

# Eastbourne

*Submission Town Centre Area Action Plan*

January 2012

# Contents

<b>1.0</b>	<b>Introduction to the Town Centre Area Action Plan</b>	<b>5</b>
	Overview of the Town Centre	5
	What is an Area Action Plan?	6
	How does the AAP relate to other plans?	6
	How can you get involved?	7
	What happens next?	7
<b>2.0</b>	<b>A Vision For The Town Centre</b>	<b>9</b>
	What will Eastbourne Town Centre be like in 2027?	9
	Town Centre Objectives	9
<b>3.0</b>	<b>Development Strategy And Spatial Framework</b>	<b>11</b>
	Approach to development within the Town Centre	11
	Defining the extent of the Town Centre boundary	13
	The Town Centre spatial framework	13
	Character Areas	14
<b>4.0</b>	<b>Town Centre Policies</b>	<b>19</b>
	Theme 1: Supporting a mix of uses	19
	Theme 2: Town Centre identity	28
	Theme 3: Town Centre public realm	35
	Theme 4: Accessing the Town Centre	40
<b>5.0</b>	<b>Site Specific Proposals</b>	<b>45</b>
	Development Opportunity Sites	45
	Transition Areas	56
	Potential areas of change	58
<b>6.0</b>	<b>Delivery And Monitoring</b>	<b>61</b>
	Timescales and Programme	61
	Monitoring Framework	63
	<b>Glossary</b>	<b>66</b>

# Policies

<b>Policy TC1</b>	Character Areas	<b>15</b>
<b>Policy TC2</b>	Town Centre Structure	<b>17</b>
<b>Policy TC3</b>	Mixed Use Development	<b>20</b>
<b>Policy TC4</b>	Primary Retail Area	<b>21</b>
<b>Policy TC5</b>	Secondary Retail Area	<b>22</b>
<b>Policy TC6</b>	Residential Development in the Town Centre	<b>24</b>
<b>Policy TC7</b>	Supporting the Evening and Night-time Economy	<b>25</b>
<b>Policy TC8</b>	Arts Trail	<b>27</b>
<b>Policy TC9</b>	Development Quality	<b>29</b>
<b>Policy TC10</b>	Building Frontages and Elevations	<b>30</b>
<b>Policy TC11</b>	Building Heights, Landmarks and Tall Buildings	<b>32</b>
<b>Policy TC12</b>	Accommodating Serving Access	<b>33</b>
<b>Policy TC13</b>	Public Realm Quality and Priorities	<b>39</b>
<b>Policy TC14</b>	Public Transport Interchange	<b>41</b>
<b>Policy TC15</b>	Parking in the Town Centre	<b>42</b>
<b>Policy TC16</b>	Town Centre Streets	<b>43</b>
<b>Policy TC17</b>	Master Planned Approach to Town Centre Development Sites	<b>45</b>
<b>Policy TC18</b>	Development Opportunity Site One	<b>47</b>
<b>Policy TC19</b>	Development Opportunity Site Two	<b>49</b>
<b>Policy TC20</b>	Development Opportunity Site Three	<b>51</b>
<b>Policy TC21</b>	Development Opportunity Site Four	<b>53</b>
<b>Policy TC22</b>	Development Opportunity Site Five	<b>55</b>
<b>Policy TC23</b>	Transition Areas	<b>57</b>
<b>Policy TC24</b>	Potential Areas of Change	<b>59</b>



# 1.0 Introduction

## Overview Of The Town Centre

- 1.1 Eastbourne Town Centre is a key location within the Borough. It provides a focus for retail, leisure, tourism, cultural and community activities, is an important economic driver providing employment and business opportunities, and is also located in a highly accessible location.
- 1.2 For the most part the Town Centre is an attractive and vibrant place to work in and visit. Being relatively compact it is therefore easy to walk around. The two main areas 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.
- 1.3 The extensive secondary shopping areas particularly those around Grove Road and South Street, known as 'Little Chelsea', give Eastbourne a special quality of shopping experience. This is because the variety of products and services on offer, and the prevalence of small scale independent retailing which has allowed historic building forms to prevail.
- 1.4 The Seafront is a key tourist attraction of the town. The establishment of a genteel seaside resort was the main reason for the nineteenth century development of Eastbourne by the Duke of Devonshire. Today tourism remains an important economic driver and the Seafront's promenades, gardens, pier and bandstand overlooked by grand hotels such as the Cavendish and Burlington attract a significant number of visitors. In addition the town's theatres and award-winning Towner gallery contribute to the overall mix of attractions.
- 1.5 Given the nineteenth century development of the town there is a strong variety of traditional architectural forms with many generously proportioned, tree lined streets fronted by buildings of a high quality. Open spaces at Devonshire Park, Hyde Gardens and Wilmington Square play an important role within the Town Centre and are important assets that could be enhanced.
- 1.6 However, despite the relative strength of the Town Centre there are also a number of areas that would benefit from regeneration or enhancement. These include strengthening the retail offer within the Town Centre, particularly prime retail floor space, whilst at the same time maintaining the diversity of secondary retail. Diversifying the overall mix of uses within the Town Centre, including the provision of new homes, community and employment, would also improve its overall attractiveness. In addition there are pockets of significant deprivation within the Town Centre, in particular Devonshire Ward.
- 1.7 In terms of arriving at and moving around the Town Centre enhancements to public transport provision, cycling and pedestrian accessibility would greatly improve the way people use the Town Centre. Connecting together key attractions and arrival points, in particular the railway station and the Seafront, through improvements to the public realm as well as identifying and strengthening the various centres of activity within the Town Centre would also help enhance its legibility i.e. making sure the Town Centre is easy, safe, convenient and attractive for people to find their way around and spend time.
- 1.8 In order to address these issues and enhance the positive characteristics of the Town Centre an Area Action Plan has been prepared in order to provide a strong framework for bringing forward beneficial change.

## What Is An Area Action Plan?

- 1.9 An Area Action Plan (AAP) is a formal Development Plan Document (DPD) which establishes a planning framework for an area which may be subject to change, in this case the Town Centre. It forms part of the **Local Development Framework** for Eastbourne together with the Core Strategy and other documents set out within the Local Development Scheme.
- 1.10 The purpose of the AAP is to set out a strategy and proposals for the regeneration of the Town Centre. The AAP is an important policy document that will shape development within the Town Centre to 2027. It will be a key component of the Borough wide Local Development Framework. It is being prepared in parallel with the Core Strategy which will set out the overarching policy direction for the Borough.
- 1.11 The Core Strategy and the AAP will share a Proposals Map which will set out and define important policy areas and locations within the Borough and in the Town Centre. The Proposals Map for the defined Town Centre will be based on AAP Figure 1 which illustrates key policies and policy areas. Where artist's perspectives are used in the AAP these are for illustrative purposes only and are not indicative of a fully worked-up design proposal.

- 1.12 A four stage process has been adopted in preparing the AAP:
- **Stage 1:** Information gathering, baseline analysis and identifying issues. This stage was completed in late 2009.
  - **Stage 2:** Consideration of options, shaping the policy direction and developing a spatial framework for the Town Centre. An Issues and Options report was subject to a 12 week period of consultation in 2010 with representations used to shape the draft AAP.
  - **Stage 3:** Preparation of the complete Proposed Submission Version of the AAP, **which is this document**, having regard to the representations received at Stage 2 and in accordance with Regulation 27 of the Town and Country Planning (Local Development (England)) Regulations 2004 (as amended). The Proposed Submission Version will be published to provide stakeholders and the community an opportunity to make final representations over a 9 week period before submitting the AAP to the Secretary of State.
  - **Stage 4:** Independent examination conducted by a Planning Inspector.
- 1.13 The AAP has been prepared following a period of consultation on Issues and Options facing the Town Centre and represents the Council's proposed policy framework taking account of comments that have been received. The Proposed Submission Version of the document has also been subject to a Sustainability Appraisal (SA). The SA process has run in parallel with the preparation of the AAP. The AAP should be read in conjunction with the SA Report which can be viewed at [www.eastbourne.gov.uk](http://www.eastbourne.gov.uk).

## How Does The AAP Relate To Other Plans?

- 1.14 The AAP has been prepared having regard to the planning policy context established at national, regional and local level. The broad policy context for the South East Region within which Eastbourne is located is established by the South East Plan. The Coalition Government has signalled its intention to abolish the **South East Plan** but at time of writing it still forms part of the development plan for Eastbourne.
- 1.15 **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 their 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 Town Centre uses and for large scale development.
- 1.16 The Local Development Framework (LDF) for Eastbourne sets the local planning policy context for the Borough. The LDF comprises a suite of documents. Of particular relevance to the Town Centre are the:
- **Local Development Scheme** which sets out the programme of preparation for the LDF, and
  - **Core Strategy** which establishes the broad spatial development strategy and key policies for the whole Borough and has been prepared in parallel with the draft AAP.
- 1.17 The proposed Core Strategy for Eastbourne was published in December 2010. It identifies a spatial vision for the Borough supported by a number of objectives and policies. Fourteen distinct neighbourhoods are identified as part the Spatial Development strategy which together cover the built up area of the town. The Vision for the Town Centre (Neighbourhood 1) states:

“The Town Centre will maximise its economic potential and attract more shoppers, workers, residents and visitors through schemes and proposals for redevelopment detailed in the Town Centre Area Action Plan.”

- 1.18 The policies and proposals set out within the AAP are consistent with the objectives and policies within the proposed Core Strategy. The proposed Core Strategy has been prepared having regard to the East Sussex Community Strategy – Pride of Place. The Core Strategy highlights that maintaining and improving the environment is a vital element in ensuring that Eastbourne has a sustainable future.
- 1.19 The AAP will replace saved policies from the Eastbourne Borough Local Plan which applies to the Town Centre area. The following saved policies from the Eastbourne Borough Plan will be superseded by the AAP:
- **Policy TC1** – Public transport interchange
  - **Policy TC3** – Public car parking
  - **Policy TC4** – Retail development adjoining the railway station
  - **Policy TC5** – Mixed use scheme at the western end of Terminus Road
  - **Policy TC6** – Town Centre shopping areas
  - **Policy TC8** – Seaside Road
  - **Policy TC7** – Areas for later opening of Class A3 uses
  - **Policy TC10** – Areas for business use
  - **Policy TC11** – St Leonard’s Road area
  - **Policy TC12** – retaining residential use
  - **Policy TC13** – residential housing allocations

## How Can You Get Involved?

- 1.20 The Proposed Submission Version of the AAP is being published in accordance with Regulation 27 of the Town and Country Planning (Local Development (England)) Regulations 2004 (as amended) to provide stakeholders and the community an opportunity to make final representations over a 9 week period before submitting the AAP to the Secretary of State. The 9 week period incorporates the statutory 6 week period required under the regulations. The period for making comments commences on 21 July and will close on 22 September. Comments can be made on any aspect of the proposed submission version of the AAP. Copies of the Proposed Submission Version of the AAP and accompanying documentation are available to view on the Council website ([www.eastbourne.gov.uk](http://www.eastbourne.gov.uk)) and at the Council Offices at 1 Grove Road, Eastbourne, East Sussex, BN21 4TW between 9.30am and 5.00pm Monday to Friday. In addition copies will be available to view at libraries within the Borough; a full list of venues and opening hours is available on the Council website. All comments received will be posted on the Council website.
- 1.21 Representations can be made electronically at [www.eastbourne.gov.uk](http://www.eastbourne.gov.uk) via the Council’s ‘Limehouse’ system. The Council is also running a number of consultation events. You can find out more about these at [www.eastbourne.gov.uk](http://www.eastbourne.gov.uk) or by contacting:

**Lisa Rawlinson**  
Principal Implementation Officer  
Eastbourne Borough Council,  
1 Grove Road, Eastbourne,  
East Sussex,  
BN21 4TW  
Tel: 01323 415250. Fax: 01323 415130  
Email: [Lisa.Rawlinson@eastbourne.gov.uk](mailto:Lisa.Rawlinson@eastbourne.gov.uk)

## What Happens Next?

- 1.22 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 in November.
- 1.23 All representations received will be considered by an Independent 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.



*Artist's impression of public realm enhancement at Grand Parade*



# 2.0 A Vision for the Town Centre

## What Will Eastbourne Town Centre Be Like In 2027?

2.1 The starting point for the AAP is a clear vision for the future of Eastbourne Town Centre which will be achieved through a series of objectives. The Vision and objectives are consistent with the proposed Core Strategy and the Community Strategy.

### VISION

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.

## Town Centre Objectives

2.2 The Eastbourne Town Centre AAP has been prepared to deliver the Vision through meeting the following twelve objectives:

1. **Economic potential:** identify and prepare a series of high quality, ambitious and deliverable proposals and policies for Eastbourne Town Centre that will enable the area to maximise its economic potential in creating a thriving and dynamic Town Centre that will play an important part in helping to build a sustainable and prosperous future for the town;
2. **Vitality and competitiveness:** enhance the vitality and viability of the Town Centre as a whole by improving Eastbourne's retail competitiveness, both in its role as a sub-regional centre in East Sussex and in respect of competing with out of town developments;
3. **Quality and Diversity:** increase the quality and diversity of the Town Centre retail offer to increase choice for all sectors of the population. To secure a mix of occupiers in the Town Centre with a mutually supporting balance between national multiple retailers through the provision of units of a sufficient size and configuration in suitable locations in order to respond to modern retailer requirements, as well as smaller independent traders;
4. **Complementary new retailers:** complement rather than compete with the existing retail offer, promoting a strategy for new mixed use development that aims to bring in new retailers, not simply relocate those already present;
5. **Independent retail offer:** strengthen the towns independent retail offer, improving its integration with the primary shopping area and the seafront and building on its authentic local distinctiveness;
6. **A mixed use centre:** increase the mix of uses within the Town Centre including leisure uses such as restaurants and cafes and specifically to encourage significant additional residential development including the provision of affordable homes and community facilities ensuring that the Town Centre is well used and safe at all times of the day and evening;

7. **Employment opportunities:** develop strategies for increasing the employment opportunities in high quality jobs in a variety of sectors in the Town Centre;
  8. **Supporting tourism and business:** ensure the regeneration of the Town Centre contributes to Eastbourne as an important tourist and business destination including opportunities for providing a range of hotel uses through retention and enhancement of existing stock and through new development;
  9. **Accessibility:** improve accessibility to and within the Town Centre and Seafront for all sectors of the population, through the provision of an integrated approach to all transport users particularly pedestrians and public transport customers;
  10. **Design and heritage:** protect the best areas and important heritage assets while delivering a high quality, contemporary urban design which will integrate and encourage greater activity in the Town Centre;
  11. **Public realm:** provide enhanced pedestrian links across the Town Centre, particularly between Sussex Gardens, the railway station, the seafront and Arts Quarter through improvements to the public realm ensuring that the qualitative experience for those who shop, work, visit and live in Eastbourne is improved through measures such as pedestrian access and security, improving the quality of public places and securing increased priority for pedestrians within the Town Centre; and
  12. **Sustainable development:** enhance the sustainable performance of development proposals coming forward within the Town Centre by utilising a balance of resource efficiency measures and improving biodiversity.
- 2.3 The objectives underpin the preparation of the AAP and policies and proposals contained within it. They will also help monitor its performance and effectiveness.



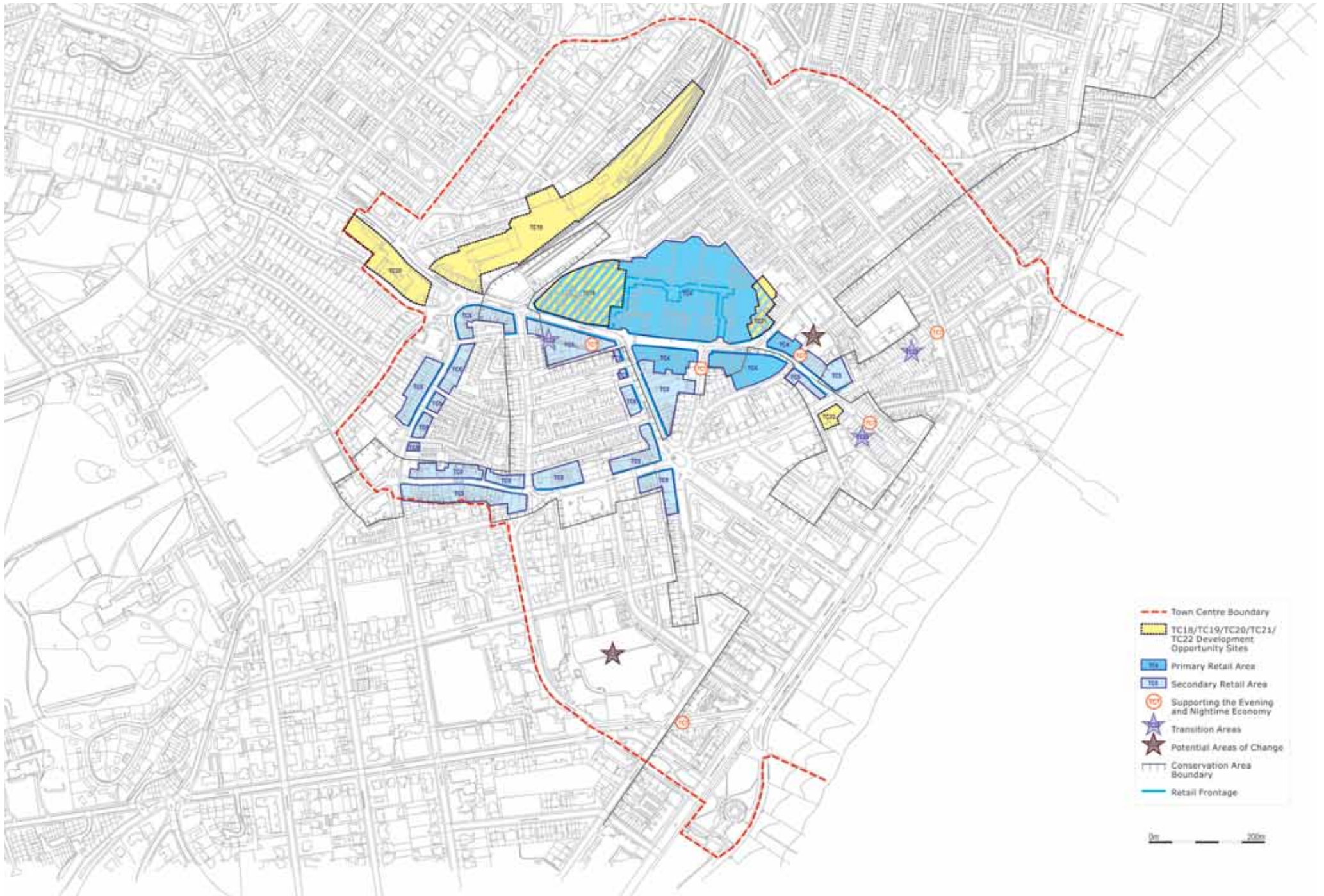
# 3.0 Development Strategy and Spatial Framework

## Approach To Development Within The Town Centre

- 3.1 The proposed Core Strategy has adopted a sustainable neighbourhood based approach to development within the Borough. The Town Centre is identified as one of fourteen neighbourhoods in the Borough. **Policy B2** of the proposed Core Strategy states that sustainable neighbourhoods will be established which will work together as an interlinked network with a focus on meeting the needs of their respective communities.
- 3.2 The Town Centre neighbourhood is at the heart of Eastbourne and is home to principal shopping, employment and tourist attractions. Development priorities will maximise the economic potential of the Town Centre attracting more shoppers, businesses, workers and residents. The AAP sets out the policies and proposals that will achieve this. The approach to development must help to deliver the Vision for the Town Centre and the accompanying objectives in particular through:

- Establishing a stronger Town Centre identity and structure by reinforcing the interrelationship between key locations including the railway station, the primary and secondary retail areas, and the Seafront, and by identifying distinct character areas and making the Town Centre a more cohesive and legible neighbourhood.
- Improving and increasing the mix of uses in the Town Centre particularly retail, employment, community, residential, leisure, recreation, cultural and tourist facilities through maximising development around key Development Opportunity Sites.
- Strengthening the pattern of existing land uses within the Town Centre, supporting existing functions, independent retailers and the resident community and proactively addressing locations where change is likely to happen during the lifetime of the AAP.
- Preserving and enhancing the character of the Town Centre by delivering development which has high architectural, urban design and environmental performance and sustainability standards.
- Making it easier and more convenient to move around and spend time in the Town Centre by identifying key public realm enhancements, opportunities for new public spaces and improving sustainable movement patterns particularly pedestrian and public transport provision.

- 3.3 Polices within the AAP aim to reinforce the approach to development providing a robust framework against which proposals can be shaped and assessed.



12 AAP Figure 1 - Eastbourne Town Centre

## Defining The Extent Of The Town Centre Boundary

- 3.4 The proposed boundary of the Town Centre defines the area within which the AAP policy framework will be applied. The boundary is shown on AAP Figure 1.
- 3.5 Options were considered relating to the extent of the boundary which included retaining the previous boundary as set out in the Eastbourne Borough Plan (2001-2011) or extending it to include sites that are appropriate for new town centre uses and incorporate key approaches, gateways and connecting streets that are important within the Town Centre movement network. Following consultation the Town Centre boundary has been extended and this is shown on AAP Figure 1.

## The Town Centre Spatial Framework

- 3.6 The role and function of the Town Centre is influenced by the way that it is perceived by users particularly those who choose to shop, live, work or visit Eastbourne. An overall structure that is attractive and enhances the ease with which the Town Centre is used is therefore an important consideration for the AAP. The provision of a comprehensive spatial framework that establishes a clear structure for the Town Centre and identifies opportunities and priorities within it is therefore proposed. The framework provides a spatial expression for the policies within the AAP and forms part of the overall approach to development within the Town Centre.
- 3.7 The spatial framework is based on an analysis of the Town Centre and aims to reinforce key structuring elements to produce a well defined and legible neighbourhood. The elements comprise:
- **Character areas and associated patterns of land use**
  - **Principal approaches and gateways**
  - **Important streets and open spaces**
- 3.8 These key components of the draft spatial framework are described on the following pages.



## Character Areas

- 3.9 Eastbourne Town Centre is already a focus for many activities. However the Town Centre currently lacks a particularly strong image and identity. One way of enhancing the overall character of the Town Centre, strengthening the range and mix of uses on offer and examining different development opportunities and priorities, is through identifying a number of distinctive quarters, or character areas, that are linked together by a network of attractive streets, promenades and public spaces.
- 3.10 Eastbourne can already be thought of in terms of a number of different quarters or 'districts', principally defined by land uses and characteristic built form. These include the Seafront; the 'Arts Quarter' (around the Congress Theatre and Towner Gallery); Little Chelsea; and the main retail area around the Arndale Centre and Sussex Gardens. Other districts can also be identified with a character based on the pattern of land uses, built form, spaces and streets.
- 3.11 Seven overlapping character areas have been identified, which are shown in [Figure 2](#):

**Arts District.** Focused on the Congress and Devonshire Theatres, The Towner, and Devonshire Park. Strong links exist to the Seafront via Wilmington Square and Carlisle Road, although pedestrian routes back towards Terminus Road via Cornfield Terrace are less well defined.

**Business District.** The area around Hyde Gardens, Lushington Road and Gildredge Road is a focus for commercial business premises. It is closely related to the Retail District and Little Chelsea and within easy reach of the railway station and public transport interchange on Terminus Road.

**Retail District.** The town's retail heart focused on Terminus Road, Sussex Gardens and the Arndale Centre is a key destination. Part of Terminus Road to the east of Langney Road, Bolton Road and Cornfield Road is also emerging as a focus for the evening economy.

**Seafront.** The Seafront is a principal location that does much to define the character of the Town Centre and of Eastbourne as a whole. The Seafront is made up of three distinct areas: the main promenades; the area of hotels and apartments focused on the Seafront and Grand Parade, Burlington Place, Devonshire Place and Hartington Place; and the area around the eastern end of Terminus Road and Seaside Road.

**Little Chelsea.** One of the oldest parts of the Town Centre Little Chelsea has a strong identity and a vibrant mix of independent retailers and businesses. Links to the main Retail District via Terminus Road must be strengthened in order to enhance its role as a key secondary retail location and enhance the overall retail offer in the Town Centre.

**Northern District.** This is a key opportunity within the Town Centre focused around the railway station, the Enterprise Centre and the principal approach towards the Town Centre from Upperton Road. It is a key point of arrival and a main gateway into the Town Centre. The district also encompasses St Leonard's Road.

**Cavendish.** A distinctive area of the Town Centre focused around a well defined grid of streets with a dense, urban character. The area has a sizable resident population together with a mix of small businesses and secondary retailers. It is also one of the more deprived parts of the Town Centre.

- 3.12 The purpose of identifying interlinked character areas is to make different places across the Town Centre more distinctive and memorable. As such the character areas draw on the existing structure of the town reflecting the prevailing mix of land uses, urban form and structure, and identity that already exists in key locations across the Town Centre.
- 3.13 The identified character areas have been supported through the consultation on Issues and Options.

### Policy TC1 Character Areas

The structure of the Town Centre will be defined through seven interlinked character areas each with a distinctive role and identity to harness and promote Eastbourne's variety and character. A complementary mix of uses will improve and strengthen the character areas contributing towards maintaining a robust mix of uses across the Town Centre.

## Approaches, Gateways, Streets And Spaces

3.14 **Key approaches** are the main streets that lead into the Town Centre. They must be designed to be attractive and convenient for everyone to use linking the Town Centre with adjoining neighbourhoods through, for example, the provision of safe surface level pedestrian and cycle crossings and the provision of improved signage. There are four key approaches into the Town Centre which are shown in [Figure 2](#):

- **Seaside and Marine Parade** providing a key point of access into the Town Centre from the north
- **Upperton Road** giving access into Terminus Road
- **Upper Avenue** giving access across the railway line and connecting into The Avenue and Cavendish Place
- **King Edward's Parade** giving access from the south

3.15 **Gateways** are located on the approaches to the Town Centre and mark the entrance points into the defined Town Centre area. There are five key gateways into Eastbourne which are shown in [Figure 2](#):

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

3.16 Gateways must positively announce arrival into Eastbourne and create a welcoming first impression of the Town Centre through the design of the public realm and the character of the surrounding built form. Gateway spaces will be characterised by a consistent approach to the detailing of the public realm, and a strong built form that defines and fronts the gateway. A landmark building or piece of public art may also help distinguish a gateway space within the wider structure of the town.

3.17 At the boundaries between different character areas and at the junctions between different routes important places occur which must be enhanced to reinforce the role and character of the Town Centre and locations within it.

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

3.19 They will include the **town's streets, walks and public squares** which must be carefully managed to ensure ease of mobility for everyone maximising accessibility around the Town Centre. Collectively approaches, gateways, streets, squares and spaces make up the Town Centre's primary public realm.

3.20 A number of key streets and spaces have been identified through analysis and as part of the consultation process on Issues and Options and are shown in [Figure 2](#):



**Terminus Road corridor.** This is a principal street giving access from the railway station to the Seafront.



**Grove Road and South Street.** These streets are a focus for secondary and independent retail activity within 'Little Chelsea' and contribute significantly to the character of the Town Centre.



**Seaside Road.** Although Seaside Road has been subject to recent investment it is an area of transition in terms of the mix of uses that are supported there and its proximity to both the primary retail core and Seafront areas of the Town Centre.





**Susans Road** provides an important linkage into the Town Centre and gives access to the Arndale Centre car park. As such it is one of the main streets that many visitors to the Town Centre first experience.



**Pevensey Road and Lismore Road.** Both streets are important in terms of their role within the wider movement network in the Town Centre. It will be important to ensure that there is a balance between pedestrian and vehicular movement through enhancements to the public realm including crossing points and pavements.



**Gildredge Road.** Provides an important connection between South Street and the railway station. Currently one way operation.



**Cornfield Terrace and Cornfield Road.** These are key streets within the wider Town Centre movement network particularly for public transport and pedestrians. They provide access between the Retail District, the Arts District and the Seafront.



**Open spaces at Hyde Gardens and the Memorial Roundabout** to improve their environmental quality, make the spaces more useable and improve pedestrian crossing facilities.



**Open spaces at Wilmington Gardens** between King Edwards Parade and the Congress Theatre to enhance environmental quality, provide an enhanced setting for an important Post War listed building and The Towner, and improve the pedestrian environment at a gateway location particularly across to the Wish Tower.

## Policy TC2 Town Centre Structure

A legible Town Centre structure will be supported by strengthening the following key approaches, gateways, streets and public spaces:

- Seaside and Marine Parade approach
- Upperton Road approach
- Upper Avenue approach
- King Edward's Parade approach
- Gateway at the junction of King Edward's Parade and Wilmington Square adjoining the Wish Tower.
- Gateway at the junction of Marine Parade, Queen's Garden's and Cavendish Place.
- Gateway at the junction of Upperton Road and The Avenue.
- Gateway at the Upper Avenue roundabout.
- Gateway at the railway station and the Terminus Road public transport interchange.
- Terminus Road corridor
- Grove Road and South Street.
- Seaside Road
- Susans Road
- Pevensey Road and Lismore Road.
- Gildredge Road.
- Cornfield Terrace and Cornfield Road.
- Open space at Hyde Gardens
- Open space at Memorial Roundabout
- Open spaces at Wilmington Gardens and the Wish Tower

This will be achieved by prioritising investment and public realm enhancements. New streets and open spaces will be established as part of key Development Opportunities coming forward within the Town Centre.



COFFEE  
REPUBLIC

UC  
Café  
Free  
corners  
m - 7pm

Small dog sitting on the ground.

# 4.0 Town Centre Policies

## Theme 1: Supporting A Mix Of Uses

4.1 This section of the AAP sets out policies and proposals that relate to the Town Centre. They will be used to shape the regeneration of the Town Centre, inform strategies and assess development proposals as they come forward. The policies must also be considered in conjunction with policies within the Core Strategy and other Development Plan Documents (DPDs) in particular the Development Management DPD and the Infrastructure Delivery Plan (IDP).

4.2 Policies are grouped around four themes:

- Supporting a mix of uses which includes retail development, living and working in the Town Centre, and enjoying the Town Centre.
- Town Centre identity which sets out policies for achieving appropriate high quality development standards for buildings in the Town Centre.
- Town Centre public realm which considers design quality and public realm priorities.
- Accessing the Town Centre which sets out policies concerning arriving at and moving around the Town Centre.

4.3 The Town Centre is an important neighbourhood within Eastbourne and the natural focus for a range of different activities. However, unlike many neighbourhoods which are primarily residential areas the Town Centre performs an additional function and is used by larger numbers of people who do not necessarily live there. It is a key economic driver for the town supporting a range of different employment activities. As such it is therefore vital for the AAP to support an appropriate and diverse mix of uses that will contribute to the overall vitality and economic viability of the Town Centre.

4.4 Supporting a mix of uses in the Town Centre has a number of benefits. New homes within the Town Centre for example will provide a local resident population that can help support existing services and facilities. Provision for a greater mix of uses enhances the range of employment opportunities on offer. The creation of a complementary range of land uses will make the Town Centre a vital and attractive place to spend time.



*High quality mixed use development with apartments above retail*

4.5 In addition, the introduction of a wider mix of uses can help to informally 'police' the Town Centre during the evenings and periods when shops and other businesses are closed. It can encourage a broader range of people, including families and people from all age groups and backgrounds, to make use of the Town Centre at different times. Increasing the actual and perceived surveillance of the central area can play a role in crime prevention and reducing the fear of crime, encouraging a greater proportion of the town's population to spend time there. This must be supported through design measures such as ensuring that all streets and open spaces are fronted by development that supports an active mix of uses.

4.6 The Town Centre must offer a broad range of facilities to all potential users including families, children, young people and the elderly. This could include cafés, restaurants and other facilities that appeal to a broad range of people. Everyone should feel safe and welcome at all times of the day and evening. Mixed use development should not concentrate exclusively on bars, pubs and shops, but also provide other leisure, cultural and tourism opportunities that can be enjoyed by everyone. Consideration must be given to broadening the mix of uses when new development proposals come forward in the Town Centre. Proposals for bars, pubs and other premises where alcohol is likely to be served will be carefully assessed having regard to policies within the AAP but also the Council's Statement of Licensing Policy, including the Cumulative Impact Policy, in order to minimise the potential for noise, disturbance and anti-social behaviour in the Town Centre. Policies relating to general issues of noise, amenity protection and air quality, particularly in relation to residential development, will also be dealt as part of the Development Management DPD which will replace saved policies from the Borough Local Plan.

- 4.7 These opportunities would complement the existing leisure, tourism and cultural facilities within the Town Centre particularly those focused around the Seafront and Devonshire Park including the Congress Theatre, Winter Gardens, and The Towner. In addition a mix of small studio, workshop, gallery spaces and complementary retail, together with a arts focused signage and way-finding strategy, could also help support the cultural identity of the Town Centre, capitalising on the success of the Towner and existing small galleries and workshops in South Street and Cornfield Terrace.
- 4.8 In order to maintain a range of different uses in the Town Centre, including retail development, employment, housing, leisure and community facilities the AAP sets out policies that will protect, support and encourage mixed use development. In addition the AAP allocates a number of Development Opportunity Sites where a range of key land uses have been identified as being appropriate.

#### **Policy TC3 Mixed Use Development**

A mix of uses will be supported throughout the Town Centre including Development Opportunity Sites and redevelopment proposals. Priority will be given to retail uses, leisure and cultural uses, employment generating uses particularly office development (class B1(a), residential, supporting community uses, and evening and night time economy uses including cafes, restaurants and bars.

Mixed use developments and mixed uses within individual buildings will be encouraged (for example ground floors accommodating a different use to upper floors) in order to add to the vitality of the Town Centre, provide active frontages addressing streets and open spaces, and increase opportunities for surveillance at different times of the day and night to enhance the safety of the Town Centre.

Within mixed use developments care must be taken to minimise noise and disturbance between different uses through layout, design and the siting of potentially noise generating plant such as mechanical ventilation and extraction equipment.



*Vibrant mixed-use environment*

## Retail Development In The Town Centre

- 4.9 There is a clear desire to ensure that Eastbourne retains and strengthens its retail offer and consolidates and enhances its position as a shopping destination so that it can compete effectively with other nearby shopping destinations including Brighton and Hove and Royal Tunbridge Wells. This is reflected in **Policy D4** of the Core Strategy. The retail offer in Eastbourne is characterised by a mix of larger national multiple retailers and smaller independent and specialist retailers. The primary retail core of the Town Centre is currently focussed around the Arndale Centre, Sussex Gardens and Terminus Road. There are also important areas of secondary, specialist and independent shops on Grove Road, South Street and Cornfield Road. In addition there are significant opportunities for expanding retail offer in the Town Centre, particularly around the Arndale Centre and the railway station.
- 4.10 The balance between primary and secondary retail and the attractiveness of linkages between them, make a strong contribution to the overall vitality and viability of the Town Centre as a whole. The potential for enhancing the existing retail offer and improving linkages and accessibility across the Town Centre are key issues for the AAP.
- 4.11 An assessment of retailing in the Borough (The Eastbourne Shopping Assessment May 2010) identifies the need to bring forward the regeneration of the Town Centre, to strengthen its position as the principal retail centre in the Borough and enhance retail offer. The Council is committed to the regeneration of the Town Centre and the draft AAP is a means of identifying how the overall retail strategy for the Town Centre should be taken forward. This will be achieved through positively managing demand for floor space by:
- **Reviewing boundaries** of the existing primary and secondary retail areas to ensure that they provide a focused, attractive and legible retail environment; and

- **Identifying opportunities** for new retail floor space. These are set out elsewhere in the AAP as part of the Development Opportunity Sites in Section 5.
- 4.12 Within the primary retail core retailing will continue to be the predominant land use. A limited number of other specific non-retail uses, such as banks, building societies, (class A2) cafes and restaurants (class A3) will also be allowed within the primary retail core as long as they contribute to the vitality and viability of the Town Centre i.e. encourage activity at different times of the day and add to the overall variety of the primary retail core. An active ground floor window display and frontage will be required for any non-retail uses in order that they contribute to street activity and provide opportunities for people to overlook the public realm.
- 4.13 Other non-retail uses will not be permitted within the primary retail core at ground floor level. They are likely to cause harm to the vitality and viability of the primary retail core through diluting to an unacceptable extent the character and identity of the area as a focus for retail activity and introducing inactive and blank frontages particularly at ground floor level addressing the street.
- 4.14 In calculating percentages for the purposes of applying **Policy TC4** the Council will measure in metres the overall primary retail frontage sections as set out in the policy and defined on AAP Figure 1.

### Policy TC4 Primary Retail Area

The primary retail core will be maintained and enhanced as the principal retail area in the Town Centre. The following are defined as primary retail frontages and are shown on AAP Figure 1:

- The Arndale Centre
- 11 to 155 Terminus Road
- 96 to 170 Terminus Road
- 1 to 3 Langney Road
- 2 to 4 Langney Road

Non-retail uses (class A2 and A3) will only be permitted at ground floor level within the primary retail frontages where:

- it would result in no more than 10% of the overall retail frontage in the Arndale Centre or 25% of any one side of the street elsewhere in the primary retail core being in non-retail use;
- no more than three consecutive shop units are in non-retail use; and
- a ground floor shop front window is retained.

Additional non-retail uses will not be permitted within the Primary Retail Area. Public realm enhancements will be brought forward in order to improve the quality of pedestrian linkages between the primary retail core and secondary retail areas.

- 4.15 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. It is important to protect these smaller retailers and the contribution they make in enlivening the retail mix and character of the Town Centre particularly the areas around South Street and Grove Road (Little Chelsea) and the area around Cornfield Road and Cornfield Terrace.
- 4.16 A greater degree of flexibility will be applied to allowing non-retail uses including banks, building societies (class A2), cafes and restaurants (class A3), pubs and bars (class A4) and small commercial office space (class B1 (a) office). It will still be important to ensure the overall vitality and viability of these areas is not diminished. An active ground floor window display and frontage will be required for any non-retail uses in order that they contribute to street activity and provide opportunities for people to overlook the public realm.
- 4.17 Additional A5 hot food takeaway uses in the secondary retail areas will be resisted by the Council. Through problems associated with noise, smell and disturbance such uses can be difficult to accommodate within a mixed use environment, particularly where residential dwellings are located.
- 4.18 In calculating percentages for the purposes of applying **Policy TC5** the Council will measure in metres the secondary retail frontage sections as set out within the policy and defined on AAP Figure 1.

### Policy TC5 Secondary Retail Areas

Secondary retail areas make an important contribution to the diversity of retailing in the Town Centre and will be maintained and enhanced. The following are defined as secondary retail frontages and are shown on AAP Figure 1

- 2 to 66 Grove Road
- 25 to 57 Grove Road
- 3 to 89 South Street
- Public House at Corner of South Street and Grange Road to 56 South Street
- 99 to 121 South Street
- 106 to 114 South Street
- 7 to 45 Cornfield Road
- 2 to 44 Cornfield Road
- 17 to 28 Cornfield Terrace
- 2 to 94 Terminus Road
- 1a to 3b Gildredge Road including 1a and 1b Ivy Terrace
- 157 to 187 Terminus Road
- 172 to 200 Terminus Road

In order to maintain and enhance secondary retail areas the comprehensive redevelopment or the amalgamation of individual shops within the secondary retail frontages will be resisted unless it can be demonstrated this contributes to the overall vitality and viability of the Town Centre.

Non-retail uses (class A2, A3, A4, B1(a) office) will only be permitted at ground floor level where:

- it would result in no more than 35% of the overall retail frontage in any one side of the street or block being in non-retail use;
- no more than three consecutive shops are in non-retail use; and
- a ground floor shop front window is retained.

Applications for new A5 hot food takeaways will not be permitted in the secondary retail areas. This would be detrimental to other uses in the area, particularly residential, by way of noise, smell and disturbance.

Public realm enhancements will be brought forward in order to improve pedestrian linkages between the primary retail core and secondary retail areas.

## Living And Working In The Town Centre

- 4.19 The Town Centre already supports a significant resident population. There is considerable benefit in attracting more people to live within the Town Centre. It is both socially and economically sustainable. Increasing the population of the Town Centre also benefits local business and employers. It also enhances the viability of public transport in the Town Centre through introducing a larger potential customer base as well as reducing the potential need for people to make journeys by car because of the availability and proximity of a range of services.
- 4.20 The Core Strategy identifies the Town Centre as a sustainable location for increasing household growth. The Core Strategy anticipates 962 dwellings being provided in the Town Centre within the period up to 2027 of which 436 will need to come forward through small scale development (less than 20 units), typically through infill, conversion of existing buildings which are not currently in residential use and adaptation of large dwellings into more than one unit and through providing new homes as a component of mixed use development on the Development Opportunity Sites.
- 4.21 It is likely that residential development in these sustainable locations will be built at higher densities in order to maximise the use of brownfield land. This is supported by **Policy B1** of the Core Strategy. Housing must be delivered in a form that makes effective use of available land, adds to the quality and character of Eastbourne Town Centre's distinctive townscape and meets identified housing need. A consequence of maximising the development potential of Town Centre sites could mean that taller buildings are introduced. These will need to be carefully designed where required in accordance with the requirements of **Policy TC10**.
- 4.22 A range of community facilities will also need to be provided to meet the needs of the Town Centre community. It is anticipated that this will include additional provision for Early Years Childcare (for 3-4 year olds); primary school places; and GP surgeries. A number of the Development Opportunity Sites allow for community provision within the range of acceptable uses. Where supporting community uses cannot be provided on-site contributions will be sought for off-site provision within or close to the Town Centre. This will be in accordance with Policy D7 of the Core Strategy and the Council's Infrastructure Delivery Plan.
- 4.23 Affordable housing provision will be sought in line with **Policy D5** of the Core Strategy. An appropriate range of affordable housing will be provided within the Town Centre to meet the needs of the community including a range of tenures and accommodation types.
- 4.24 The provision of outdoor amenity space for the use of residents within the Town Centre will be an important design objective for new development. Eastbourne Town Centre has a relatively limited number of public open spaces and it will therefore be important for residents to have access to either a shared communal space or a private space in the form of balcony or roof terrace. Balconies should be useable spaces able to accommodate as a minimum sitting out space for residents and shall be an integral component of the overall design character of the building. They should be designed to allow for a degree of privacy while screening any items that may be stored on the balcony from longer distance views. Roof terraces should be designed so that they are accessible, useable and do not cause problems of overlooking and privacy. Where roof areas are not used for terraces they should be designed to enhance biodiversity in the Town Centre through the incorporation of habitat creation through green roofs for example.
- 4.25 The Town Centre supports a range of leisure and evening/ night time economy uses which contribute significantly to its vitality and viability. Within a busy, mixed use environment care must be taken in the design and layout of new development to avoid undue noise. This means the careful design and location of livelier uses, such as cafes, bars and restaurants, relative to the places where greater numbers of people will live, thereby reducing the likelihood of excessive disturbance and future problems. This is particularly important in the Development Opportunity Sites where more comprehensive proposals will be brought forward. Policies relating to general issues of noise, amenity protection and air quality, particularly in relation to residential development, will also be dealt as part of the Development Management DPD which will replace saved policies from the Borough Local Plan.



Cafe space in Bolton Road

### Policy TC6 Residential Development in the Town Centre

Proposals for new residential development in the Town Centre must demonstrate how the following design issues have been addressed:

- Protecting the amenity of residential occupiers by minimising potential conflicts between different land uses including noise disturbance, smell and vibration through the design and siting of servicing areas, ventilation and mechanical extraction, and external light sources.
- Provision of a mix of different dwellings to include one, two and three bedroom units to suit the needs of a range of different occupiers.
- Provision of outdoor amenity space in the form of a shared communal garden, usable private balcony or roof terrace that forms an integral part of the design of the building.
- Provision of adequate bin and recycling storage that is screened from publically accessible locations including adjoining streets, parking facilities and open space.

Residential development in the Town Centre will contribute towards the provision of 30% affordable housing in accordance with **Policy D5** of the Core Strategy and community, sport and health facilities in accordance with **Policy D7** of the Core Strategy.

- 4.26 As well as being an important place to live the Town Centre provides a wide range of employment opportunities. Through supporting and planning for a range of different employment generating uses the Council aims to increase economic prosperity and job growth in accordance with **Policy D2** of the Core Strategy.
- 4.27 Providing opportunities for new employment generating uses such as B1(a) office space and retail development within the Town Centre is a key aim of the AAP. In particular the AAP supports mixed use development within the Town Centre generally and specifically requires a mix of uses to be provided on the key Town Centre Development Opportunity Sites.
- 4.28 In addition the Council will continue to protect employment uses within the Town Centre, including the St Leonard's Road area, in order to enhance the diversity and mix of particularly office accommodation. Proposals for redevelopment or change of use of buildings within this area will be required to retain an office use unless it can be demonstrated that this would make proposals unviable. Proposals will be assessed against the requirements of **Policy D2** of the Core Strategy.

## Enjoying The Town Centre

- 4.29 As part of the provision of a mix of uses in the Town Centre it is important to address leisure, tourism and cultural activities. Not only do these add to the vitality and vibrancy of activities going on throughout the day and into the evening but they also support the economic prosperity of Eastbourne particularly the tourism industry. Policies within the AAP are grouped around three areas that relate to the enjoyment of the Town Centre:
- The evening and night-time economy;
  - Culture and the arts; and
  - Tourism



*Enjoying the sunshine in Sussex Gardens*



## Evening And Night-Time Economy

- 4.30 The evening and night-time economy comprises restaurants, bars, pubs, clubs, music, performance and entertainment venues (including theatres and cinemas) which bring life and vitality into the Town Centre during the evening and into the night.
- 4.31 At present there are a number of attractions in the Town Centre that help to support the evening and night time economy. These are largely focused around the eastern part of Terminus Road towards the Seafront, and along Seaside Road. The Devonshire Park, Congress, Winter Gardens and Royal Hippodrome Theatres also make a strong contribution.
- 4.32 It is important for the AAP to consider ways in which the evening and night time economy can be strengthened in particular extending its appeal to a broad range of customers to include a mix of restaurants, including family friendly restaurants, cafés as well as some new bars. A mixed and inclusive evening and night-time economy will be promoted within broadly identified areas in order to minimise conflicts between other uses within the Town Centre, particularly residential development. These areas are shown on AAP Figure 1 and include:
- Evening and Night-time Economy Area 1. The eastern half of Terminus Road from Pevensey Road to the Seafront, including the areas of Bolton Road and Langney Road where they adjoin Terminus Road (an identified Area of Potential Change), and Seaside Road including the Royal Hippodrome which is identified as a Transition Area (see Section 5 of the AAP).
  - Evening and Night-time Economy Area 2. The area around Station Street and Mark Lane as an emerging location within the Town Centre contributing to the diversity of the evening and night time economy. This is also identified as a Transition Area.
  - Evening and Night-time Economy Area 3. The area around the Devonshire and Congress Theatres including Carlisle Road supporting the role and function of the town's emerging Arts District.

- 4.33 Within these areas later opening hours will also be considered subject to licensing arrangements. The cumulative impact of proposals will also need to be carefully considered in order to minimise the potential for noise and disturbance. Regard will be had to the Council's Statement of Licensing Policy including the Cumulative Impact Policy. Policies relating to general issues of noise, amenity protection and air quality, particularly in relation to residential development, will also be considered as part of the Development Management DPD which will replace saved policies from the Borough Local Plan.

### Policy TC7 Supporting the Evening and Night-time Economy

Within the Town Centre the evening and night-time economy will be supported in order to promote Eastbourne as a broad and inclusive destination and to contribute to the vitality and viability of the Town Centre.

The evening and night-time economy will be focused around key locations as defined on AAP Figure 1 in order to minimise the potential for conflict between other town centre uses particularly in terms of noise and disturbance and help support the emerging Arts District and identified Transition Areas.

The cumulative impact of proposals will also be carefully considered in order to minimise the potential for noise, nuisance and disturbance.

## Tourism, Culture And The Arts

- 4.34 Tourism, culture and the arts make a significant contribution to the vitality and viability of the Town Centre and are key components of the economic prosperity of Eastbourne. The Core Strategy recognises the importance of culture and leisure not only to the economic prosperity of Eastbourne but also the quality of people's lives. The Council will seek to enhance cultural and leisure provision around key locations:
- The **Arts District** focused on the Towner and the Congress and Devonshire Theatres;
  - **The Seafront** which will be subject to its own Area Action Plan, and includes key attractions such as the Pier, bandstand and Wish Tower; and
  - **Seaside Road** particularly enhancing the appeal of the Royal Hippodrome.
- 4.35 **Policy D3** of the Core Strategy affords protection to existing visitor accommodation and supports the provision of new entertainment, cultural and sporting facilities within the Borough. Investment is ongoing within the town building on the notable success of the Towner and the widening of the town's offer to encompass events such as 'Eastbourne Extreme', an annual extreme sports festival.
- 4.36 Given the significance of Eastbourne as a destination and the importance of the tourism sector the AAP establishes a robust policy framework for the regeneration of the Town Centre including:
- **enhancing** the mix of uses within the Town Centre;
  - **improving** the way people access and move around the Town Centre; and
  - **identifying** key public realm priorities including an arts trail.
- 4.37 This will further add to the appeal of the town as a popular visitor and holiday destination enriching the diversity of the tourism, leisure and cultural offer.



Artist's impression of the Arts Trail

## Arts Trail

- 4.38 The involvement of artists from the outset of the design of any proposal, particularly in the creation of both place and space, can transform the identity and quality of that design, engage the community and support the creative industries within the Town Centre. The creative industries, which include the arts, design, built environment and research and development for example, have a valuable economic role to play within Eastbourne and represent one of the UK's growth sectors.
- 4.39 The Towner has received critical acclaim and has made a positive contribution to the image of Eastbourne. In order to capitalise on this success it may be appropriate to consider ways in which the gallery can stimulate a wider arts community in Eastbourne.
- 4.40 There are already a number of small independent gallery spaces and crafts people represented within the Town Centre. By establishing enhanced connectivity through the creation of an Arts Trail that links the main retail core and the railway station to the Arts District and the Seafront the profile of the arts community can be raised. It will also contribute towards enhancing the legibility and accessibility of the Town Centre.
- 4.41 The commissioning of an Arts Trail would provide opportunities for local artists and other creative practitioners to become involved in creating distinct spaces that develop links between cultural venues, exemplify and help interpret the cultural heritage of the Borough and add to the sense of place, promoting Eastbourne as a destination. In addition, the Arts Trail can also be used to interpret the heritage of Eastbourne particularly key streets, open spaces and notable buildings including the Town Hall, Memorial Roundabout, Devonshire Park Theatre, Winter Gardens and the Wish Tower.
- 4.42 Key areas for consideration are linkages with the railway station and the Seafront along Grove Road, South Street, Wilmington Square and Cornfield Terrace. This will be part of the wider network of routes across the Town Centre to generate a public realm that encourages people to walk and enjoy the built environment, cultural heritage and visitor offer in a way that is safe, clearly understood and signposted through use of lighting, materials, street furniture and signage.
- 4.43 The introduction of public art into the public realm can help to give Eastbourne additional character and identity as well as providing local landmarks to improve legibility. This can be achieved through relatively modest outlay when compared with the overall cost of public realm enhancements. Gateway locations within the Town Centre, public spaces, as well as Seafront would all provide good locations for major new works.
- 4.44 Public art nearly always attracts the attention of the local community and can provide a talking point, raising interest in and the profile of the area. It can also be a good way of engaging people through, for example, the selection process, and through collaboration between artists, community groups, or school children for example.

### Policy TC8 Arts Trail

The Council will commission an 'arts trail' across the Town Centre linking together key arts, heritage and cultural venues, the railway station and the Seafront. The trail will run along Grove Road, South Street, Cornfield Terrace to Wilmington Gardens and The Wish Tower.



*Pavement detailing*

## Theme 2: Town Centre Identity

4.45 The Town Centre provides the civic, commercial, cultural and tourism focus for Eastbourne and, as such, must benefit from a clear identity supported by an appropriate, high quality built form. Many of the buildings within the Town Centre are attractive, well detailed and contribute to the considerable identity of Eastbourne. Notable examples include the railway station, the Town Hall, the grand stucco hotels overlooking the Seafront including the Cavendish and Burlington, the Victorian Pier, Art Deco bandstand, the Devonshire Park Theatre and Winter Gardens, Holy Trinity Church, the Towner, and the Congress Theatre which is a notable Post-War listing. Many key buildings are listed with significant parts of the Town Centre located within conservation areas the boundaries of which are shown on AAP Figure 1.

4.46 It will be important for the AAP to recognise and afford protection to notable buildings and areas of townscape value. In addition the AAP must provide a robust framework for new development to come forward ensuring that it achieves high standards of architectural expression, urban design and resource efficiency. New development must contribute to the mixed use character of the Town Centre, able to accommodate different uses over time through adopting flexible and robust forms.

4.47 In order for the Town Centre to be safer and more legible development proposals must ensure that buildings have clearly distinguished public 'frontages' overlooking the street, and a 'back' which is more private where servicing and storage requirements can be located away from public view. Within the relatively constrained sites that are available in the Town Centre taller and landmark buildings may also be appropriate design responses, particularly accommodating residential, commercial and tourist accommodation. Again this can contribute to making the Town Centre more legible particularly where landmark buildings are located adjacent to important places such as gateways.

4.48 The AAP addresses all those design issues that are relevant to the Town Centre. In particular:

- Strategic design objectives and development quality
- Key building elevations
- Landmarks, building heights and tall buildings
- Accommodating servicing access
- Historic environment and Town Centre heritage
- Sustainable design

4.49 Borough wide design issues and general design policies will be addressed within the Development Management DPD which will be prepared by the Council. **Policy D1** of the Core Strategy sets the strategic design approach to development, particularly sustainable development, in Eastbourne. **Policy D10** of the Core Strategy relates to protecting the historic environment. Both must be considered in conjunction with the AAP.



*The pier and bandstand*



*Town Hall - a distinctive landmark*

## Town Centre Design Objectives And Development Quality

4.50 Seven strategic built form Design Objectives will inform the design and layout of development proposals in the Town Centre. By setting out clear, high level design principles to address the quality of built form proposals that come forward within the Town Centre, the AAP will provide a clear policy direction to inform and guide development schemes.

**Principle 1:** Promote a strong built form of the highest architectural, urban design and sustainable design standards. This will include innovative design solutions as well as protecting the best of existing built form and heritage assets within the Town Centre.

**Principle 2:** Ensure streets and spaces are well-connected, attractive and safe. Development proposals must link into the existing network of streets and spaces in the Town Centre and establish new routes that are attractive to use and legible. Development proposals must front onto streets and spaces providing opportunities for passive surveillance of the public realm.



*The Towner represents high standards of design quality*

**Principle 3:** Encourage a mix of uses. Development proposals must support a vibrant and sustainable mix of uses ensuring flexible, high quality design that can be modified over time as necessary. This ensures that proposals are robust, long lasting and capable of adaptation from one use to another.

**Principle 4:** Use quality robust, materials and simple detailing. The identity of the Town Centre is in part defined by the quality and palette of materials used in construction. This includes painted stucco, stone detailing, local stock brick and decorative tile hanging. New development should reference these materials through use of colour and texture whilst incorporating more contemporary materials where appropriate. Consideration should also be given to local sourced materials and the reuse of existing materials where demolition is proposed.

**Principle 5:** Accommodate service access, cars and bicycles in a visually acceptable way. Functional requirements of development proposals must be carefully considered so as to have minimal visual impact.

**Principle 6:** Proactively manage and maintain the Town Centre. Proposals must be capable of easy maintenance incorporating, for example, space for bins, recycling facilities and storage areas securely out of sight.

**Principle 7:** Achieve high sustainable design standards addressing climate change and flood risk. Proposals should be able to demonstrate how resource minimisation will be achieved through the lifetime of the building.

### Policy TC9 Development Quality

All development proposals within the Town Centre will be assessed against the following criteria in order to achieve the highest architectural and design standards:

Development proposals must demonstrate how the Town Centre Design Objectives have been addressed as part of the design, layout, function and appearance of the scheme.

Development proposals must build on and respect the pattern of streets and spaces in the Town Centre with buildings fronting the public realm to provide continuity and enclosure and enhance legibility.

Development proposals must be contextually sensitive responding to distinctive townscape and streetscape features, buildings, structures and landscape planting and making references to the design vernacular and heritage assets found in the Town Centre through built form, use of materials and detailing.

Development proposals must respect the prevailing scale, form, plot size, block structure and urban grain of the vicinity ensuring that the integrity and setting of key historic buildings and areas of historic townscape value are respected. Pastiche of traditional built forms will rarely be considered as an acceptable design response in the Town Centre.

## Key Building Frontages And Elevations

- 4.51 Much of the commercial, residential, retail or civic development in the Town Centre presents an identifiable and welcoming frontage to the street normally as part of the principal building elevation. Elevations have three main components:

The **bottom** of the building should meet the ground and enliven adjoining streets and spaces through the positioning of doors and windows and the formation of an active frontage. This section of the elevation is most visible to users of the public realm and requires the most attention to detail.



*Different uses and building elements clearly expressed*

The **middle** section of the building up to the eaves should give clues to the activities within. This can be achieved through the design and detailing of fenestration and, for example, use of balconies and upper floor terraces in residential buildings which provide opportunities for the street to be overlooked increasing passive surveillance and safety.

The **top** of the building comprising the roofscape that can include features such as towers, chimney stacks and dormer windows. Plant and machinery, including telecommunications equipment, solar panels and wind turbines will need to be carefully considered to minimise their visual impact.

- 4.52 This establishes a familiar pattern of development, one that encourages surveillance of the public realm and gives character and identity to the Town Centre. By contrast bland, featureless elevations and in particular blank ground floor frontages create monotonous, characterless and potentially hostile environments, “no go” places with reduced legibility.
- 4.53 Particular attention must be paid to all building elevations that are visible from the public realm within the Town Centre, particularly where buildings turn a corner and address two spaces or streets. This helps to:
- define the public realm in a positive way;
  - improve the legibility of the Town Centre;
  - ensure that there is a clear distinction between the public front and the more private rear of a building; and
  - establish a positive interface between the activities within a building and the public realm outside.

- 4.54 Within the primary and secondary retail areas of the Town Centre a requirement for the provision of shop frontages and window displays is covered by **Policy TC4** and **TC5**. The design of associated signage and fascia panels must be accommodated within the overall design of the shop frontage. Policies relating to signage will be dealt as part of the Development Management DPD which will replace saved policies from the Borough Local Plan.

- 4.55 By establishing frontages that are both animated and active the character of the Town Centre is enhanced (active frontages feature a high frequency of doors and windows and include shop windows, cafes, and restaurants, entrances to commercial premises, balconies and the front doors to residential accommodation). Actual and perceived surveillance of the Town Centre is increased and opportunities for anti-social behaviour are reduced.

### Policy TC10 Building Frontages and Elevations

Within the Town Centre, key building elevations must be designed so there is a clear and identifiable ‘bottom’, ‘middle’ and ‘top’, adding visual interest. The ground floor of the elevation must incorporate active frontages addressing adjoining areas of public realm.

Ventilation arrangements, air conditioning, lighting, servicing and any telecommunications equipment must be carefully designed and integrated into the overall structure of the building and should be masked from public view points.

Opportunities for incorporating green and brown ‘living roofs’ onto buildings, photo voltaic cells, solar water heaters and wind turbines should be considered to enhance the environmental performance of development within Eastbourne Town Centre where this can be achieved in a visually acceptable way. Proposals should be informed by the Council’s Energy Opportunities Plan to determine which sustainable technologies are best suited to Town Centre locations.

## Building Heights, Landmarks, And Tall Buildings

- 4.56 Development in the Town Centre is generally within a range of 3 to 5 storeys in height. Important places, such as Terminus Road and the Seafront, are marked out as key locations within the town with streets generally fronted by buildings of up to 4 or 5 storeys in height. Other locations, such as around the Cavendish district, are more domestic in scale with the majority of buildings only reaching up to 3 storeys in height. Here a significant part of the character of the area is derived through the consistency of the height of buildings.
- 4.57 Landmark buildings can help signal important locations in the Town Centre, such as the corners of junctions between main streets, or key public spaces, and they emphasise the role or status that a particular building has within the town. Landmark buildings are those of special architectural quality and character, those that have distinctive and memorable features (clocks, statues, friezes etc.) or house special and unique uses such as civic or cultural uses. The Town Hall, the railway station, The Pier, The Wish Tower and the Towner are all important landmarks in the Town Centre.
- 4.58 The pattern of different building heights and the location of landmarks play a significant role in helping people to understand the Town Centre, making it easier to locate important places, and making the town legible. New development proposals must reinforce this pattern, adding to the character, identity and legibility of the Town Centre as a whole.
- 4.59 Landmark buildings can also be tall buildings. There are currently very few tall buildings in Eastbourne. Those that exist are either the spires or towers associated with Eastbourne's churches and the Town Hall. Others may be considered as very much 'of their time': these include the Arndale Centre for example, office buildings on St Leonard's Road, the Eastbourne Centre on the Seafront, and, most controversially, South Cliff Tower which is located outside the boundaries of the Town Centre but is still visible from many locations within it. It is the tallest building in Eastbourne, set on high ground in a prominent location and rising to 18 storeys. In comparison the Eastbourne Centre is 9 storeys in height and the taller office buildings in St Leonard's Road are 8 storeys in height.
- 4.60 Exceptionally, and in order to accommodate key development requirements, taller 'landmark' buildings may be an appropriate design response within the Town Centre but only in specific locations and where they meet high standards of architectural and urban design. This could include residential development, hotels, offices or leisure uses for example, potentially at Development Opportunity Site Two close to the railway station in the Town Centre. As a gateway location with good access to public transport provision, close to the primary retail core, the railway station area may be an appropriate location for a well designed taller landmark building. Given the height of the tallest buildings that currently exist within the Town Centre, it is considered that proposals above 6 storeys may, exceptionally, be appropriate at Development Opportunity Site Two in order to meet the development requirements of the Borough. Development will be subject to **Policy TC9** and **Policy TC11**.

- 4.61 In considering proposals for tall buildings the Council will have regard to Commission for Architecture and the Built Environment (CABE) and English Heritage's joint 'Guidance on Tall Buildings' published in June 2007 (and any subsequent revisions). The guidance states at paragraph 4.4:

*"To be acceptable, any new tall building should be in an appropriate location, should be of excellent design quality in its own right and should enhance the qualities of its immediate location and wider setting. It should produce more benefits than costs to the lives of those affected by it. Failure on any of these grounds will make a proposal unacceptable to CABE and English Heritage."*



*Apartment building provides a distinctive built form*

4.62 Where the uniformity of building heights contributes significantly to the character and townscape qualities of Eastbourne proposals for tall buildings will be likely to have a negative impact on the character of the town and will therefore be resisted.



### Policy TC11 Building Heights, Landmarks, and Tall Buildings

The height and distribution of development within the Town Centre will be assessed against the following criteria:

- Buildings within the Town Centre will be acceptable within a range of 3 to 5 storeys in height having regard to the context of the area and longer distance views.
- Landmark buildings up to 6 storeys in height will be acceptable on key Town Centre approaches; at gateway sites to signal points of arrival; and adjoining the Seafront, public squares and spaces as set out in **Policy TC2** where they are of outstanding architectural quality and add positively to the townscape qualities of Eastbourne. Landmark buildings will not be acceptable in areas where the townscape quality of the area is derived from the uniformity of existing building heights.
- Exceptionally tall buildings over 6 storeys in height will only be acceptable if they are of outstanding architectural quality and add positively to the townscape qualities of Eastbourne. Tall buildings will not be acceptable in areas where the townscape quality of the area is derived from the uniformity of existing building heights. The location of tall buildings will be limited to Development Opportunity Site Two. Tall buildings shall be designed in the form of slim point blocks which limit the visual prominence of development.
- In considering tall buildings over 6 storeys in height careful attention will be paid to accommodating parking and servicing requirements, pedestrian entrances, the mix of ground floor uses and their relationship with the public realm; issues of daylight, sunlight and overshadowing; and wind and micro climate around the base of the building.
- Reference will be made to the CABI/English Heritage 'Guidance on Tall Buildings' (June 2007), and any subsequent guidance.



## Accommodating Servicing Access

4.63 The design and layout of service yards, bin storage and access points are often overlooked yet they can significantly detract from both the attractiveness and usability of a particular development proposal and the Town Centre as a whole. Consideration must therefore be given to incorporating the functional requirements of a development into the design and layout from the outset.

### Policy T12 Servicing Access and Storage

Development proposals within the Town Centre will be assessed against the following criteria:

- Service yards must be unobtrusively sited and designed to ensure that they are hidden from view. This can be achieved by locating them within the centre of development blocks.
- Servicing access points must be located in places where there is minimum conflict with key pedestrian routes and they are visually unobtrusive when viewed from the public realm. When not in use they should be gated to provide a continuous frontage within the streetscene and shield the yard from view.
- Bin and recycling storage and facilities for cycle storage must be provided within plot or building envelope for all new developments to ensure that it is obscured from adjoining streets and the public realm.

## Historic Environment And Town Centre Heritage

- 4.64 The protection of Eastbourne's heritage is a key component of the AAP. Statutory protection is afforded to listed buildings and conservation areas within the Town Centre. The established and mature scale, form of development, and street pattern of many parts of the Town Centre contribute significantly to the character and identity of Eastbourne which in turn enhances the attractiveness of the Town Centre for visitors, tourists, existing residents and workers. **Policy D10** of the Core Strategy sets out the Council's strategic approach to protecting the historic environment. The Development Management DPD will provide more detailed policy guidance.
- 4.65 The AAP also recognises those parts of the Town Centre that make a strong contribution to the overall character and identity of Eastbourne by identifying character areas and districts, and reinforcing quality of place in the Town Centre. This includes taking a comprehensive approach to the treatment of public streets, promenades and spaces (see Town Centre Public Realm).
- 4.66 In order to protect heritage and conservation interests and maintain and enhance Eastbourne's identity and character the Council will:
- support the refurbishment and reuse of listed buildings and those which contribute to the character of the Town Centre; and
  - enhance the public realm making the most of the fine streets, spaces and promenades which are a strong feature of the Town Centre. This can be achieved through establishing heritage trails and interpretation where appropriate, and will be a feature of the proposed Arts Trail (**Policy TC8**)
- 4.67 The Council will also review the extent of the Town Centre's conservation areas to ensure they appropriately identify the key areas of townscape importance.



## Sustainable Design

4.68 Sustainable design and development is at the heart of the Council's Core Strategy. **Policy D1** sets out the high level strategic policy against which all proposals will be assessed. It also sets out performance standards and criteria that the Council will expect of all new development. Sustainable development aims to meet the needs of the present without compromising the ability for future generations to meet their own needs. In practice this means ensuring that new development makes the most efficient use of resources such as land, building materials including the reuse of materials and use of locally sourced materials, energy and water. It also means designing places which are 'walkable', where local services are available close by, thereby reducing reliance on motorised transport.

4.69 It is important for the AAP to promote sustainable forms of development within the Town Centre including the regeneration of previously developed and vacant land in the central area and the re-use and refurbishment of existing buildings. This will mean enabling further development within the Town Centre, which, because of its accessibility by public transport and the range of uses available, is a sustainable location.

4.70 As such the AAP aims to:

- **maximise** development opportunities within the Town Centre which is an inherently sustainable location because there is easy and walkable access to a range of facilities and public transport routes thereby reducing the need to travel by private car;
- **provide** for a range of community facilities, employment opportunities and housing types and tenures;
- **ensure** that new development proposals incorporate energy and resource efficient designs, sustainable drainage, green and brown roofs to enhance biodiversity and manage rainwater run-off, water efficient design, rainwater harvesting and reuse wherever possible; and
- **incorporate**, where viable, low carbon and renewable technologies, sustainable heating, cooling and micro-generation facilities into all new development including opportunities for biomass boilers and/or Combined Heat and Power systems to be incorporated into Development Opportunity Sites.

4.71 The Council commissioned a 'Renewable Energy Potential Study for Eastbourne' published in October 2009. The study included an Energy Opportunities Plan (EOP) giving information on potential opportunities for incorporating renewable energy technologies across the Borough including exploring opportunities for decentralised energy systems such as combined heat and power (CHP) in the Town Centre. The study and EOP has been used to inform the development of the Core Strategy and the AAP. It will also be used to prepare a Supplementary Planning Document looking specifically at issues of sustainable design and renewable energy promoting policies that require high standards of resource efficiency in the design, construction and subsequent occupation of buildings in the Town Centre – the full lifetime of development.



*Example of a green roof*

## Theme 3: Town Centre Public Realm

4.72 The public realm comprises the streets, promenades, walkways and open spaces within the Town Centre. It is important because the quality of the public realm informs our impression of a place and greatly influences the degree to which the experience of the Town Centre is a pleasurable one. The public realm provides a setting for buildings and for a variety of activities, from sitting and enjoying Eastbourne's unrivalled sunshine to street entertainers, parades and celebrations.

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

4.74 The public realm has a key role to play in:

- Linking the districts and various development sites within the Town Centre, both visually and physically;
- Unifying the Town Centre through a coordinated design approach that utilises the best materials and street furniture;
- Creating an environment that is busy, overlooked and safe through the relationship with adjoining buildings ensuring the public realm is framed by high quality frontage development with a clear distinction between the public fronts and private backs (see **Policy TC9**);
- Contributing to the character and identity of Eastbourne, helping to instil a strong sense of place and underpinning investment; and
- Improving opportunities for sustainable forms of transport particularly walking and cycling through enhancements to the connectivity and legibility of the Town Centre, introducing cycle routes and cycle parking and storage facilities, and identifying new and enhanced linkages across and around key Development Opportunity Sites.

4.75 Ensuring that the design, layout and subsequent management of the public realm is of a consistently high quality is therefore an important consideration.

4.76 In order that Eastbourne's central area has a legible public realm of the highest quality **8 key public realm objectives** have been adopted that will be used as the basis for designing and assessing public realm projects in the Town Centre:



*Consistent, high quality streetscape*

**Objective 1: Restore character and identity through the design of the public realm.** The character of streets, squares and spaces plays a large part in people's understanding of, and identification with, a particular place. It is important to restore character and identity, providing a positive setting for development and inward investment. A continued focus on enhancing civic pride within the Town Centre will continue to make it memorable and distinctive. Important locations, such as the Seafrost, Terminus Road, Hyde Gardens, and Little Chelsea should be emphasised and distinguished through the enhancement of existing streets, squares and spaces

**Objective 2: Ensure a safe, people focused, pedestrian friendly environment that is fronted by development.** Wide pavements and frontage development opportunities should be pursued in order to enhance the quality and safety of the pedestrian environment encouraging people to walk into and around the Town Centre. This must take account of the needs of all users, including those with particular mobility requirements, reducing conflict between pedestrians and vehicles. Development should front on to the public realm ensuring there are opportunities for informal overlooking of streets and spaces from building occupants.

**Objective 3: Provide pedestrian routes and crossing points that reflect desire lines.** Proposals must enhance 'walkability' by making streets in the Town Centre attractive and convenient for pedestrians, ensuring ease of mobility for everyone and maximising accessibility particularly between Eastbourne's neighbourhoods. This is closely aligned to maximising opportunities for making it easier to move around the Town Centre including bringing forward a comprehensive waymarking strategy (see **Policy TC16**).

**Objective 4: Simplify the layout of the public realm and eliminate street clutter.** Complex patterns of paving materials and a mix of signs, pedestrian barriers, litter bins and lamp columns diminish the appearance of the Town Centre. The aim will be to establish clear, simply detailed streets and spaces that will add to the legibility and identity of the Town Centre. Streets must be considered as 'linear open spaces' with a coordinated approach to the detailing and design of the public realm along their length (**Policy TC16**).

**Objective 5: Specify high quality materials with simple detailing.** A consistent design response will be required. A unified palette of surfacing materials and distinctive but discreet street furniture should be specified to ensure the public realm creates a welcoming and high quality first impression. In addition a co-ordinated but limited palette of durable surface materials will provide a strong setting for development. Although the initial outlay for higher quality street furniture and materials can be relatively high the longer term ongoing maintenance savings can be even greater thereby minimising lifetime costs.



*The Carpet Gardens*

**Objective 6: Introduce tree planting and enhance biodiversity through planting schemes.** Street tree planting should be introduced wherever practicable and achievable in order to maintain and restore the tree lined character that is a feature of many of streets in the Town Centre. Elms have traditionally been a feature of many Eastbourne streets and disease resistant species should be specified in the Town Centre where space allows having regard to the width of footpaths and the eventual size of mature tree specimens. When Elms are unable to be planted other tree species that are suitable to the location and footpath width should be considered and guidance should be obtained from the Council. The presence of underground utility services will also need to be carefully considered as part of the tree planting process. In addition biodiversity considerations should also be an integral part of the design process to increase the potential for habitat creation as part of the design of streets and spaces in the Town Centre. Consideration will be given to native species of trees, shrubs and hedge planting in the Town Centre including flowering and fruiting species, and the incorporation of green walls, green roof spaces and bird boxes wherever practical.



*Tree planting in The Avenue*

**Objective 7: Animate the public realm.** This will be achieved through providing opportunities to accommodate a diverse and rich street culture with places for markets, festivals, and entertainers as well as somewhere to simply take a stroll or enjoy a quiet rest and watch the world pass by.

**Objective 8: Enrich the public realm with artistic intervention.** The Towner has made a positive contribution to the image of Eastbourne. In order to capitalise on this success it may be appropriate to consider ways in which the gallery can stimulate a wider arts community in Eastbourne.



*A landscape square exemplar for Hyde Gardens*

## Public Realm Priorities

- 4.77 Beautiful towns and cities benefit from a strong, positive image and are better able to attract visitors and investors. Well defined gateways, fine streets and promenades and beautiful squares and spaces will make being in Eastbourne an enjoyable and attractive experience.
- 4.78 Eastbourne already has many fine streets and a beautiful Seafront. There are a more limited number of public spaces and areas of publically accessible green space in the Town Centre. It is vital to ensure that the public realm is as attractive and well used as possible through enhancement programmes, management, maintenance and programmed events. In this way the quality of the public realm would be enhanced thereby reinforcing the role, function and legibility of the Town Centre as a whole. **Policy TC11** includes provision for landmark buildings in the Town Centre which also contribute to enhancing legibility.
- 4.79 **Policy TC2** identifies approaches, gateways, key streets and spaces within the Town Centre. These are the main points of connectivity around the Town Centre providing a legible network that will be reinforced through, for example, improved waymarking and public realm investment.
- 4.80 There are also a number of key locations within the Town Centre where enhancements to and investment in the public realm will be prioritised. These have also been confirmed as part of the Issues and Options consultation and will contribute to the functionality and attractiveness of the Town Centre.
- 4.81 Enhancement proposals for each of these locations will be developed by the Council having regard to the Public Realm Design Objectives in order to address the principal design issues highlighted.

**Terminus Road corridor.** This is arguably the principal street in the Town Centre giving access from the railway station to the Seafront. Key public realm interventions will include:

- Enhancing the area around the railway station particularly the junctions with Ashford Road/Gildredge Road and Grove Road to enhance pedestrian accessibility particularly between the primary and secondary retail areas, improve the environment at a key gateway into the Town Centre and provide a better public transport interchange point (**Policy TC14**).
- Establishing a new public square between the junctions with Bolton Road and Langney Road – Langney Place. The area would be closed to through traffic and pedestrianised to link with Sussex Gardens. Delivery access would be provided at key times of the day as with Sussex Gardens. Provision would be made for a street market to be held through the design and layout of the space.
- Junctions with Pevensey Road and Lismore Road, and Seaside Road and Trinity Trees to provide more direct and attractive pedestrian crossing facilities and enhance access to the Seafront.
- Junction with Grand Parade to enhance access between Terminus Road and the Seafront. This will involve the removal of pedestrian guardrails and the creation of additional pedestrian crossing facilities over Grand Parade. Consideration could also be given to the pedestrianisation of Terminus Road from Trinity Trees to Grand Parade in order to improve the quality of the environment and make it safer and more attractive to pedestrians. Delivery and serving access would need to be maintained at certain times of the day and proposals would be subject to wider highway considerations and patterns of movement across the Town Centre.

**Grove Road and South Street.** These streets are a focus for secondary retail activity within Little Chelsea and contribute significantly to the character of the Town Centre. The design of the public realm and the coordination of street furniture will establish a stronger identity for this area enhancing the pedestrian environment. A particular emphasis will be placed on

the junction points with Grove Road and Terminus Road and South Street and Gildredge Road to simplify junction arrangements and provide more convenient pedestrian crossing facilities.

**Seaside Road.** Although Seaside Road has been subject to recent investment it is an area of transition in terms of the mix of uses that are supported there. It is located in close proximity to both the primary retail core and Seafront areas of the Town Centre. Consideration will be given to traffic direction and extending the existing treatment of the public realm to the junction with Terminus Road and Seaside Road, reducing carriageway width and establishing a more connected seamless 'place' as opposed to a traffic junction. Consideration will also be given to creating new bus stop facilities to provide connections to the Seafront via the eastern end of Terminus Road. Proposals would be subject to wider highway considerations and patterns of movement across the Town Centre as well as discussions with bus operators.

**Susans Road** provides an important linkage into the Town Centre from Terminus Road via Ashford Road and gives access to the Arndale centre car park. As such it is one of the main streets that many visitors to the Town Centre first experience. It also provides an interface between the primary retail core and the Cavendish district. The road would benefit from a coordinated design approach to the public realm to raise the profile of the street and establish a more attractive environment for residents and visitors.

**Pevensey Road and Lismore Road.** Both streets are important in terms of their role within the wider movement network in the Town Centre. It will be important to ensure that there is a balance between pedestrian and vehicular movement through enhancements to the public realm including crossing points and wider pavements.



Artist's impression of Hyde Gardens

**Gildredge Road** provides an important connection between South Street and the railway station. It is currently in one way operation and there are limited opportunities for crossing particularly between Little Chelsea and the Mark Lane area. A number of attractive period buildings give the road a grand character that would be enhanced particularly through tree planting where practicable and achievable having regard to underground servicing and pavement width. This would also provide an interface with Hyde Gardens.

**Cornfield Terrace and Cornfield Road.** These are key streets within the wider Town Centre movement network particularly for public transport and pedestrians. They provide access between the retail core, the Arts District and the Seafront and as such form a key part of the proposed Arts Trail (**Policy TC8**). There is an opportunity to site a piece of public art at the end of Cornfield Terrace outside the Devonshire Park Theatre to provide a visual marker drawing visitors down from the Memorial Roundabout.



Artist's impression of 'Langney Place'

**Hyde Gardens** is one of the few public squares in the Town Centre area. At present the square is fronted by extremely attractive and well maintained buildings which contribute significantly to the townscape qualities of Eastbourne. The gardens themselves are dominated by parked cars with limited tree planting and mown grass to the centre. Should there be an opportunity to rationalise some of the car parking then the space could be enhanced to provide an oasis within the Town Centre with seating, landscape planting and additional street trees where this is practicable and achievable having regard to underground servicing and pavement width.

**Memorial Roundabout.** Like Hyde Gardens the Memorial Roundabout is a set-piece of public realm that helps define the nineteenth century planned expansion of Eastbourne as a genteel seaside resort. It is still an appropriately dignified space albeit one that is now dominated by traffic and featuring numerous pedestrian barriers and guardrails. A relatively simple scheme of coordinated paving, de-cluttering of street furniture and provision of more direct crossings particularly Lismore Road and Cornfield Terrace would contribute significantly to the quality of the space.

**Wilmington Gardens** is located between King Edwards Parade, The Wish Tower, The Towner and the Congress Theatre. It is an attractive formally landscaped space in the main, although the junction with Carlisle Road and the space outside the Congress Theatre and Towner is less well resolved with a mixture of paving materials, changes in levels and indirect pedestrian crossings. Enhancements would focus on this area to provide enhanced environmental quality, and an improved setting for an important Post War listed building and The Towner in a key gateway location.

4.82 These projects will be considered within the context of **Policy TC14** relating to the design of the Terminus Road public transport interchange and **Policy TC16** relating to key Town Centre streets. In addition, proposals for new areas of public realm are set out as part of the key Development Opportunity Sites in Section 5 of the AAP. The Council will consider the preparation of development briefs for each of the public realm priorities.

#### Policy TC13 Public Realm Quality and Priorities

Proposals for the public realm will be assessed against the Public Realm Design Objectives to ensure the delivery of a locally distinctive, high quality, safe, accessible and usable environment and a co-ordinated approach to ensure design consistency across the Town Centre.

Public realm proposals must establish a sense of place, improve legibility and enhance linkages, particularly for pedestrians, across the Town Centre. Facilities for cycle routes and parking will be provided as part of the design of the public realm.

The following locations will form the priority for public realm enhancements within the Town Centre:

- Terminus Road corridor.
- Grove Road and South Street.
- Seaside Road.
- Susans Road.
- Pevensey Road and Lismore Road.
- Gildredge Road
- Cornfield Terrace and Cornfield Road.
- Hyde Gardens
- Memorial Roundabout.
- Wilmington Gardens and Wish Tower

## Theme 4: Accessing The Town Centre

- 4.83 Eastbourne Town Centre is relatively compact with few significant inclines and changes in level. It has an interconnected pattern of many fine streets which, in the main, are fronted by attractive buildings. Key destinations are evenly located across the Town Centre; nowhere is too great a distance. The railway station and key bus arrival points are within close proximity making an effective interchange and the Town Centre has ample car parking available.
- 4.84 The key issue relating to movement around the Town Centre is legibility, or the ability for people to easily find their way around. Although the Town Centre is compact it is at present confusing to move around. One way streets make public transport routes and access to key parking facilities relatively convoluted. Pedestrian barriers, poorly located crossings and weak signposting, or 'waymarking', make the town's principal attractions, such as the Seafront, The Towner, the Theatres and Little Chelsea, difficult to locate, particularly from key points of arrival such as the railway station and main car parks. This exaggerates the perception that the Town Centre is more difficult to walk around than it actually is.
- 4.85 The quality of the public realm, as already identified, is poor in places. This means the experience of moving around the Town Centre is not as attractive as it could be. In addition, the appearance of the key public transport interchange at Terminus Road adjoining the railway station does little to welcome visitors into the Town Centre. Although the location is operationally efficient, delivering passengers close to the principal retail heart of Eastbourne, the environment is cramped for pedestrians and visually unappealing.
- 4.86 Finally, the Council has commissioned a review of car parking within the Town Centre. This has shown that although there is ample car parking available patterns of usage are unbalanced with the majority of people parking at the Arndale Centre and around the railway station. Parking along the seafront, particularly during the holiday season, is also heavily used. The review has also shown that the pedestrian routes between the main car parks and other parts of the Town Centre are not always direct or well signed.
- 4.87 In order to improve opportunities for a better connected Town Centre the AAP focuses on two main themes:
- **Arriving in the Town Centre** which includes the public transport interchange on Terminus Road and parking facilities.
  - **Moving around the Town Centre** which includes enhancing the quality and accessibility of principal streets, particularly between key locations such as the railway station and the Seafront.
- 4.88 It is important to maintain and enhance a network of attractive, pedestrian and cycle friendly streets, promenades, walkways and gateways that work together as part of a straightforward and legible hierarchy supporting the diversity and appeal of the Town Centre. The network will be designed to provide for the mobility needs of all users.



*Eastbourne Station - a fine terminus*



## Arriving In The Town Centre

4.89 At present the experience for many people arriving into the Town Centre is either ambivalent or poor. Approaches and gateways, including the external environment of the railway station, Town Centre car parks, and the bus stops on Terminus Road, are not well defined and the onward journey from point of arrival does not always portray a positive message about the Town Centre and its attractions.

4.90 As first impressions often inform people's perceptions of a place it is vital to enhance this experience for users arriving by all modes of transport. Most importantly, there is a need to focus on the fact that all visitors, however they arrive, will end up as pedestrians walking around the Town Centre; the quality of the experience for pedestrians is therefore a main priority for the AAP.

4.91 The AAP has already defined the key approaches and gateways into the Town Centre. These will be strengthened through design interventions and investment in the public realm. The areas adjoining Upperton Road gateway and the railway station are also identified as a key Development Opportunity Sites within the Town Centre. These areas will be subject to comprehensive development proposals including enhancements to the public realm making them more attractive and functionally efficient as arrival points.

4.92 The railway station and the adjoining bus stops on Terminus Road provide an important gateway and public transport interchange point for the Town Centre. The Council will work closely with all bus operators, Network Rail, train operators and East Sussex County Council to ensure that public transport provision into and around the Town Centre is maintained and enhanced through:

- **Improving the environmental and operational quality** of the public transport interchange on Terminus Road;

- **Implementing a Quality Bus Corridor** on approaches into and routes through the Town Centre in accordance with **Policy D8** of the Core Strategy; and
- **Reintroducing two way operation of key streets** in the Town Centre, where feasible, to allow efficient public transport accessibility and routing (**Policy TC16**).

4.93 The Terminus Road public transport interchange is an important facility within the Town Centre. Being close to both the railway station and the primary retail core of the Town Centre, as well as the secondary retail area around 'Little Chelsea', the interchange is well located and highly accessible.

4.94 However it suffers from having a poor quality environment that can be congested at times in terms of the number of buses arriving and leaving a relatively short section of road as well as the large number of passengers and other pedestrians using the public realm; footways along the section of Terminus Road occupied by the interchange are relatively narrow in width which can create a bottleneck. Noise and air quality is also an issue in this part of Terminus Road.

4.95 It is critical to ensure that the public transport interchange is functionally optimal in terms of the requirements of passengers and bus operators as well as being attractive and welcoming through the design and layout of the public realm and associated infrastructure including shelters, seating and signage.

4.96 In order to accommodate any growth in passenger numbers and to make public transport an increasingly attractive and viable alternative to the private car the design and layout of the public transport interchange will be enhanced. This will be brought forward as part of wider development proposals associated with Development Opportunity Sites at Terminus Road, adjoining the Arndale Centre, and the railway station, where directly related to development proposals. Any

contributions from the Development Opportunity Sites will be fairly and reasonably related in scale and kind to the development coming forward.

4.97 In addition the Council will bring forward the Quality Bus Corridor into the Town Centre in accordance with **Policy D8** of the Core Strategy through the introduction of bus priority measures to improve timetable reliability and reduce bus waiting times, also known as dwell time, in Terminus Road.

### Policy TC14 Public Transport Interchange

The Council will bring forward measures to enhance the Terminus Road Public Transport Interchange as part of a comprehensive, design-led scheme in conjunction with proposals at the Development Opportunity Sites on Terminus Road and the railway station. The scheme for the public transport interchange will include measures to:

- Increase the spacing of stands along Terminus Road and Cornfield Road exploring options for other locations within close walking distance if required.
- Improve the pedestrian environment through widening footways on Terminus Road and introducing narrowed carriageways to facilitate easy crossing.
- Provide improved crossing facilities between bus stands and the railway station particularly around the Terminus Road/Ashford Road/Gildredge Road junction.
- Coordinate the design of street furniture and signage which will be finished to a high standard befitting a key gateway into the Town Centre.
- Provision of improved cycle parking, signage and routing.
- Improve the availability and reliability of real time information.

In addition the Council will explore the potential to provide an attractive and welcoming passenger waiting facility with real time information available as part of redevelopment proposals that may come forward in the area.

- 4.98 **Parking** provision is an important part of the overall offer of the Town Centre. It must be of a high quality, safe, and convenient for people arriving in the Town Centre. Facilities, particularly multi-storey car parks, must be attractive and well designed providing:
- pedestrian entrances at convenient locations that are safe and overlooked with direct and clearly signposted access onwards into the Town Centre;
  - good quality lighting, signage and CCTV; and
  - generous circulation and lobby space within lift and stair towers.
- 4.99 The quality of parking provision will be improved within the Town Centre also taking account of the Council's commissioned Car Parking Strategy. Existing facilities will be better signposted with advance signage provided on key approaches into the Town Centre giving real-time information on the availability of parking spaces. This will reduce congestion and limit the need for visitors circling round the Town Centre looking for a space; at present, particularly during busy periods, traffic queues can form at the entrance to key parking facilities particularly the Arndale Centre. In addition onward pedestrian routes will be enhanced to make them safe and convenient.
- 4.100 Where it is required the location, design and layout of new car, motor cycle, moped and cycle parking must ensure that it is both safe and useable, yet does not become a dominant or intrusive element within the Town Centre.

### Policy TC15 Parking in the Town Centre

The quality of existing parking provision will be improved. Routes from existing facilities into the Town Centre will be enhanced through improved signage and wayfinding. Advance real-time signage for existing car parks will be provided on key approaches into the Town Centre.

In the Town Centre the design of new parking provision where required must ensure it is:

- Provided away from the immediate street scene in a well designed and visually unobtrusive way.
- Conveniently accessible with pedestrian linkages into the Town Centre that are direct, well signposted and safely overlooked.
- Modern, well lit and safe – first impressions are very important and many visitors will be strongly influenced by the quality of parking facilities and the connections into the Town Centre.

Cycle parking must be incorporated into new development schemes as part of the built structure ensuring that facilities are safe, secure and the entrance point is well overlooked. Public cycle parking stands will be incorporated into the design of the public realm in key locations across the Town Centre, particularly adjoining the retail district, Seafront, railway station. New cycle parking will also be considered adjoining any new cycle routes that may be identified across the Town Centre. Facilities for motor cycle and moped parking will also be incorporated where required.

## Moving Around The Town Centre

- 4.101 Once visitors to the Town Centre have arrived it is vital to ensure that their onward journey is safe, convenient and attractive. Within the Town Centre there will be a presumption that streets will be designed to accommodate the access needs of everyone, with a particular focus on pedestrians. Once people have arrived in the Town Centre (by whichever mode of transport they use) they become pedestrians. It is therefore appropriate to design streets with an emphasis on supporting pedestrian accessibility.
- 4.102 The nature and pattern of interconnected streets which are, primarily, fronted by buildings already makes Eastbourne an attractive place to walk around. It is important to capitalise on this strong baseline position by:

**Improving signage and waymarking** across the Town Centre to make it easy for people to get to the places they want to be. This is particularly important for key destinations such as the Seafront, The Towner, Eastbourne's theatres, Sussex Gardens, Little Chelsea, the Arndale Centre, and the railway station for example. To reinforce the message that the Town Centre is compact and walkable timings between destinations should be included on the signage.

**Establishing streets that are for people.** Within current best practice on street design there is a strong emphasis on ensuring streets are designed to accommodate all users, especially pedestrians, and not just conduits for traffic. 'Manual for Streets 2' (September 2010, Chartered Institute of Highways and Transportation) advocates a design led approach when considering the function and appearance of streets focusing on removing barriers, particularly to pedestrian movement, whilst still allowing streets to carry traffic including public transport where required.

Notable examples of redesigned streets in Walworth Road and Kensington High Street in London have resulted in significantly more attractive environments for all users with little impact on through journey times. Both streets continue to carry significant volumes of traffic. This is an approach that will be applied to all key streets in the Town Centre as funding allows. **Policy D8** of the Core Strategy advocates the introduction of innovative pedestrian focused layouts to promote sustainable travel. Attention will focus on:

- Location, design and frequency of pedestrian crossing facilities.
- Widening pavements and introducing street trees.
- Simplifying junctions and removing pedestrian guardrails.
- Reducing clutter and coordinating street furniture.
- Returning streets in the Town Centre to two way operation wherever practicable.

**Two way streets** have the potential to make the Town Centre more legible, calm vehicle speeds, facilitate greater accessibility around the Town Centre particularly for public transport, and improve access to strategic parking facilities. Highway safety considerations will be a key factor in determining whether two way operation is practicable and how it will be implemented. In addition consideration of any potential impacts on the wider operation of the Town Centre ring road will need to be carefully accounted for as part of any detail design process particularly any opportunities that may arise during the AAP period for alteration to or relocation of the ring road.

**Pedestrianisation.** Within the Town Centre sections of Terminus Road have already been successfully pedestrianised. This has allowed seamless pedestrian movement around the primary retail core and has created opportunities for new seating areas, tree planting and space for activities such as street markets to take place. Controlled access for delivery vehicles facilitates business operations. Opportunities for additional pedestrianisation will be explored but are likely to be limited. The main focus for consideration will be Terminus Road as the key 'spine' running from the railway station and public transport interchange through the primary retail core to the Seafront.

- 4.103 Many of these changes will be dependent upon bringing forward proposals on the Development Opportunity Sites within the Town Centre in order to secure funding. The Council will work with land owners and developers to ensure that proposals contribute towards delivering a coordinated approach to street enhancements in the Town Centre.
- 4.104 East Sussex County Council's Local Transport Plan 2 (LTP2) includes a mechanism to direct surplus revenue, generated by on-street parking towards improvements in public transport infrastructure, which in part has already been implemented in Eastbourne with the advent of Real Time Passenger Information on bus stops on Terminus Road, but could also extend to public realm improvements in the Town Centre. LTP3 has been approved by East Sussex County Council and will be used to inform decision making during the AAP period. In addition an Eastbourne Cycling Strategy is being jointly prepared by the Council and East Sussex County Council which will identify potential improvements to cycling infrastructure across the Borough including the Town Centre. Once complete it will also be used to inform decision making during the AAP period.

### Policy TC16 Town Centre Streets

Streets in the Town Centre will be designed as linear public spaces with a focus on enhancing pedestrian accessibility. A unified and co-ordinated approach to the design and detailing of the public realm will be required along all Town Centre streets.

Proposals for pedestrian crossing facilities, simplified junction arrangements and two-way operation of streets will be approved providing they are acceptable having regard to highway safety and capacity considerations.

The Council will bring forward proposals for a comprehensive waymarking strategy for the Town Centre to improve legibility and increase pedestrian accessibility. This will include proposals for enhanced cycle facilities including signage, parking provision and routes linking into the wider Borough and National cycle network.



# 5.0 Site Specific Proposals

5.1 Over the period of the AAP it is likely that a number of development and redevelopment opportunities are likely to come forward within the Town Centre. Such opportunities will be supported and encouraged to maintain the Town Centre as a location with a strong and viable mix of uses. It is important for the AAP to identify opportunities for securing new mixed use development and ensure that proposals are of a high quality supporting the regeneration of the Town Centre.

5.2 A number of locations will therefore be targeted for development and redevelopment. These have been supported through the Issues and Options consultation and, where appropriate, modified to take account of representations received. The locations fall into three distinct categories and are shown on Figure 5:

- **Development Opportunity Sites** are key locations in the Town Centre where more comprehensive redevelopment can take place. This will help to meet needs identified within the Core Strategy for mixed use development particularly retail, residential, employment and supporting community uses. Proposals will be required to follow a design-led, master planned approach to ensure development of a high quality that enhances the character and identity of the Town Centre.
- **Transition Areas** are locations where the established pattern of land use will change through the lifetime of the AAP. Within these areas the Council will take a proactive approach to proposals coming forward for changes of use and redevelopment having regard to other policies within the AAP.
- **Potential Areas of Change** are significant locations which may be subject to change during the lifetime of the AAP and where it is important for the Council to consider alternatives uses and patterns of development in order to maintain the vitality and attractiveness of the Town Centre.

5.3 Importantly the AAP does not preclude redevelopment proposals being brought forward in any location in the Town Centre, and the Council is keen to actively facilitate investment in all key locations. However, the AAP focuses on those locations where development is most likely to take place in order to meet the policy aims and objectives of both the AAP and the Core Strategy.

## Development Opportunity Sites

5.4 Development Opportunity Sites represent an important means of bringing forward change within the Town Centre. They will help to achieve the Vision for the Town Centre and provide new and enhanced uses and facilities in accordance with the policy requirements set out in the AAP and the Core Strategy.

5.5 Given the importance of the Development Opportunity Sites the Council expects a strong, design-led approach to be taken by developers. The Council will require a comprehensive master plan to be produced by applicants in support of each scheme with opportunities for appropriate community involvement and engagement encouraged particularly at pre-application stage. This will apply to the Development Opportunity Sites as well as other major development or redevelopment proposals that may come forward within the Town Centre.

5.6 The AAP sets out the key design requirements and development components for each Development Opportunity Site. The master plan should be informed by these components as well as other policies set out within the AAP. In this way development will make a positive contribution to the overall character of the Town Centre meeting the regeneration aims of the Council.

### Policy TC17 Master Planned Approach to Town Centre Development Sites

In order to ensure a comprehensive, design led approach to proposals coming forward within the identified Development Opportunity Sites and other major redevelopment sites that may come forward within the Town Centre the Council will require a master plan to be produced demonstrating how the scheme and layout:

- Positively responds to the context of the site;
- Meets the identified development requirements and components;
- Addresses design quality and sustainability issues; and
- Establishes a safe, useable and well-connected public realm that is fronted by high-quality development.

5.7 There are five Development Opportunity Sites identified within the AAP and shown on AAP Figure 1:

- **Development Opportunity Site One:** land at the junction of Terminus Road and Ashford Road.
- **Development Opportunity Site Two:** land adjoining the railway station and the Enterprise Centre
- **Development Opportunity Site Three:** land between Upperton Road and Southfields Road
- **Development Opportunity Site Four:** land at the south-eastern end of the Arndale Centre
- **Development Opportunity Site Five:** land at the former Coop on Terminus Road

5.8 Key design requirements and development components are set out for each of the Development Opportunity Sites. Proposals will be assessed having regard to the details described, which should also form the basis for the master plan approach required by **Policy TC17**.



Artist's Impression of Development Opportunity Site One

## Development Opportunity Site One

- 5.9 Development Opportunity Site One is focused on land at the junction of Terminus Road and Ashford Road. It is an important site within the Town Centre offering significant potential for change. The area adjoins a principal public transport gateway into the Town Centre and is therefore highly accessible and visible. It offers significant potential to:
- **expand** retail capacity within the Town Centre improving the range and offer of the primary retail core in particular for comparison retailing. The retail potential of the site could also be complemented by other uses at upper floor levels such as office space or apartments for example where this is viable and feasible;
  - **establish** a stronger retail focus and built form presence at the western end of Terminus Road improving the quality of the overall environment;
  - **enhance** links to the principal area of secondary and independent retailers along Grove Road and South Street through improvements to the public realm; and
  - **contribute** towards increasing the capacity and quality of the public transport interchange in Terminus Road.

- 5.10 The site is currently used for a mix of predominantly secondary retail and suffers from a relatively poor quality of townscape particularly when compared with other locations in the Town Centre. Proposals should take the form of a comprehensive redevelopment scheme that links into and extends the Arndale Centre providing a new, well designed entrance opposite the entrance to the railway station. The scheme must incorporate larger retail units (which best meet the needs of modern retailers) upgrading the retail offer and extending the primary retail frontage along Terminus Road as well as within the Arndale Centre.
- 5.11 Should the opportunity arise there is also potential to incorporate land across Ashford Road potentially incorporating it as part of a more comprehensive redevelopment that connects directly with the railway station. This could result in the closure of Ashford Road to through traffic providing that suitable alternative routes can be provided around the Town Centre. This would be subject to detailed capacity and network modelling as part of any development scheme.

### Policy TC18 Development Opportunity Site One

Proposals for the comprehensive redevelopment of Development Opportunity Site One, as identified on AAP Figure 1, will include the following key development components:

Active frontages where new development faces major pedestrian areas comprising retail window displays and principal pedestrian entrances to address Terminus Road and at the Ashford Road junction.

Important corners to address the junction of Terminus Road and Ashford Road providing a key entrance point adjoining the public transport interchange and the railway station, but leaving the railway station clock tower as the principal focal point in the locality.

Storey heights to range from 3 to 5 storeys above street level with height increasing towards the corner of Terminus Road and Ashford Road.

Mix of uses. Required uses are A1 retail providing new comparison floorspace. Acceptable additional uses are A3 restaurants and cafes at ground floor (in accordance with **Policy TC4**), B1 (a) offices, C3 residential and D2 assembly and leisure above ground floor.

Pedestrian access. Main entrances will clearly address Terminus Road close to the corner with Ashford Road. A new pedestrian route will be established through the site linking into the existing Arndale Centre.

Servicing and vehicle access will be provided from Ashford Road or shared with existing facilities for the Arndale Centre. Opportunities for servicing to take place at first floor level should be explored.

Parking will be provided within the site or as part of the current facilities within the Arndale Centre. Cycle facilities including parking and signage to routes will also be provided.

Contributions towards public realm enhancements to the public transport interchange on Terminus Road and the improving pedestrian accessibility at the junction with Ashford Road, Gildredge Road and Terminus Road.



Artist's impression of Development Opportunity Site Two



## Development Opportunity Site Two

- 5.12 The largest Development Opportunity Site identified with the AAP adjoins Eastbourne railway station and includes the Enterprise Centre and numbers 1 and 2 St Leonard's Road which back onto the site. Through the consolidation of surface car parking into decked or undercroft parking, opportunity exists to deliver new uses to the north and east of the railway station.
- 5.13 Redevelopment of this area could greatly enhance the setting of the railway station and the Enterprise Centre (through provision of high quality public space), improve pedestrian connections around this part of the Town Centre and improve public transport interchange facilities. The area offers potential to:
- Comprehensively redevelop and reconfigure a major site in the Town Centre, one of the largest identified within the AAP, creating a new mixed use quarter;
  - Provide for a range of Town Centre uses in an accessible and hence sustainable location;
  - Establish a landmark adjoining the railway station which is an important public transport focused gateway into the Town Centre; and
  - Create a new area of public realm adjoining Terminus Road providing a setting for development and linking with the main secondary retail area in 'Little Chelsea'.
- 5.14 The site is complex in character being long and relatively narrow. It will provide a challenge in design terms particularly:
- maintaining car parking provision and access to operational railway land;
  - providing a setting for the listed railway station building and for the Enterprise Centre; and
  - addressing existing residential properties that front onto St Leonard's Road.
- 5.15 Nevertheless it provides a significant opportunity within the Town Centre to provide an outstanding mixed use scheme with potential for a landmark to signal the location adjoining a gateway. A range of uses will be appropriate including retail, housing, offices, hotel and community.
- 5.16 Should the opportunity arise the Development Opportunity Area could also encompass the redevelopment of the secondary retail premises at Station Parade to provide a new frontage onto Terminus Road.

### Policy TC19 Development Opportunity Site Two

Proposals for the comprehensive redevelopment of Development Opportunity Site Two, as identified on AAP Figure 1, will include the following key development components:

Active frontages comprising retail window displays and principal pedestrian entrances to Terminus Road, the new public space, the junction with Grove Road, and adjoining the Upperton Road Gateway.

Storey heights to range from 3 to 6 storeys above street level. Opportunities for a taller landmark building above 6 storeys in height may be acceptable within the site having regard to issues of servicing, parking provision and micro climate (wind, daylight, sunlight and overshadowing) and in accordance with **Policy TC11**.

Mix of uses. Required uses are A1 retail at ground floor and C3 residential above ground floor. Acceptable additional uses are A3 restaurants and cafes, A4 drinking establishments at ground floor, and B1(a) offices and C1 hotel above ground floor.

Pedestrian access will be provided through the site linking Terminus Road, the railway station and St Leonard's Road. Main pedestrian entrances will clearly address Terminus Road and the new public square.

Servicing access will be provided from St Leonard's Road/ Commercial Road. Servicing for the Enterprise Centre will be maintained from Terminus Road across the new public square. Access to operational railway land will be retained from St Leonard's Road.

Parking to be provided within the site to replace existing car parking provision with vehicular access from St Leonard's Road. Cycle facilities including parking and signage to routes will also be provided.

Public realm. A new public square will be created adjoining Terminus Road addressing the junction with Grove Road providing a setting for new development and the listed railway station building. Contributions will be sought to enhance pedestrian access around the Terminus Road/Grove Road junction strengthening links to the secondary retail area.



Artist's impression of Development Opportunity Site Three

## Development Opportunity Site Three

- 5.17 Development Opportunity Site Three is prominently located adjoining Upperton Road which is a key approach and gateway into the Town Centre. There are currently a number of non-residential uses and areas of surface parking which, if combined into a single development parcel, present a significant opportunity for redevelopment. These include some of buildings associated with the Post Office and the garage premises fronting onto Upperton Road. The area offers potential to:
- Maximise development a key gateway on a principal approach into the Town Centre;
  - Incorporate a wide and prominent frontage to Upperton Road; and
  - Enhance the pedestrian environment and public realm around the Upperton Road gateway.

- 5.18 The site has a mix of built forms ranging from the grand red brick and decorative stone Post Office building to the utilitarian garage premises both fronting Upperton Road. Opportunities for the re-use of the Post Office building should be explored, although it is not listed or in a conservation area. Parking and servicing areas are currently accessed from Southfields Road. There is a change in levels across the site from Upperton Road down to Southfields Road which may provide options for under-croft parking and servicing. There are a number of residential properties on Southfields Road which will need to be considered as part of the design process in order to minimise the potential for disturbance.
- 5.19 Comprehensive redevelopment of this site is likely to be a longer term opportunity during the period covered by the AAP, potentially delivered in phases to address the requirements of different landowners. Redevelopment of the Post Office site will be dependent on finding suitable and viable alternative premises.

### Policy TC20 Development Opportunity Site Three

Proposals for the comprehensive redevelopment of Development Opportunity Site Three, as identified on AAP Figure 1, will include the following key development components:

Active frontages incorporating window displays and principal pedestrian entrances to Upperton Road.

Secondary frontages providing pedestrian access to upper floor and residential uses will address Southfields Road.

Storey heights to range from 3 to 6 storeys above street level with maximum storey heights addressing Upperton Road and care taken to reduce height and massing adjoining residential properties on Southfields Road.

Mix of uses. Required uses are A1 retail at ground floor and C3 residential above ground floor. Acceptable additional uses are A3 cafes and restaurants at ground floor, and B1 (a) offices, D1 community uses, D2 assembly and leisure above ground floor.

Pedestrian access points to front Upperton Road and Southfields Road.

Principal servicing and vehicle access will be provided from Upperton Road with secondary vehicular access from Southfields Road. Cycle facilities including parking and signage to routes will also be provided.

Public realm enhancements will be sought to the Upperton Road gateway including maintaining and enhancing existing tree planting.

Protecting residential amenity of existing occupiers immediately adjoining the site on Southfields Road



Artist's impression of Development Opportunity Site Four

## Development Opportunity Site Four

- 5.20 Marks and Spencer, the principal anchor store at the south-eastern end of the Arndale Centre, is adjacent to a service area and other retail activities that extend around the corner onto Langney Road. There is an opportunity for sensitive remodelling to better exploit this prime location. The point where Langney Road meets Terminus Road provides a generous expanse of space which could be a very attractive public 'square', providing a stopping point on the key route between the railway station and the Seafront. Buildings fronting this space should be used for prime retail, café and restaurant uses, adding to the vibrancy of the space. There is also an opportunity for residential development to be incorporated above further overlooking the space.
- 5.21 The area offers potential to:
- Enhance retail provision within the primary retail core with opportunities to comprehensively redevelop an important location adjoining the Arndale Centre. This will complement proposals coming forward at Development Opportunity Site One (Policy TC18);
  - Provide a new public square at Langney Place enhancing the character of the Terminus Road corridor at a key, central location ensuring that development fronts onto and provides opportunities for overlooking the space; and
  - Improve the townscape quality of this part of the Town Centre increasing development density, carefully incorporating proposals amongst existing uses and raising the profile of the primary retail core.

- 5.22 The site is currently used for a mix of primary retail fronting onto Terminus Road and Langney Road. There is also a retail showroom premises accessed from Tideswell Road as well as associated car parking and servicing arrangements accessed from Tideswell Road. Proposals should take the form of a comprehensive redevelopment scheme that links into and extends the Arndale Centre providing a new frontage to the pedestrianised public square proposed at 'Langney Place'.
- 5.23 Larger retail units will be provided including additional space for the existing anchor store, if required, upgrading the Town Centre's primary retail offer and providing an additional focus of retail activity complementing the extension of the Arndale Centre as part of Development Opportunity Site One.
- 5.24 Should the opportunity arise there is also potential to incorporate additional land between Langney Road and Tideswell Road as part of a more comprehensive redevelopment scheme. The area is currently occupied by a number of secondary retail units fronting Langney Road together with an area of parking and servicing behind. It would be important to retain any required access to the rear of properties fronting Tideswell Road and Susan's Road where required.

### Policy TC21 Development Opportunity Site Four

Proposals for the comprehensive redevelopment of Development Opportunity Site Four, as identified on AAP Figure 1, will include the following key development components:

Active frontages will be provided to Terminus Road and Langney Road incorporating ground floor window displays and principal pedestrian access points.

Storey heights will be up to 4 storeys above street level with an important corner established between Terminus Road and Langney Road up to 5 storeys.  
Mix of uses. Required uses are A1 retail. Acceptable additional uses are A3 restaurants and cafes and A4 drinking establishments at ground floor overlooking the public realm as Langney Place (in accordance with Policy TC4), and B1(a) offices and C3 residential above ground floor.

Pedestrian access will be provided from Terminus Road and Langney Road.

Servicing and vehicle access will be provided from Tideswell Road.

Public realm. A new public square will be created at Langney Place incorporating the pedestrianisation of Terminus Road with development fronting onto and overlooking the space in accordance with Policy TC13.



Artist's impression of Development Opportunity Site Five

## Development Opportunity Site Five

5.25 The site of the former Cooperative has already been the subject of a planning approval for mixed use redevelopment. Although smaller in area than the others Development Opportunity Site Five occupies a prominent and important corner marking the transition between the primarily retail focused, central part of Terminus Road and the approach to the Seafront. The character of this part of the Town Centre is different as a result and will be subject to change over time (see Policy TC23 Transition Areas). Development Opportunity Site Five is therefore important as it represents an initial catalyst for change representing an opportunity to:

- Establish a development form that clearly signals an important corner marking the transition from the retail core of the Town Centre to the Seafront;
- Allow for a mix of uses as part of a wider Transition Area within the Town Centre; and
- Contribute to enhancing the public realm around an important junction strengthening the linkages along the Terminus Road corridor.

### Policy TC22 Development Opportunity Site Five

Proposals for the comprehensive redevelopment of Development Opportunity Site Five, as identified on AAP Figure 1, will include the following key development components:

Active frontages will address Terminus Road and Trinity Trees to incorporate window displays and principal pedestrian entrances.

Storey heights: New development to range from 3 to 5 storeys above street level.

An important corner will be incorporated as part of the built form of buildings at the corner of Terminus Road and Trinity Trees.

Mix of uses. Required uses are A1 retail at ground floor and C3 residential above ground floor. Acceptable additional uses are A3 restaurants and cafes and A4 drinking establishments at ground floor, and B1 (a) offices, C1 hotel, D2 community uses and D2 assembly and leisure above ground floor.

Pedestrian access will be provided from Terminus Road and Trinity Trees.

Servicing and vehicle access will be provided from Trinity Place.

Public realm contributions will be sought towards enhancements to the junction of Terminus Road, Seaside Road and Trinity Trees to improve pedestrian accessibility between the primary retail core and the Seafront.

## Transition Areas

- 5.26 Transition Areas are parts of the Town Centre where commercial and market forces over time have resulted in fundamental changes to the prevailing character of the area. This can mean that a street or particular locations becomes associated with a variety of new uses that cluster together and make a positive contribution to the vitality of the Town Centre. Conversely this can also mean more negative impacts arise through, for example, the contraction of retailing activity with an associated rise in vacancy rates or a change in the nature and quality of retail provision.
- 5.27 There are two locations within the Town Centre which have been identified as Transition Areas: Seaside Road and Terminus Road East (Area One); and Station Street and Mark Lane (Area Two).

## Transition Area One: Seaside Road And Terminus Road East

- 5.28 Both streets have previously been designated as secondary retail areas. Neither has maintained a strong retail offer becoming increasingly marginal in character. However, both benefit from being within close proximity to the Seafront and only a short walk from the primary retail core.
- 5.29 A wider mix of uses will be considered appropriate in this area to provide a stimulus for regeneration. This will focus on opportunities to enhance the evening economy establishing cafes and restaurants that will enhance the tourism and leisure offer associated with the Seafront, which is close by, and the Royal Hippodrome Theatre. Other uses including office accommodation, small workshops and other employment generating uses will also be acceptable as well as residential uses at upper floors having regard to Policy TC6.
- 5.30 As part of the wider waymarking strategy proposed for the Town Centre (Policy TC16) enhanced signage will better direct visitors to the Seafront, Royal Hippodrome Theatre, the primary retail core and Arndale Centre and other key attractions to encourage pedestrian footfall.
- 5.31 In addition, the Council will also work with bus operators to consider opportunities for establishing a stopping area close to the junction between Terminus Road, Trinity Trees and Seaside Road in order to increase public transport accessibility in the area. This would help increase pedestrian footfall and enhance access between the eastern part of Terminus Road and the Seafront.



Seaside Road



## Transition Area Two: Station Street And Mark Lane

- 5.32 Proposals may include examining the retention of the current one-way operation through Seaside Road particularly if this enhances public transport access into the Town Centre. Consideration will also be given to the potential for pedestrianisation of Terminus Road East between Seaside Road and Grand Parade in order to enhance pedestrian access between the primary retail core, the transition area and the Seafront. Arrangements for servicing and delivery will need to be incorporated into the design and layout of any scheme coming forward.
- 5.33 Proposals for additional A5 hot food takeaway uses in the Transition Areas will be carefully managed and considered by the Council. Through problems associated with noise, smell and disturbance such uses can be difficult to accommodate within a mixed use environment, particularly where residential dwellings are located above ground floor premises. This is particularly acute where there are already a number of takeaways premises present. Applications for new takeaway premises will only be considered in Transition Area One (Seaside Road and Terminus Road East). The emerging character of Transition Area Two (Station Street and Mark Lane) will be protected and proposals for additional premises strongly resisted.
- 5.34 This character area of narrow streets and distinctive buildings has through the investment of developers and landowners, led to a cluster of bijou restaurants and retailers which, although something of a hidden gem, is becoming a distinctive destination in its own right. The Council is keen to support further investment in the area through supporting a mix of uses, improve the environment and enhance signposting particularly from Sussex Gardens and Grove Road. Opportunities to establish a walkway from Terminus Road through to Mark Lane will be considered should suitable redevelopment proposals come forward to further enhance connectivity.
- 5.35 At present there are limited residents in this part of the Town Centre, however a careful balance must be struck between developing this area for the evening and night time economy and protecting the needs of residents. It will be important to ensure that the concentration of a particular use does not cause problems of nuisance and disturbance, particularly noise. This will, in part, be a matter for licensing arrangements and also ensuring that future proposals for development in the area meet the requirements of Policy TC6 relating to residential amenity. Proposals will be carefully considered having regard to the Council's Statement of Licensing Policy including the Cumulative Impact Policy.

### Policy TC23 Transition Areas

Within the Transition Areas as identified on AAP Figure 1 the Council will support proposals that enhance the character, identity and diversity of the areas by:

Encouraging a diverse mix of uses falling within classes A1 retail and A2 financial and professional services; A3 cafes and restaurants and A4 drinking establishments to promote the evening and night time economy; B1 business with a focus on office accommodation and workshop space; C3 residential, particularly above ground floor level; D1 community uses; and D2 assembly and leisure.

Applications for A5 hot food takeaways will be allowed in Transition Area One (Seaside Road and Terminus Road East) where this does not result in an over concentration of establishments in a single location, defined as 3 consecutive premises in A5 use, or would be detrimental to other uses in the area, particularly residential, by way of noise, nuisance, smell and disturbance.

Applications for new A5 hot food takeaways will not be permitted in Transition Area Two (Station Street and Mark Lane) as this would be detrimental to the character of the area and to other uses of the area by way of noise, smell and disturbance.

Bringing forward enhancements to the public realm and wayfinding to enhance pedestrian accessibility from other key locations in the Town Centre and increase footfall including the potential for a pedestrian point of access from Terminus Road to Mark Lane.

## Potential Areas Of Change

- 5.36 Within the Town Centre there are locations where potential change during the period covered by the AAP should be acknowledged because of the relative prominence of the site and the opportunities afforded by any change. There are two main Potential Areas of Change: the International Lawn Tennis Centre at Devonshire Park (one); and land at Langney Road and Pevensey Road (two).
- 5.37 As with other key sites in the Town Centre a master plan led approach will be required by the Council in accordance with Policy TC17.

## Potential Area Of Change One: International Lawn Tennis Centre

- 5.38 Hosting international tennis is one of the events that Eastbourne is best known for. The Council will continue to work closely with the Lawn Tennis Association in order to maintain the International Lawn Tennis Centre at Devonshire Park ensuring a future for an important Town Centre asset. The Council will safeguard the strategic importance of the site and support any opportunities to widen the tourism, cultural and conference offer associated with the site. The green space at Devonshire Park will also be maintained as a key open space in the Town Centre.
- 5.39 In addition the Council is undertaking a review of the whole of Devonshire Park which will lead to the production of a business plan for the site including the arts and cultural activities based there. The aim is to ensure Devonshire Park becomes a distinctive, visually inspiring and high value cultural destination which can accommodate a diverse set of visitor and user needs. The results of the review will be used to inform proposals coming forward in the area.



*Lawn Tennis Centre at Devonshire Park*

## Potential Area Of Change Two: Land At Langney Road And Pevensey Road

5.40 This area of change has come forward as a result of the consideration of the Issues and Options consultation. The Council consider that it may represent an opportunity to consolidate this part of the Town Centre for a mix of uses, including retail. There are a number of larger premises that could form part of a comprehensive redevelopment scheme complementing proposals as part of Development Opportunity Site Four.

### Policy TC24 Potential Areas of Change

Within the Potential Areas of Change as identified on AAP Figure 1 the Council will:

Ensure that the strategic importance of the International Lawn Tennis Centre at Devonshire Park is safeguarded and maximise any opportunities to widen the tourism, cultural and conference offer associated with the site providing the predominantly open nature of the park is protected.

Support redevelopment of the area at Langney Road and Pevensey Road for a mix of Town Centre uses with a focus on A1 retail, A3 cafes and restaurants, A4 drinking establishments, B1 office and C3 residential.

Require a master plan led approach in accordance with Policy TC17.



*Pevensey Road*



# 6.0 Implementing and Monitoring

- 6.1 The AAP is focused on implementation and must therefore demonstrate who is responsible for the delivery of each project, provision and policy. It must indicate when and where it will be delivered. A number of potential delivery options for generating the capital required to fund planned improvements are identified. The tables below set out this information for each section of the document.
- 6.2 Underlying the implementation of the AAP is the principle of partnership working with all groups seeking positive change in the Town Centre. Delivery of proposals throughout the Town Centre will be critical to the success of the AAP. It is important to establish a range of opportunities for the Council to pursue. Implementation can be secured through a variety of methods and techniques – these will include the following:

### Pooling planning obligation contributions and Community Infrastructure Levy

Pooled contribution of planning obligations allows a fund to be built up that can be applied to a range of relevant Town Centre projects including public realm improvements, public transportation infrastructure and highway improvements (see the IDP). Details on the working of the Community Infrastructure Levy where financial contributions will be collected from all developments across the Borough for key Town Centre enhancements are also included in the IDP.

### Development management decisions

Decisions on development will be made in conformity with the AAP and other relevant DPDs. Conditions, legal agreements and other supporting information will also contribute to successful implementation.

### Pre-application discussions

Pre-application discussions are essential to securing the successful implementation of the plan. They are a key element in ensuring that prospective developers understand what are acceptable development proposals and how they meet the objectives of the AAP.

### Site specific master plans

Proposals coming forward on the identified Development Opportunity Sites, as well as other major development or redevelopment sites in the Town Centre, will be subject to the preparation of a master plan to be led by developers in accordance with Policy TC17. This will ensure a comprehensive, design led approach to implementation.

### Other Council and partner strategies

There are other strategies and programmes sponsored by both the Council and other agencies. The LTP is a good example. Ensuring that the objectives and priorities are co-orientated with the AAP is essential if return on the limited investment funds available is to be maximised. The Council will also give further consideration to a Business Improvement District for the Town Centre particularly as a means of continuing the work of the Town Centre Management Initiative.

### Partnership working

The Council is keen to work up development proposals in partnership with prospective development interests. This method of working is the most appropriate way of minimising risk to the developer by ensuring that development meets the aims of the plan and encourages innovative design approaches.

### Council owned Land

The Council will use its own Town Centre landholdings, where appropriate, to secure the AAP development objectives either on its own or co-operation with others.

### External funding

The opportunities to secure additional external funding will be very constrained in the current economic circumstances. However, the Council will remain alert to the possibility of drawing down external funding when opportunities arise.

### Liaison with utilities providers

The Council will use the AAP to provide a framework for discussions and agreements with utility providers. This will ensure that services do not place a constraint on development, capacity constraints are identified early in the process and the plans of utility providers are co-ordinated with development requirements.

### Special delivery vehicle

For major regeneration projects it may be appropriate to establish a bespoke public partnership through the creation of Special Delivery Vehicle. These can take a number of forms depending upon the specific shape of the project in question.

### Compulsory purchase powers (CPO)

The Council places great emphasis on collaborative working to secure development objectives. However, in some situations there may be a need to compulsorily acquire land where ownership is creating particular problems. In these circumstances the Council will consider using CPO powers to enable key proposals in the AAP.

## Timescales and programme

- 6.3 In order to provide an indication of timescales for implementation three indicative development phases are envisaged based on 5 year periods. These are:

Short Term	2012 – 2017
Medium Term	2017 – 2022
Long Term	2022 – 2027

Table 1: Implementation Framework

Policy	Vision and objectives			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council through application of policies in the AAP, Core Strategy and other DPDs and planning application decisions by the Council or other decision makers.			

Policy	TC1 Character Areas			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short Term	Medium term	Long term
Implementation lead	Council through application of policies in the AAP, Core Strategy and other DPDs and planning application decisions by the Council or other decision makers.			

Policy	TC2 Town Centre Structure			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council through application of policies in the AAP, Core Strategy and other DPDs and planning application decisions by the Council or other decision makers.			

Policy	TC3 Mixed Use Development			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council and the development industry.			

Policy	TC4 Primary Retail Area			
Location	Primary Retail Core (as identified on AAP Figure 1)			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council, retailers and development industry			

Policy	TC5 Secondary Retail Areas			
Location	Secondary Retail Areas (as identified on AAP Figure 1)			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council, retailers and development industry			

Policy	TC6 Residential Development in the Town Centre			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council and residential developers			

Policy	TC7 Supporting the Evening Economy			
Location	Evening economy areas (as identified on the Proposals map)			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council through planning application decisions, application of policies in the AAP and licensing arrangements			

Policy	TC8 Arts Trail			
Location	Grove Road, South Street, Cornfield Terrace, Compton Road, Wilmington Gardens			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead			Council and local arts community	

Policy	TC9 Development Quality			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council through planning application decisions and application of policies in the AAP and Development Management DPD			

Policy	TC10 Building Frontages and Elevations			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council through planning application decisions and application of policies in the AAP and Development Management DPD			

Policy	TC11 Building Heights, Landmarks, and Tall Buildings			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council through planning application decisions and application of policies in the AAP and Development Management DPD			

Policy	TC12 Servicing Access and Storage			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council through planning application decisions and application of policies in the AAP and Development Management DPD			

Policy	TC13 Public Realm Quality and Priorities			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council and East Sussex County Council through application of policies in the AAP, LTP3 and Development Management DPD			

Policy	TC14 Public Transport Interchange			
Location	Terminus Road, Cornfield Road and Gildredge Road			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead		Council, East Sussex County Council, bus operators and development industry through decisions on planning applications and planning obligations		

Policy	TC15 Parking in the Town Centre			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council and East Sussex County Council			

Policy	TC16 Town Centre Streets			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council and East Sussex County Council			

Policy	TC17 Master Planned Approach to Town Centre Development Sites			
Location	Whole AAP Area			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council and development industry			

Policy	TC18 Development Opportunity Site One			
Location	Land at the junction of Terminus Road and Ashford Road			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead		Council and development industry		

Policy	TC19 Development Opportunity Site Two			
Location	Land adjoining the railway station			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead		Council, Network Rail and development industry		

Policy	TC20 Development Opportunity Site Three			
Location	Land between Upperton Road and Southfields Road			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead			Council and development industry	

Policy	TC21 Development Opportunity Site Four			
Location	Land South East of the Arndale Centre			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead				Council and development industry

Policy	TC22 Development Opportunity Site Five			
Location	Site of the former Coop, Terminus Road			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead			Council and development industry	

Policy	TC23 Transition Areas			
Location	1) Seaside Road and Terminus Road East 2) Station Street and Mark Lane			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead	Council and development industry			

Policy	TC24 Potential Areas of Change			
Location	1) International Lawn Tennis Centre 2) Land at Langney Road and Pevensey Road			
Timescale	Whole Plan Period	Short term	Medium term	Long term
Implementation lead				Council and development industry

## Monitoring Framework

6.4 Monitoring of policies and results is given considerable weight under the LDF system. Policies should be worded so that they are capable of being monitored to show the effects of their implementation. The Council produces an LDF Monitoring Report to review progress in the previous financial year against the targets and timeframes set out in the Local Development Scheme (LDS). This can inform whether the LDS needs revising. In addition the Monitoring Report sets out how well LDF documents and policies are performing in helping to achieve the Councils targets and objectives.

6.5 The table below sets out the framework against which the policies in the AAP will be monitored. Each policy has targets and indicators which provide the basis for the monitoring framework. This will be reported as part of the Council's Monitoring Report. Monitoring the policies will reveal whether the policies and proposals in the AAP are being successfully implemented and whether the Council's Vision for the Town Centre is being achieved by the policies and proposals. The Monitoring Report will demonstrate the effectiveness of the AAP and whether it needs to be reviewed at any point during its lifetime.

6.6 The objectives for the AAP are set out in Section 2 along with the Vision.

Table 2: Monitoring Framework

AAP Policy	AAP Objectives	Target	Indicators
TC1 Character Areas	1, 2, 3, 5, 6, 8, 9, 10, 11	Diversify mix of prevailing land uses within each of the identified Character Areas. Improve identity and legibility of Town Centre.	<ul style="list-style-type: none"> <li>Increased presence of different land uses and mix of uses within each character area assessed against planning applications approved within each character area.</li> <li>Implementation of wayfinding strategy and number of signposts replaced or erected annually.</li> </ul>
TC2 Town Centre Structure	1, 2, 3, 5, 6, 8, 9, 10, 11, 12	Secure investment for key approaches, gateways, streets and public spaces	<ul style="list-style-type: none"> <li>Amount of financial contributions received from town centre schemes</li> <li>Number of public realm enhancement projects implemented comprising approaches, gateways, streets and public spaces</li> </ul>
TC3 Mixed Use Development	1, 2, 3, 4, 5, 6, 7, 8, 9	Increase proportion of mixed use as part of major development proposals in the Town Centre	<ul style="list-style-type: none"> <li>Number of planning applications approved and implemented for mixed use development schemes</li> <li>Amount of new retail, residential and employment approved and implemented on development and redevelopment sites</li> </ul>
TC4 Primary Retail Area	1, 2, 3, 4, 5, 7, 8, 11	Maintain dominance of retail uses within the primary retail area	<ul style="list-style-type: none"> <li>Proportion of non-a1 retail uses present in primary retail frontages</li> </ul>
TC5 Secondary Retail Areas	1, 2, 3, 4, 5, 6, 7, 8, 11	Maintain dominance of small and independent retail uses within the secondary retail areas	<ul style="list-style-type: none"> <li>Proportion of non-a1 retail uses present in secondary retail frontages</li> <li>Net increase or loss in small retailers (assessed against an average unit size of 140m2 in the secondary retail area) and independent retailers (those which are not classed as national multiples)</li> </ul>
TC6 Residential Development in the Town Centre	1, 6	Secure increase in well designed new residential development	<ul style="list-style-type: none"> <li>Number of new dwellings negotiated and approved in accordance with aap design criteria</li> </ul>
TC7 Supporting the Evening and Night-time Economy	1, 6, 7, 8	Increasing the diversity and offer of the evening economy	<ul style="list-style-type: none"> <li>Number of new businesses approved in each of the evening economy key locations where an application for planning permission or change of use is required</li> </ul>
TC8 Arts Trail	1, 8, 9, 11	Enhance legibility and presence of the arts district and improve awareness of independent retailing	<ul style="list-style-type: none"> <li>Commissioning of an arts trail</li> <li>Design and implementation of an arts trail.</li> </ul>
TC9 Development Quality	1, 2, 3, 5, 6, 10, 12	Enhance the design quality of new buildings and development proposals.	<ul style="list-style-type: none"> <li>Monitor representations received from design panel at pre-application and application stage to assess whether policies are raising design standards.</li> </ul>
TC10 Building Frontages and Elevations	1, 2, 3, 4, 6, 10, 12	Enhance the design quality of new buildings and development proposals.	<ul style="list-style-type: none"> <li>Monitor representations received from design panel at pre-application and application stage to assess whether design policies are raising design standards.</li> </ul>
TC11 Building Heights, Landmarks, and Tall Buildings	1, 6, 8, 10, 12	Enhance the design quality of new buildings and development proposals.	<ul style="list-style-type: none"> <li>Monitor representations received from design panel at pre-application and application stage to assess whether design policies are raising design standards.</li> </ul>



AAP Policy	AAP Objectives	Target	Indicators
TC12 Servicing, Access and Storage	3, 6, 10	Ensure the design and layout of development is operationally and visually acceptable	<ul style="list-style-type: none"> <li>Monitor representations received from design panel at pre-application and application stage to assess whether design policies are raising design standards.</li> </ul>
TC13 Public Realm Quality and Priorities	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12	Bring forward prioritised enhancements to the Town Centre public realm	Number of public realm projects designed and implemented
TC14 Public Transport Interchange	1, 2, 9, 12	Enhancing the environmental quality and operational efficiency of the bus interchange to underpin attractiveness, vitality and viability of the Town Centre	<ul style="list-style-type: none"> <li>Implementation of enhancements to bus interchange facilities</li> <li>Improvements to timetable efficiency monitored with bus operator.</li> </ul>
TC15 Parking in the Town Centre	1, 2, 9, 11	Maximising utilisation of existing facilities to underpin attractiveness, vitality and viability of the Town Centre	<ul style="list-style-type: none"> <li>Increase in utilisation of existing parking facilities in the town centre</li> </ul>
TC16 Town Centre Streets	1, 2, 6, 10, 11	Improve accessibility and appearance of key streets principally for pedestrians and public transport users	Number of key street public realm projects designed and implemented
TC17 Master Planned Approach to Town Centre Development Sites	1, 2, 3, 6, 10, 11, 12	Ensure that all major development proposals are implemented in accordance with an approved master plan	<ul style="list-style-type: none"> <li>Number of planning applications approved with a master plan on either development opportunity sites or other major development or redevelopment sites that come forward within the town centre.</li> </ul>
TC18 Development Opportunity Site One	1, 2, 3, 4, 7, 8, 9, 11	Secure mixed use development in accordance with the approved master plan	Amount of net additional floorspace and dwellings developed. Aap target up to 50 dwellings and 10,000m2 of retail floorspace.
TC19 Development Opportunity Site Two	1, 2, 3, 4, 6, 7, 8, 9, 11	Secure mixed use development in accordance with the approved master plan	Amount of net additional floorspace and dwellings developed. Aap target up to 200 dwellings and 2,500m2 of retail/other floorspace.
TC20 Development Opportunity Site Three	1, 2, 3, 4, 6, 7, 8, 11	Secure mixed use development in accordance with the approved master plan	Amount of net additional floorspace and dwellings developed. Aap target up to 100 dwellings and 1,000m2 of retail/other floorspace.
TC21 Development Opportunity Site Four	1, 2, 3, 4, 6, 7, 11	Secure mixed use development in accordance with the approved master plan	Amount of net additional floorspace and dwellings developed. Aap target of up to 50 dwellings and 500m2 of retail/other floorspace.
TC22 Development Opportunity Site Five	1, 2, 3, 6, 7, 8, 9, 11	Secure mixed use development in accordance with the approved master plan	Amount of net additional floorspace and dwellings developed. Aap target of up to 50 dwellings and 500m2 of retail/other floorspace.
TC23 Transition Areas	1, 2, 6, 8, 11	Secure an enhanced mix of uses	Amount of net additional floorspace and dwellings developed
TC24 Potential Areas of Change	1, 2, 6, 8, 9, 11	Give specific guidance to potential future development proposals in accordance with an approved master plan	Amount of net additional floorspace development and in the case of land at langney road and pevensey road number of dwellings developed

## GLOSSARY

### **AAP (Area Action Plan)**

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

### **Active Frontage**

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

### **Affordable Housing**

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

### **Anchor**

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

### **BREEAM (Building Research Establishment Environmental Assessment Method)**

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

### **CABE**

Commission for Architecture and the Built Environment, now part of the Arts Council, is the Government's advisor on design matters.

### **Conservation Area**

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

### **Core Strategy**

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

### **Developer Contribution**

(see Planning Obligations)

### **Development Control Policies**

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

### **Examination**

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

### **Evidence Base**

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

### **Green Roofs and Green Walls**

Parts of a building designed to allow particular species of plants to grow. This can help create habitats for wildlife and reduce the need for rainwater pipes and gutters.

### **LDF (Local Development Framework)**

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

### **LDS (Local Development Scheme)**

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

### **Planning Obligation (and / or a Section 106 agreement)**

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

### **Primary Retail Frontage and Secondary Retail Frontage**

Primary retail frontage are areas in the town centre with the best quality retail and shopping environment normally associated with high street shops and larger shops. Secondary retail frontages are areas of the town characterised by smaller shops with independent retailers and more local businesses.

### **Public Realm**

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

### **Representations**

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

### **Sustainability Appraisal (SA)**

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

**SCI (Statement of Community Involvement)**

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

**Sustainable Development**

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

**Special Delivery Vehicle**

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

**Townscape**

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

**Wayfinding**

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

