



Eastbourne

Town Centre *Local Plan*

November 2013

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1.0 Introduction to the Town Centre Local Plan

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 due to 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 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 Grand, Cavendish and Burlington attract a significant number of visitors. In addition Eastbourne's theatres and award-winning Towner gallery contribute to the overall mix of attractions.
- 1.5 Given the nineteenth century development of Eastbourne, 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 strengths 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 facilities 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, having particular regard to the Eastbourne Cycling Strategy (March 2012) 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 a Local Plan has been prepared in order to provide a strong framework for bringing forward beneficial change.

What is a Town Centre Local Plan?

- 1.9 The Town Centre Local Plan (TCLP) is a formal Development Plan Document (DPD) which establishes a planning framework for an area that may be subject to change, in this case the Town Centre. It forms part of the **Local Plan** for Eastbourne together with the Eastbourne Core Strategy Local Plan and other documents set out within the Local Development Scheme (LDS).
- 1.10 The purpose of the TCLP is to set out a strategy and proposals for the regeneration of the Town Centre. The TCLP is an important policy document that will shape development within the Town Centre to 2027 in accordance with the National Planning Policy Framework and in particular the “presumption in favour of sustainable development”. It is being prepared in accordance with the Eastbourne Core Strategy Local Plan which will set out the overarching policy direction for Eastbourne.
- 1.11 The Policies Map, which takes account of the Eastbourne Core Strategy Local Plan policies will be updated to reflect the TCLP. It will set out and define important policy areas and locations within Eastbourne and in the Town Centre. The Policies Map for the defined Town Centre will be based on TCLP Figure 1, which illustrates key policies and policy areas. It is on Page 14. Where artist’s impressions are used in the TCLP these are for illustrative purposes only and are not indicative of a fully worked-up design proposal.
- 1.12 A five-stage process has been adopted in preparing the TCLP:
- **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 TCLP.
 - **Stage 3:** Preparation of the Proposed Submission Version of the TCLP having regard to the representations received at Stage 2 and in accordance with Regulation 27 of the Town and Country Planning (Local Planning) (England) Regulations 2004 (as amended in 2008 and 2009)
 - **Stage 4:** Preparation of Modifications to the Submission Version of the TCLP, having regard to the representations received at Stage 2 and in accordance with Regulation 18(3) of the Town and Country Planning (Local Planning (England)) Regulations 2012). The Submission Version was published to provide stakeholders and the community with an opportunity to make final representations over a 6 week period prior to the document being submitted to the Secretary of State.
 - **Stage 5:** Independent examination of the Submission Version conducted by a Planning Inspector.
- 1.13 The TCLP 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 document was originally submitted to the Secretary of State on 31st January, 2012. However, the inspector raised a number of issues in correspondence and these have now been addressed. The TCLP has been subject to a Sustainability Appraisal (SA). The SA process has run in parallel with the preparation of the TCLP. The TCLP should be read in conjunction with the SA Report which can be viewed at www.eastbourne.gov.uk.

How does the Town Centre Local Plan relate to other plans?

- 1.14 The TCLP has been prepared having regard to the planning policy context established at national, regional and local level including the National Planning Policy Framework and specifically the presumption in favour of sustainable development.
- 1.15 The **Local Plan** for Eastbourne sets the local planning policy context for the Town and comprises a suite of local development documents. Of particular relevance to the Town Centre are the:
- **Local Development Scheme** which sets out the programme of preparation for the Local Plan, and
 - **Eastbourne Core Strategy Local Plan** which establishes the broad spatial development strategy and key policies for Eastbourne (excluding the area of the Borough within the South Downs National Park) and has been prepared in parallel with the TCLP.
- 1.16 The Eastbourne Core Strategy Local Plan was submitted to the Secretary of State in January 2012 and adopted in February 2013. 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 maintain its status as a sustainable centre by maximising its economic potential and attract more shoppers, workers, residents and visitors through schemes and proposals for redevelopment detailed in the Town Centre Local Plan.”*
- 1.17 The policies and proposals set out within the TCLP are consistent with the objectives and policies within the Eastbourne Core Strategy Local Plan. The Eastbourne Core Strategy Local Plan has been prepared having regard to the East Sussex Sustainable Community Strategy – Pride of Place. The Eastbourne Core Strategy Local Plan highlights that maintaining and improving the environment is a vital element in ensuring that Eastbourne has a sustainable future.
- 1.18 The TCLP replaces saved policies from the **Eastbourne Borough Plan** that applied to the Town Centre area. They are listed in Appendix 1.



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 TCLP 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 Eastbourne Core Strategy Local Plan and the Community Strategy and comply with the National Planning Policy Framework.

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 Local Plan 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 cafés 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. In particular, the Council will support the retention, refurbishment and extension of existing office and business floorspace and the provision of new high quality office space that will meet the needs of a range of businesses;
 - 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, cyclists 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 and cycle 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, provision for cyclists taking account of the Eastbourne Cycling Strategy, improving the quality of public places and securing increased priority for pedestrians and cyclists 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 having regard to **Policy D9** of the Eastbourne Core Strategy Local Plan.
- 2.3 The objectives underpin the preparation of the TCLP and policies and proposals contained within it. They will also help monitor its performance and effectiveness.
- 2.4 When considering development proposals, the Council will take a positive approach that reflects the "presumption in favour of sustainable development" set out in paragraphs 14 and 15 of the National Planning Policy Framework. It will work with applicants to find solutions that address concerns raised by local residents and community groups, which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area. Planning applications that accord with the policies in this Town Centre Local Plan will be approved, unless material considerations indicate otherwise.





UK Flag

12

Two Finches

Green logo

White logo

Blue logo

Black sign

Green sign

White sign

Blue sign

Red sign

White sign

Black sign

Red bollard

Blue car license plate: 507 HJH

Blue sign: LACED DRY CLEAN

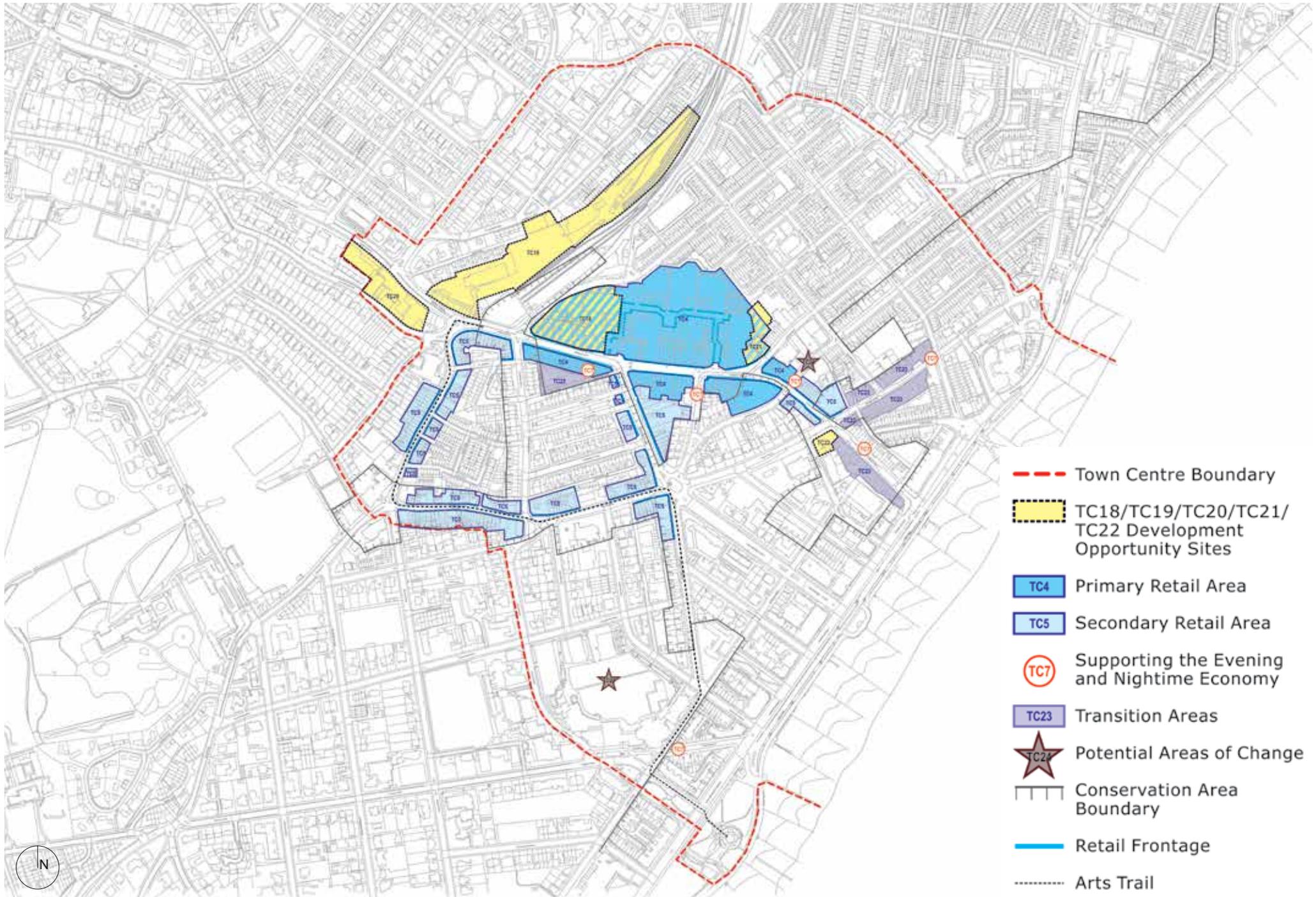
3.0 Development Strategy and Spatial Framework

Approach to development within the town centre

- 3.1 The Eastbourne Core Strategy Local Plan has adopted a sustainable neighbourhood based approach to development within Eastbourne. The Town Centre is identified as one of fourteen neighbourhoods in Eastbourne. **Policy B2** of the Eastbourne Core Strategy Local Plan 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 TCLP 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 TCLP.
- 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, cycle and public transport provision.

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



- - - Town Centre Boundary
- TC18/TC19/TC20/TC21/TC22 Development Opportunity Sites
- TC4 Primary Retail Area
- TC5 Secondary Retail Area
- TC7 Supporting the Evening and Nighttime Economy
- TC23 Transition Areas
- ★ Potential Areas of Change
- Conservation Area Boundary
- Retail Frontage
- Arts Trail

14 TCLP Figure 1 - Eastbourne Town Centre

Defining the extent of the Town Centre boundary

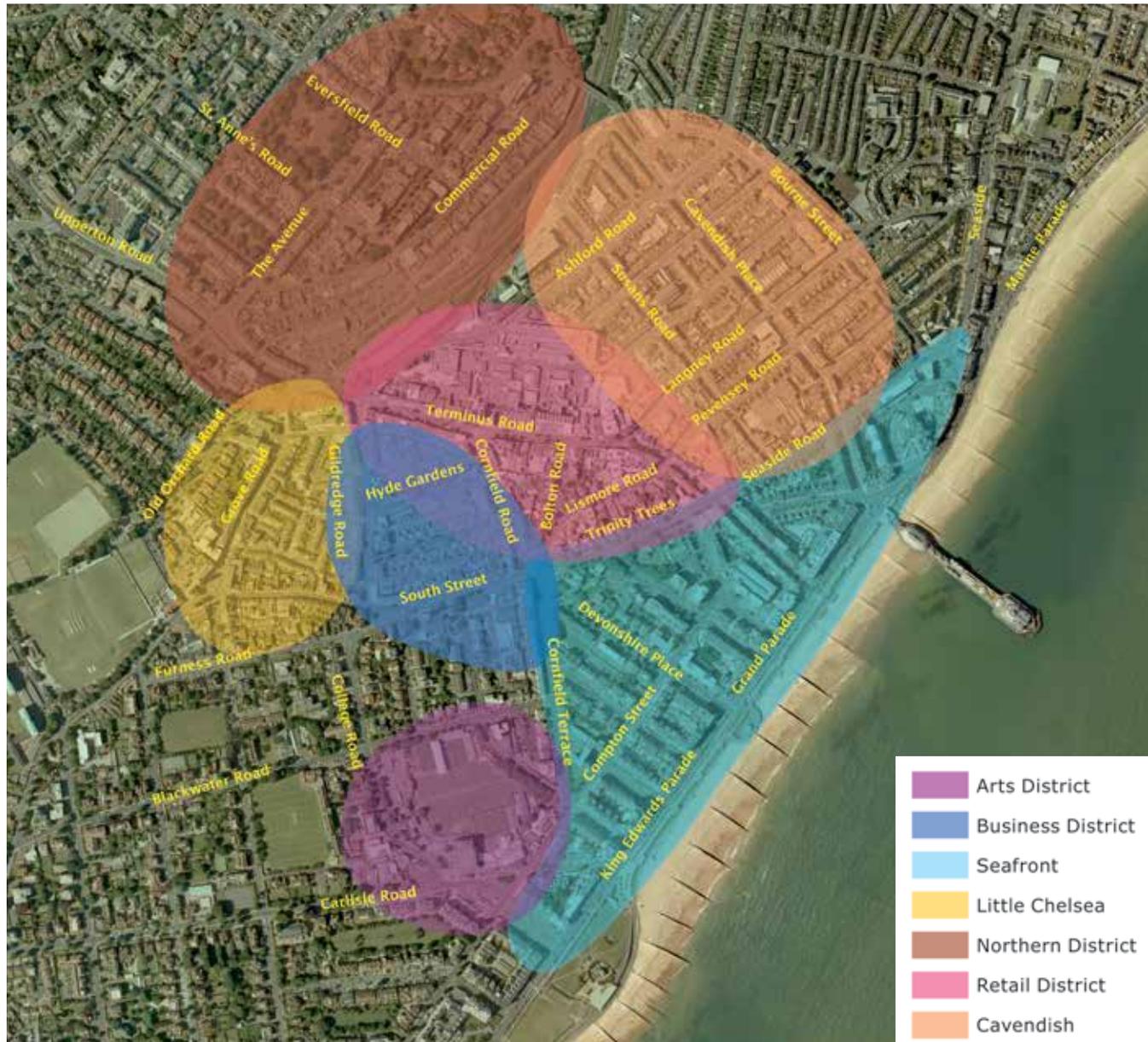
- 3.4 The Town Centre boundary defines the area within which the TCLP policy framework will be applied. The boundary is shown on TCLP Figure 1.
- 3.5 Options were considered relating to the extent of the boundary, which included retaining the previous boundary as set out in the Eastbourne Borough Plan (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 TCLP 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 TCLP. 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 TCLP 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. Through identifying and reinforcing key structural elements through, for example, public realm enhancements, the TCLP aims 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 The key components of the spatial framework are described on the following pages. Policy TC2 and TC13 identify those key elements of the spatial framework that will be prioritised for enhancement as specific projects through the TCLP period. This is because of the contribution these elements make towards enhancing the legibility, identity, functionality, particularly in terms of pedestrian movement, and the overall appearance of the Town Centre.
- 3.9 The TCLP Implementation Framework in Section 6 gives details of how these projects will be brought forward including broad timescales over the TCLP period, project leads and key partners, and potential funding sources. The Council will take a lead role in scoping these projects working with other partners and agencies including land owners, private developers and East Sussex County Council.

- 3.10 In order to implement proposals for the public realm the Council will:
- produce a detailed Public Realm Strategy for the Town Centre in the short term phase of the plan period in order to provide design, layout and preliminary costings for the identified public realm projects in the TCLP, focusing on the public realm priorities set out in Policy TC13 but also considering the wider public realm areas that contribute to the structure of the Town Centre set out in Policy TC2;
 - link projects together to maximise opportunities to progress work on the public realm, for example at the junction of Terminus Road and Grove Road where the funded scheme for the public transport interchange in Terminus Road will help implement initial work on the Grove Road and South Street public realm priority area through enhancing pedestrian and cycle connectivity from the Station into an important secondary retail area;
 - as part of LTP3 target funding from surplus on-street parking charges in the Town Centre towards the funding of public realm projects;
 - work with East Sussex County Council identifying where the programmed ongoing highway maintenance budget could use additional funding streams to bring forward public realm projects; and
 - negotiate section 106 contributions for the public realm from the Development Opportunity Sites, and other sites that relate to and adjoin identified public realm projects in the Town Centre.
- 3.11 The Council will monitor progress on the delivery of the public realm projects identified in the TCLP and the Public Realm Strategy to re-evaluate priorities, where necessary, or bring forward wider public realm projects as priorities during the plan period.

Character Areas



- 3.12 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.
- 3.13 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.
- 3.14 Seven overlapping character areas have been identified, which are shown on figure 2:

Approaches, gateways, streets and spaces

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.

- 3.15 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.
- 3.16 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.

- 3.17 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:
- **Seaside** and **Marine Parade** providing a key point of access into the Town Centre from the north east
 - **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 west
- 3.18 **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:
- **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.**
- 3.19 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.

- 3.20 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.
- 3.21 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, useable 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.
- 3.22 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**.

- 3.23 A number of **key streets and spaces** have been identified through analysis and as part of the consultation process on Issues and Options. These key streets and spaces make a particular contribution towards enhancing the legibility, identity, functionality, particularly in terms of pedestrian movement, and the overall appearance of the Town Centre and have therefore been prioritised. Information on how they will be brought forward for delivery is given in the TCLP Implementation Framework in Section 6. They comprise:



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.



- Arts District
- Business District
- Seafront
- Little Chelsea
- Northern District
- Retail District
- Cavendish
- Important Places
- Gateways
- Links
- Approaches

18 Figure 2a - Approaches, Streets and Gateways



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 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 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 Square 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 Square 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

ALIC

Café

Free Wi-Fi

10am - 7pm

Vertical banner advertisement with text and graphics.

End MAY
63rd MA

Star logo

4.0 Town Centre Policies

Theme 1: Supporting a Mix of Uses

4.1 This section of the TCLP 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 Eastbourne Core Strategy Local Plan and other Development Plan Documents (DPDs) in particular the Development Management Local Plan 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 TCLP 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 TCLP 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 Local Plan which will replace saved policies from the Borough 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 an 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 TCLP sets out policies that will protect, support and encourage mixed use development. In addition the TCLP 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 cafés, 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 Eastbourne Core Strategy Local Plan. 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 the 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 TCLP.
- 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 TCLP is a means of identifying how the overall retail strategy for the Town Centre should be taken forward. This has been achieved through positively managing demand for floor space by:

- **Updating the boundaries** of the existing primary and secondary retail areas as part of the preparation of the TCLP 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 TCLP 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, comprising banks and building societies (class A2), and cafés 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 TCLP Figure 1 and Figure 3 Primary and Secondary Retail Area.

Policy TC4 Primary Retail Areas (PRAs)

The Town Centre's primary retail core will be maintained and enhanced and comprises the following principal retail areas. The following are defined as primary retail frontages and are shown on TCLP Figure 1 and Figure 3:

- The Arndale Centre (PRA1)
- 11 to 155 Terminus Road (PRA2)
- 96 to 170 Terminus Road (PRA3)
- 1,2, 3 and 4 Langney Road (PRA4)
- 46-94 Terminus Road (PRA5)

Use Classes A2, A3 and A4 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 the overall retail frontages in the remaining primary retail areas 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.

Other 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), cafés 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 TCLP Figure 1 and Figure 3 Primary and Secondary Retail Areas.

Policy TC5 Secondary Retail Areas (SRAs)

Secondary retail areas make an important contribution to the diversity of retailing in the Town Centre and will be maintained and enhanced.

- 2 to 66 Grove Road (SRA1)
- 25 to 57 Grove Road (SRA2)
- 3 to 89 South Street (SRA3)
- Public House at Corner of South Street and Grange Road to 56 South Street (SRA4)
- 99 to 121 South Street (SRA5)
- 106 to 114 South Street (SRA6)
- 7 to 45 Cornfield Road (SRA7)
- 2 to 44 Cornfield Road (SRA8)
- 17 to 28 Cornfield Terrace (SRA9)
- 2 to 44 Terminus Road (SRA10)
- 1a to 3b Gildredge Road including 1a and 1b Ivy Terrace (SRA11)
- 157 to 187 Terminus Road (SRA12)
- 172 to 200 Terminus Road (SRA13)

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 that this contributes to the overall vitality and viability of the Town Centre.

Non-retail uses (class A2, A3, A4, B1(a) office), D1 and D2 will only be permitted at ground floor level where:

- it would result in no more than 35% of the overall retail frontages in each Secondary Retail Area 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 within 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.

Primary Retail
Secondary Retail

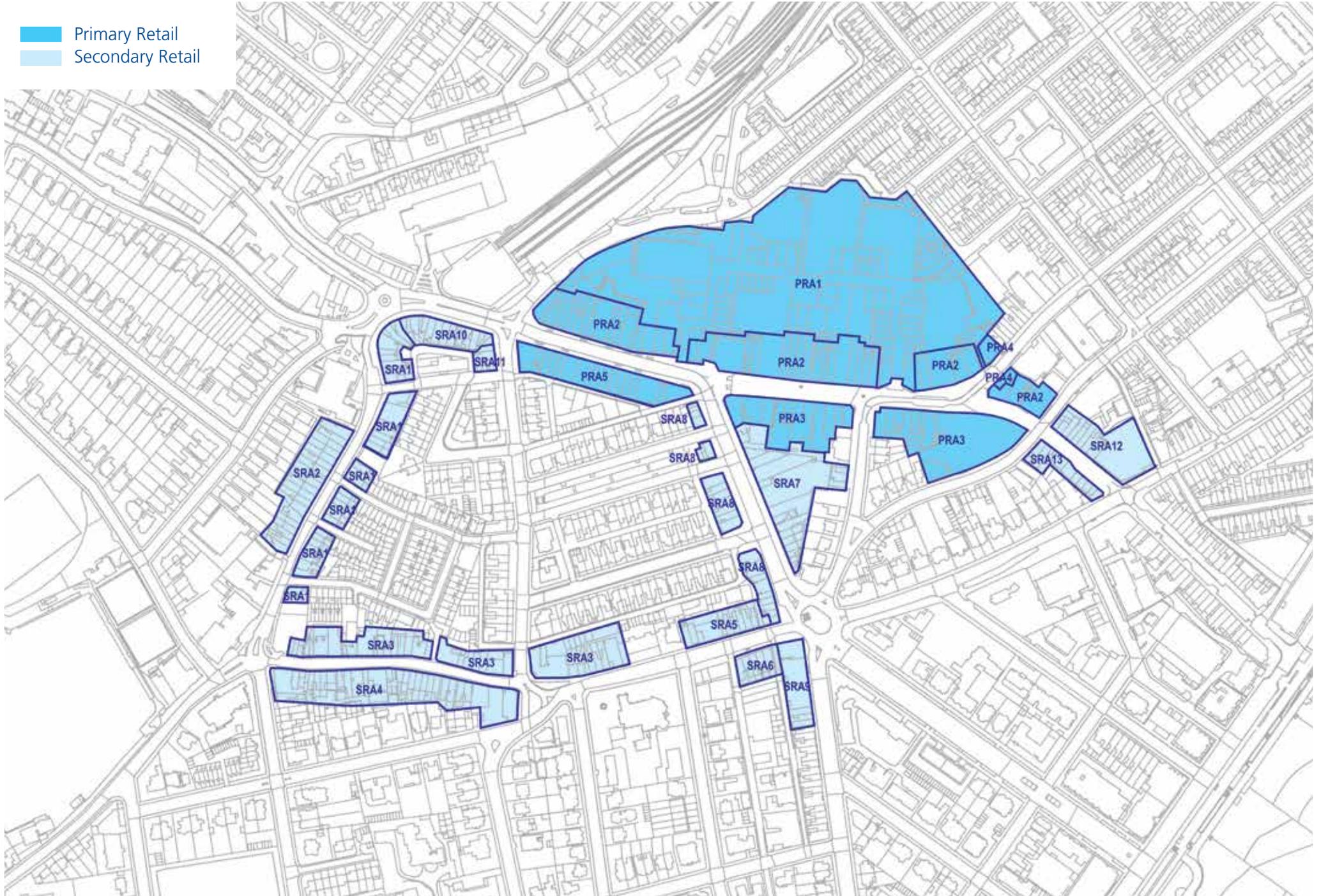


Figure 3 - Primary and Secondary Retail

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 businesses 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 Eastbourne Core Strategy Local Plan identifies the Town Centre as a sustainable location for increasing household growth. The Eastbourne Core Strategy Local Plan anticipates 1,190 dwellings being provided in the Town Centre within the period up to 2027. The TCLP identifies that from this amount 450 should be provided through 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 Eastbourne Core Strategy Local Plan. 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 Eastbourne Core Strategy Local Plan and the Council's **Infrastructure Delivery Plan**.
- 4.23 Affordable housing provision will be sought in line with **Policy D5** of the Eastbourne Core Strategy Local Plan. 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 cafés, 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 with as part of the Development Management Local Plan which will replace saved policies from the Borough 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, useable 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 publicly 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 Eastbourne Core Strategy Local Plan and community, sport and health facilities in accordance with Policy D7 of the Eastbourne Core Strategy Local Plan.

- 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 Eastbourne Core Strategy Local Plan.
- 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 TCLP. In particular the TCLP 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, 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 Eastbourne Core Strategy Local Plan.
- 4.29 The town centre's office stock adds to the mix of uses within the centre and is an important contributor to its overall vitality and viability. Those working in and visiting the centre's offices provide an important customer base for other businesses and commercial enterprises in the centre, adding in particular to its weekday and daytime footfall and helping to support the centre's night time economy.
- 4.30 The Council is to produce a new Employment Land Local Plan (ELLP) which will quantify the amount of office space that is to be provided during the current Core Strategy Local Plan period. This will inform the amount of space that should be directed to the town centre. This is in the interest of concentrating office workers within the most accessible locations of the town centre, close to those living in the town centre and easily accessible for commuters based in the neighbouring wards and areas from which people can readily travel to the centre on foot, or by cycle, bus or by train.
- 4.31 Having regard to the outcome of the ELLP and through monitoring any changes of use coming forward as a result of the Prior Notification process on the temporary relaxation of Permitted Development rights, the Council will consider the use of Article 4 Directions to protect B1(a) office space in the Town Centre.

Enjoying the Town Centre

4.32 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 TCLP 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

4.33 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.

4.34 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.

4.35 It is important for the TCLP 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 TCLP 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 TCLP).
- **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.

4.36 Within these areas later opening will be considered subject to the cumulative impact of proposals in order to minimise the potential for noise and disturbance. All licensing applications or variations will be considered in line with the relevant legislation existing at the time. 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 Local Plan which will replace saved policies from the Borough 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 TCLP 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 individual and 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

4.37 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 Eastbourne Core Strategy Local Plan 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 Park Theatres;
- **The Seafront** which will be subject to its own Local Plan, and includes key attractions such as the Pier, bandstand and Wish Tower; and
- **Seaside Road** particularly enhancing the appeal of the Royal Hippodrome.

4.38 **Policy D3** of the Eastbourne Core Strategy Local Plan affords protection to existing visitor accommodation and supports the provision of new entertainment, cultural and sporting facilities within Eastbourne. 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.

4.39 Given the significance of Eastbourne as a destination and the importance of the tourism sector, the TCLP 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.

4.40 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.



Eastbourne's iconic Pier



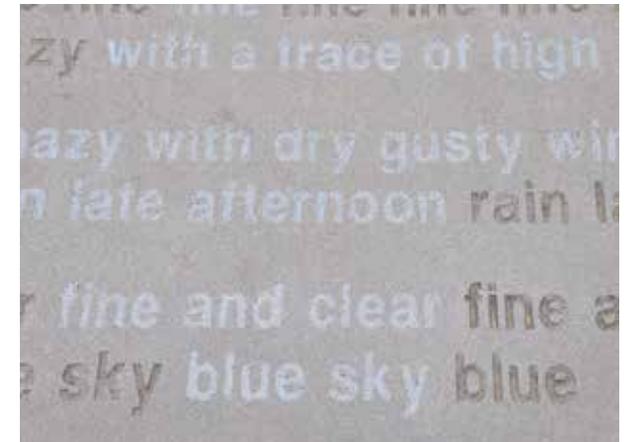
Artist's impression of the Arts Trail

Arts Trail

- 4.41 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.
- 4.42 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.
- 4.43 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.
- 4.44 The commissioning of an Arts Trail will 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.
- 4.45 The route for the Arts Trail will provide 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 streets and spaces 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 (see **Policy TC2** and **Policy TC13**).
- 4.46 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.
- 4.47 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.
- 4.48 The Council will initially engage with local stakeholders including those who have made representations during the preparation of this TCLP, and businesses along the proposed trail to scope out the provisions for the arts trail project including design objectives, alignment of the route, the location of appropriate signage and installations, and pedestrian crossing facilities. The project will be incorporated into an ongoing review of the Council's assets at Devonshire Park and led by the Council. Initial scoping work will be undertaken in the short term of the TCLP period with implementation in the medium term. This will be coordinated with the other public realm priority projects set out in **Policy TC13**. Further information on the delivery strategy for the Arts Trail is set out in the TCLP Implementation Framework in Section 6.

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 Square and The Wish Tower.



Pavement detailing

Theme 2: Town Centre Identity

4.49 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 TCLP Figure 1.

4.50 It will be important for the TCLP to recognise and afford protection to notable buildings and areas of townscape value. In addition the TCLP 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.

4.51 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.

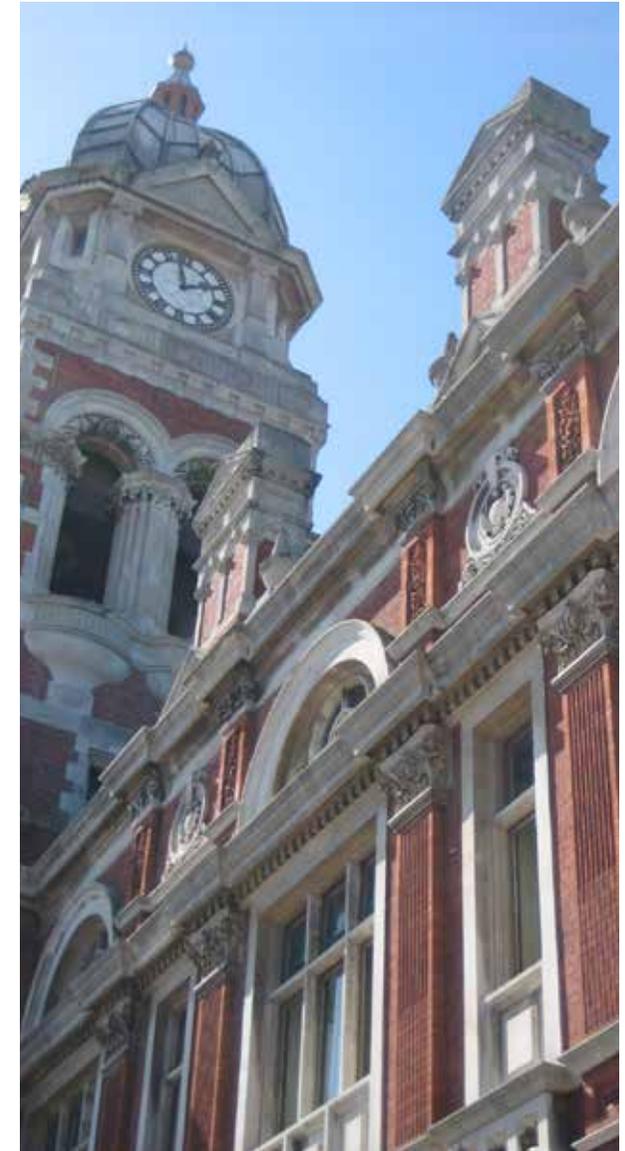
4.52 The TCLP addresses all those design issues that are relevant to the Town Centre. In particular:

- 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

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



The pier and bandstand



Town Hall - a distinctive landmark

Town Centre Design Objectives and Development Quality

4.54 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 objectives to address the quality of built form proposals that come forward within the Town Centre, the TCLP will provide a clear policy direction to inform and guide development schemes.

Objective 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.

Objective 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, particularly for pedestrians and cyclists. 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

Objective 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.

Objective 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 locally sourced materials and the reuse of existing materials where demolition is proposed.

Objective 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.

Objective 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.

Objective 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

4.55 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.

4.56 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.

4.57 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.

4.58 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 **Policy 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 Local Plan which will replace saved policies from the Borough Plan.

4.59 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, cafés, 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.

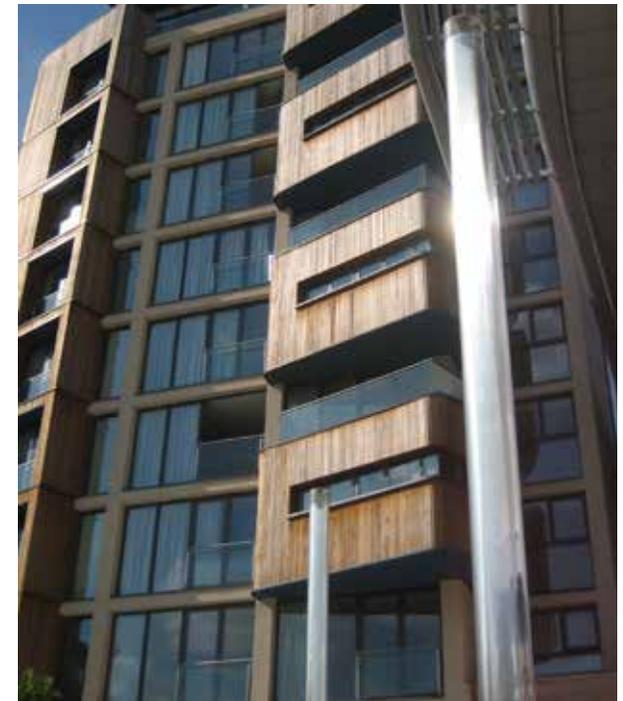
Opportunities for incorporating green and brown ‘living roofs’ onto buildings, photo voltaic cells, solar water heaters and wind turbines should be considered to enhance the environmental performance of development within Eastbourne Town Centre where this can be achieved in a visually acceptable way. 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

- 4.60 The pattern of different building heights including recognisable landmarks can 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.
- 4.61 At present, development in the Town Centre is generally within a range of between 3 to 5 storeys in height. Important places, including Terminus Road, parts of Grove Road and South Street, Seaside Road and the Seafront Character Area and parades, are signified as such because the streets are fronted by buildings of up to 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. As such the general consistency of building heights in these different parts of the Town Centre can give it a strong character and identity.
- 4.62 In addition, 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. The Town Hall, the railway station, The Pier, The Wish Tower and the Towner are all important landmarks in the Town Centre.
- 4.63 Landmark buildings are defined as 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. Landmark buildings can also be taller than those around them, a 4 storey building in an area that is predominantly 3 storeys, or a 6 storey building in an area that is predominantly 5 storeys for example.

- 4.64 There are currently very few buildings and structures in the Town Centre that are taller than 6 storeys in height. Those that do exist are generally the spires or towers associated with Eastbourne's churches and the Town Hall.
- 4.65 In addition, they include a number of buildings in the Town Centre that are very much 'of their time', predominantly dating from the late 1960's and early 1970's: the Arndale Centre car park and the JCP car park on Junction Road for example (6 storeys), and office buildings on St Leonard's Road (up to 7 storeys) which are all clustered around the area of the railway station.
- 4.66 There is also the Eastbourne Centre on the Seafront (9 storeys) and apartment buildings on Compton Road in the Seafront Character Area (7 storeys).
- 4.67 In order to preserve the character and identity of the Town Centre the Council will have regard to the prevailing building height in a particular location when assessing proposals for new development. This will generally be between 3 and 5 storeys.
- 4.68 When assessing individual proposals, the Council will have regard to the prevailing uniformity of building heights in a particular location where this contributes significantly to the character and townscape qualities of Eastbourne, particularly within identified Conservation Area boundaries. Proposals for buildings that are taller than the prevailing building height in that location will be likely to have a negative impact on the character of the town and will therefore be resisted.
- 4.69 In certain locations within the Town Centre landmark buildings of 6 storeys in height may be acceptable in order to emphasise important places and contribute towards the overall legibility of the Town Centre. These locations are identified as:

- The Terminus Road corridor to reinforce the identity and role of the main retail street;
- adjoining Town Centre gateways as defined in **Policy TC2** to enhance the role and identity of these locations on the edge of the Town Centre;
- within the Seafront Character Area where there are already a number of landmark buildings; and
- in the vicinity of the railway station where there are already a number of landmark buildings located. It is also a location that is highly accessible by public transport and therefore appropriate for potentially more intensive forms of development.



Apartment building provides a distinctive built form

4.70 Development must have regard to other design quality policies in the TCLP including **Policy TC9** and **TC11** as well as general development management policies to be set out in the Development Management Local Plan. Specific guidance on building heights is also given in each of the Development Opportunity Site policies.

4.71 In exceptional cases, and in order to accommodate key development requirements, tall buildings that are over 6 storeys in height 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 quality.



4.72 The Council considers that the only location for development of this kind in the Town Centre may be at Development Opportunity Site Two, which adjoins the railway station. As a gateway location with good access to public transport provision, close to the primary retail core, Development Opportunity Site Two may be an appropriate location for more intensive forms of development to meet the objectives of the TCLP. These may best be accommodated in well designed taller landmark buildings above 6 storeys. In addition, although the station building is listed, Development Opportunity Site Two is not within a Conservation Area. Again, development must have regard to other design quality policies in the TCLP including **Policies TC9** and **TC11** as well as general development management policies to be set out in the Development Management Local Plan.

4.73 In considering proposals for taller landmark buildings the Council will also 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."

Policy TC11 Building Heights

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 of 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 of 6 storeys in height will not be acceptable in areas where the townscape quality of the area is derived from the uniformity of existing building heights.
- Exceptionally, on Development Opportunity Site Two, tall buildings over 6 storeys in height may be acceptable if they are of outstanding architectural quality and add positively to the townscape qualities of Eastbourne. 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 CABE/English Heritage '**Guidance on Tall Buildings**' (June 2007), and any subsequent guidance.

Accommodating Servicing Access

4.74 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 TC12 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

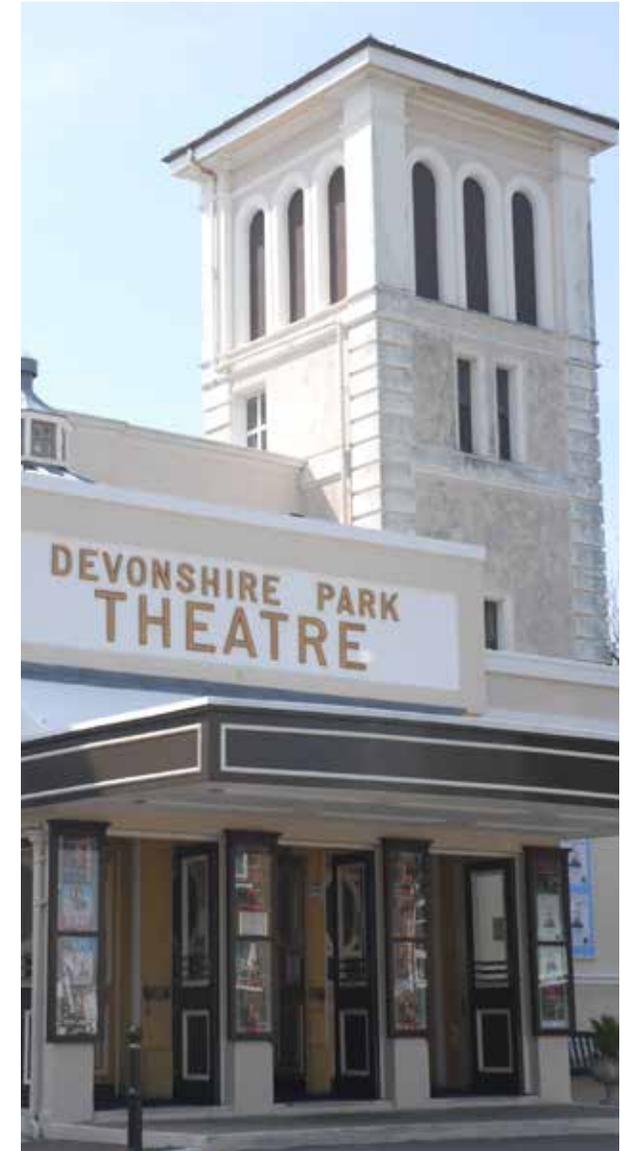
4.75 The protection of Eastbourne's heritage is a key component of the TCLP. Statutory protection is afforded to listed buildings and Conservation Areas within the Town Centre. The established and mature scale, form of development, and street pattern of many parts of the Town Centre contribute significantly 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 Eastbourne Core Strategy Local Plan sets out the Council's strategic approach to protecting the historic environment. The Development Management Local Plan will provide more detailed policy guidance.

4.76 The TCLP 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).

4.77 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**).

4.78 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

4.79 Sustainable design and development is at the heart of the Eastbourne Core Strategy Local Plan. **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' and accessible by cyclists, where local services are available close by, thereby reducing reliance on motorised transport.

4.80 It is important for the TCLP 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.

4.81 As such the TCLP 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.

4.82 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 Eastbourne Core Strategy Local Plan and the TCLP. It has also been 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

4.83 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.

4.84 The quality of the public realm is a fundamental aspect of the TCLP – 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.

4.85 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 in accordance with those proposed in the Eastbourne Cycling Strategy, cycle parking and storage facilities, and identifying new and enhanced pedestrian and cycle linkages across and around key Development Opportunity Sites.

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

4.87 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 and cycle 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 public realm encouraging people to walk and cycle 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, cyclists 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 and cycle routes and crossing points that reflect desire lines. Proposals must enhance 'walkability' and cycle access by making streets in the Town Centre attractive and convenient for pedestrians and cyclists, 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**) and implementing proposals in the Eastbourne Cycling Strategy.

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

- 4.88 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.
- 4.89 Eastbourne already has many fine streets and a beautiful Seafront. There are a more limited number of public spaces and areas of publicly 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.
- 4.90 **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.
- 4.91 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 key streets and spaces make a particular contribution towards enhancing the legibility, identity, functionality, particularly in terms of facilitating easier pedestrian movement, and the overall appearance of the Town Centre and have therefore been prioritised.

- 4.92 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 and also to the Public Realm Guidance being prepared by East Sussex County Council (regarding funding of high-quality materials). In addition, the Council will produce a Public Realm Strategy for the Town Centre in the short term phase of the plan period to inform the design layout and funding opportunities for the identified public realm priorities. Funding will come from a variety of different sources including developer contributions from adjoining Development Opportunity Sites as well as any surplus parking revenues generated from on-street parking in the Town Centre, as part of LTP3, and potential other sources including the Community Infrastructure Levy (CIL) where it is directly linked to new development. Where contributions are sought from the Development Opportunity Sites information is given in the relevant policy. Additional information on how they will be brought forward for delivery is given in the TCLP Implementation Framework in Section 6.

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. 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 has been made for a street market, which is held at the Seafront end of Terminus Road.
- Junctions with Pevensey Road and Lismore Road, and Seaside Road and Trinity Trees to provide more direct and attractive pedestrian crossing facilities and enhanced 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 servicing 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.



New public square at Terminus Road / Langney Road junction

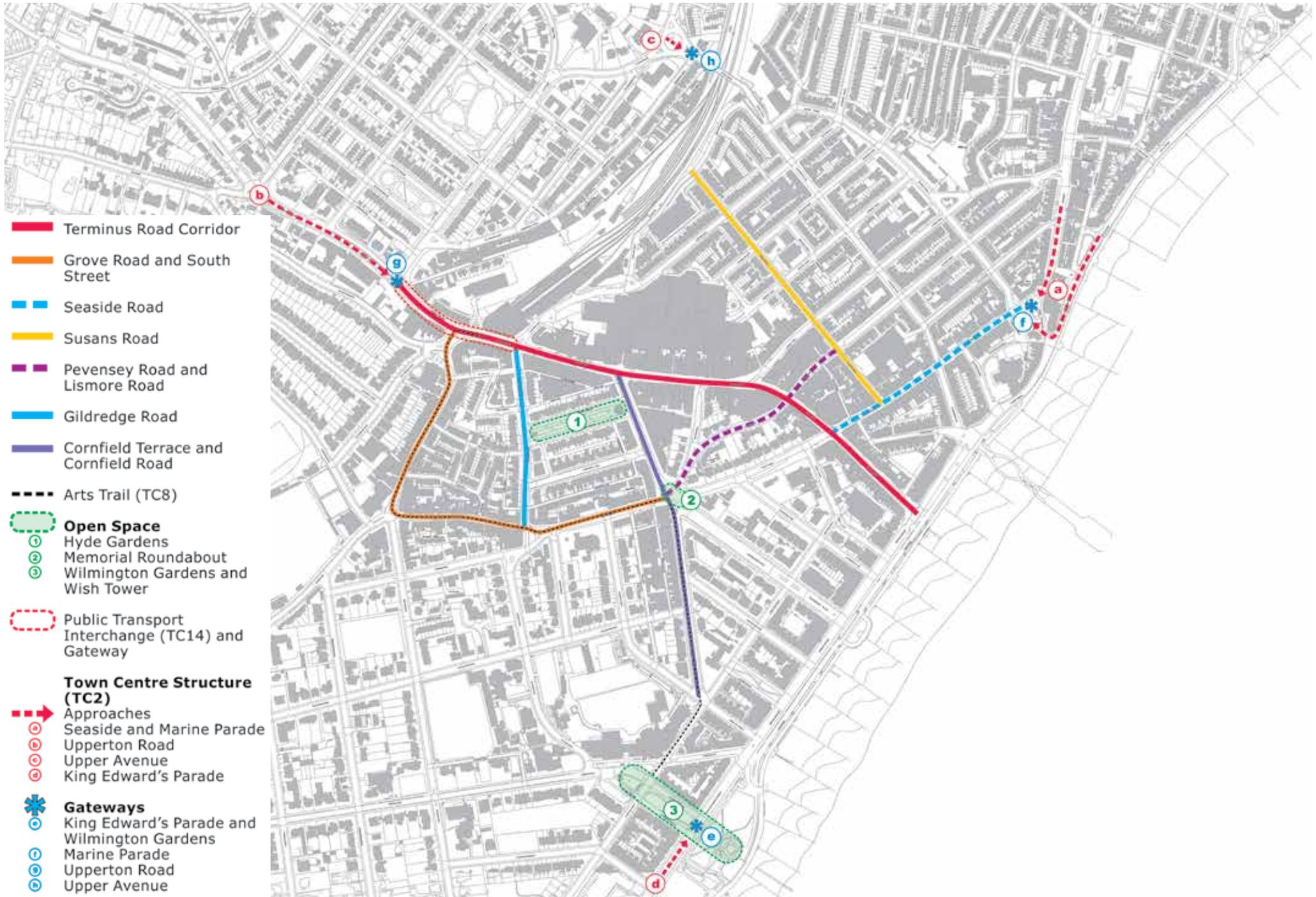


Figure 4 - Public Realm Priorities



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.

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 Square 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.

4.93 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 TCLP. As the majority of the public realm priorities are on land that is adopted highway the Council will work closely with East Sussex County Council on developing and designing projects through to implementation.

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 useable 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 and cyclists, across the Town Centre. Facilities for safe and continuous cycle routes and parking will be provided as part of the design of the public realm having regard to the Eastbourne Cycling Strategy.

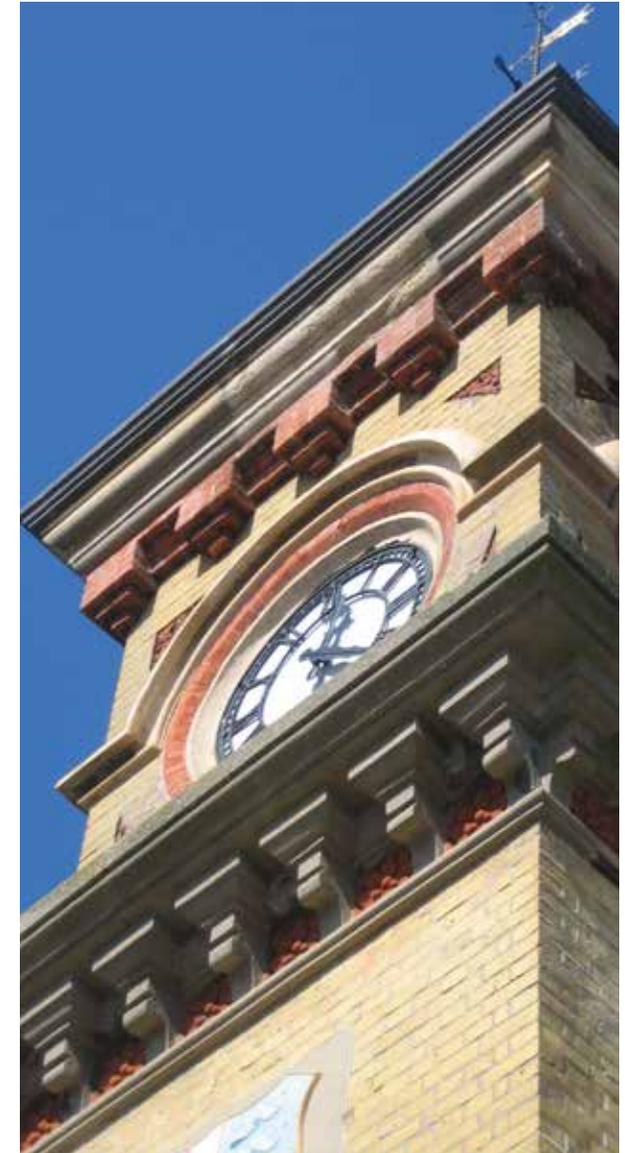
The following locations will form the priority for public realm enhancements within the Town Centre:

- 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 Square and Wish Tower

The Council will produce a Public Realm Strategy for the Town Centre to inform the design layout, funding opportunities and implementation of the identified public realm priorities.

Theme 4: Accessing The Town Centre

- 4.94 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.
- 4.95 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.
- 4.96 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.
- 4.97 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.
- 4.98 In order to improve opportunities for a better connected Town Centre the TCLP 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.
- 4.99 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

4.100 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.

4.101 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 TCLP.

4.102 The TCLP 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.

4.103 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 railway station has also received funding to become a 'cycling hub', part of a network of new cycle routes and facilities proposed by the Eastbourne Cycling Strategy. 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 Eastbourne Core Strategy Local Plan; and
- **Reintroducing two way operation of key streets** in the Town Centre, where feasible, to allow efficient public transport accessibility and routing (**Policy TC16**).

4.104 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.

4.105 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.

4.106 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.

4.107 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.

4.108 In addition the Council will bring forward the Quality Bus Corridor into the Town Centre in accordance with **Policy D8** of the Eastbourne Core Strategy Local Plan 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.

Moving Around the Town Centre

4.109 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.

4.110 The quality of parking provision will be improved within the Town Centre taking account of the Council's 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.

4.111 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. Finally, where required, provision will be made for charging points for electric vehicles 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, and railway station. New cycle parking will also be considered adjoining new cycle routes that have been identified across the Town Centre as part of the Eastbourne Cycling Strategy. Facilities for motor cycle and moped parking will also be incorporated where required.

4.112 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.

4.113 In addition, cycling is an important, sustainable form of moving around the Town Centre and is supported through the TCLP and the Eastbourne Cycling Strategy. This includes proposals to establish a safe, more attractive and accessible cycle network including through the Town Centre with priorities identified between the railway station and seafront, and along the length of the seafront.

4.114 The nature and pattern of interconnected streets which are, primarily, fronted by buildings already makes Eastbourne an attractive place to walk and cycle 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 Eastbourne Core Strategy Local Plan 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 detailed design process, particularly any opportunities that may arise during the TCLP 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. Consideration will also be given to safeguarding cycle access through existing and any proposed pedestrianised areas.

- 4.115 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.

- 4.116 Any surplus revenue generated by on-street car parking will be allocated towards implementing local transport improvements including for public transport, pedestrians and cyclists 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 TCLP period.

- 4.117 In addition an Eastbourne Cycling Strategy has been jointly prepared by the Council and East Sussex County Council and has identified a series of key improvements to cycling infrastructure across Eastbourne including the Town Centre. The Cycling Strategy will be used to inform decision making during the TCLP period, including the design and layout of public realm proposals as set out within the TCLP.

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 TCLP 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 TCLP 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:
- **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 Eastbourne Core Strategy Local Plan 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 TCLP. 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 TCLP.
 - **Potential Areas of Change** are significant locations which may be subject to change during the lifetime of the TCLP and where it is important for the Council to consider alternative uses and patterns of development in order to maintain the vitality and attractiveness of the Town Centre.
- 5.3 The TCLP 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 TCLP focuses on those locations where development is most likely to take place in order to meet the policy aims and objectives of both the TCLP and the Eastbourne Core Strategy Local Plan. Importantly, in the case of the Development Opportunity Sites, the Council acknowledges that during the lifetime of the TCLP detailed issues of delivery and land ownership may result in adjustments to the boundaries shown on TCLP Figure 1 in order to bring forward appropriate development to meet the policy aims and objectives of the TCLP.
- 5.4 Furthermore, the Council will carefully consider the provision of housing on each of the Development Opportunity Sites. The Council will monitor housing targets against delivery in order to determine if a review is required during the TCLP period. The TCLP makes allowance for up to 450 units to be accommodated as part of the development mix on the Development Opportunity Sites. The Council will negotiate with developers and landowners to secure adequate housing provision to meet the requirements of the Eastbourne Core Strategy Local Plan on the Development Opportunity Sites. Development coming forward in the Transition Areas (**Policy TC23**) and the Areas of Potential Change (**Policy TC24**) will contribute to the windfall assumptions for the Town Centre as set out in the Eastbourne Core Strategy Local Plan.

Development Opportunity Sites

- 5.5 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 TCLP and the Eastbourne Core Strategy Local Plan.
- 5.6 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 and strategic approach to the design and layout of the Development Opportunity Sites, particularly those identified as coming forward in phases or within multiple land ownerships. Applicants will be expected to demonstrate that proposals coming forward on any part of the Development Opportunity Sites do not prejudice the development of the remainder of the site. For the purposes of the TCLP major development is defined as proposals over 10 dwellings and/or 1000m² of floorspace (definition from the Town and Country Planning (Development Management Procedure) (England) Order 2010 (Part 1, section 2 (e)).
- 5.7 The TCLP 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 TCLP. In this way development will make a positive contribution to the overall character of the Town Centre meeting the regeneration aims of the Council.
- 5.8 In addition there will be a requirement for proposals to demonstrate how they will be implemented with appropriate consideration given to phasing and delivery. The Council will expect an implementation and phasing plan to be submitted as part of the proposals for each of the Development Opportunity Sites as well as other major development or redevelopment proposals in the Town Centre.
- 5.9 The TCLP Implementation Framework in Section 6 sets out a broad delivery strategy for each Development Opportunity Site, as well as other identified projects within the Town Centre, including broad timescales over the TCLP period, project leads and key partners, and potential funding sources. Applicants will be expected to demonstrate how they comply with the requirements of the Framework as part of proposals for the Development Opportunity Sites.
- 5.10 The Council will monitor progress of each of the Development Opportunity Sites and related projects over the TCLP period and review the Implementation Framework as required in order to ensure the coordinated and timely delivery of development within the Town Centre.

Policy TC17 Strategic Approach to Town Centre Development Sites

The five Development Opportunity Sites will deliver a minimum of 450 net residential units and new B1(a) office space, the quantum of which will be confirmed in the Employment Land Local Plan. These requirements should be provided across all five sites allowing flexibility for the quantum of development to be delivered on each site to be determined by an appropriate design response.

In order to ensure a comprehensive, strategic 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 proposals to clearly demonstrate how each scheme and layout:

- Positively responds to the context of the site;
- Meets the identified development requirements and components set out in the Development Opportunity Site policies and other design policies in the TCLP;
- Addresses design quality and sustainability issues as set out by relevant policies in the TCLP; and
- Establishes a safe, useable and well-connected public realm that is fronted by high-quality development.

Where sites are to be delivered in phases the Council will require applicant's to show through the design, access arrangements and layout of proposals that development on one part of the site will not prejudice the development of the remainder of the site.

In addition the Council will require an implementation and phasing plan to be submitted setting out how proposals will be delivered in the Town Centre.

Trigger Mechanism

- 5.11 In order to ensure that the overall quantum of development of 450 net residential units and new B1(a) office space is delivered successfully, the Council will monitor the overall delivery rates and residual capacity, across the five Development Opportunity Sites.
- 5.12 Contingency options will be implemented in the event that proposals come forward and are granted planning permission on a number of the Development Opportunity Sites and it becomes evident that the residual capacity on the remaining sites is unlikely to deliver sufficient residential units and office floorspace, to meet the overall requirement, having regard to all the policies in this plan. Development proposals can only be determined on a site-by-site basis as and when they come forward.
- 5.13 The Council has been working proactively to facilitate investment and bring forward appropriate mixed-use development in the Town Centre, in spite of the challenging economic climate. In this context, Development Opportunity Site 1 may not deliver housing or new office space giving priority instead to new high-quality comparison retail floor space which is also an important Town Centre regeneration priority.
- 5.14 The Council will work with landowners and developers to deliver an uplift of residential and employment development on the remaining Development Opportunity Sites, still to be brought forward. If there is no reasonable prospect that the remaining Development Opportunity Sites will meet the residual residential and employment land requirements, then this will trigger the implementation of the contingency options.

Contingency Options

- 5.15 In the event that the overall housing and employment requirements are unlikely to be delivered across the five Development Opportunity Sites, the Council will implement the following contingency options:
- Promote opportunities for residential and B1(a) office development on other available sites within the Town Centre including the two Transition Areas and the Langney Road/Pevensey Road Potential Area of Change and the areas of future opportunity potential adjoining Development Opportunity Sites 1 and 4;
 - Review the contribution that windfall development has had on the overall delivery rate in the Town Centre and re-evaluate the overall targets;
 - Use Compulsory Purchase powers if necessary; and
 - Undertake an early review of Town Centre Local Plan in order to identify additional sites.

5.16 There are five Development Opportunity Sites identified within the TCLP and defined on TCLP Figure 1 and on Figure 5 – Development Opportunity Sites:

- **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

5.17 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 strategic approach required by **Policy TC17**.

5.18 Detailed boundary plans for each of the Development Opportunity Sites are given in Appendix 2.



Development Opportunities Site One (TC18)



Development Opportunities Site Two (TC19)



Development Opportunities Site Three (TC20)



Development Opportunities Site Four (TC21)



Development Opportunities Site Five (TC22)

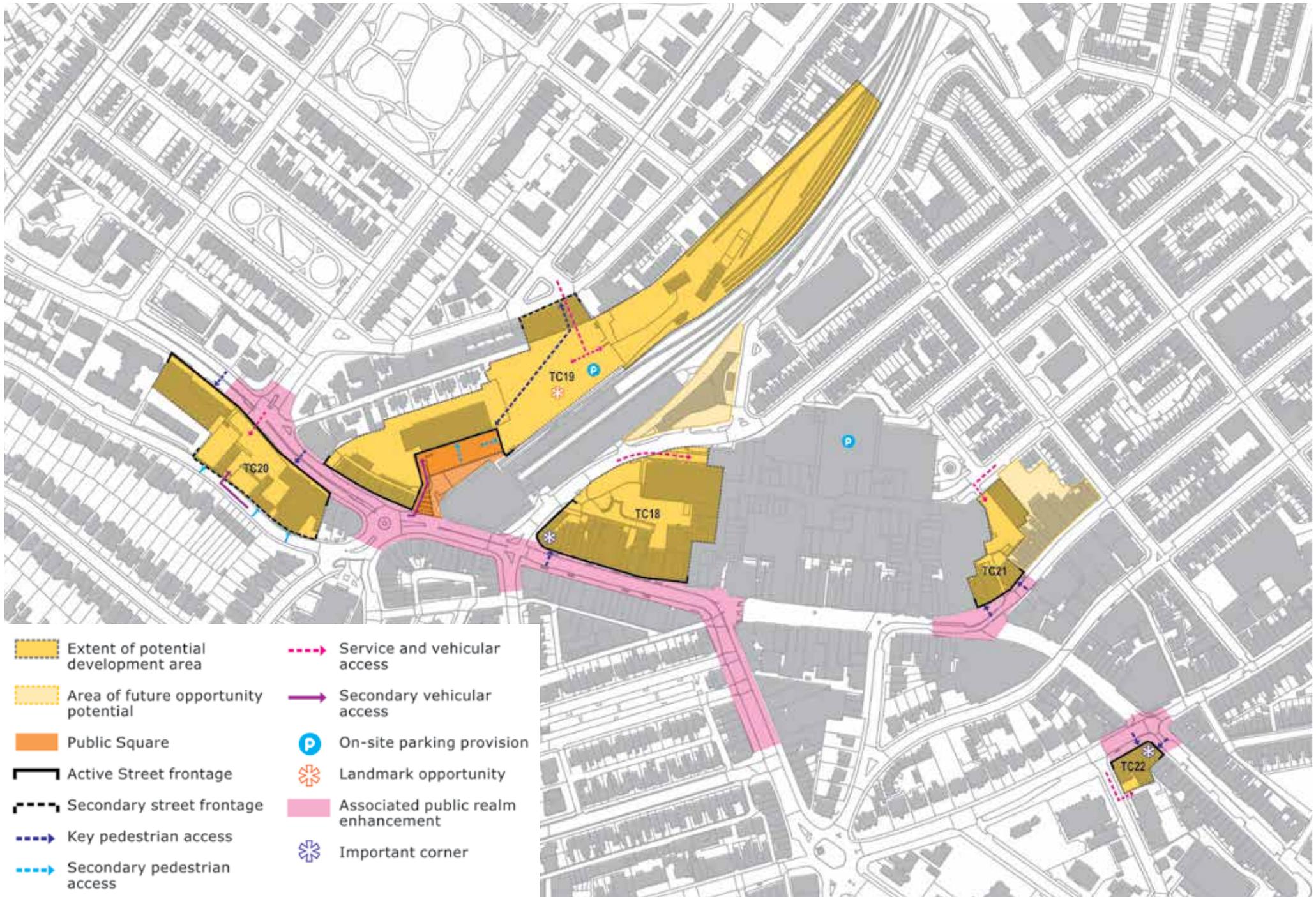


Figure 5 - Development Opportunity Sites



Artist's Impression of Development Opportunity Site One

Development Opportunity Site One

- 5.19 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.
- 5.20 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.
- 5.21 The Council has actively progressed pre-application discussions with the principal landowners of Development Opportunity Site One together with East Sussex County Council and local bus operators concerning the delivery and implementation of the site and also the adjoining public transport interchange on Terminus Road (see **Policy TC14**). Delivery of the interchange will be an important related project. Discussions have addressed issues relating to site layout and associated highway works to accommodate development in the area and ensure that existing bus routes and services can be accommodated.
- 5.22 Planning permission was granted for the extension of the Arndale Centre in Summer 2012. It is estimated that construction may take a further three year period to include associated public realm and highway works. This will mean that the development should be substantially completed within the initial short term phase of the TCLP period, with completion of the public realm and highway works being completed prior to the opening of the Arndale Centre extension.
- 5.23 There is potential to incorporate land on the western side of Ashford Road as part of a more comprehensive redevelopment that connects directly with the railway station, or the land could come forward as a separate planning application. 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 TCLP 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 landmark feature adjoining the public transport interchange and the railway station, a gateway into the Town Centre, 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 A2, A3 and A4 uses 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.

Developer contributions will be sought towards public realm enhancements to the public transport interchange on Terminus Road and improving pedestrian and cycle accessibility at the junction with Ashford Road, Gildredge Road and Terminus Road.



Artist's impression of Development Opportunity Site Two

Development Opportunity Site Two

- 5.24 The largest Development Opportunity Site identified with the TCLP 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.
- 5.25 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 railway station has received funding as a cycling hub in the Town Centre, with a new cycle route proposed as part of the Eastbourne Cycling Strategy running alongside. This route will be considered as part of the design of proposals coming forward on the site. The area offers potential to:
- **Comprehensively** redevelop and reconfigure a major site in the Town Centre, one of the largest identified within the TCLP, creating a new mixed use area;
 - **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 in the form of a new public square adjoining Terminus Road providing a setting for development and linking with the main secondary retail area in 'Little Chelsea'.
- 5.26 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.
- 5.27 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.
- 5.28 In terms of delivery, the Council anticipates that development of the site will come forward as part of the medium term phase of the TCLP period during the period from 2017-2022. The Council will pursue initial discussions with the principal site owners, including Network Rail, who have already signalled a willingness to bring the area forward for development subject to accommodating ongoing operational requirements.
- 5.29 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 TCLP Figure 1, will include the following key development components:

Active frontages comprising retail window displays and principal pedestrian entrances to Terminus Road, a new public square at 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 cafés, 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 a 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. Access to operational railway land will be retained from St Leonard's Road.

Parking will 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. Taxi rank facilities will be enhanced as part of the development.

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

- 5.30 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 Royal Mail and the garage premises fronting onto Upperton Road. The area offers potential to:
- **Maximise** development at 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.
- 5.31 The site has a mix of built forms ranging from the grand red brick and decorative stone Royal Mail 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 including an existing vehicular access to the former garage premises which falls just outside the boundary of the TCLP. It is anticipated that this access could remain in use as part of any proposals for the former garage premises coming forward in relation to Development Opportunity Site 3. 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.

- 5.32 In terms of delivery the site is likely to be a medium to longer term opportunity during the TCLP period. The Council will continue to pursue discussions with adjoining landowners within the short term phase of the TCLP in order to secure comprehensive redevelopment. Also in the short term the Council will engage with East Sussex County Council as part of the discussions with landowners in relation to necessary highway and access works around the Town Centre gateway at the junction of Upperton Road and The Avenue as part of Policy TC2.
- 5.33 The site is likely to be brought forward in development phases with an initial phase delivered in the short to medium term of the TCLP focused on the former Caffyn's garage premises. A further initial phase delivered in the medium term will be focused on the Council owned car park. A second phase will be focused on the Royal Mail premises and land holdings dependent upon a review of accommodation requirements by the Royal Mail and suitable, viable and commercially attractive replacement premises being provided elsewhere, subject to need. This phase will be delivered in the long term. Although the site may be delivered in phases the Council will require applicant's to show through the design, access arrangements and layout of proposals that development on one part of the site will not prejudice the development of the remainder of the site in accordance with Policy TC17.
- 5.34 The Council anticipates a planning application for the site will be submitted sometime after 2017.

Policy TC20 Development Opportunity Site Three

Proposals for the comprehensive redevelopment of Development Opportunity Site Three, as identified on TCLP 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 cafés 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

5.35 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.

5.36 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 the junction of Terminus Road, Langney Road and Bolton Road 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.

5.37 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 a proposed pedestrianised public square at the junction of Terminus Road, Langney Road and Bolton Road.

5.38 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.

5.39 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.

5.40 In terms of delivery the Council anticipate that the site will come forward in the long term phase of the TCLP period, from 2022 onwards. As part of the lead-in to development the Council will actively pursue discussions with landowners in the short to medium phase of the TCLP period to further scope and refine development aspirations for the site. The Council will also engage with adjoining landowners to assess the potential for additional sites to be considered as part of the overall proposals thereby enhancing the overall development potential of the site.

5.41 This will include discussions with East Sussex County Council regarding the closure of through traffic at the junction of Langney Road, Terminus Road and Bolton Road in order to bring forward proposals for a new public space.

5.42 The Council anticipate that a planning application will be brought forward post 2022. The site is likely to be developed in phases with an initial phase focused on the

frontage site overlooking Terminus Road and a second phase focused on the adjoining frontage site overlooking Langney Road. Where funding is available through CIL or other sources the Council will also consider bringing forward the development of a new public space at the junction of Terminus Road, Langney Road and Bolton Road prior to a planning application being submitted on Development Opportunity Site Four.

Policy TC21 Development Opportunity Site Four

Proposals for the comprehensive redevelopment of Development Opportunity Site Four, as identified on TCLP 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 cafés and A4 drinking establishments at ground floor overlooking the proposed public square (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 the junction of Terminus Road, Langney Road and Bolton Road 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

5.43 The site of the former Cooperative has already been granted planning permission for a hotel. 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.

5.44 Planning permission for a hotel use has recently been approved, and the Council will continue discussions in the short term phase of the TCLP period with the site owners to bring forward development.

Policy TC22 Development Opportunity Site Five

Proposals for the comprehensive redevelopment of Development Opportunity Site Five, as identified on TCLP 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 up to 6 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. Uses which provide an active frontage at ground floor level are required to include Class A1 retail, A3 restaurants and cafés, and/or A4 drinking establishments. On the upper floors, acceptable uses include Class C3 residential, B1 (a) offices, C1 hotel, D1 community uses and D2 assembly and leisure.

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

- 5.45 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 location 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.
- 5.46 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

- 5.47 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.
- 5.48 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 cafés 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**.
- 5.49 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.
- 5.50 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

- 5.51 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. In addition, any proposals will also focus on enhancing safety and access for cyclists particularly along Seaside Road and the seafront cycle route proposed in the Eastbourne Cycling Strategy.
- 5.52 Proposals for additional A5 hot food takeaway uses in the Transition Areas will be carefully managed and considered by the Council. Problems associated with noise, smell and disturbance 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 takeaway premises present. Applications for new takeaway premises will therefore only be considered in Transition Area One (Seaside Road and Terminus Road East).
- 5.53 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, improving the environment and enhancing 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.
- 5.54 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 TCLP 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 cafés 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.

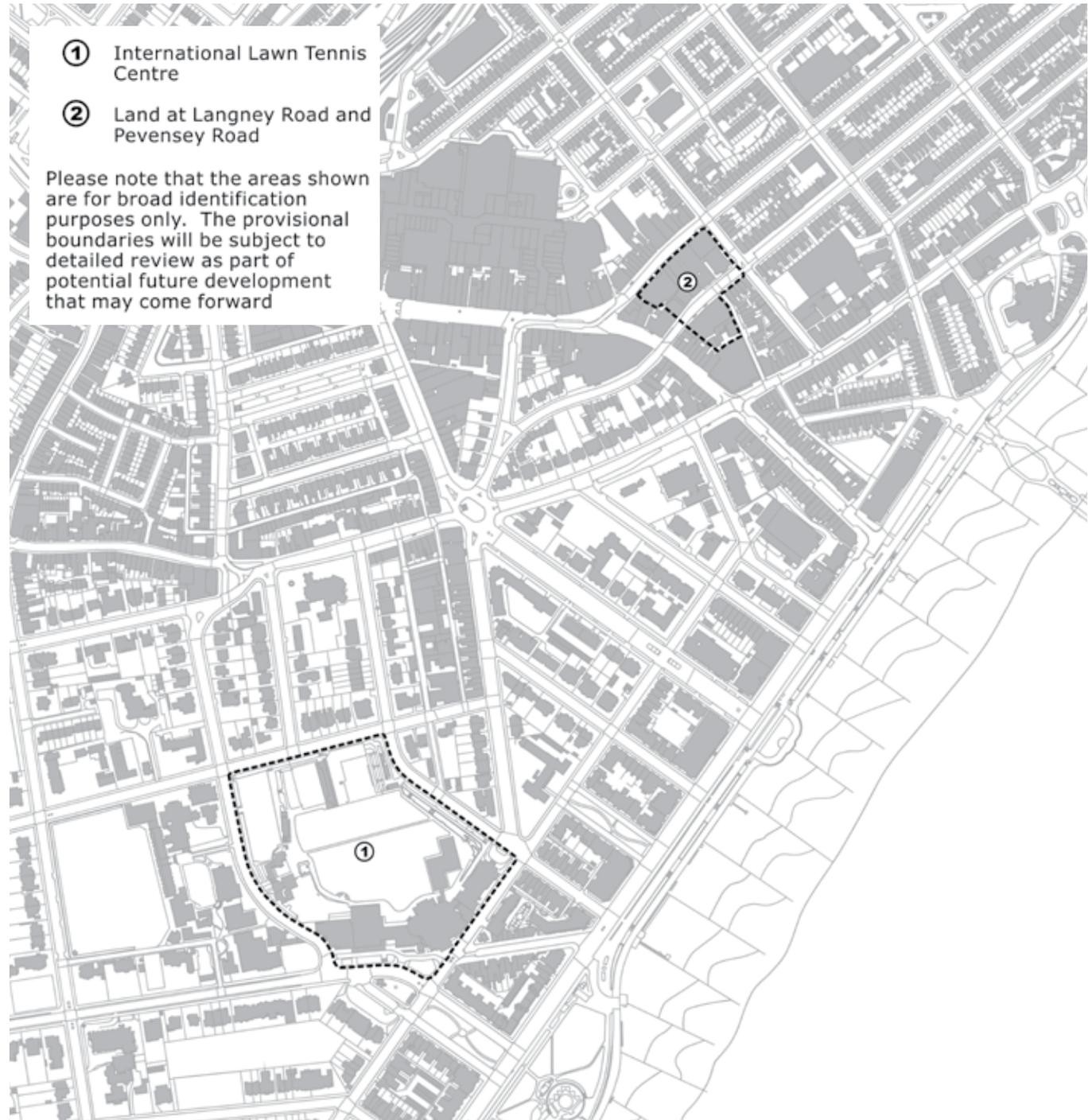
Applications for A5 hot food takeaways will be allowed in Transition Area One (Seaside Road and Terminus Road East) where this does not result in an over concentration of establishments in a single location, defined as 3 consecutive premises in A5 use, or would be detrimental to other uses in the area,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

- 5.55 Within the Town Centre there are locations where potential change during the period covered by the TCLP 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).
- 5.56 As with other key sites in the Town Centre a strategic design approach will be required by the Council in accordance with **Policy TC17**.
- 5.57 In terms of delivery the Potential Areas of Change are both long term proposals within the TCLP period likely to come forward post 2022. Indicative boundaries for the Potential Areas of Change are shown on TCLP Figure 6 but will be subject to detailed assessment and review by the Council as and when proposals are brought forward.



Potential Area of Change One: International Lawn Tennis Centre

- 5.58 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.
- 5.59 In addition the Council is undertaking a review of the whole of Devonshire Park, which will be completed in 2013 and will lead to the production of a business plan for the site including the arts and cultural activities based there. The Council will consider future proposals for the International Lawn Tennis Centre within the context of the review 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 Pevensy Road

- 5.60 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. Land at Langney Road and Pevensy Road will be considered by the Council over the short and medium term phases of the TCLP period and where appropriate will work with land owners to produce a broad development framework for the area to ensure a coordinated approach to the development of the area as and when proposals are brought forward by landowners.



Pevensy Road

Policy TC24 Potential Areas of Change

Within the Potential Areas of Change as identified on TCLP Figures 1 and 6 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 Pevensy Road for a mix of town centre uses with a focus on A1 retail, A3 cafés and restaurants, A4 drinking establishments, B1 office and C3 residential.

Require a strategic design led approach in accordance with Policy TC17.



6.0 Implementation and Monitoring

- 6.1 The TCLP is focused on implementation and must therefore demonstrate who is responsible for the delivery of each project, provision and policy. It must indicate when, where and how 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 TCLP 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 TCLP. It is important to establish a range of opportunities for the Council to pursue. Implementation will be secured through a variety of methods and techniques which are set out below and cross referenced in the TCLP Implementation Framework:

Infrastructure Delivery Plan and Community Infrastructure Levy

The Council has produced an Infrastructure Delivery Plan (IDP) setting out the key pieces of infrastructure required to enable development to come forward during the Eastbourne Core Strategy Local Plan Period (2006-2027) including, for example, public realm improvements, public transportation infrastructure and highway improvements. Details on the working of the Community Infrastructure Levy where financial contributions will be collected from all developments across Eastbourne for key Town Centre enhancements are also referenced in the IDP and will be further developed in the CIL Charging Schedule. The Council will introduce the CIL in 2014 as a means of funding strategic infrastructure requirements set out in the IDP. All key Town Centre infrastructure projects including public realm enhancements, the Arts Trail, and public transport interchange are set out in the IDP. The CIL will be one of a number of key funding mechanisms to be drawn against for the implementation of key projects in the Town Centre. In addition, the TCLP identifies where development contributions will be sought from key development sites, specifically the five Development Opportunity Sites, where they reasonably relate to particular public realm and other enhancement projects. These are set out in the relevant policies contained within the TCLP.

Development management decisions

Decisions on development will be made in conformity with the TCLP and other relevant Local Development Documents. 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 the Council considers acceptable development proposals and how they meet the objectives of the TCLP. The Council is actively pursuing pre-application discussions in relation to the Development Opportunity Sites and will continue to do so in order to shape projects and proposals as they are brought forward in the Town Centre. The TCLP Implementation Framework identifies where discussions are ongoing and where the Council will use its important development management function to facilitate development. The Council will seek a comprehensive approach to the formulation of proposals through pre-application discussions and meetings. In addition, the Council will consider the production of development briefs for major sites where this would add value to the development process.

Other Council and partner strategies

There are other strategies and programmes sponsored by both the Council and other agencies. The Local Transport Plan (LTP) is a good example. Ensuring that the objectives and priorities are co-ordinated with the TCLP is essential if return on the limited investment funds available is to be maximised. The TCLP Implementation Framework sets out where the Council will work with East Sussex County Council in considering how funding for public realm projects may be secured, paying regard to the emerging Public Realm Guidance on funding for high-quality materials. 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.

Timescales and programme

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. The TCLP Implementation Framework identifies lead and partner organisations against each of the key projects in the TCLP together with an indication of which phase of project development they will contribute towards.

Council owned Land

Where appropriate, the Council will use its own Town Centre relatively minor landholdings, to secure the TCLP development objectives either on its own or in 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 TCLP and the evolving IDP 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 a Special Delivery Vehicle. These can take a number of forms depending upon the specific shape of the project in question. Although a Special Delivery Vehicle is not currently identified as a means of implementing any of the key projects set out in the TCLP the Council will continue to review its position during the TCLP period as part of an ongoing programme of monitoring. Where appropriate a special delivery vehicle may be used if it is identified as being expedient to do so.

Compulsory Purchase Orders (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 constraints to development. In these circumstances the Council will consider using CPO powers to enable key proposals in the TCLP.

6.3 In order to provide timescales for implementation three development phases are envisaged as part of the TCLP broadly based on 5 year periods. These are:

Short Term	2012 – 2016
Medium Term	2017 – 2021
Long Term	2022 – 2027

6.4 The TCLP Implementation Framework identifies which of the key TCLP projects are anticipated as being brought forward within the three development phases together with a commentary on an outline delivery strategy for each. The Council is already in discussion with key partners and landowners on a number of projects, particularly the Development Opportunity Sites. Other projects, particularly longer term or aspirational, provide more of an outline of what the Council intends to do in order to drive forward delivery.

6.5 Table 1 Anticipated Timescales and Programme summarises the timescales for all of the projects and policies contained in the TCLP within the three development phases. It provides an anticipated timeline to show the interrelationship between different policy, development and public realm projects showing where over the TCLP period proposals are anticipated as coming forward. It also indicates which public realm projects are considered to be aspirational, i.e. those that perform a role and function in terms of the overall structure of the Town Centre but for which project planning and funding sources have yet to be identified. The table summarises the timescales set out in Table 2a and 2b Implementation and Delivery Framework and provides a means of quickly assessing which projects are coming forward concurrently.

Table 1: Timescales and Programme

Policy/project	Phase 1: Short Term					Phase 2: Medium Term					Phase 3: Long Term				
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026/7
TC1	Development Management Policy – whole Plan period														
TC2 Approaches															A
TC2 Gateways															A
TC3, TC4, TC5, TC6, TC7	Development Management Policies – whole Plan period														
TC8 Arts Trail															
TC9, TC10, TC11, TC12	Development Management Policies – whole Plan period														
TC13 Terminus Rd Corridor															
TC13 Grove Rd/South St															
TC13 Gildredge Rd/Cornfield Terrace															
TC13 Susans Rd/Seaside Rd															
TC13 Pevensey Rd/Lismore Rd															
TC13 Hyde Gardens															
TC13 Memorial Roundabout															A
TC13 Wilmington Square															A
TC14 PT Interchange															
TC15, TC16, TC17	Development Management Policies – whole Plan period														
TC18 DO Site 1															
TC19 DO Site 2															
TC20 DO Site 3															
TC21 DO Site 4															
TC22 DO Site 5															
TC23															
TC24															

A – Aspirational

Table 2a: Implementation and Delivery Framework (Development Management Policies)

Policy / Project	Location	Timescale	Implementation lead
Vision and objectives	Whole TCLP Area	Whole Plan Period	Council through application of policies in the TCLP, Eastbourne Core Strategy Local Plan and other LDDs and planning application decisions by the Council or other decision makers
TC1 Character Areas	Whole TCLP Area	Whole Plan Period	Council through application of policies in the TCLP, Eastbourne Core Strategy Local Plan and other LDDs and planning application decisions by the Council or other decision makers
TC3 Mixed Use Development	Whole TCLP Area	Whole Plan Period	Council and the development industry
TC4 Primary Retail Area	Primary Retail Area	Whole Plan Period	Council, retailers and development industry
TC5 Secondary Retail Areas	Secondary Retail Areas	Whole Plan Period	Council, retailers and development industry
TC6 Residential Development in the Town centre	Whole TCLP Area	Whole Plan Period	Council and residential developers
TC7 Supporting the Evening Economy	Evening economy areas	Whole Plan Period	Council through planning application decisions, application of policies in the TCLP and licensing arrangements
TC9 Development Quality	Whole TCLP Area	Whole Plan Period	Council through planning application decisions and application of policies in the TCLP and Development Management DPD
TC10 Building Frontages and Elevations	Whole TCLP Area	Whole Plan Period	Council through planning application decisions and application of policies in the TCLP and Development Management DPD
TC11 Building Heights	Whole TCLP Area	Whole Plan Period	Council through planning application decisions and application of policies in the TCLP and Development Management DPD
TC12 Servicing Access and Storage	Whole TCLP Area	Whole Plan Period	Council through planning application decisions and application of policies in the TCLP and Development Management DPD
TC15 Parking in the Town Centre	Whole TCLP Area	Whole Plan Period	Car Park Operators, Council and East Sussex County Council
TC16 Town Centre Streets	Whole TCLP Area	Whole Plan Period	East Sussex County Council
TC17 Strategic Approach to Town Centre Development Sites	Whole TCLP Area	Whole Plan Period	Council and development industry

6.6 The Implementation and Delivery Framework is set out in Table 2. The first part of Table 2a considers TCLP policies that are focused on primarily Development Management and the second part of Table 2b considers TCLP policies where a particular project is proposed. Additional detail is given for project specific policies in order to set out a clear and unambiguous approach to implementation and delivery over the TCLP period including identifying risks and, where appropriate, potential contingency measures.

Table 2b: Implementation and Delivery Framework (Project Specific Policies)

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC2 Town Centre Structure: Approaches	Upperton Road approach	Long term (Aspirational)	Eastbourne Borough Council	The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP.	Included in the Council's Infrastructure Delivery Plan which will inform CIL ESCC local transport capital programme LTP3 surplus on-street parking revenue Developer contributions	Gateway at junction of Upperton Road and The Avenue	Risks: Securing the required funding/ contributions Contingencies: This is a project that would offer benefits in terms of the role and function in terms of the overall structure of the Town Centre. Project planning and funding sources have yet to be fully identified. The Council will include the projects within the Public Realm Strategy, and remain alert to funding streams and review public realm projects and priorities accordingly.
	Upper Avenue approach		East Sussex County Council			Gateway at the Upper Avenue Roundabout	
	Seaside and Marine Parade approach		The Council will work with ESCC to initially assess in the medium term how enhancements can be made to the approaches over and above essential highway maintenance works. Once the assessment has been made individual project proposals will be scoped with detail design work and costing carried out in the long term by the Council and ESCC. Long term procurement and delivery will be led by ESCC with funding secured through ESCC and developer contributions from the CIL.	Gateway at junction of Marine Parade, Queen's Garden's and Cavendish Place			
	King Edward's Parade approach		Gateway at junction of King Edward's Parade and Wilmington Square adjoining the Wish Tower				
TC2 Town Centre Structure: Gateways	Gateway at junction of King Edward's Parade and Wilmington Square adjoining the Wish Tower	Long term (Aspirational)	Eastbourne Borough Council	The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP.	Included in the Council's Infrastructure Delivery Plan which will inform CIL ESCC local transport capital programme LTP3 surplus on-street parking revenue Developer contributions	King Edward's Parade approach	Risks: Securing the required funding/ contributions Contingencies: This is a project that would offer benefits in terms of the role and function in terms of the overall structure of the Town Centre. Project planning and funding sources have yet to be fully identified. The Council will include the projects within the Public Realm Strategy, and remain alert to funding streams and review public realm projects and priorities accordingly.
	Gateway at junction of Marine Parade, Queen's Garden's and Cavendish Place		East Sussex County Council			Seaside and Marine Parade approach	
	Gateway at the Upper Avenue Roundabout		The Council will work with ESCC to assess in the medium term how enhancements can be made to the gateways over and above essential highway maintenance works. Once the assessment has been made individual project proposals will be scoped with detailed design work and costing carried out by the Council and ESCC in the long term. Long term procurement and delivery will be led by ESCC with funding secured through future LTP and developer contributions	Upper Avenue approach			

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC2 Town Centre Structure: Gateways	Gateway at junction of Upperton Road and The Avenue	Long Term	Eastbourne Borough Council East Sussex County Council Developers	<p>The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP.</p> <p>The Council will work with ESCC to assess in the medium term how enhancements can be made to the gateways over and above essential highway maintenance works. Once the assessment has been made individual project proposals will be scoped with detailed design work and costing carried out by the Council and ESCC in the long term. Long term procurement and delivery will be led by ESCC with funding secured through future LTP and developer contributions.</p>	<p>Included in the Council's Infrastructure Delivery Plan which will inform CIL</p> <p>ESCC local transport capital programme</p> <p>LTP3 surplus on-street parking revenue</p> <p>Developer contributions including from DO Site 3.</p>	<p>Upperton Road Approach</p> <p>DO Site Three (Policy TC20) – contributions to be negotiated for enhancements to the gateway space</p>	<p>Risks: Securing the required funding/ contributions</p> <p>Downturn in market conditions preventing necessary funding</p> <p>Contingency: The Council will include the projects within the Public Realm Strategy and remain alert to funding streams and review public realm projects and priorities accordingly</p>
TC2 Town Centre Structure: Gateways	Gateway at railway station and the Terminus Road public transport interchange	Short Term	Refer to Policy TC14	Refer to Policy TC14	Refer to Policy TC14	Refer to Policy TC14	Refer to Policy TC14

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC2 Town Centre Structure: Streets and Spaces	Terminus Road corridor	Whole Plan Period	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	
	Grove Road and South Street	Short Term to Medium Term	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Gildredge Road	Medium Term	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Cornfield Terrace and Cornfield Road	Medium Term	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Seaside Road	Long Term	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Susans Road	Long Term	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Pevensey Road and Lismore Road	Long Term	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Open space at Hyde Gardens	Long Term	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Open space at Memorial Roundabout	Long Term (Aspirational)	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13
	Open spaces at Wilmington Square and the Wish Tower	Long Term (Aspirational)	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13	Refer to Policy TC13

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC8 Arts Trail	Grove Road, South Street, Cornfield Terrace, Compton Street and Wilmington Square.	Medium Term	Eastbourne Borough Council Arts Council	In the short term the Council will produce an initial project brief through identifying and engagement with stakeholders, local businesses and community partners. The project will be incorporated into the review of arts and cultural facilities at Devonshire Park (see Policy TC24). In the medium term design specifications and costings will be carried out led by the Council drawing on input from identified partners and stakeholders with implementation in the medium term procured and managed by the Council.	Included in the Council's Infrastructure Delivery Plan which will inform CIL LTP3 surplus on-street parking revenue Developer contributions	Public realm enhancements at Grove Road, South Street and Cornfield terrace (TC13 Public Realm Quality and Priorities)	Risks: Securing the required funding/ contributions Securing stakeholder interest and involvement Contingencies: The Council will remain alert to and if appropriate seek to secure other possible external funding streams, for example from the Arts Council
TC13 Public Realm Quality and Priorities: Streets	Terminus Road corridor	Whole Plan Period	Eastbourne Borough Council East Sussex County Council Bus operators Developers	<p>The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP.</p> <p>In the short term the Council will continue ongoing discussions with key stakeholders in scoping out the main elements of the corridor, initially the public transport interchange, the junction with Ashford Road/Gildredge Road, outside the railway station and proposals for Cornfield Road (new area for bus stops) and Bolton Road and the junction with Trinity Trees with the aim of producing a design strategy for the entire corridor. This will be done in the context of emerging Public Realm Guidance being developed by ESCC with input from EBC and other key stakeholders. Individual project proposals will be identified and be subject to detail design work and costing carried out by the Council and ESCC in the short to medium term with delivery funding secured through developer contributions and the adjoining development proposals. Implementation will be carried out in phases dependent upon the availability of funding and phasing of associated development proposals, but with the aim of substantial progress being made on the main projects towards the end of the medium term timescale. The remainder of the corridor is likely to be an ongoing longer term project drawing on funding as it becomes available.</p> <p>The Council has been working jointly with East Sussex County Council and the bus companies to improve the pedestrian environment in Terminus Road and the Project Board has approved the concept design for consultation with public and stakeholders in the autumn of 2013. The scheme is expected to cost in excess of £3 million. East Sussex County Council has already committed £2.5 million to the project and the Council has allocated £450,000. In addition, the owners of the Arndale Shopping Centre are required to contribute £300,000 to the scheme as part of the proposed extension to the shopping centre.</p>	Included in the Council's Infrastructure Delivery Plan which will inform CIL ESCC local transport capital programme LTP3 surplus on-street parking revenue Eastbourne Borough Council Developer contributions	Policy TC14 Public Transport Interchange Policy TC18 DO Site One – contributions to be negotiated for public transport interchange and enhancements to Ashford Road/ Gildredge Road junction Policy TC19 DO Site Two - contributions to be negotiated for enhancements to Grove Road junction Policy TC21 DO Site Four – contributions to be negotiated for establishing a public space at the junction of Terminus Road, Langney Road and Bolton Road Policy TC22 DO Site Five – contributions to be negotiated for enhancements to Seaside Road and Trinity Trees junction	Risks: Securing the required funding/ contributions Downturn in market conditions preventing the necessary investment Contingencies: The Council will include the projects within the Public Realm Strategy and remain alert to funding streams and review public realm projects and priorities accordingly.

Policy	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
	Grove Road and South Street	Medium Term	Eastbourne Borough Council East Sussex County Council Developers	The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP. The Council will work with ESCC to assess in the short term how enhancements can be made over and above essential highway maintenance works. The junction of Terminus Road and Grove Road will be improved as part of works to Terminus Road in conjunction with the public transport interchange (Policy TC14) to provide improved crossing facilities. Individual project proposals will be scoped with detail design work and costing carried out in the short to medium term by the Council and ESCC. Delivery will be secured through developer contributions and be procured and managed by the Council and ESCC. Substantial progress towards final implementation and completion will be made towards the end of the medium term	Included in the Council's Infrastructure Delivery Plan which will inform CIL ESCC local transport capital programme LTP3 surplus on-street parking revenue Developer contributions including from DO Site 1 as part of the implementation of the public transport interchange (Policy TC14)	Policy TC8 Arts trail – proposals will be coordinated with this project Policy TC19 DO Site Two – contributions to be negotiated for enhancements to the junction with Grove Road and Terminus Road	Risks: Securing the required funding/ contributions Downturn in market conditions preventing the necessary investment Contingencies: The Council will include the projects within the Public Realm Strategy and remain alert to funding streams and review public realm projects and priorities accordingly.
	Gildredge Road Cornfield Terrace and Cornfield Road	Medium Term to Long Term	Eastbourne Borough Council East Sussex County Council Developers	The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP. The Council will work with ESCC to undertake initial assessment work in the medium term of potential enhancements in conjunction with proposals for the public transport interchange (Policy TC14) and wider public realm works along the Terminus Road corridor. These will be over and above essential highway maintenance. Detailed design work and costing will be led by the Council and ESCC in the short term. Procurement and delivery will be led by the Council and ESCC with funding secured through developer contributions	Included in the Council's Infrastructure Delivery Plan which will inform CIL ESCC local transport capital programme LTP3 surplus on-street parking revenue Developer contributions including from DO Site 1 as part of the implementation of the public transport interchange (Policy TC14)	Policy TC14 Public Transport Interchange Policy TC18 DO Site One – contributions to be negotiated for the public transport interchange and enhancements	Risks: Downturn in market conditions preventing the necessary investment Contingencies: The Council will include the projects within the Public Realm Strategy and remain alert to funding streams and review public realm projects and priorities accordingly.
	Susans Road Seaside Road Pevensey Road and Lismore Road	Long Term	Eastbourne Borough Council East Sussex County Council Developers	The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP. The Council will work with ESCC to assess in the medium term how enhancements can be made to the streets over and above essential highway maintenance works. Once the assessment has been made project proposals will be scoped with detailed design work and costing carried out by the Council and ESCC, in the long term. Long term procurement and delivery will be led by the Council and ESCC with funding secured through developer contributions	The Town Centre's infrastructure improvements are set out in the Council's IDP and will inform the CIL ESCC local transport capital programme LTP3 surplus on-street parking revenue Developer contributions	Policy TC18 DO Site One	Risks: Downturn in market conditions preventing the necessary investment Contingencies: This is a longer term project that performs a role and function in terms of the overall structure of the Town Centre but for which project planning and funding sources have yet to be fully identified. The Council will include the projects within the Public Realm Strategy and remain alert to funding streams and review public realm projects and priorities accordingly.

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
<p>TC13 Public Realm Quality and Priorities:</p> <p>Open spaces</p>	<p>Open space at Hyde Gardens</p>	<p>Long Term</p>	<p>Eastbourne Borough Council</p>	<p>The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP.</p> <p>The Council will assess in the medium term how enhancements can be made to the space over and above essential highway maintenance works. Once the assessment has been made a project proposal will be scoped with detailed design work and costing carried out by the Council and ESCC, also in the medium term. Long term procurement and delivery will be led by the Council and ESCC</p>	<p>Included in the Council's Infrastructure Delivery Plan which will inform CIL</p> <p>ESCC local transport capital programme</p> <p>LTP3 surplus on-street parking revenue</p> <p>Developer contributions</p>	<p>None</p>	<p>Risks: Securing the required funding/ contributions</p> <p>Potential loss of revenue through loss of on-street parking</p> <p>Contingencies: This is a longer term project that performs a role and function in terms of the overall structure of the Town Centre. The Council will include the project within the Public Realm Strategy and remain alert to funding streams and review public realm projects and priorities accordingly.</p>
	<p>Open space at Memorial Roundabout</p> <p>Open spaces at Wilmington Square and the Wish Tower</p>	<p>Long Term (Aspirational)</p>	<p>Eastbourne Borough Council</p> <p>East Sussex County Council</p>	<p>The Council will consider the project as part of the production of a Public Realm Strategy for the Town Centre. Funding is secured for the strategy which will be produced in the short term phase of the TCLP.</p> <p>The Council will assess in the long term how enhancements can be made to the spaces. Once the assessments have been made a project proposals will be scoped with detailed design work and costing carried out by the Council again in the long term. Procurement and delivery will be led by the Council and ESCC with funding secured through developer contributions</p>	<p>Included in the Council's Infrastructure Delivery Plan which will inform CIL</p> <p>ESCC local transport capital programme</p> <p>LTP3 surplus on-street parking revenue</p> <p>Developer contributions</p>	<p>Public realm improvements</p>	<p>Risks: Downturn in market conditions preventing the necessary investment</p> <p>Contingencies: This is a project that would offer benefits in terms of the role and function in terms of the overall structure of the Town Centre. Project planning and funding sources have yet to be fully identified. The Council will include the projects within the Public Realm Strategy, and remain alert to funding streams and review public realm projects and priorities accordingly.</p>

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC14 Public Transport Interchange	Terminus Road, Cornfield Road	Short Term	<p>Eastbourne Borough Council</p> <p>East Sussex County Council</p> <p>Bus Operators</p> <p>Developers</p> <p>Network Rail</p>	<p>In the short term the Council will continue to lead discussions with ESCC, developers, of the Arndale centre, and bus operators on initial project planning, design and layout specifications and costing. Implementation in the short term will be undertaken alongside the development of DO Site One (Policy TC18) managed by the Council and ESCC</p> <p>Detail design work has been completed on the layout, materials and detailing for the public transport interchange and funding has been secured.</p>	<p>Included in the Council's Infrastructure Delivery Plan which will inform CIL</p> <p>ESCC local transport capital programme</p> <p>LTP3 surplus on-street parking revenue</p> <p>Eastbourne Borough Council</p> <p>Developer contributions including from DO Site 1</p>	<p>TC13 Public Realm Quality and Priorities: Terminus Road</p> <p>Policy TC18 DO Site One – contributions will be negotiated for the public transport interchange and associated enhancements to Ashford Road/ Gildredge Road</p>	<p>None identified as the project is at an advanced design and planning stage with funding in place.</p>
TC18 Development Opportunity Site One	Land at the junction of Terminus Road and Ashford Road	Short Term	<p>Arndale Centre landowners and agents</p> <p>Council</p> <p>Developers</p> <p>East Sussex County Council</p> <p>Bus operators</p>	<p>Planning permission has been granted for an extension to the Arndale and the implementation of improvements to the pedestrian environment in Terminus Road will be brought forward in conjunction with improvements to the public transport interchange by East Sussex County Council as highway authority and in negotiation with bus operators to ensure continuity of service provision during implementation</p> <p>Detail design work has been completed on the layout, materials and detailing for the public transport interchange and funding has been secured.</p>	<p>Private sector</p> <p>Developer contributions to public realm and public transport infrastructure improvements</p> <p>Eastbourne Borough Council</p> <p>East Sussex County Council</p>	<p>TC13 Public Realm Quality and Priorities: Terminus Road and Gildredge Road</p> <p>TC14 Public Transport Interchange</p>	<p>None identified as the site is in an advance stage of design and planning with funding in place.</p> <p>The Council will continue to proactively engage with landowners and developers to bring the site forward for implementation</p>

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC19 Development Opportunity Site Two	Land adjoining the railway station	Medium Term	Eastbourne Borough Council Network Rail Private Landowners Developers	In the short term the Council will continue to pursue discussions with Network Rail and adjoining landowners to bring forward a comprehensive scheme for the site.	Private sector Developer contributions to public realm improvements The Council will remain alert to other possible external funding streams	TC13 Public Realm Quality and Priorities: Junction at Terminus Road/ Grove Road	Risks: Site assembly Market conditions and viability Re-provision of Network Rail parking facilities To deliver a comprehensive scheme the site has land assembly requirements although it is principally controlled by Network Rail Delivery is dependent on private landowners Contingencies: In the event that the overall housing and employment requirements are unlikely to be delivered across the five Development Opportunity Sites, the Council will implement the contingency options set out as part of the supporting text to Policy TC17.
TC20 Development Opportunity Site Three	Land between Upperton Road and Southfields Road	Medium Term to Long Term	Private landowners Eastbourne Borough Council as landowner Developers East Sussex County Council	In the short term the Council will continue to pursue discussions with landowners. The former garage premises may come forward as an initial phase. In the medium term the Council will work with landowners and developers contributing to preparation of comprehensive proposals in accordance with Policy TC17 as part of the Council's pre-application development management function ensuring that initial phases of the scheme may be delivered without prejudicing the development of the remainder of the site. The site is likely to be brought forward in phases with an initial phase delivered in the medium term focused on the Council owned car park and former garage premises. A second phase will be focused on the Royal Mail premises and land holdings dependent upon a review of accommodation requirements by the Royal Mail and suitable replacement premises being provided elsewhere subject to need. This phase will be delivered in the long term	Private sector Developer contributions to public realm improvements The Council will remain alert to other possible external funding streams	TC2 Town Centre Structure: Upperton Road gateway	Risks: Market conditions and viability Relocation of Royal Mail premises To deliver a comprehensive scheme the site has land assembly requirements and will require comprehensive development approach Contingencies: In the event that the overall housing and employment requirements are unlikely to be delivered across the five Development Opportunity Sites, the Council will implement the contingency options set out as part of the supporting text to Policy TC17.

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC21 Development Opportunity Site Four	Land South East of the Arndale Centre	Long Term	Private landowners Developers Eastbourne Borough Council	<p>In the medium term the Council will pursue discussions with landowners to further scope and refine development aspirations for the site. The Council will also engage with adjoining landowners to assess the potential for additional sites to be considered as part of the overall proposals.</p> <p>In the longer term the Council will work with landowners and developers contributing to preparation of a comprehensive scheme in accordance with Policy TC17 as part of the Council's pre-application development management function.</p> <p>The site is likely to come forward in phases with an initial phase focused on the frontage site overlooking Terminus Road and a second phase focused on the adjoining frontage site overlooking Langney Road</p>	Private sector Developer contributions to public realm improvements The Council will remain alert to other possible external funding streams	TC13 Public Realm Quality and Priorities: the junction of Terminus Road and Bolton Road and the Terminus Road corridor	Risks: Site assembly Changes in the market conditions/viability To deliver a comprehensive scheme the site has land assembly requirements and will require comprehensive development approach Delivery is dependent on private landowners Contingencies: In the event that the overall housing and employment requirements are unlikely to be delivered across the five Development Opportunity Sites, the Council will implement the contingency options set out as part of the supporting text to Policy TC17.
TC22 Development Opportunity Site Five	Site of the former Coop, Terminus Road	Medium Term	Developers Eastbourne Borough Council	<p>Planning applications for both mixed use development and a hotel use have already been approved on the site. The Council will continue discussions in the short term with site owners to bring forward development including any revisions that may be required to the consented scheme.</p> <p>In the short term the Council will work with landowners and developers contributing to a comprehensive scheme in accordance with Policy TC17 as part of the Council's development management function</p>	Private sector Developer contributions to public realm improvements The Council will remain alert to other possible external funding streams	TC13 Public Realm Quality and Priorities: Terminus Road Corridor – Trinity Trees junction	Risks: Changes in the market conditions/viability Delivery is dependent on private landowners Contingencies: In the event that the overall housing and employment requirements are unlikely to be delivered across the five Development Opportunity Sites, the Council will implement the contingency options set out as part of the supporting text to Policy TC17

Policy & Project	Location of Project	Indicative timescale	Implementation lead & key partners	Delivery strategy & issues	Funding sources	Related projects & infrastructure requirements	Risks & Contingencies
TC23 Transition Areas (as identified on TCLP Figure 1)	<p>1) Seaside Road and Terminus Road East</p> <p>2) Station Street and Mark Lane</p>	Whole plan period	<p>Eastbourne Borough Council</p> <p>Private landowners</p>	Through the Council's development management function redevelopment proposals and changes of use will be considered having regard to the requirements of Policy TC23 ensuring effective application of TCLP policies	<p>Private sector</p> <p>Related infrastructure improvements are set out in the Council's IDP and will inform the CIL</p>	TC13 Public Realm Quality and Priorities: Seaside Road, Terminus Road	<p>Risks: Changes in the market impacting on the viability of proposals</p> <p>Involvement of landowners and developers</p> <p>Contingencies: None identified.</p>
TC24 Potential Areas of Change	<p>1) International Lawn Tennis Centre</p> <p>2) Land at Langney Road and Pevensey Road</p>	Long Term and Aspirational	<p>Eastbourne Borough Council</p> <p>Developers</p>	<p>In the short the term the Council is undertaking a review of facilities at Devonshire Park and will consider its assets and the future role and function of the area as part of that review. Proposals for the Arts Trail will also be developed as part of the review, particularly examining the potential to better connect the area with other parts of the Town Centre. In the medium and longer term the Council will set out options for enhancing the role and function of the area with the aim of maintaining it as an arts and leisure focus for the Town Centre. Opportunities for enhancing the open space at Wilmington Square and the Wish Tower as part of a wider and coordinated offer will also be assessed.</p> <p>At Langney Road and Pevensey Road the Council will consider the potential for enhancing the role and function of this part of the Town Centre as and when development proposals come forward. In the medium term the Council will develop a strategy for this part of the Town Centre in consultation with land owners and stakeholders.</p>	<p>Private sector</p> <p>Related infrastructure improvements are set out in the Council's IDP and will inform the CIL</p>	<p>Policy TC8 Arts trail – proposals will be coordinated with this project</p> <p>TC13 Public Realm Quality and Priorities – open space at Wilmington Square and the Wish Tower</p>	<p>Risks: Changes in the market impacting on the viability of proposals</p> <p>Involvement of landowners and developers</p> <p>Contingencies: None identified</p>

Monitoring Framework

- 6.7 Monitoring of policies and results is given considerable weight under the Local Plan system. Policies should be worded so that they are capable of being monitored to show the effects of their implementation. The Council produces a Local Plan 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 Local Plan documents and policies are performing in helping to achieve the Councils targets and objectives.
- 6.8 The table below sets out the framework against which the policies in the TCLP 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 TCLP 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 TCLP and whether it needs to be reviewed at any point during its lifetime.
- 6.9 The objectives for the TCLP are set out in Section 2 along with the Vision.

Table 3: Monitoring Framework

TCLP Policy	TCLP Objectives	Target	Indicators	Monitoring Date
TC1 Character Areas (i) Arts District (ii) Business District (iii) Retail District (iv) Seafront (v) Little Chelsea (vi) Northern District (vii) Cavendish	1, 2, 3, 5, 6, 8, 9, 10, 11	<ul style="list-style-type: none"> Improve identity and legibility of Town Centre, through the identification of 7 character areas Provide a complementary mix of uses in each area that support and strengthen its overall character 	<ul style="list-style-type: none"> Tracking performance against Implementation of a wayfinding strategy within the next 5 years 	<ul style="list-style-type: none"> Annual
TC2 Town Centre Structure	1, 2, 3, 5, 6, 8, 9, 10, 11, 12	<ul style="list-style-type: none"> Secure investment for key approaches, gateways, streets and public spaces Ensure key approaches gateways, streets and public spaces within or in close proximity to Development Opportunity Sites are included in development proposals 	<ul style="list-style-type: none"> Amount of financial contributions received from town centre schemes towards approaches, gateways, streets and public spaces Number and size of public realm enhancement projects implemented comprising approaches, gateways, streets and public spaces (i) within the Town Centre and (ii) linked to Development Opportunity Sites 	<ul style="list-style-type: none"> Annual
TC3 Mixed Use Development	1, 2, 3, 4, 5, 6, 7, 8, 9	<ul style="list-style-type: none"> Increase proportion of mixed use as part of major development proposals in the Town Centre 	<ul style="list-style-type: none"> Number of planning applications approved and implemented for mixed use development schemes compared against other single use developments per annum in the Town Centre Amount of new retail, residential and employment approved and implemented on development and redevelopment sites, compared against local targets in the Eastbourne Core Strategy Local Plan 	<ul style="list-style-type: none"> Annual
TC4 Primary Retail Area	1, 2, 3, 4, 5, 7, 8, 11	<ul style="list-style-type: none"> Maintain dominance of A1 retail uses within the primary retail area, compared to A2, A3, A4 and other non-retail uses. 90% in Arndale Shopping Centre 75% in other Primary Shopping Areas No more than three consecutive units are in A2, A3, A4 or other non-retail use 	<ul style="list-style-type: none"> Proportion of non-A1 retail uses present in Primary Retail frontages, compared to policy requirement Number of instances where there are more than three consecutive uses in A2, A3 or A4 use, against a target of 0 	<ul style="list-style-type: none"> Annual
TC5 Secondary Retail Areas	1, 2, 3, 4, 5, 6, 7, 8, 11	<ul style="list-style-type: none"> Maintain dominance of small and independent retail uses within the secondary retail areas Resist the amalgamation of single units into larger retail units Ensure at least 65% of frontages are within A1 retail use 	<ul style="list-style-type: none"> Proportion of non-A1 retail uses present in Secondary Retail frontages, compared to policy requirement 	<ul style="list-style-type: none"> Annual
TC6 Residential Development in the Town Centre	1, 6	<ul style="list-style-type: none"> Secure increase in well designed new residential development that accord with the design criteria of the policy Provide a range of dwelling sizes (from 1 to 3 bedroom) and tenures within the Town Centre Deliver 1190 net units in the Town Centre over the next 15 year period (2012-2027) 	<ul style="list-style-type: none"> Annual delivery of net residential units, compared against Town Centre target Number of new dwellings negotiated and approved in accordance with TCLP design criteria. 	<ul style="list-style-type: none"> Annual

TCLP Policy	TCLP Objectives	Target	Indicators	Monitoring Date
TC7 Supporting the Evening and Night-time Economy	1, 6, 7, 8	<ul style="list-style-type: none"> Increasing the diversity and offer of the evening economy through new A3 and A4 premises in key locations 	<ul style="list-style-type: none"> Number of new A3 and A4 businesses approved in each of the evening economy key locations where an application for planning permission or change of use is approved 	<ul style="list-style-type: none"> Annual
TC8 Arts Trail	1, 8, 9, 11	<ul style="list-style-type: none"> Enhance legibility and presence of the Arts District and improve awareness of independent retailing through design and implementation of an Arts Trail 	<ul style="list-style-type: none"> Tracking performance against Implementation of an arts trail within the next 5 years 	<ul style="list-style-type: none"> Annual
TC9 Development Quality	1, 2, 3, 5, 6, 10, 12	<ul style="list-style-type: none"> Enhance the design quality of new buildings and development proposals Ensure key historic buildings and areas of historic value are respected 	<ul style="list-style-type: none"> Assessed having regard to the appraisals within the delegated/committee report 	<ul style="list-style-type: none"> Annual
TC10 Building Frontages and Elevations	1, 2, 3, 4, 6, 10, 12	<ul style="list-style-type: none"> Ensure that the design of building elevations in the Town Centre have clearly defined structure in accordance with the policy 	<ul style="list-style-type: none"> Assessed having regard to the appraisals within the delegated/committee report 	<ul style="list-style-type: none"> Annual
TC11 Building Heights	1, 6, 8, 10, 12	<ul style="list-style-type: none"> Control building heights in the Town Centre 	<ul style="list-style-type: none"> Monitor number of applications consented for buildings over 5 storeys in height in the Town Centre Assessed having regard to the appraisals within the delegated/committee report 	<ul style="list-style-type: none"> Annual
TC12 Servicing, Access and Storage	3, 6, 10	<ul style="list-style-type: none"> Ensure the design and layout of development is operationally and visually acceptable having regard to TCLP policy criteria 	<ul style="list-style-type: none"> Assessed having regard to the appraisals within the delegated/committee report 	<ul style="list-style-type: none"> Annual

TCLP Policy	TCLP Objectives	Target	Indicators	Monitoring Date
TC13 Public Realm Quality and Priorities	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12	<ul style="list-style-type: none"> Bring forward prioritised enhancements to the Town Centre public realm 	<ul style="list-style-type: none"> Number of public realm projects designed and implemented in the Town Centre compared against the 10 schemes identified in TC13 Track progress of the 10 schemes identified above on an annual basis 	<ul style="list-style-type: none"> Annual
TC14 Public Transport Interchange	1, 2, 9, 12	<ul style="list-style-type: none"> 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"> Tracking performance against Implementation of enhancements to bus interchange facilities within the next 5 years Improvements to timetable efficiency monitored with bus operator (working closely with the bus operator) 	<ul style="list-style-type: none"> Annual
TC15 Parking in the Town Centre	1, 2, 9, 11	<ul style="list-style-type: none"> Maximise utilisation of existing facilities to underpin attractiveness, vitality and viability of the Town Centre 	<ul style="list-style-type: none"> Record level of car parking usage in existing car parking facilities across the Town Centre Secure contributions towards Car Park Information System Track progress of establishing a Quality Parking Partnership as recommended in the Council's Parking Strategy 	<ul style="list-style-type: none"> Annual
TC16 Town Centre Streets	1, 2, 6, 10, 11	<ul style="list-style-type: none"> Improve accessibility and appearance of key streets principally for pedestrians and public transport users in accordance with TCLP policy criteria 	<ul style="list-style-type: none"> Number, size and length of key street public realm projects designed and implemented in the Town Centre in accordance with TCLP policy criteria 	<ul style="list-style-type: none"> Annual
TC17 Strategic Approach to Town Centre Development Sites	1, 2, 3, 6, 10, 11, 12	<ul style="list-style-type: none"> Ensure that all major development proposals are implemented Ensure overall level of housing development is achieved in total across all Development Opportunity Sites (450 net units and 3,000sqm of B1(a) office.) 	<ul style="list-style-type: none"> Number of planning applications on either Development Opportunity Sites or other major development or redevelopment sites that come forward within the Town Centre Tracked annual target against delivery of 450 net residential units and 3,000sqm of B1(a) office on the Development Opportunity Sites 	<ul style="list-style-type: none"> Annual
TC18 Development Opportunity Site One	1, 2, 3, 4, 7, 8, 9, 11	<ul style="list-style-type: none"> Secure mixed use development in accordance with the approved master plan 	<ul style="list-style-type: none"> Net increase in floorspace on the Development Opportunity Site contributing to Eastbourne Core Strategy Local Plan requirements 	<ul style="list-style-type: none"> Annual

TCLP Policy	TCLP Objectives	Target	Indicators	Monitoring Date
TC19 Development Opportunity Site Two	1, 2, 3, 4, 6, 7, 8, 9, 11	<ul style="list-style-type: none"> Secure mixed use development as part of the planning application in accordance with Policy TC17 	<ul style="list-style-type: none"> Net increase in floorspace on the Development Opportunity Site contributing to Eastbourne Core Strategy Local Plan requirements 	<ul style="list-style-type: none"> Annual
TC20 Development Opportunity Site Three	1, 2, 3, 4, 6, 7, 8, 11	<ul style="list-style-type: none"> Secure mixed use development submitted as part of the planning application in accordance with Policy TC17 	<ul style="list-style-type: none"> Net increase in floorspace on the Development Opportunity Site contributing to Eastbourne Core Strategy Local Plan requirements 	<ul style="list-style-type: none"> Annual
TC21 Development Opportunity Site Four	1, 2, 3, 4, 6, 7, 11	<ul style="list-style-type: none"> Secure mixed use development submitted as part of the planning application in accordance with Policy TC17 	<ul style="list-style-type: none"> Net increase in floorspace on the Development Opportunity Site contributing to Eastbourne Core Strategy Local Plan requirements 	<ul style="list-style-type: none"> Annual
TC22 Development Opportunity Site Five	1, 2, 3, 6, 7, 8, 9, 11	<ul style="list-style-type: none"> Secure mixed use development submitted as part of the planning application in accordance with Policy TC17 	<ul style="list-style-type: none"> Net increase in floorspace on the Development Opportunity Site contributing to Eastbourne Core Strategy Local Plan requirements 	<ul style="list-style-type: none"> Annual
TC23 Transition Areas	1, 2, 6, 8, 11	<ul style="list-style-type: none"> Secure an enhanced mix of uses Ensure there are not 3 consecutive A5 uses within Transition Area One. Ensure enhancements to the public realm and implementation of a wayfinding strategy Deliver net additional dwellings within the Transition Areas, particularly above ground floor level 	<ul style="list-style-type: none"> Amount of net additional floorspace and dwellings developed Tracking performance against Implementation of a wayfinding strategy within the next 5 years Number of instances where there are three consecutive uses in A5 use 	<ul style="list-style-type: none"> Annual
TC24 Potential Areas of Change	1, 2, 6, 8, 9, 11	<ul style="list-style-type: none"> Give specific guidance to potential future development proposals Widen the tourism, cultural and conference offer associated with Devonshire Park Complex Secure a mix of uses and support redevelopment of Langney Road and Pevensey Road area 	<ul style="list-style-type: none"> Amount of net additional floorspace development and in the case of land at Langney Road and Pevensey Road number of dwellings developed Provision of additional tourism and culture offer in Devonshire Park with no net loss in floorspace Submission of planning application at the Devonshire Park complex Monitor increase in mix of uses within Langney/Pevensey Road Submission of a planning application to widen the tourism, cultural and conference offer associated with the site. 	<ul style="list-style-type: none"> Annual

GLOSSARY

Active Frontage

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

Affordable Housing

Housing for sale or rent at a price level below the going market rate, and which is related to the ability to pay of those identified as being in 'housing need'. The definition is commonly expressed in the following ways: social housing; intermediate housing; low cost home ownership including shared ownership and shared equity schemes; all of which are related to income and affordability.

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. The character and appearance of which the Council aims to preserve or enhance.

Developer Contribution

(see Planning Obligations)

Development Management Policies

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

Eastbourne Core Strategy Local Plan

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

Examination

All Local Development 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 components of the Local Development Documents.

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.

LDD (Local Development Document)

Local Development Documents are a number of planning documents that together form the Local Plan for an area.

Local Plan

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 for approval..

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

This is the term for objections and comments in support of or objection to a local development document, received during public consultation.

SCI (Statement of Community Involvement)

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

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 LDDs.

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 which 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.

Town Centre Local Plan (TCLP)

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

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.

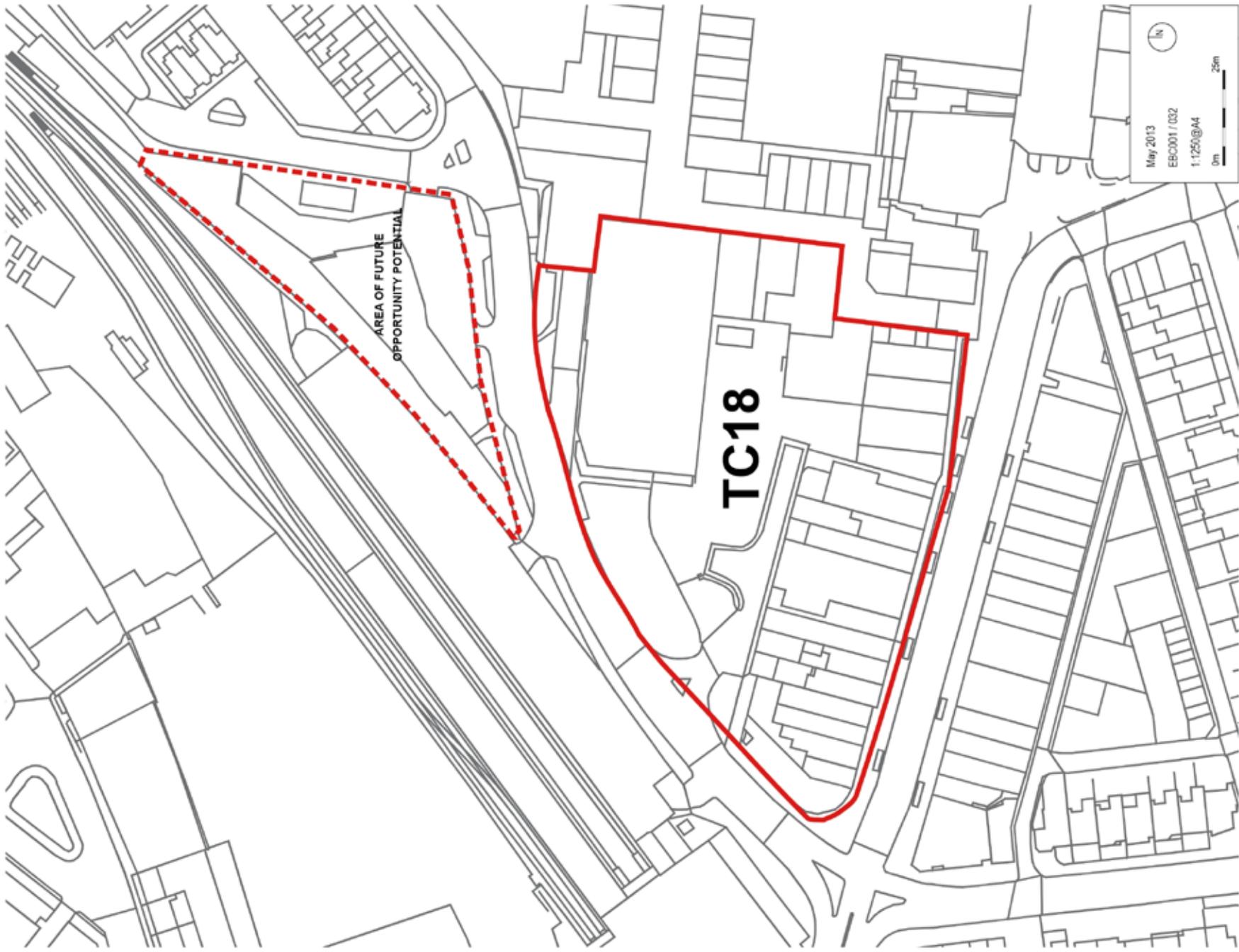
APPENDIX 1: Policies for Deletion

The list below indicates the policies from the Eastbourne Borough Plan 2001-2011 (adopted 2003) that will be deleted from the date of adoption of the Town Centre Local Plan.

- Policy TC1: Public Transport Interchange
- Policy TC3: Public Car Parking
- Policy TC4: Retail Development Adjacent to the Station
- Policy TC5: Mixed Use Scheme at the Western End of Terminus Road
- Policy TC6: Town Centre Shopping Areas
- Policy TC7: Area for Later Opening of Class A3 Uses
- Policy TC8: Seaside Road
- Policy TC10: Areas for Business Use
- Policy TC11: St Leonard's Road Area
- Policy TC12: Retaining Residential Use
- Policy LCF6: Significant Area for Sport

APPENDIX 2:
Development Opportunity Site Boundaries

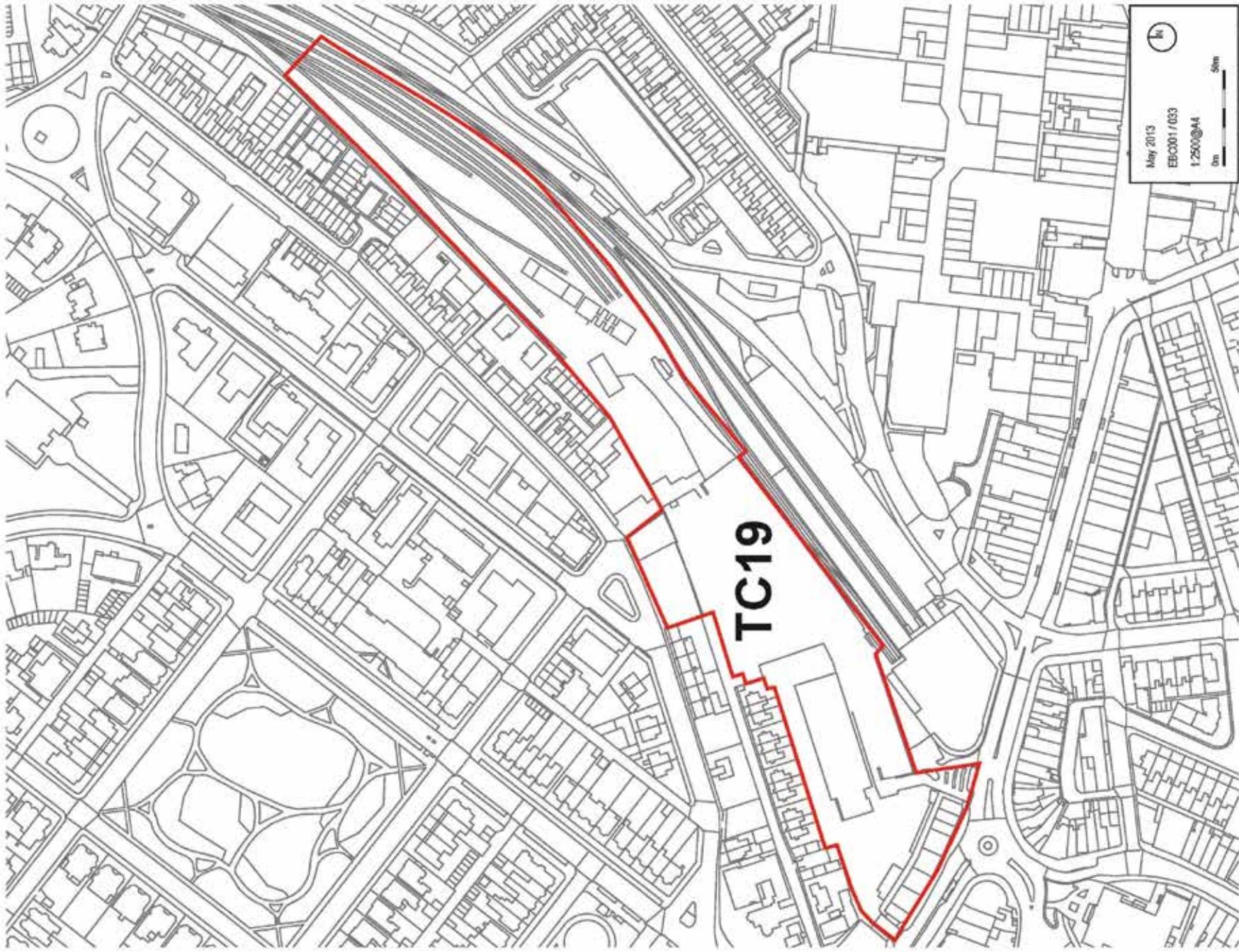
DEVELOPMENT OPPORTUNITY SITE 1 (TC18)



EASTBOURNE TOWN CENTRE LOCAL PLAN



DEVELOPMENT OPPORTUNITY SITE 2 (TC19)



EASTBOURNE TOWN CENTRE
LOCAL PLAN



DEVELOPMENT OPPORTUNITY SITE 3 (TC20)



May 2013
EBC001/034
1:1250@A4

0m 25m

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EASTBOURNE TOWN CENTRE
LOCAL PLAN



DEVELOPMENT OPPORTUNITY SITE 4 (TC21)



May 2013
EBC001/035
1:1250@A4

0m 25m



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EASTBOURNE TOWN CENTRE
LOCAL PLAN



DEVELOPMENT OPPORTUNITY SITE 5 (TC22)



EASTBOURNE TOWN CENTRE
LOCAL PLAN



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