5. Please set out what change(s) you consider necessary to make the Proposed Submission Version of the Town Centre Area Action Plan legally compliant or sound, having regard to the test(s) you have identified in Q3 where your comment relates to soundness.

You will need to say why this change will make the Proposed Submission Town Centre Area Action Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

Continue on a separate sheet if necessary. Mark any additional pages with your name or organisation

Please note your representation should cover succinctly all the information, evidence and supporting information necessary to support/justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further representations based on the original representation at publication stage. After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.

Q6. If your representation is seeking any change to the Proposed Submission Town Centre Area Action Plan, do you consider it necessary to participate at the oral part of the examination to help explain the need for the change proposed?

| | |
|--|--|
| a) No I do not wish to take part at the oral examination | |
| b) Yes I do wish to take part at the oral examination | |

Q7. If you wish to participate at the oral examination, please specify why you consider this to be necessary

Continue on a separate sheet if necessary. Mark any additional pages with your name or organisation

Please note the Inspector will determine the most appropriate procedure to hear those who have indicated that they wish to participate at the oral part of the examination.

Your Reference

* The Government has produced a new Draft National Planning Policy Framework (which is currently undergoing consultation). This sets out an additional test of 'soundness', which requires a Local Plan (in this instance an Area Action Plan) to have been "Positively prepared".

Getting involved

The period for making comments on the AAP starts on **21 July** and will end on **22 September 2011**.

Copies of the AAP are available to view and download on the Council website www.eastbourne.gov.uk where comments can also be made electronically. All comments received will be posted on the Council website.

Copies of the AAP are also available for viewing at the Council Offices at 1 Grove Road, Eastbourne, East Sussex, BN21 4TW between 9.30am and 5.00pm Monday to Friday and at libraries within the Borough.

A full list of venues and opening hours is available on the Council website.

In addition exhibitions will be displayed at the Town Centre library for the entire period, with additional exhibitions displayed in the Arndale Centre on Saturday 20 August and Friday 9 September. A Stakeholder Workshop on the AAP will take place on Wednesday 17 August in the Town Hall, and a Public Surgery will be held on Thursday 1 September also in the Town Hall. For more information on these events please see the Council's website.

What happens next?

The responses received will be an important source of information which will be used to refine the AAP. Assuming no significant amendments are required as a consequence of any representations made, the AAP will be submitted to the Secretary of State later this year.

All representations received will be considered by an Inspector at an Independent Examination. The Inspector will test the soundness of the AAP and produce a report setting out what changes, if any, are required.



Eastbourne

Town Centre Area Action Plan

Welcome to the future of Eastbourne Town Centre

This exhibition introduces the Eastbourne Town Centre Area Action Plan (AAP) which has been prepared by Eastbourne Borough Council. The AAP is an important document that establishes a planning framework for the Town Centre and will be used to shape development within the Town Centre to 2027.

The AAP has been prepared following consultation last year on Issues and Options facing the Town Centre. Comments made during that period have been carefully considered and have informed the preparation of the AAP. It represents the Borough Council's policy framework for the Town Centre and is officially known as the Proposed Submission Version of the AAP. This means that it is the version of the AAP that the Borough Council would like to formally take forward and submit to the Secretary of State for final consideration.

Have your say

Before doing this it is important to make sure that visitors, workers and residents of the Town Centre are happy with the proposals and policies in the AAP. Comments on any aspect of the AAP are therefore welcomed before it is submitted to the Secretary of State. This will give the Borough Council a chance to refine the AAP if necessary.

Key elements of the Town Centre AAP The AAP has five main sections each addressing key themes for the Town Centre. The overall aim of the AAP is to ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism attractions together with great places to live, work and relax.

Key elements of the Town Centre AAP

The AAP will set out a vision for the town centre, including the key elements of the AAP. The vision will be the Town Centre's future and how it will be developed and how it will be managed. The vision will be a strong and sustainable future and a high quality environment for all.



A Vision for the Town Centre

The vision for the town centre is a high quality, sustainable and vibrant environment. The vision is to create a town centre that is a high quality environment for all, with a mix of uses and a high quality environment for all.

The vision is to create a town centre that is a high quality environment for all, with a mix of uses and a high quality environment for all.

Development Strategy and Spatial Framework

The development strategy and spatial framework will set out the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre.

Town Centre Policies

The town centre policies will set out the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre.

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Site Specific Proposals

The site specific proposals will set out the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre.

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Implementation and Monitoring

The implementation and monitoring will set out the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre, including the key elements of the town centre.

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Eastbourne

Town Centre *Area Action Plan*

Your place, Your plan, Your say

Eastbourne Borough Council has prepared an Area Action Plan for **Eastbourne Town Centre**. The Plan is an important planning document setting out proposals for the Town Centre up until 2027.

The overall aim of the Plan is to ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism attractions together with great places to live, work and relax. The Plan has been informed by comments received during a consultation period last year on issues and options affecting the Town Centre.

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

Getting involved

The Town Centre Area Action Plan is published for a 9 week period for comments to be made on the policies and proposals in the Plan. The period for making comments starts on the 21st July and ends on the 22nd September.

View the exhibition and download a copy of the Town Centre Area Action Plan on-line at www.eastbourne.gov.uk. Comments (positive or negative) can be made on any aspect of the Plan. All comments received will be posted on the Council's website. Comments can be made on-line at www.eastbourne.gov.uk

Visit the exhibition at

- | | |
|----------------------------|-------------------------------|
| Eastbourne Central Library | 21st July to 22nd September |
| Eastbourne Arndale Centre | 20th August and 9th September |

A public surgery will also be held at Eastbourne Town Hall on Thursday 1st September.

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 415130
Email: lisa.rawlinson@eastbourne.gov.uk



10- Press Release

Local people to have their say on the future of Eastbourne town centre

Eastbourne residents are to have their chance to comment on major new plans that will shape the future of Eastbourne town centre.

The public and other key stakeholders will be asked for their views on the revised Eastbourne Town Centre Area Action Plan during a representation period to run from July 21 until September 22.

At a Council Cabinet meeting on Wednesday (July 13), members approved a revised version of the Plan – a blueprint document which will steer the delivery of a regenerated town centre.

The revised Plan recognises the importance of expanding the shopping offer and developing new public spaces to enhance the town centre to increase its attractiveness to more shoppers and visitors. The Plan also recognises the unique shopping experience of the area around the town centre and its importance to local traders. By attracting more customers to the town, all businesses will benefit.

The plan also aims to improve local transport links with particular focus on the Terminus Road bus route and acknowledges the importance of protecting the town's heritage.

In a joint statement, Leader of Eastbourne Borough Council Cllr David Tutt, and Eastbourne Borough Council Conservative Group Leader Cllr David Elkin, said:

"The revised Town Centre Area Action Plan represents a once in a generation chance to shape the town centre and create an environment which meets the needs of local people.

"The new Plan reflects a huge number of comments and suggestions made during the first consultation and puts the council's town centre regeneration vision firmly back on track.

"We would encourage as many people as possible to take part in the many planned events, both online and at the Town Hall, to ensure the town centre of tomorrow is a true reflection of the aspirations of us all."

A number of special exhibitions will be held around town centre between August 2 and September 13 while posters and leaflets will be also distributed. The Council will also use Facebook to engage a wide audience in the plans.

A static exhibition about the Plan will be held at Eastbourne Central Library from July 21 to September 22 and at the Eastbourne Arndale Centre on August 20 and on September 9. A public surgery will also be held at Eastbourne Town Hall on Thursday September 1.

A web based representation period will run for one and a half weeks before and after the core period. All comments received will be posted on the Council's website. Comments can be made on-line at www.eastbourne.gov.uk, where a copy of the Town Centre Area Action Plan can also be downloaded.

11- Eastbourne Community Network Article

Eastbourne Town Centre Area Action Plan

Eastbourne Borough Council has prepared an Area Action Plan for the Town Centre. The Plan is an important planning document setting out proposals for the area up until 2027.

The overall aim of the Plan is to ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism attractions together with great places to live, work and relax. The Plan has been informed by comments received during a consultation period last year on issues and options affecting the Town Centre.

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

Getting involved

The Town Centre Area Action Plan is published for a 9 week period for comments to be made on the policies and proposals in the Plan. The period for making comments starts on the 21st July and ends on the 22nd September.

A copy of the Town Centre Area Action Plan and accompanying Sustainability Appraisal is available to download from the Council's website (www.eastbourne.gov.uk/tcaap) and can be viewed at the following locations:

Council Offices at 1 Grove Road, the Central Library, Old Town Library, Hampden Park Library and Langney Library.

There will be a permanent exhibition on display at the Central Library for the entire 9 week period and a roving exhibition that will be on display at the Arndale Centre on 20th August and 9th September.

A Public Surgery will be held at Eastbourne Town Hall on Thursday 1st September, and a Stakeholder Presentation will also be held at Eastbourne Town Hall on Wednesday 17th August.

For more information please contact:

Lisa Rawlinson

Eastbourne Borough Council

1 Grove Road, Eastbourne, East Sussex, BN21 4TW

Tel: +44 (0) 1323 415250 fax: +44 (0) 1323 415130

Email: lisa.rawlinson@eastbourne.gov.uk

12- Article Eastbourne Review

Town Centre Area Action Plan: Next Steps

Following large scale public consultation on an Issues and Options Report last summer, the next steps are now being taken towards an Area Action Plan for Eastbourne town centre that will shape its future up until 2026.

Residents, workers, businesses and visitors were asked to give their feedback and comments on a range of issues concerning the future of the town centre; from the provision of shopping facilities and the need to respect and maintain historic buildings, to issues such as the lack of connections between the main attractions and the ring road and bus interchange.

Seven key themes were identified in the Options and Issues Report and feedback was collected via the Council's website and facebook and twitter profiles, through a series of exhibitions and through school visits using UK Sim City to interact with children to find out how they'd like to see the town centre develop.

A draft Area Action Plan has now been drawn up based on the feedback received last summer, which aligns the vision for the town centre with the Core Strategy for Eastbourne. The vision states that:

"By 2027, Eastbourne Town Centre will be a place that attracts more shoppers, workers, residents and visitors to spend more time enjoying a vibrant and varied offer and mix of uses in a well connected series of attractive streets and public spaces. Increasing investment in the town will bring wide ranging benefits and will allow Eastbourne to respond positively to climate change."

The draft Area Action Plan contains four key policies that will shape the development of this vision over the next 15 years:

- Supporting a mix of uses
- Town Centre identity
- Town Centre public realm
- Accessing the Town Centre

The Council will be launching a targeted consultation this summer on the Area Action Plan and once it has been agreed by Cabinet, it will be available to view and give feedback on via the Council website.

13-Public Notice- Eastbourne Gazette 22.07.2011



Eastbourne Borough Council

PLANNING AND COMPULSORY PURCHASE ACT 2004

THE TOWN AND COUNTRY PLANNING (LOCAL DEVELOPMENT) (ENGLAND) REGULATIONS 2004 AND REGULATION 27 OF THE TOWN AND COUNTRY PLANNING (LOCAL DEVELOPMENT) (ENGLAND) (AMENDMENT) REGULATIONS 2008

REGULATION 27 – NOTICE OF PUBLICATION OF THE EASTBOURNE TOWN CENTRE AREA ACTION PLAN – PROPOSED SUBMISSION VERSION

On 20th July 2011, the Council approved the Eastbourne Town Centre Area Action Plan Proposed Submission Version to be published for the community and stakeholders to make final representations, in preparation for formal submission of the document to the Secretary of State later in the year.

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 regeneration of the Town Centre up to 2027.

There will be a 9 week period in which the community and stakeholders can make representations, from 21 July until 22 September 2011. This will comprise a central six week intensive period from 2 August until 13 September and a web based representation period which will run for one and a half weeks before and after the core representation period. During this time the Regulation 27 Proposed Submission AAP and accompanying documents can be viewed on the Council's website (www.eastbourne.gov.uk/tcaap) and at the following locations:

Eastbourne Central Library (Grove Road, Eastbourne, BN21 4TL)
Hampden Park Library (12 Brodrick Close, Eastbourne, BN22 9NQ)
Old Town Library (191 Victoria Drive, Eastbourne, BN20 8QJ)
Langney Library (Langney Shopping Centre, 110 Kingfisher Drive, BN23 7RT)

A permanent exhibition will be on display at the Central Library, Grove Road, Eastbourne between 21 July-22 September 2011.

Further exhibitions will be held at the Arndale Centre on the following dates:

Saturday 20th August 2011
Friday 9th September 2011

A presentation to stakeholders will take place on 17 August and there is to be a Public Surgery for the community to attend on 1 September. Both of these events will be held at the Town Hall.

Representations can be made on the document from 21 July, but should be received by the Council no later than 17:00 on 22nd September 2011. Any submissions received after this deadline cannot be considered. Those wishing to make representations are encouraged to use the Council's online consultation portal (<http://eastbourne-consult.limehouse.co.uk/portal>); or alternatively they can be sent via email to planning.policy@eastbourne.gov.uk, or in writing to Lisa Rawlinson, Principal Implementation Officer, 1 Grove Road, Eastbourne, BN21 4TW.

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

Eastbourne

Town Centre Area Action Plan

Eastbourne

Eastbourne

Welcome to the future of Eastbourne Town Centre

This exhibition introduces the Eastbourne Town Centre Area Action Plan (AAP) which has been prepared by Eastbourne Borough Council. The AAP is an important document that establishes a planning framework for the Town Centre and will be used to shape development within the Town Centre to 2037.

The AAP has been prepared following consultation last year on local and online feedback. The AAP has been prepared by Eastbourne Borough Council. The AAP is an important document that establishes a planning framework for the Town Centre and will be used to shape development within the Town Centre to 2037.



Have your say

Before doing this it is important to make sure that visitors, workers and residents of the Town Centre are happy with the proposals and changes in the AAP. Comments on any aspect of the AAP are welcome welcomed Online it is submitted to the Secretary of State. This will give the Borough Council a chance to advise the AAP if necessary.



Key elements of the Town Centre AAP

The AAP has five main sections each addressing key themes for the Town Centre. The overall aim of the AAP is to ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.

A Vision for the Town Centre

The AAP outlines the Town Centre's vision for the future, including a clear statement of the Council's vision for the Town Centre and a clear statement of the Council's vision for the future.

Development Strategy and Spatial Framework

The AAP sets out the development strategy for the Town Centre, including the spatial framework for the Town Centre and the spatial framework for the future.



Town Centre Policies

The AAP sets out the policies for the Town Centre, including the policies for the Town Centre and the policies for the future.

- Policy 1: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Policy 2: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Policy 3: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Policy 4: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Policy 5: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.

Site Specific Proposals

The AAP sets out the site specific proposals for the Town Centre, including the proposals for the Town Centre and the proposals for the future.

- Proposal 1: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Proposal 2: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Proposal 3: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Proposal 4: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.
- Proposal 5: To ensure that the Town Centre remains a vibrant, attractive and welcoming place for the whole community with a strong mix of shopping, leisure and tourism structures together with great places to live, work and relax.

Implementation and Monitoring

The AAP sets out the implementation and monitoring framework for the Town Centre, including the implementation and monitoring framework for the Town Centre and the implementation and monitoring framework for the future.



Getting Involved

The period for making comments on the AAP starts on 24 July and will end on 22 September 2014.

Copies of the AAP are available to view and download on the Council website www.eastbourne.gov.uk where comments can also be made electronically. All comments received will be posted on the Council website.

Copies of the AAP are also available for viewing at the Council House at 7 Grove Road, Eastbourne, East Sussex, BN21 4TW between 9.30am and 5.00pm Monday to Friday and at 4.30pm on Saturdays.

A full list of venues and opening hours is available on the Council website.

In addition, visitors will be invited to the Town Centre Library for the exhibition period, with additional exhibitions displayed in the Avenue Centre on Saturday 20 August and Friday 1 September. A 10-minute workshop on the AAP will take place on Wednesday 17 August in the Town Hall, and a Public Consultation will be held on Thursday 11 September also in the Town Hall. For more information on these events please see the Council's website.



What happens next?

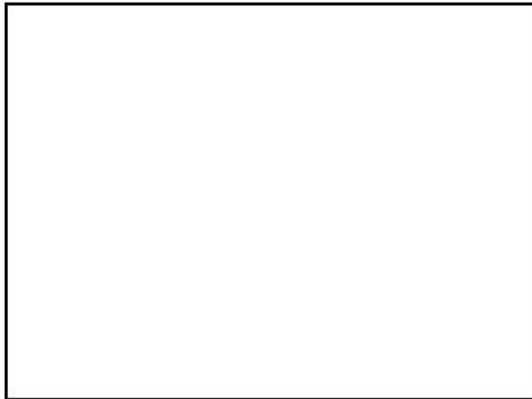
The responses received will be an important source of information which will be used to refine the AAP. Following an approval agreement has been reached as a consequence of representations made, the AAP will be submitted to the Secretary of State later this year.

All representations received will be considered by an Inspector of an Independent Examination. The Inspector will lead the examination of the AAP and produce a report setting out what changes, if any, are required.



Your place, Your plan, Your say

15- Power Point Presentation to Stakeholders



Eastbourne Town Centre Area Action Plan

Presentation to Eastbourne Hospitality
Association

13 September 2011

Eastbourne Town Centre Area Action Plan

Background

- Issues & Options Consultation (June – Sept 2010)
- 488 responses
- 72% support for policy themes and emerging options

Eastbourne Town Centre Area Action Plan

- The need for attractive public spaces
- Better signage
- The need for better shops particularly high street fashion retailers
- The need to protect the independent secondary retail areas
- The need for a more diverse evening and night-time economy

Eastbourne Town Centre Area Action Plan

- Support for more pedestrianisation, increased connectivity and better crossing points
- The need to improve the Terminus Road bus interchange which was considered to be congested and unattractive, with poor air quality
- The need to protect our heritage assets but also secure good quality contemporary buildings

Eastbourne Town Centre Area Action Plan

- Recognises the importance of attractive public spaces and includes objectives for designing public realm projects and identifies priorities for enhancements e.g. along the Terminus Road Corridor, Grove Road and South Street and Seaside Road
- Proposes a comprehensive 'waymarking' strategy
- Recognises the opportunities for expanding the retail offer in the Town Centre, particularly around the Arndale Centre and the railway station

Eastbourne Town Centre Area Action Plan

- Acknowledges that the secondary retail areas support a diverse range of independent and specialist retailers which make a significant contribution to the overall variety of the Town Centre and recognises the need to protect these areas, particularly around Grove Road and South Street and Cornfield Road and Cornfield Terrace

Eastbourne Town Centre Area Action Plan

- Supports the evening and night-time economy in key locations, in order to promote Eastbourne as a broad and inclusive destination and to contribute to the vitality and viability of the Town Centre
- Proposes that streets in the Town Centre will be designed as linear public spaces with an emphasis on enhancing pedestrian accessibility
- Proposals for pedestrian crossing facilities and simplified junction arrangements will also be supported

Eastbourne Town Centre Area Action Plan

- Recognises that Terminus Road public transport interchange is an important facility within the Town Centre whilst at the same time suffers from a poor quality environment. It is therefore proposed that the area will be enhanced as part of a comprehensive design-led scheme in conjunction with proposals at the Development Opportunity Sites on Terminus Road and the railway station

Eastbourne Town Centre Area Action Plan

- Acknowledges the importance of protecting the Town's heritage and provides a clear policy direction to inform and guide proposed development schemes to ensure they achieve the highest architectural and design standards

Eastbourne Town Centre Area Action Plan

Proposed Submission Version

- Informed by representations and cross-Council Officer Working Group
- Main aim:
 - *To maximise the economic potential of the Town Centre and make it a more attractive place for everyone by 2027*

Eastbourne Town Centre Area Action Plan

Objectives:

- Economic potential
- Vitality and competitiveness
- Quality and diversity
- Complementary new retailers
- Independent retail offer
- A mixed use centre

Eastbourne Town Centre Area Action Plan

Objectives:

- Employment opportunities
- Supporting tourism and business
- Accessibility
- Design & heritage
- Public realm
- Sustainable development

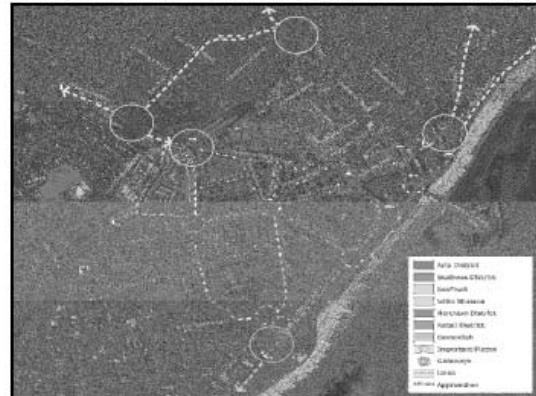
Eastbourne Town Centre Area Action Plan

7 Character Areas

- Arts District
- Business District
- Retail District
- Seafront
- Little Chelsea
- Northern District
- Cavendish

Eastbourne Town Centre Area Action Plan

- Key approaches
- Gateways
- Important Streets and Spaces



Eastbourne Town Centre Area Action Plan

Town Centre Policies – 4 Themes

- Supporting a Mix of Uses
- Town Centre Identity
- Town Centre Public Realm
- Accessing the Town Centre

Eastbourne Town Centre Area Action Plan

Site Specific Proposals

- 5 Development Opportunity Sites
 - Site 1 - Land at junction of Terminus Road/Ashford Road
 - Site 2 - Land adjoining railway station and Enterprise Centre

Eastbourne Town Centre Area Action Plan



Artist's Impression of Development Site One

Eastbourne Town Centre Area Action Plan



Artist's Impression of Development Site Two

Eastbourne Town Centre Area Action Plan

Site Specific Proposals

- 5 Development Opportunity Sites
 - Site 3 - Land between Upperton Road and Southfields Road
 - Site 4 - Land at south eastern end of Arndale Centre
 - Site 5 - Former Co-op on Terminus Road

Eastbourne Town Centre Area Action Plan



Artist's Impression of Development Site Three

Eastbourne Town Centre Area Action Plan



Artist's Impression of Development Site Four

Eastbourne Town Centre Area Action Plan



Artist's Impression of Development Site Five

Eastbourne Town Centre Area Action Plan

- Transition Areas
 - Seaside Road and Terminus Road East
 - Station Street and Mark Lane
- Potential Areas of Change
 - International Lawn Tennis Centre
 - Land at Langney Road and Pevensey Road



Eastbourne Town Centre Area Action Plan

Next Steps

- Cabinet 13 July
 - Recommendation to approve Proposed Submission Version of Town Centre Area Action Plan to be published for community and stakeholders to make any final representations
- 21 July – 22 September

Eastbourne Town Centre Area Action Plan

Publicity

- Letters, leaflets, posters
- Permanent static exhibition
- Roving exhibition
- Stakeholder presentation
- Public surgery
- Presentations to organisations

Eastbourne Town Centre Area Action Plan

Publicity

- External media - press releases and articles
- Dedicated page on Council website
- Facebook
- Copies of Plan available at Council Offices and libraries
- Representations by letter, email or online

Eastbourne Town Centre Area Action Plan

Next Steps

- All representations received will be considered and a further report will be made to Cabinet containing recommendations for any changes needed to Area Action Plan in preparation for formal submission of the document to the Secretary of State

Extension to Arndale



Extension to Arndale



Extension to Arndale



Eastbourne Town Centre Area Action Plan

Thank you

- Questions?