

Background Paper

This Background Paper sets out the responses received in connection with the Eastbourne Town Centre Area Action Plan (AAP) Issues and Options public consultation. The consultation took place between 14th June and 6th September 2010.

The responses have informed the Proposed Submission Version of the AAP. A brief commentary is provided against each comment received indicating how it has been addressed as part of the AAP. This commentary is provided in bold text in the document together with details of the person or organisation that made the comment.

The Background Paper is set out following the structure of the Issues and Options Report, dated June 2010, which provided a number of policy themes, options and questions.

Vision for the Town Centre

Question V1

Does the Vision set out clearly how Eastbourne Town Centre should be developed?

Question V1			
Agree	<p>I don't strongly agree as although the plan includes "integrated" transport it is not clear how this will be achieved other than by possibly changing the route of buses now using Terminus Rd. The old plan made provision for a transport interchange in the area of the station and the construction of a nearby piazza. This plan lacks that sort of imagination and leaves visitors arriving by train to wander around a hotchpotch of car park and shops with no apparent cafe culture as an introduction to the town.</p> <p>The AAP contains policies relating to improving movement around the Town Centre, increasing legibility, and identifies priorities for enhancing the public realm. Land adjoining the railway station is identified as a Development Opportunity Site with potential for a public square to be established.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
No Opinion	<p>Just so long as it doesn't suffer from meaningless words and phrases, which so often happens with such documents.</p> <p>Comment is noted.</p>		Mr Brian Tenwick
Agree	<p>More or less. You use the word retail about 500 times, which makes the principal focus very clear. Otherwise it's a bit vague, and it's rather hard to imagine how some of these things may be achieved.</p>		Mr Ben Moore

	Comment is noted.		
Agree	<p>Particular emphasis needs to be placed upon clearly defined pathways from one section to another- particularly from the railway station to the seafront. Currently some visitors miss out some venues and areas because of lack of clear signage. Particular effort should be made to make the area around the station more attractive and welcoming and LESS GREY. A colourful pictorial map in an area near the station and some floral displays in the town rather than just restricted to the seafront would improve the look. Seating would be great if policing would allow.</p> <p>The AAP contains policies relating to improving movement around the Town Centre, increasing legibility, and identifies priorities for enhancing the public realm. There are proposals for a 'wayfinding' strategy and for an Arts trail to better link together different parts of the Town Centre.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>Yes</p> <p>Support is welcomed.</p>	Director Enterprise Centre	Mr John Edgerton
No Opinion	<p>We share the vision for the future and support the listed objectives.</p> <p>We presume that the commitment to integrate transport is intended to promote efficient use of land so that there is room for good public space and further development to support the economy. This contrasts with the current dominance of car parking.</p> <p>We would particularly support the need to improve the walkability and streetscape of the town centre.</p> <p>Comment is noted. The AAP recognises the importance of</p>	Stagecoach	Jeremy Cooper

	making it easy to access and move around the town centre by all modes.		
Agree	<p>The overall vision is welcome. It is not clear how the AAP delivers the vision to 'allow Eastbourne to respond positively to climate change' and more options could be considered to translate this vision into reality. Some suggestions are provided in our responses to the consultation questions.</p> <p>Comment is noted. The AAP promotes mixed use development in the Town Centre which is a sustainable location. Objective 12 supporting the Vision sets out how the AAP will address the issue of sustainable development. Design quality including sustainable design is addressed as part of the AAP.</p>	East Sussex County Council	Mr Graham Arr-Jones
No Opinion	<p>The vision outlines clear principles which will guide the future development of Eastbourne Town Centre. However, the vision should include the promotion of the regeneration of the Railway station area and promote increased accessibility from the Town Centre to residential areas to the north.</p> <p>The Vision applies to the whole Town Centre. The AAP sets out policies in respect of land around the railway station allocating it as a Development Opportunity Site.</p>	Rapleys	Ms Jackie Wickes
Agree	<p>With regard to question V1, we would submit that the 'high quality, contemporary urban design' suggested should only be used 'where appropriate'. There will be other areas (for example, in the garden squares, in the main section of Terminus Road/Sussex Gardens etc) where a more traditional approach is required. In Tunbridge Wells, Brighton and London it is a juxtaposition of areas with historic type street furniture and adjoining areas with</p>	The Eastbourne Society	Richard Crook

	<p>contemporary design that adds to the character and mix which is all part of a high class shopping area.</p> <p>Comment is noted. The AAP contains guidance on design in the Town Centre balancing innovative design solutions with protecting the best existing buildings and heritage assets which are an important part of the character of Eastbourne.</p>		
No Opinion	<p>The vision can't really set out clearly how the town centre should be developed. As far as it goes it's acceptable, but the second sentence (increasing investment) isn't part of the vision. It is one means by which a vision might be realised. 'Responding positively to climate change' on the other hand is something that has to be a part of any future.</p> <p>Comment is noted. The AAP is a means of directing investment opportunities in the Town Centre.</p>	East Sussex Transport	Derrick Coffee

Question V2

What sort of place should the Town Centre be by 2026?

Question V2			
No Opinion	<p>A modern, vibrant and attractive town centre which people not only take pride in but visitors are eager to come here. And first impressions are formed almost immediately at the place of arrival.</p> <p>The AAP includes policies to promote a mix of uses in the Town Centre to make sure it is more vibrant. Enhancing the area around the railway station and other points of arrival into the Town Centre have been prioritised within the AAP.</p>		Mr Brian Tenwick

Not another dull retail town. I know there has been some mention of provision for independent shops in the town, but I work for a retailer which exists in Lakeside, Bluewater, Merryhill and the Trafford Centre to name but four. They have rejected moving our store to the town centre on grounds of cost, so doubtless most independents will struggle (and have struggled) to make room for themselves. The Enterprise Centre is a nice enough idea in theory, but it is largely hidden and many of its businesses come and go with alarming regularity. There are many places in the area which are major shopping destinations, but equally many people who find places like Brighton ridiculously expensive, busy, noise and overcrowded.

It would be lovely to trade on Eastbourne's value as a destination, encouraging the coffee shops and small cafes to return to the town centre, opening the tourist information centre on public holidays, making museums that aren't the Towner art gallery and don't, as a result, look horrible and ridiculously out of keeping with their locale. With the sea (which, by the way, you could be forgiven for not knowing was there) the sunshine, the Downs and the hugely picturesque town architecture, the town should be a major tourist spot, but you haven't yet worked out who for.

The AAP aims to improve the identity of the Town Centre supporting a mix of uses and making it easier to move around and find the various attractions Eastbourne has to offer.

N/A

Mr Ben Moore

No Opinion	<p>It should be a lively attractive seaside town respectful of its Victorian & Edwardian heritage but with a foot in the 21st century- with several open areas for sitting in the sun, having coffee, watching street artists, holding French markets and small concerts interspersed with commercial and retail areas. Would like to see the buildings on the corner of Langney Rd x Terminus Rd - opposite the Langney Rd Post office demolished to form an open paved plaza area to extend the current one. Would like to see Hyde Gardens restored to a garden as in London Squares.</p> <p>The AAP prioritises areas for enhancement including identifying public realm interventions including Hyde Gardens. Opportunities for a public square are explored as part of the Development Opportunity Site identified adjoining the railway station. A new public square is proposed on Terminus Road at the junction with Langney Road – ‘Langney Place’.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>A vibrant centre offering a much improved and extended retail offer, additional leisure facilities, environmental improvements, the removal of buses from Terminus Road and additional pedestrianisation.</p> <p>Opportunities for provision of a mix of uses including new retail provision are set out in the AAP. Public realm priorities are addressed including options for additional pedestrianisation where feasible. Enhancements to bus provision in Terminus Road are set out. The removal of buses altogether is not a feasible option and cannot be included in the AAP.</p>	Director Enterprise Centre	Mr John Edgerton

No Opinion	<p>Eastbourne is and always has been a quality town in which to live, visit and do business. This is exemplified by the high standard of the seafront, the continuing investment in quality hotels and the outstanding natural beauty of the environment in which the town is located. Nevertheless the Town Centre has failed to keep in step leading to regeneration and development being long overdue. Any vision for the Town Centre must take into account the changes that have already taken place, how the local economy has failed to keep pace and how its position has slipped in comparison with other town centres. There is a need for the town centre to declare its identity and to talk up its convenience and quality while acknowledging the need for development and growth. The Chamber wants to see an Eastbourne that is a destination of choice for customers and visitors who want to sample excellent shopping, dining and leisure activities.</p> <p>We want a busy, bustling and energetic Town Centre that residents can be proud of, one that will attract more visitors, more people working and living in the town centre itself and one that will have a vibrant evening economy. There is a need to improve traffic circulation, upgrade car parking provision and to install signage that will sympathetically promote all areas and places of interest within the town centre. We want to see access to the town centre improved through the provision of a new public transport interchange, public transport priority with improved facilities for pedestrians, cyclists and taxis. In order to enhance areas such as Little Chelsea, the Theatre District and other secondary areas there is a need to improve the number and quality of connections within the town centre. The Eastbourne and District Chamber of Commerce is fully committed to playing an active role in making the vision become reality.</p>	Chamber of Commerce	Christine Purkess
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	<p>Comments are noted and addressed in the Vision and supporting objectives that set out the type of place Eastbourne should be over the AAP period. The AAP sets out a strategy for enhancing the Town Centre with policies to promote a wider range and mix of uses and make it easier to move around the Town Centre and improving connectivity. A 'waymarking' strategy is proposed as well as a new structure and identity for the Town Centre building on existing assets and locations including Little Chelsea. A parking strategy is also being prepared for the Town Centre.</p>		
Agree	<p>Eastbourne needs to provide a vibrant town centre with a much improved/extended retail offer, additional leisure facilities, environmental improvements, the removal of buses from Terminus Road and additional pedestrianisation.</p> <p>Opportunities for provision of a mix of uses including new retail provision are set out in the AAP. Public realm priorities are addressed including options for additional pedestrianisation where feasible. Enhancements to bus provision in Terminus Road are set out. The removal of buses altogether is not a feasible option and cannot be included in the AAP.</p>	Director Enterprise Centre	Mr John Edgerton
Agree	<p>There should be a good mix of uses – residential, entertainment, retail, specialist services, educational, leisure, and biodiversity should be a strand running through the whole. The linkages between character areas should be strengthened as suggested, and the areas of conflict between motorists, pedestrians and cyclists should be eliminated in order to facilitate this. This helps to make the concentration of many different functions walkable</p>	East Sussex Transport	Derrick Coffee

within the town. That's one of the huge attractions of our (and European) town centres, that so many different functions can flourish (and the range can grow) within a relatively small area.

Opportunities for a mix of uses are set out in the AAP. Improving linkages between locations and enhancing movement around the Town Centre by all modes are included with a particular emphasis on pedestrians. Opportunities for enhanced biodiversity are included in design principles relating to the public realm.

Question V3

Are there any other objectives that should be considered as part of the AAP?

Question V3

No Opinion	<p>I would like to see it with a lively arts and cafe culture but also with night clubs and entertainments available for all age groups. The Victorian character should be highlighted and the preservation of the sea front as one free from shops should be retained.</p> <p>The AAP identifies different Character Areas with their own identities and characteristics. Policies for promoting an inclusive evening and night-time economy are included. The AAP also recognises the importance of the historic environment and the role key heritage assets have in defining the character of the Town Centre.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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No Opinion	<p>Apart from retail development, a modern art gallery, what else is going to attract a much higher number of visitors to this town? A good mix of higher than average quality restaurants and other eating places, wine bars etc. Also attempt to re-educate people to take a pride in their town and thus alleviate the perennial question of litter, used gum, and other nasties which Britons generally seem to untidy their towns with. Hamburger joints and fish and chip eateries are all very well in their proper place.</p> <p>Policies for promoting an inclusive evening and night-time economy are included, supporting the identified Arts District and theatres.</p>		Mr Brian Tenwick
Agree	<p>Connectivity. The town's identified locations should be more obvious to the new visitor, but in fact you can wander round the shops with limited notion that the theatres, the tennis courts, the art gallery, the enterprise centre or any of the other features are even there. They need to be MUCH more clearly and prominently signposted.</p> <p>The AAP aims to improve the way people access and move around the Town Centre including provision of a 'wayfinding' strategy and introducing a new structure for the Town Centre based around distinctive Character Areas.</p> <p>Also, calling the Cavendish Place area 'Urban Village' is just ridiculous. It is a horrible hole full of drink and drugs and it puts people off going anywhere near it. It should be a prime location, 100 yards from the pier, with restaurants, unusual shops and museums, but it's crumbling into decrepitude and a waste of space.</p> <p>Comments are noted. Urban Village now renamed as 'Cavendish'. Opportunities for enhancing movement around the</p>		Mr Ben Moore

	<p>Town Centre and between different locations are included in the AAP.</p> <p>Plus, parking, obviously? Who wants to drive any distance at all to a town that will only let them park in half the available spaces for 2hrs, or make you queue for ages for the Arndale centre? There is a huge car park beside the railway line which is barely used and which people are actively funnelled away from by the one way system.</p> <p>Proposals for improving existing parking provision in the Town Centre including advance signage are included in the AAP. A Parking Strategy is also being prepared for the Town Centre.</p>		
<p>Agree</p>	<p>To tie the town together with a pictorial map showing the different areas graphically and with defined routes around the town. To increase the amount of planting around the town - planting should NOT merely be a feature of the gardens on the sea front. Flowers and green areas should be a feature throughout the town.</p> <p>ALSO the town needs a central focal point - a "meet me under the clock" point that everyone knows about. A main meeting point feature - maybe an important sculpture? Attractive sign posting that is beautiful itself would be a real asset.</p> <p>Why no hanging baskets in Eastbourne?</p> <p>Policies and design principles for enhancing the public realm in the Town Centre are included in the AAP including opportunities for new tree and landscape planting. Public realm priorities are identified in the AAP which include proposals for a new square at 'Langney Place'. A wayfinding strategy is proposed for the Town Centre and a new, clearer structure for the Town Centre is introduced identifying character areas, gateways and approaches. This is supported by plans and diagrams.</p>	<p>Member of Eastbourne Disability Involvement Group</p>	<p>Mrs Pat Newton</p>

Disagree	<p>You need to add child friendly spaces. Crèches and child/family friendly cafes and entertainments. Consideration for people and children with disabilities that goes beyond the legislative requirements and positively welcomes them (sensory garden, signs, a totally wheelchair accessible cafe.) Beauty - fountains, wild areas). Child sized benches with built in chalkboard tables. Also continuing consultation and improvement - a process whereby residents and visitors can continue to have a say and influence the town in an accessible way rather than formal meetings which can be daunting (and difficult for some groups).</p> <p>Policies and design principles for enhancing the public realm in the Town Centre are included in the AAP against which the design of proposals coming forward will be assessed. Proposals will need to address the requirements of the Disability and Discrimination Act. Final representations on the detail set out in the AAP will be sought from stakeholders and members of the public prior to the Proposed Submission Version of the AAP being submitted to the Secretary of State (Regulation 27).</p>		Ms Deborah Sharpe
No Opinion	<p>The removal of buses from Terminus Road and its pedestrianisation should be a priority.</p> <p>The AAP sets out opportunities for enhancing the environment and public transport interchange in Terminus Road. The complete removal of buses is not feasible and cannot therefore be included in the AAP.</p>	Director Enterprise Centre	Mr John Edgerton
No Opinion	<p>We believe it is important to move the buses from their current location in Terminus Road, as their impact in this location is detrimental to the retail offer. It is appreciated that this is sensitive and difficult to resolve but we believe there are better alternatives that should be considered. We will be happy to come forward with our ideas if that would be helpful.</p>	Director Enterprise Centre	Mr John Edgerton

	<p>Comments are noted. The AAP sets out opportunities for enhancing the environment and public transport interchange in Terminus Road. The complete removal of buses is not feasible and cannot therefore be included in the AAP.</p>		
<p>No Opinion</p>	<p>Reduced land take for parking and positive economic development can be achieved by using the existing car parks better and putting alternative transport modes in place. Removing the detritus of on street parking and traffic management makes the urban space more visually attractive and pedestrian-friendly. A more pleasant and less cluttered space would encourage people to walk to a wider range of town centre destinations, walk for all of their journey, or to use public transport or peripheral car parks, which would become acceptable entry points for a much wider range of town centre destinations. (Good examples of these principles include Canterbury and Folkestone where economic development, increased bus use and reduced central car parking have gone hand in hand; and Ashford where an improved central urban environment has resulted in economic growth, significantly increased bus use, and little extra parking demand).</p> <p>The AAP includes policies and proposals to make it easier to move around the Town Centre including setting out design principles for public realm enhancements. Policies for making the most of existing parking provision in the Town Centre are included. A Parking Strategy is also being prepared for the Town Centre.</p>	<p>Stagecoach</p>	<p>Jeremy Cooper</p>

Agree	<p>We would consider it appropriate to include an objective which sets out the borough's approach to climate change mitigation and adaptation within the town centre. This objective could also address air quality and environmental noise within the town centre.</p> <p>The objectives are heavily focused on regeneration and miss the opportunity to draw attention at a high level to some of the welcome parts of the AAP which seek to protect and enhance the environment.</p> <p>Comments are noted. The Core Strategy sets out the Council's approach to climate change and sustainable development. This is reflected in the Town Centre AAP maximising opportunities within a sustainable and accessible location. Objective 12 supporting the Town Centre Vision sets out how the AAP will address the issue of sustainable development. Design quality including sustainable design is addressed as part of the AAP.</p>	East Sussex County Council	Mr Graham Arr-Jones
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Policy Theme 1: Town Centre Structure and Identity

Policy Area 1.1: Define the extent of the Town Centre boundary

Option 1.1a

Retain the current extent of the Town Centre.

Disagree Strongly	Support is welcomed	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 1.1b

Increase the size of the Town Centre through redefining the boundary around the junction of Upperton Road and The Avenue.

Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 1.1c

Increase the size of the Town Centre through redefining the boundary along Furness Road and College Road.

Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 1.1d

Increase the size of the Town Centre through redefining the boundary along Wilmington Square which is a gateway into the Town Centre and the Wish Tower.

Option 1.1d

Strongly Agree	That would be a real asset. Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Disagree	There is nothing wrong with the existing Wish Tower restaurant which a little sprucing up would take care of. Comment is noted. The AAP does not include specific proposals relating to the Wish Tower restaurant, however there is an adopted Planning Brief and a Planning Advice Note for the site that are available for viewing on the Council's website.		Williams

Question 1.1i

Should the existing town centre boundary set out in the Local Plan be retained?

Question 1.1i			
No Opinion	We believe the existing town centre boundary will be retained. See comment below.	Director Enterprise Centre	Mr John Edgerton
No Opinion	We feel the important objectives based upon walking can best be achieved by keeping the town centre area as compact as possible. See comment below.		Jeremy Cooper
Agree	Yes See comment below.	Rapleys	Ms Jackie Wickes
Disagree	It is recommended that any extension of the town centre boundary is coupled with improved public and sustainable transport access to the extended areas to minimise the impact on the Strategic Road Network. See comment below.	Senior Network Manager Highways Agency	Mr Garry Frostick

Question 1.1ii

Should the town centre boundary be extended to include any or all of the key areas indicated on Figure 2?

Question 1.1ii			
Agree	Should be extended to ensure the maximum integration but wherever the boundaries are they must blend in with surrounding area outside the AAP. See comment below.		Mr Michael Haselip

Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Disagree	We do not agree that the inclusion of these additional areas within the town centre are necessary. See comment below.	Director Enterprise Centre	Mr John Edgerton
Agree	We consider that where specific developments have been identified (i.e. replacement restaurant) there may be merits in including the site within the Town Centre. However, given the existing vacancy rates it would not be appropriate to allocate additional competing sites. The Council should secure the re use of vacant units within the existing town centre before considering additional areas. This matter could be reviewed when the economy recovers. See comment below.	Rapleys	Ms Jackie Wickes
Agree	Royal Mail's site straddles the current Town Centre boundary, with the eastern part of the site lying within the Town Centre and the Western part outside. We support the extension of the Town Centre boundary, as identified on Figure 2 to include area 1, which will include the entirety of Royal Mail's site within the defined Town Centre boundary. See comment below.		BNP Paribas Real Estate (Royal Mail)

Comments on responses to Questions 1.1i and 1.1ii

On balance, 4 respondents agree or strongly agree with extending the Town Centre Boundary, 2 respondents disagree and two have no opinion. The AAP therefore proposes a modest extension of the Town Centre boundary as set out in the Issues and Options report. The Town Centre remains a relatively compact size and the AAP proposes measures to improve accessibility around the Town Centre. The extension to the boundary

does not include significant additional areas that would compete with existing sites in the Town Centre and other policies promote and enable a greater mix of uses to come forward thereby assisting the reuse of vacant premises. Proposes for enhancing accessibility within and around the Town Centre are also contained within the AAP with a focus on sustainable forms of transport including pedestrians and public transport users.

Policy area 1.2: Identify seven interlinked town centre character areas each with a distinctive role and identity to harness and promote Eastbourne's variety and character.

Policy Direction 1.2a

Promote complementary uses in key locations within each character area and maintain a robust mix of uses across the Town Centre.

Policy Direction 1.2b

Identify key public realm enhancements and priorities within each of the character areas.

Policy Direction 1.2c

Strengthen the identity of the character areas through identifying redevelopment opportunities.

Question 1.2i

Do you think that the character areas as identified on figure 1 are appropriate?

Question 1.2i			
Agree	The Co-operative Group supports the character areas and the extent of the retail core, which includes the former Co-op Department store site. Support is welcomed.	The Co-operative Group	
Agree	We agree that these areas are appropriate. Support is welcomed.	Stagecoach	Jeremy Cooper

Agree	Yes Support is welcomed	Director Enterprise Centre	Mr John Edgerton
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Question 1.2ii
Are there other sub-areas that should also be considered?

Disagree	No Comment is noted.	Director Enterprise Centre	Mr John Edgerton
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Policy area 1.3: Support a legible overall structure for the Town Centre comprising key approaches, gateways, streets and spaces that make it attractive and easy to get around.

Policy Direction 1.3a

Identify and define key approaches and gateways into the Town Centre to establish a strong sense of arrival.

Policy Direction 1.3b

Enhance the Town's key streets and spaces through targeted investment from development contributions and other funding sources.

Policy Direction 1.3c

Maximise linkages between the Seafront and the rest of the Town Centre along Terminus Road.

Policy Direction 1.3d

Establish new spaces as part of redevelopment opportunities coming forward within the Town Centre.

Question 1.3i

Are the approaches and key gateways in Figure 1 correctly identified? Are there others which should also be considered?

Question 1.3i			
Agree	Yes Support is welcomed.	Director Enterprise Centre	Mr John Edgerton
Agree	It would be helpful for figure 1 to include the bus routes. Comment is noted.	East Sussex County Council	Mr Graham Arr-Jones
Agree	We agree with the definitions. Support is welcomed.	Stagecoach	Jeremy Cooper
Agree	Whilst the area around Eastbourne Railway station has been identified as a key gateway area we consider our client's site should represent a future approach/gateway from the North to the station, particularly by foot or on bicycle. Comment is noted and incorporated as part of Development Opportunity Site Two.	Rapleys	Ms Jackie Wickes

Question 1.3ii

Which are the main streets in the Town Centre that would benefit from enhancement?

Question 1.3ii			
No Opinion	We believe the main streets in the town centre that would benefit from enhancement are Terminus Road (Where the buses are currently located), the section of the road opposite the Station, Station Parade, Grove Road, Terminus Road between TJ Hughes and the Seafront and parts of Seaside road.	Director Enterprise Centre	Mr John Edgerton

	Comments are noted and areas identified within the AAP. Terminus Road is identified as a public realm priority and the importance of Grove Road as an important location in the Town centre is also highlighted.		
Agree	The enhanced public areas can be used for a variety of uses e.g. open markets, Christmas activities, street entertainment and general enjoyment by the public. Comment is noted.	Director Enterprise Centre	Mr John Edgerton
Agree	We feel that Terminus Road needs enhancement throughout with reduced car dominance opposite the station, potential for improvement of the bus interchange, reduction of clutter in the pedestrian sections, and simpler pedestrian friendly road crossings (perhaps with simple raised tables) to enhance the public spaces. The current unsatisfactory separate inbound/outbound routing via Trinity Trees/Seaside Road and Pevensey Road/Lismore Road needs to be improved with one possible solution being a two way bus route in Trinity Trees/Seaside Road. The South Street/Grove Road sector needs to be reconfigured as two way streets. This would allow penetration by bus routes, the removal of which no doubt contributed to declining economic vitality. Comments are noted. Proposals for enhancements to Terminus Road and the public transport interchange are included in the AAP. Opportunities for allowing two-way operation of streets in the Town Centre are included in the AAP.	Stagecoach	Jeremy Cooper
No Opinion	Streets to be improved Terminus Road, Cornfield Road, Ashford Road, Upperton Road. New and enhanced public spaces - A nice outside area with grass and benches, so young people can sit down and do their work outside, and a nicer bus lane.		Tom

	Comments are noted and areas identified within the AAP. Public realm priorities have been identified which include Terminus Road and opportunities for new public squares are set out in Development Opportunity Site Two adjoining the railway station and at 'Langney Place' on Terminus Road.		
No Opinion	<p>We do not have a particular view on the precise use of public space, but do consider the quality of the public realm to be important both in promoting a positive sense of place and promoting the walkability of the town centre.</p> <p>Comments are noted. Enhancing walkability and accessibility across the Town Centre is a key aim of the AAP.</p>	Stagecoach	Jeremy Cooper
Agree	<p>There is potential for improving the bus interchange in Terminus Road by improving the pavements and the crossing point to the station.</p> <p>Comments are noted. The AAP proposes enhancements to the pedestrian environment and public realm along Terminus Road including the public transport interchange and areas around the railway station.</p>	East Sussex County Council	Mr Graham Arr-Jones

Question 1.3iii

If new and enhanced public spaces are created within the Town Centre what should they be used for?

Strongly Agree	<p>New and enhanced public spaces should be used for relaxation and enjoyment of being outdoors. Fill them with trees and places to sit.</p> <p>Comment is noted. Tree planting is included as a public realm design principle in the AAP.</p>		Williams
Agree	<p>The enhanced public areas can be used for a variety of uses e.g. open markets, Christmas activities, street entertainment and general</p>	Director Enterprise Centre	Mr John Edgerton

	<p>enjoyment by the public.</p> <p>Comments are welcomed. Public realm enhancements and priorities are an important part of the AAP and can be used to support a variety of different activities.</p>		
Agree	<p>The quality of the public realm is important both in promoting a positive sense of place and promoting the walkability of the Town Centre.</p> <p>Comments are welcomed. Public realm enhancements and priorities are an important part of the AAP with particular reference to improving pedestrian connectivity and walkability between different locations in the Town Centre.</p>	Stagecoach	Jeremy Cooper
Agree	<p>It is felt that public spaces should cater for a range of age groups e.g. a skate park for teens and a play area for younger children.</p> <p>Comments are welcomed. Public realm enhancements and priorities are an important part of the AAP the detailed design of which could include provision for different users.</p>		Ruth
Agree	<p>Members support the creation of both open and green spaces with increased activity e.g. play areas.</p> <p>Comments are welcomed. Public realm enhancements and priorities are an important part of the AAP and can be used to support a variety of different activities.</p>	Community Environment Partnership for Eastbourne	
Agree	<p>It is felt that the whole area around the station needs improvement. New public spaces could be plaza's or attractive seating areas e.g. Harrogate, Lancashire.</p> <p>Comments are welcomed. Public realm enhancements and priorities are an important part of the AAP which includes</p>	Eastbourne Disability Involvement Group Member	Mrs Pat Newton

	proposals for enhancements around the railway station including the creation of a new square as part of Development Opportunity Site Two.		
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Policy Theme 2: Supporting a viable mix of uses

Policy area 2.1: Maintain and deliver a broad mix of uses within the Town Centre.

Policy Direction 2.1

Provide a flexible policy framework which supports a broad range of Town Centre uses.

Policy Direction 2.1			
Agree	<p>Too many empty shops in the town centre/Little Chelsea. Independent businesses should be encouraged with lower business rates/rent to encourage alternative to the national retail outlets. So many close as cannot make a living due to local taxes. Encourage more low cost dwellings for young people wanting to live independently. No further retail expansion past Enterprise Centre/ Better advertising of multi-storey car park.</p> <p>The AAP contains policies to promote a mix of uses in the Town Centre and support secondary and independent retailing. Proposals for better parking signage are included in the AAP.</p>		Mr Peter Barker
Agree	<p>The document identifies that the council wish to maintain and deliver a broad mix of uses within the town centre. Royal Mail support the Council's aspiration and approach to implementing this through policy direction 2.2. This identifies that the Eastbourne TC AAP will 'provide a flexible policy framework which supports a broad range of town centre uses'. We particularly support that policy should seek: To strengthen the retail offer, supporting the consolidation and expansion of the primary retail area and concentration of secondary retail locations well connected to the primary retail area and well anchored. Increase the opportunity for living within the Town Centre.</p>		BNP Paribas Real Estate (Royal Mail)

Support is welcomed. These policy areas are all covered in the AAP.

Question 2.1

Do you support the land use strategy for Eastbourne Town Centre which places particular emphasis on strengthening the primary retail offer, delivering new homes and associated community facilities as well as supporting the leisure, arts, tourism and office functions?

Question 2.1

Agree	<p>In line with PPS4, the TCAAP objectives aim to promote the vitality and viability of the town centre through strengthening the retail offer. In line with PPS4 and PPS3, the policy seeks to deliver a wide range of community facilities and encourages residential accommodation within the town centre, thereby promoting sustainable development through reducing the need to travel.</p> <p>Comment is noted.</p>	The Cooperative Group	
Agree	<p>I agree we need to strengthen Eastbourne's retail sector but we need to do this by supporting our existing independent retail sector and encouraging new independent retailers to Eastbourne. We should want to avoid encouraging too many national retailers which will make Eastbourne town centre look no different than any other town with the same shops. Uniqueness in our retailing sector will make Eastbourne a place to visit. We need to offer what other towns do not. I agree we should not overkill in the retail sector. People should be encouraged to live sustainably and this is not achieved through consumerism.</p> <p>Comments are noted. The AAP includes policies to support a mix of Town Centre retailing including secondary and independent</p>		Williams

	retailers.		
Agree	Yes Support is noted.	Director Enterprise Centre	Mr John Edgerton
Agree	<p>More shops- Mens and Womens clothes are clustered, not too far spread. Roads are dangerous especially for children- more pedestrianisation outside the Arndale entrance where children run off. There are too many empty shops on Seaside Road. Area between seafront and M&S (Terminus Road) needs improving. More areas for live music - impromptu - not as formal as the bandstand.</p> <p>Comments noted. The AAP includes policies to support a mix of Town Centre retailing including secondary and independent retailers. The AAP identifies Seaside Road as a Transition Area to encourage different uses and reduce vacancy. The AAP also sets out public realm enhancement priorities to include Terminus Road. A new public square is proposed on Terminus Road at the junction with Langney Road – ‘Langney Place’..</p>		Unknown
Agree	<p>You mention Sussex Gardens many times in the report yet it does not appear in any of your maps. Is this the lack of attention to detail we are to expect of your grand designs? Seaside Road is an eyesore. Terminus Road by the station needs to be pedestrianized. Buses in Terminus Road create congestion. Shops are made invisible by bus stops etc and the buses with engines idling are great polluters of the air in central Eastbourne. The extension of the Arndale (already a dreary piece of bad planning) would only make a bad idea worse. The addition of national retail outlets would only push individual and start up businesses out of the</p>		Ms Irene Chalk-Runayker

	<p>centre by pushing the rental costs up. Station Road is already losing one restaurant and another has never opened. We need smaller units for individual boutique businesses at reasonably priced rentals and reduced council rates for entrepreneur business to come into the town and support local talent.</p> <p>You talk of support of the arts. The arts are an industry and business, generating income and tourism. Badly served by Eastbourne and the local council's lack of information dispersal Eastbourne's tourists/tourist industry can only be enhanced and expanded by recognising them. Smartening up Howard Square would help. There is already an Art Hotel there and attributing space for local artists with art tourists staying but what they look out upon needs work on it.</p> <p>The AAP promotes a mix of uses in the Town Centre including national multiples as well as supporting secondary and independent retailers. The AAP includes proposals to enhance Terminus Road including provision of a public transport interchange. Opportunities for additional pedestrianisation are explored. Seaside Road is identified as a Transition Area to encourage different uses and reduce vacancy rates. Public realm priorities are identified including an Arts Trail.</p>		
No Opinion	<p>Public Realm Traffic.</p> <p>The AAP sets out proposals and priorities for the public realm placing an emphasis on making the Town Centre more accessible particularly for pedestrians and public transport users.</p>		Mike Haselip

I feel passionately about Eastbourne and really want it to keep its true Victorian History. The town centre desperately needs a face lift. All the shops by the bus lane that people see as soon as they get off the train or bus need a good paint job. In fact the whole of Eastbourne needs a paint job. There should be a no smoking ban in the main shopping area as it is disgusting walking through when everyone else smokes, especially when you have no choice when getting off a bus or walking between shops. The areas by the buses are very crowded and would be great if some how the paths could be made wider. I think Stagecoach should be the ones to pay for the improvements needed around the bus stops. The outside shopping areas should have some lovely hanging baskets and the whole town area needs some pretty signs so that people are aware of all that Eastbourne offers. It would be nice to see some of the big shops like River Island and Oasis who make it attractive for people in surrounding villages to travel instead of heading in the opposite direction to Tunbridge Wells.

Would love to see more professional street performers brightening up the streets on a regular basis. Love the Fair Trade event and Christmas Magic event was brilliant. Love the art in the empty shop windows- fantastic idea!

Love the way Little Chelsea looks and feels - would be live to see the rest of the town centre like it and it made into one big shopping area. People seem to only shop in one area at any one shopping trip and not both!

I have loads of ideas but sure this is enough to go on!

Love Eastbourne and want to see it do well! Thanks for your work.

Support is noted and welcomed. The AAP promotes a mix of uses in the Town Centre including new retail provision and supporting secondary and independent retailers. Public realm priorities are identified including Terminus Road and enhancement to public

No Opinion

Ruth Mendes

	<p>transport provision. A waymarking strategy is proposed and an Arts Trail. Key locations such as Little Chelsea are highlighted as part of a new, legible structure for the Town Centre. Design principles are established in order to promote high quality design and protect heritage assets.</p>		
Agree	<p>I like the ideas about new shops like River Island, it will attract a younger crowd. Also, the footpaths in the bus lane are far too narrow!</p> <p>The AAP promotes a mix of uses in the Town Centre including new retail provision and supporting secondary and independent retailers. Public realm priorities are identified including Terminus Road and enhancement to public transport provision.</p>		Tom Robinson
Agree	<p>Only thing needed in my opinion - more high street stores like Gap, River Island, H&M, Zara, Oasis, Miss Selfridge, Jane Norman. And less of the tacky shops which sell completely useless items. Then more people would stay in Eastbourne rather than going to Brighton to shop.</p> <p>The AAP promotes a mix of uses in the Town Centre including new retail provision and supporting secondary and independent retailers.</p>		Ellie White
Agree	<p>Agree that need more high street shops.</p> <p>The AAP promotes a mix of uses in the Town Centre including new retail provision and supporting secondary and independent retailers.</p>		Chrissy Nelson
No Opinion	<p>Better facilities along the seafront, such as cafe's, restaurants and bars. Better range of shopping facilities i.e. clothing stores and technological outlets.</p>		Geoff Turner

	<p>The AAP promotes a mix of uses in the Town Centre including new retail provision and supporting secondary and independent retailers. The Seafront is identified as a key character area within the Town Centre.</p>		
<p>No Opinion</p>	<p>A nice little grassy area to sit and chill with kids half way through a shopping area would be nice. In terms of likes, I like the atmosphere, its relaxed (compared to other shopping areas). I like them sitting on the benches in the sunshine listening to buskers and people watching. It's chilled out. I like that it is not all indoors at the moment. I much prefer shopping areas. We live on the sunshine coast, it would seem wrong to make the whole town centre an indoor centre. I also think it would be nice to make it clear there are more shops around Little Chelsea. I find it sad that independent shops come and go so much because they just aren't doing enough business. I think many tourists don't know the area is there. Not sure how to go about it though. I like the flower stall in town that sets up in the street. I like the Street Pastors at night! I like the choice of restaurants, though that's all over Eastbourne, not just in the town centre.</p> <p>The AAP promotes a mix of uses in the Town Centre including new retail provision and supporting secondary and independent retailers. Public realm priorities are identified along Terminus Road including proposals for a new square at 'Langney Place'. A waymarking strategy is proposed and an Arts Trail making it easier for people to find their way around the Town Centre. Key locations such as Little Chelsea are highlighted as part of a new, legible structure for the Town Centre. The AAP identifies opportunities to support the evening and night-time economy.</p>		<p>Ms Ali Stevens</p>

	<p>Yes, we consider that the mixed use development should be promoted at sustainable locations.</p>		
Agree	<p>The AAP identifies development opportunities in the Town Centre including sustainable locations adjoining the railway station. It is recognised that to increase the quality of shopping in Eastbourne more national retailers are needed. However, this should not be to the eventual detriment of smaller retailers, there is a need to think local such as having regular markets.</p>	Rapleys	Ms Jackie Wickes
Agree	<p>The AAP proposes a balance between the provision of new national and multiple retailers in the Town Centre and the protection of secondary and independent retailing which contribute to the vitality and identity of the Town Centre.</p>	Community Environment Partnership for Eastbourne	

Policy area 2.2: Define specific opportunities for new mixed use development, redevelopment or change

Policy Direction 2.2

To identify a number of locations that will be a target for new mixed use development and redevelopment in key locations:

1. **Key Development Opportunity Sites**
2. **Transition Areas**
3. **Potential Area of Change**

Policy Direction 2.2			
	<p>The Co-operative Group supports the identification of key development opportunity sites.</p>		
Agree	<p>Support is welcomed. The former Co-op Department Store is identified as a Development Opportunity Site in the AAP.</p>	The Cooperative Group	

Key development opportunity site: Post office site and adjoining parking between Upperton Road and Southfields Road. The document sets out that the Council is keen to actively facilitate investment in 'key' locations. Royal Mail support the principle of the identification of their Eastbourne site as part of Key Development Opportunity Site 3. However, would remind the Council that at present the site is operational. Any redevelopment of the site can only come forward if it is viable and commercially attractive for Royal Mail to relocate from the site.

The document identifies that: There are a number of non-residential uses along the south eastern side of the Upperton Road approach. A range of uses may be appropriate in this location including housing and offices. In addition the document sets out an option (Retail 2.2C) to provide a new foodstore as a component of a mixed use scheme on either Key development site 2 or 3. The council has identified that this would; increase the choice of food etc.

Following our representations to previous LDF documents and our discussions with the council on 9 August 2010, Royal Mail has identified that currently it is not their intention to vacate the Delivery office site as it is operational. Notwithstanding this, Royal Mail appreciates the opportunity site presents for the regeneration of Eastbourne and as such they are not adverse to the identification of their site as a redevelopment opportunity in the Eastern TC AAP on condition that provision is made for the relocation/re-provision of their operations. In order for their site to be brought forward for redevelopment, the proceeds from the disposal of their site would need to yield sufficient value to fund the purchase and fit out of a new site and the relocation of their operations and staff. In addition, given that viability is a crucial factor in the redevelopment of this site, it would be imperative that any planning obligations sought as part of a planning permission to redevelop the site are subject to viability

Agree

BNP Paribas
Real Estate
(Royal Mail)

testing.

This approach accords with the Council's acknowledgement at the beginning of section 2 entitled policy theme 2: 'supporting a viable mix of uses', in the document and as such Royal Mail welcomes the Council's recognition that 'the costs associated with redevelopment must also be factored into the overall viability assessment with consideration given to what the market may deliver in the town centre and any gap funding that may be required'. This is of particular importance as the deliverability of the redevelopment of Royal Mail's site will hinge on the viability of the re-provision of their operations coupled with a commercial attractiveness that will incentivise the business case to relocate their operations. In light of the above Royal Mail support the allocation for the redevelopment of their site in the Eastbourne TC AAP through a flexible policy identifying that the site is suitable for a high density mixed-use redevelopment incorporating a foodstore and residential units, however, this should not preclude other town centre uses.

Notwithstanding this support, Royal Mail formally request that the Council also include the wording of the policy that the re-provision/relocation of Royal Mail's facilitates prior to the redevelopment of the site is required. This approach conforms with guidance provided in Planning Policy Statement 4: Planning for sustainable economic growth (PPS4), which sets out in policy EC3: Planning for centres that 'as part of their strategy local planning authorities should a: set flexible policies for their centres which are able to respond to changing economic circumstances and encourage where appropriate high density development accessible by public transport, walking or cycling'. This would allow the more efficient and effective use of a previously developed site, which conforms to the guidance in planning policy statement 3: Housing (PPS3).

Support in principle is welcomed. The AAP sets out a flexible policy regarding Development Opportunity Site Three where a

	mix of uses will be acceptable including retail and housing. The supporting text notes that it may be a longer term opportunity delivered in phases to address the requirements of different landowners which includes the requirement for the Post Office to find alternative premises.		
Agree	<p>It is noted that accessibility by public transport is included within the criteria for selecting potential development sites. This should help ensure that the selected locations are able to make the best use of public transport links and reduce the impact on the SRN. Selected sites will need to be assessed within the Core Strategy transport evidence base to consider their deliverability in transport terms.</p> <p>Comment is noted.</p>	Highways Agency	Garry Frostick

Option 2.2a key development opportunity site one

The scheme would need to incorporate larger retail units (which best meet the needs of modern retailers) and upgrade the retail offer along the primary frontage to Terminus Road. Other uses might also be incorporated into the scheme above ground floor level. A new 'landmark' entrance into Arndale centre, opposite the entrance to Eastbourne Station would be highly desirable.

Option 2.2a			
Strongly Agree	<p>This would be my priority for action</p> <p>Support is welcomed.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton

Agree	<p>It is noted that accessibility by public transport is included within the criteria for selecting potential development sites. This should help ensure that the selected locations are able to make the best use of public transport links and reduce the impact on the SRN. Selected sites will need to be assessed within the Core Strategy transport evidence base to consider their deliverability in transport terms.</p> <p>Comment is noted.</p>	Highways Agency	Garry Frostick
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Option 2.2b key development opportunity site one

If development values are sufficient an option exists to expand upon option 1 by closing the short section of Ashford Road adjoining the Arndale Centre and incorporating the land into a more comprehensive redevelopment that connects directly with the Railway Station. This would necessitate rerouting of the Ring Road along The Avenue and down Cavendish Place, Pevensey Road and Lismore Road where it would link as it does now into the Memorial Roundabout.

Strongly Agree	<p>Excellent Plan.</p> <p>Support is welcomed.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option Retail 2.2c key development opportunity site two and three

One option for either key development opportunity site 2 or 3 would be the inclusion of a foodstore as one component of a mixed use scheme.

Strongly Agree	<p>If this were undertaken it would have to include improvement of pavements between The Goffs and the Post Office - Southfields Rd. Need for bus stop space and at least one controlled crossing.</p> <p>Comment and support are noted.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Question 2.2i

Do you agree with the Key Development Opportunity Sites to be targeted for redevelopment?

Question 2.2i			
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Disagree	The Co-operative Group considers the former Co-op Department Store site on Terminus Road should be considered as a key development opportunity site. It represents a mixed use development opportunity within the identified retail core of the Town Centre, which could be acceptable for a range of uses including retail and residential as per the existing planning permission (ref: EB/2007/0377) plus other possible uses such as health and student accommodation. Same as below. The former Co-op Department Store is identified as a Development Opportunity Site in the AAP.	The Cooperative Group	
Agree	Yes Support is welcomed.	Director Enterprise Centre	Mr John Edgerton
Strongly Agree	We agree with this concept. Support is welcomed.		Jeremy Cooper
Agree	Yes we offer strong support to key development opportunity site 2. Whilst appreciating that the exact boundaries are yet to be determined, this opportunity should include our client's site for the reasons outlined in our supporting planning statement, namely access, mix of uses, visibility, and making better use of brownfield land in sustainable	Rapleys	Ms Jackie Wickes

	locations. Support is welcomed and comment is noted. Site is included in Development Opportunity Site Three.		
Agree	We agree with this concept. Support is welcomed.	Stagecoach	Jeremy Cooper
Disagree	We notice that in figure3, the Devonshire Park is shown as a 'potential area of change'. We would not wish to see further encroachment on the park with buildings and presumably the 'change' might refer to the reclamation of the area as park and public open space i.e. an area for entertainment (temporary marquees etc or planting and greenery to recreate and restore the park). We would suggest that those involved should visit Buxton Pavilion Gardens in Derbyshire (also part of the Duke of Devonshire's Estate) where a recent restoration has been carried out to provide a delightful public open space juxtaposed with their theatres and high class shopping areas. The AAP seeks to carefully maintain the predominantly open character of Devonshire Park. The main area of the park will be maintained as an important open space in the Town Centre.	The Eastbourne Society	Richard Crook

Question 2.2ii

Do you have a particular view about the extent of the key development opportunity sites, the form and mix of development or the land uses to be promoted, in particular the options indicated?

Question 2.2ii

Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>We agree with the development plans. Option 2.2b which would have the added benefit of reducing traffic levels in the section of Terminus Road outside the station. This would make it more pedestrian friendly. However, we suggest that the need to define a route via Pevensey Road/Lismore Rd to the South Street area is unnecessary as this part of the ring road is little used at present. The link between South Street and Upperton Road should be through the Grove Road area.</p> <p>The AAP sets out a broad range of measures to improve accessibility across the Town centre with a focus on enhancing streets for all users.</p>	Stagecoach	Jeremy Cooper
Agree	<p>The Co-operative Group considers the former Co-op Department Store site on Terminus Road should be considered as a key development opportunity site. It represents a mixed use development opportunity within the identified retail core of the Town Centre, which could be acceptable for a range of uses including retail and residential as per the existing planning permission (ref: EB/2007/0377) plus other possible uses such as health and student accommodation.</p> <p>The former Co-op Department Store is identified as a Development Opportunity Site in the AAP.</p>	The Cooperative Group	

No Opinion	<p>Our views on the identified sites are-</p> <p>Site 3 - Not suitable for retail consideration should be allocated for residential or offices</p> <p>Site 2 - We believe this site should include additional retail facilities on the site of the Enterprise Centre and the Railway station and primarily residential on part of the station car park with a piazza between the enterprise centre and the railway station.</p> <p>Site 1 - This site should be developed to extend the retail core up to the railway station and to include the demolition of shops in Terminus Road, the Gildredge Pub to the entrance of the Arndale, nos 11-49</p> <p>Site 4 - this site to include extended retail together with residential.</p> <p>All the Development Opportunity Sites are identified within the AAP as being suitable for a mix of uses including retail in order to accommodate identified need within the Town Centre. Public realm priorities are also set out within the AAP including the potential for a public square associated with Development Opportunity Site Two.</p>	Director Enterprise Centre	Mr John Edgerton
No Opinion	<p>The rationalisation of surface car parking with either decked or undercroft alternatives, as identified by the Council, would provide opportunities towards the north and east of the station for redevelopment. The range of uses thought appropriate by the Council, which include housing and office and potentially a new food store, may well be acceptable. Given the current economic market, the land designation should remain flexible to encourage development. As recognised above a range of uses may be suitable. However, residential uses around the railway station may be preferable. It is likely that the area north of the station would provide a suitable location for housing and increased densities. In line with PPS 3 Paragraph 36 the sites proximity to the station would promote sustainable transport choices. However, the stations car park is vital in promoting sustainable transport</p>	Network Rail	James Dingwall

	<p>uses, allowing passengers to access railway services. It is therefore necessary to ensure that sufficient car parking provision is made at the station. Removing station car parking may potentially result in passengers using unsuitable areas and nearby streets to park, resulting in increased levels of traffic and impacting on highway safety. Indeed, the need to provide car parking at stations is noted by planning policy. At a national level, PPG 13 identifies the importance of interchanges stating that a quick, easy and safe interchange is essential to integration between different modes of transport.</p> <p>Re-provision of existing parking is a policy requirement of Development Opportunity Site Two.</p>		
Agree	<p>Key development opportunity site 2: adjoining Eastbourne Railway station and enterprise centre. We confirm that a range of uses would be suitable at this key location which could include residential, parking, retail, and office use and associated access and public realm improvements. In order to deliver the development, our client's site (Johnston press ltd) should be included to ensure access is provided to the north, that an appropriate frontage attracts occupiers and the mix of uses could be widened.</p> <p>Comment is noted. The site is included as part of Development Opportunity Site Two.</p>	Rapleys	Ms Jackie Wickes

Question 2.2iii

Should provision be made for a foodstore be included as part of Opportunity Sites 2 or 3?

Question 2.2iii			
Agree	We do not need another national grocery store in the town centre. We do need a local produce market something along the lines of Borough		Williams

	<p>Market in London.</p> <p>The AAP supports the provision of a mix of uses in the Town Centre.</p>		
No Opinion	<p>We believe that site 3 is too remote from the retail centre to provide additional retail space and we have the concern that only destination shoppers would use this facility without entering the town centre. We also believe that site 2 is more suitable for food offer subject to size and positioning. The size should be restricted to provide a food store suitable for a town centre and not too large to become a destination shop.</p> <p>All the Development Opportunity Sites are identified within the AAP as being suitable for a mix of uses including retail in order to accommodate identified need within the Town Centre. Food retail is an appropriate Town Centre use.</p>	Director Enterprise Centre	Mr John Edgerton
Agree	<p>Yes, we would support the allocation of a food store on key development opportunity site 2. An Anchor retail store to the north of Eastbourne railway station would enhance the viability of redevelopment of the wider area, including Johnston Press Ltd.</p> <p>Support is welcomed. The site is included as part of Development Opportunity Site Two.</p>	Rapleys	Ms Jackie Wickes
Strongly Agree	<p>We strongly support the provision of a central food store. The growth of peripheral food stores has weakened the town centre and made public transport less adequate as a mode of choice for the average household. The provision of a central food store would help to redress this balance.</p> <p>Support is welcomed. All the Development Opportunity Sites are identified within the AAP as being suitable for a mix of uses</p>	Stagecoach	Jeremy Cooper

	including retail in order to accommodate identified need within the Town Centre. Development Opportunity Site One is retained for comparison retailing only.		
Disagree	<p>We do not particularly favour the idea of a large food store on sites 2 and 3 as shown on figure 3 and think that this facility would be better placed on site 1 (or possibly 4).</p> <p>All the Development Opportunity Sites are identified within the AAP as being suitable for a mix of uses including retail in order to accommodate identified need within the Town Centre. Development Opportunity Site One is retained for comparison retailing only as it will be part of the primary retail area of the Town Centre. Food retail is an appropriate Town Centre use.</p>	The Eastbourne Society	Richard Crook

Transition Area 1: Seaside Road

Option 2.2d

The AAP could adopt a completely flexible policy to support a mix of town centre uses.

Strongly Agree	<p>I strongly agree Seaside Road needs help.</p> <p>Support is welcomed. Seaside Road is identified as a Transition Area in the AAP where a mix of different uses will be supported.</p>		Williams
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Option 2.2e

The AAP could adopt a degree of flexibility but guard against a concentration of particular uses that may have negative environmental impacts (for examples pubs and bars or hot food takeaways).

Option 2.2f

The AAP could allocate the location for night time economy uses.

Option 2.2g

The AAP could allocate the location for conversion and redevelopment for residential use.

No Opinion	Mark Lane and Station Street areas This area is already a focus for a mix of uses including those supporting the evening and night-time economy. The location is also identified as a Transition Area in the AAP where new uses have clustered together making a positive contribution to the vitality of the Town Centre.		Mike Watkin
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Question 2.2iv

Do you agree that it is helpful to identify Transition Areas, and support their gradual change, to fulfil a new role within the Town Centre?

Question 2.2iv			
Agree	We agree with this concept Support is welcomed.	Stagecoach	Jeremy Cooper
Agree	Yes Support is welcomed.	Director Enterprise Centre	Mr John Edgerton

Question 2.2v

Seaside Road is a marginal retail area the role of which should be redefined. What alternative uses would you wish to see emerge within this area?

Question 2.2v			
Strongly Agree	What about making it into an area like the North Lanes in Brighton with a mix of shops and places to eat and drink.		Williams

	Seaside Road is identified as a Transition Area in the AAP where a mix of different uses will be supported. It is also identified as an area for the evening and night-time economy.		
Agree	<p>We consider that the key function of this street should be a two way route to allow buses access between Seaside and the Terminus Road interchange. This would provide bus stops for both directions within sight of each other – making the bus system easier to use – and at a key point offering excellent access to the seafront and the Southern end of Terminus Road, thus complementing the direct access to the Northern end achieved at the Terminus Road interchange. The opportunity would then exist to market a very frequent and easily advertised link from the Station to the seafront area using the buses exiting town towards Seaside.</p> <p>The AAP introduces the opportunity to examine re-introducing two-way traffic along Town Centre streets including Seaside Road.</p>	Stagecoach	Jeremy Cooper
No Opinion	<p>Much of Seaside Road was originally residential and we believe that failing retail locations such as Seaside Road should revert back to residential uses with the opportunity taken to try and create village atmospheres.</p> <p>Seaside Road is identified as a Transition Area in the AAP where a mix of different uses will be supported including residential conversion.</p> <p>There is the possibility to split Seaside Road in two and have residential and retail/food outlets.</p>	Director Enterprise Centre Community Environment Partnership for Eastbourne	Mr John Edgerton
Agree	Seaside Road is identified as a Transition Area in the AAP where		

a mix of different uses will be supported including residential conversion, retailing and café/restaurants.

Option 2.2h

Ensure 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.

Question 2.2vi

Should opportunities to widen the tourism, cultural and conference offer associated with the International Lawn Tennis Centre at Devonshire Park be explored?

Question 2.2vi

Strongly Agree	Very much so. Also improve upon the Devonshire Halls facility to provide more obvious access and natural lighting. Support is welcomed. The site is identified as a Potential Area of Change with a focus on widening tourism, cultural and conference offer in the Town Centre and protecting the predominantly open character of the park.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	If this is done good connections across the town centre are essential. The AAP promotes improved accessibility across the Town Centre.	Stagecoach	Jeremy Cooper
Agree	Yes Support is welcomed.	Director Enterprise Centre	Mr John Edgerton

Question 2.2vii

Are there other areas or buildings that the Area Action Plan should target for redevelopment or plan for change? Please give reasons as to why you think these should also be a priority.

Question 2.2vii			
No Opinion	<p>We would like use of the Library in the town centre to be protected and as far as possible access via public transport plus parking for disabled should be facilitated. In addition there is an opportunity to include the front pavement area in a wider creative/art strategy. For example, the area outside the Library should be considered as part of the vision for the area as a whole and included at an early stage in the design process including the involvement of a lead artist, if that is the approach to be taken. There are certain practical issues that need to be addressed in any redesign, the potential for use of space for formal seating for example or as a rendezvous point. This could be a welcome but not to say exciting project.</p> <p>Grove Road is identified as a public realm priority and this could include the area adjoining the library.</p>	East Sussex County Council	Mr Graham Arr-Jones
No Opinion	We have no particular view.	Stagecoach	Jeremy Cooper
No Opinion	<p>We are not aware of any particular areas or buildings that require further comment apart from we believe additional residential accommodation in the town centre would be beneficial. We believe the opportunity should be taken to improve the links between the primary and secondary retail areas whenever possible.</p> <p>The AAP identifies locations where new residential development can be brought forward in the Town Centre, and supports mixed use development. The AAP also promotes improved linkages between the primary and secondary retail areas including</p>	Director Enterprise Centre	Mr John Edgerton

	enhancements to the public realm and a waymarking strategy.		
No Opinion	<p>Whilst the issues and options report has identified the Eastbourne Railway Station Area for redevelopment, our client's site should be targeted to deliver access improvements and act as a key gateway to the town centre from the residential areas to the North. This could help encourage sustainable transport by train and promote links to the town centre.</p> <p>Site is included as part of Development Opportunity Site Two.</p>	Rapleys	Ms Jackie Wickes
No Opinion	<p>With regard to Seaside Road, we would suggest adopting the Royal Hippodrome as a centre for community use i.e. on the lines proposed by the current 'Royal Project' and including forming a new open space square to link the area to the seafront. This point largely answers question 2.2vii as the existing buildings do nothing to add to the character of the area. Seaside Road could therefore be developed as an area for restaurant and cultural activity.</p> <p>Seaside Road is identified as a Transition Area in the AAP where a mix of different uses will be supported. It is also identified as an area for the evening and night-time economy with reference to the Royal Hippodrome Theatre.</p>	The Eastbourne Society	Richard Crook

Policy area 2.3: Define the primary and secondary retail areas and the extent to which non-retail uses will be permitted within each

Policy Direction 2.3

The primary and secondary retail areas are defined in the existing adopted Local Plan. The introduction of non-retail uses within these areas has been subject to policy control. An option exists to maintain these current boundaries and controls, but the preferred approach is to review the boundaries.

Question 2.3

Assuming that you agree that there is a need to review the boundaries of the primary and secondary retail areas, do you support the proposed approach and do you have a particular view on the extent of the primary and secondary retail areas?

Question 2.3			
Agree	<p>The extent of the primary and secondary areas will naturally be shaped by the ability of people to walk from principal arrival points – car parks, the bus stops and the station. This will in turn be determined by the positioning of these facilities and the success of the strategy to make the town centre more walkable.</p> <p>The importance of gateways and arrival points are highlighted within the AAP to include signage and a wayfinding strategy.</p>	Stagecoach	Jeremy Cooper
Agree	<p>There is a need to consolidate the secondary retail offer.</p> <p>The AAP redefines parts of the secondary retail areas in the Town Centre to provide a more focused, higher quality retail environment.</p>	Community Environment Partnership for Eastbourne	
Disagree	<p>It may not be beneficial to increase the retail offer as it could make Eastbourne indistinguishable from other towns and also encourage low value shops.</p> <p>Retailing is an important function of the Town Centre. The AAP seeks to balance the requirements for additional new retail provision with protecting secondary and independent retailing as both contribute to the vitality and identity of the Town Centre.</p>		Michael Haselip

Agree	<p>The Co-operative Group considers that it is important for retail and other uses to be promoted within the designated secondary retail areas to enhance the vitality and viability of the area.</p> <p>The AAP seeks to balance the requirements for additional new retail provision with protecting secondary and independent retailing as both contribute to the vitality and identity of the Town Centre.</p>	The Cooperative Group	
Agree	<p>Measures which support independent retail are welcome since they provide some opportunities for local food producers and retailers to gain a foothold in the town centre, which will have sustainability benefits and also be beneficial to the local food and land-based economy.</p> <p>The AAP seeks to balance the requirements for additional new retail provision with protecting secondary and independent retailing as both contribute to the vitality and identity of the Town Centre.</p>	East Sussex County Council	Mr Graham Arr-Jones
Agree	<p>Independent shops are important and should be assisted to help compete. Some of the outlying shops, however, should revert to residential.</p> <p>The AAP seeks to balance the requirements for additional new retail provision with protecting secondary and independent retailing as both contribute to the vitality and identity of the Town Centre. The AAP also identifies Transition Areas where a mix of uses, including changes to residential accommodation, will be supported.</p>	Director Enterprise Centre	Mr John Edgerton

<p>Strongly agree</p>	<p>Larger retailers could be attracted to the area if the number of small shop units was decreased. This could also help alleviate the number of empty shop units.</p> <p>Retailing is an important function of the Town Centre. The AAP seeks to balance the requirements for additional new retail provision with protecting secondary and independent retailing as both contribute to the vitality and identity of the Town Centre.</p>	<p>Eastbourne Disability Involvement Group</p>	<p>Mrs Pat Newton</p>
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Policy area 2.4: Define opportunities for residential development.

Policy Direction 2.4

Guided by the emerging policies of the Core Strategy, the AAP will seek to deliver a range of housing opportunities within the Town Centre.

<p>Agree</p>	<p>Royal Mail supports the Council's objective of seeking to deliver a range of housing opportunities within the Town Centre and in particular the option to provide new homes as a component of mixed use development on the key development opportunity sites. In addition, we concur with the council that housing in the Town Centre should be 'delivered in a form which makes effective use of available land adds to the quality and character of Eastbourne Town Centre's distinctive townscape, minimises resource consumption, maximises energy efficiency and meets identifies housing need'. However, we request that the Council reference that 'this will be subject to viability'.</p> <p>Support is welcomed and comments are noted. Issues of</p>		<p>BNP Paribas Real Estate (Royal Mail)</p>
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	viability will be addressed on a site by site basis as part of the assessment of proposals as they come forward.		
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Question 2.4

Do you agree that it is appropriate to enable more people to live in the Town Centre through providing a balanced range of well designed housing opportunities supported by appropriate facilities?

Question 2.4			
Disagree	<p>Again, trying to be all things at once. I would reduce the amount of residential space - by removing HMOs - so that there is more scope for developing the leisure (tourism) element.</p> <p>The AAP promotes a mix of different uses within the Town Centre to make it a more attractive destination. Houses in Multiple Occupation are currently controlled through the development management process and are not therefore considered a matter for the AAP.</p>		Mr Michael Haselip
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>Yes, in principle, for reasons of sustainability. Developments need to be correctly located in areas of suitable environmental quality, with very high environmental standards of construction and appropriate access to open green spaces. The environmental impacts of development should be minimised and any remaining impacts offset elsewhere in the community. Provision also needs to be made for space for household waste to be capable of being sorted for recycling and composting, including in flats.</p>	East Sussex County Council	Mr Graham Arr-Jones

	The AAP includes provision for access to private amenity space and bin and recycling storage facilities as part of proposals for new residential development in the Town Centre.		
Strongly Agree	The Co-operative Group agrees that people should be encouraged to live within the town centre. In line with PPS3, the provision of residential accommodation in the town centre would provide housing development in a sustainable location with good access to jobs, key services and infrastructure. Support is welcomed.	The Cooperative Group	
Strongly Agree	There are many abandoned buildings within Eastbourne which could be used for housing. Comment is noted.		Williams
Agree	Yes	Director Enterprise Centre	Mr John Edgerton
No Opinion	Housing for larger families, reducing the need for 'ferrying' around as children come of age. Most doorways need widening wherever you go to be fully DDA compliant (let alone double buggy compliant). Comment is noted.		Ruth (no surname given)
Agree	Yes. Agree - it is appropriate to enable more people to live in the town centre by providing a balanced range of well designed housing opportunities supported by appropriate facilities. Support is welcomed.		Karen (no surname given)

Strongly Agree	<p>We strongly support this concept as a growing resident population would enhance security, as a result of greater movement of people, economic activity, and the viability of improved public transport (with residents likely to travel on currently empty buses in the opposite direction to established "peak flows" into the town).</p> <p>Support is welcomed.</p>	Stagecoach	Jeremy Cooper
Agree	<p>Yes redevelopment sites should look to promote mixed use developments, ensuring retail, employment and housing are allocated alongside each other to promote sustainability and reduce crime through surveillance. Accordingly Johnston Press Ltd should be included as part of the Eastbourne railway station area redevelopment to broaden the range of uses at this location.</p> <p>Support is welcomed. The site is included as part of Development Opportunity Site Two.</p> <p>The CEPE agrees that increasing the number of homes in the Town Centre is a positive way forward to utilise land and create a high density of people within easy reach of a number of key services.</p> <p>Support is welcomed. Residential development is supported by the AAP recognising that the Town Centre is a sustainable location providing good access to a range of facilities.</p>	<p>Rapleys</p> <p>Community Environment Partnership for Eastbourne</p>	Ms Jackie Wickes

Policy area 2.5: Establish clear design principles for housing within the Centre and deliver a range of housing types including an increase in affordable housing.

Option 2.5a

New residential buildings should respect the prevailing character and building height of the immediate locality.

Option 2.5a			
Agree	<p>But NOT look like reproduction Edwardian. Towns must move with time and we need more good quality buildings of our time.</p> <p>Comment is noted. The AAP sets out design principles against which proposals will be assessed.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>We support the stance of Option 2.5a, which sets out that new residential buildings should respect the prevailing character and building height of the immediate locality. PPS4 and 3 clearly identify that in town centre locations, opportunities should be explored to develop sites more intensively to ensure that the most efficient and effective use is made of sustainable brownfield sites.</p> <p>We consider that Option 2.5a will support this approach and will also allow for flexibility in redeveloping sites as the requirement is to respect the prevailing character not to reflect it e.g. tall buildings would be considered to be acceptable as long as their design respected the prevailing character.</p> <p>Support is welcomed. The AAP sets out design principles against which proposals will be assessed. Policy guidance on taller buildings is included in the AAP.</p>		BNP Paribas Real Estate (Royal Mail)

Option 2.5b

Taller 'landmark' residential buildings could also be permitted in some locations. This approach could also be applied to other significant development within the town centre, hotels, offices or leisure uses for example.

Option 2.5b			
Agree	<p>Taller buildings are better grouped than sticking up at intervals. 68 Grove Rd could be re-developed into a six or seven storey building.</p> <p>Comment is noted. The AAP sets out design principles against which proposals will be assessed. Policy guidance on taller buildings is included in the AAP.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>It is considered that taller buildings may be suitable within certain locations in the Town Centre. As such, we recommend that each site and proposed development should be judged on its own merits as a taller building may be considered suitable on a site subject to high quality, innovative design. As such Royal Mail support Option 2.5b which provides that 'taller landmark residential buildings could also be permitted in some locations. We consider that Key Development Opportunity Site 3 would be suitable location for a taller landmark development, given that: it is located at a key gateway to Eastbourne Town Centre the changes in site levels would reduce the impact of taller buildings given innovative design; and the redevelopment of the site is dependent upon a scheme being able to finance the re-provision of Royal Mail's facilities.</p> <p>Support is welcomed and comments are noted. The AAP sets out design principles against which proposals will be assessed. Policy guidance on taller buildings is included in the AAP. Development Opportunity Site Three allows development up to six storeys in height.</p>		BNP Paribas Real Estate (Royal Mail)

Policy Direction 2.5

Ensure that a range of affordable housing is provided within the Town Centre to meet the needs of the community including a range of tenures and accommodation types.

Policy Direction 2.5			
Strongly Agree	<p>There is a great need for retirement units to replace those not up to decent homes standard and older people need easy access to shops. But it would be better to site retirement housing over shops and separate from housing designed for younger people to avoid the situation where old people are afraid to leave home because of youths loitering on the exit areas. Cultivating upstairs gardens by stepped designs would be nice - like Stockholm.</p> <p>The AAP includes provision for access to private amenity space as part of proposals for new residential development in the Town Centre. Issues of potential disturbance between different uses are considered as part of the AAP. New housing will seek to meet the need of different occupiers.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>With regard to policy direction 2.5 Royal Mail support the Council's decision to 'ensure a range of affordable housing is provided within the Town Centre to meet the needs of the community including a range of tenures and accommodation types. However, it will be vital that the Council's policy provides the flexibility for viability and deliverability to be taken into consideration. In this regard, we consider that the wording of this policy should include explicit reference for the need for viability assessment to be submitted/requested when determining an application.</p> <p>Affordable housing requirements are set out in detail in the Core Strategy (Policy D5) and reflected in the AAP.</p>		BNP Paribas Real Estate (Royal Mail)

Question 2.5i

Are there locations, particularly with reference to the development opportunity sites identified in section 2.2 above, where taller landmark buildings designed to the highest standards of architecture and resource efficiency may be appropriate? Should the AAP establish a maximum height for buildings within the Town or in particular areas?

Question 2.5i			
No Opinion	We have no strong view on these issues.	Stagecoach	Jeremy Cooper
Disagree	<p>The Co-operative Group considers establishing maximum building heights within the AAP would allow insufficient flexibility to ensure the most appropriate development within the town centre. Building height should be assessed on a site-by-site basis as part of the consideration of development proposals and in the context of the specific design considerations of a scheme, which should be set out in design and access statements.</p> <p>The AAP includes policy guidance on building heights in the Town Centre including taller buildings in order to maintain the established character of Eastbourne.</p>	The Cooperative Group	
Disagree Strongly	<p>I agree we need to encourage more people to live in town however I disagree this should include taller buildings. I disagree strongly with taller buildings.</p> <p>The AAP includes policy guidance on building heights in the Town Centre including limiting the location of taller buildings in order to maintain the established character of Eastbourne.</p>		Williams
Agree	We believe that tall buildings make the skyline more interesting and that there should be no maximum height limitations. Such matters should be left to the architects, the planners, and be subject to design and viability	Director Enterprise Centre	Mr John Edgerton

	issues. The AAP includes policy guidance on building heights in the Town Centre including taller buildings in order to maintain the established character of Eastbourne.		
Disagree	We do not agree with the suggestion that affordable or ordinary housing should be in 'taller buildings'. We would propose that the existing building heights are maintained in the Town Centre with the existing feature buildings such as Church Spires, Town Hall, etc dominating the townscape. The TGWU building on the seafront has and always will be an example of what should not be done. We hope this answers question 2.5i. The AAP includes policy guidance on building heights in the Town Centre including limiting the location of taller buildings in order to maintain the established character of Eastbourne.	The Eastbourne Society	Richard Crook

Question 2.5ii

Are there particular accommodation needs that you think should be met within the Town Centre?

Question 2.5ii

	The Co-operative Group agrees that attracting students to live within the Town Centre would add to its vibrancy and vitality in line with PPS4 and provide accommodation in a sustainable location, reducing the need to travel by car. It also complies with PPS3 which advises that the future demographic trends and accommodation requirements of specific groups such as students should be considered.		
Strongly Agree	Support is welcomed. The AAP provides a flexible policy approach to the provision of a mix of uses in the Town Centre including	The Cooperative Group	

	residential development. It also seeks to provide a mix of dwelling types to meet the needs of a range of different occupiers.		
No Opinion	<p>Yes affordable housing, sheltered housing, studio accommodation and additional hotel accommodation.</p> <p>The AAP provides a flexible policy approach to the provision of a mix of uses in the Town Centre including residential development. It also seeks to provide a mix of dwelling types to meet the needs of a range of different occupiers.</p>	Director Enterprise Centre	Mr John Edgerton

Policy area 2.6: Plan for a range of community facilities to meet the needs of the Town Centre population

Policy Direction 2.6

The AAP will seek to identify appropriate locations for new and enhanced community facilities and mechanisms for their delivery. Working in consultation with service providers including health, childcare, education and welfare.

Strongly Agree	<p>Could bring all the assorted Health & Social care groups together into one building and also provide much needed accommodation for Rehabilitation Services and Clinics for Physio, Occupational Therapy and the Wheelchair & Special Seating Service.</p> <p>Support is welcomed. Community facilities are identified as part of the mix of uses suitable within the Town Centre. Community facilities provision is a policy requirement in the Core Strategy.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Question 2.6i

What shortfalls in community services can you anticipate over the short, medium and long term, bearing in mind the anticipated growth in the Town Centre population?

Question 2.6i			
Agree	<p>The nature and level of anticipated shortfalls in educational provision have been estimated in previous LDF consultation responses to Eastbourne Borough Council. In particular, please refer to the Eastbourne Local Development Framework Infrastructure Delivery Plan (IDP) Document (July 2010) as amended by East Sussex County Council's consultation responses provided in August 2010. The forecast education infrastructure needs set out in this document relate to Eastbourne Borough as a whole. Although it is not possible to quantify precisely it is likely that some of the needs specified in the IDP document will arise from population pressures in or around the Town Centre. However, a lack of space on existing school sites combined with a lack of suitable sites for new provision, make it likely that all or most of the identified needs for additional permanent educational provision will have to be met beyond the boundaries of the immediate Town Centre Area.</p> <p>Comments are noted. This is a matter that will be considered as development proposals come forward within the Town Centre area.</p>	East Sussex County Council	Mr Graham Arr-Jones
Agree	<p>The Co-operative Group considers that the TCAAP should encourage enhanced community facilities, such as health facilities, within the Town Centre to ensure that a wide range of services are provided, to provide employment and add to the vitality and viability of the Centre, in line with PPS4.</p> <p>Community facilities are identified as part of the mix of uses suitable within the Town Centre. Community facilities provision is a policy requirement in the Core Strategy.</p>	The Cooperative Group	

No Opinion	<p>There is a shortage of services for the homeless, i.e. housing.</p> <p>The AAP identifies opportunities for new housing development in the Town Centre particularly as part of mixed use proposals.</p>		Williams
No Opinion	<p>There would be great benefit to the community in there being the provision of neutral community space and the opportunity for a true community centre within the town centre. During the last town centre planning process, EAVS worked with partners to demonstrate to EBC the need for such community space, and this was adopted in the previous town centre strategy. 3VA currently provides an annexe facility within our offices that is used by more than 50 community groups each year for more than 2200 hours. But this is just a tip of the iceberg - and many groups raise with us the need for something that is not just a meeting space but more of a community hub i.e. actual space for projects to grow and develop and the community to be supported to do more things for themselves. A space would benefit all of the following: BME communities, active community groups, Eastbourne Community Network and community representation, faith groups- both Christian and other faiths.</p> <p>Such a hub would boost local enterprise and maximise the town's opportunity to benefit from the great community spirit that exists within Eastbourne. Finally, in Pride of Place we committed ourselves to Strengthening Local Communities, and this would support our commitments.</p> <p>Please note that 3VA would be very happy to work with EBC on exploring ways forward if a suitable site can be identified and the Town Centre review provides a great opportunity for EBC to identify suitable sites within the Town Centre Area.</p>	3VA	Adam Chugg

Community facilities are identified as part of the mix of uses suitable within the Town Centre. Community facilities provision is a policy requirement in the Core Strategy. Community facilities are also identified as being an acceptable use on a number of the Development Opportunity Sites, and within the Transition Areas.

Question 2.6ii

Do you support the provision of a new multi-purpose meeting space? If yes, do you have a view as to where it might be located?

Question 2.6ii

Strongly Agree	On the corner of Gildredge Rd and Terminus Rd Comment is noted. Community facilities are identified as part of the mix of uses suitable within the Town Centre. Community facilities provision is a policy requirement in the Core Strategy.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	We believe there are two areas suitable as multi purpose meeting space i.e. Hyde Gardens without parking and the proposed Piazza between the Enterprise Centre and the Railway station. Comment is noted. Community facilities are identified as part of the mix of uses suitable within the Town Centre. Community facilities provision is a policy requirement in the Core Strategy.	Director Enterprise Centre	Mr John Edgerton
Disagree	In regards to new meeting space - Why do we need that, there are many places in Eastbourne that would welcome the business of holding meeting rooms, there are many hotels that could cater but there doesn't seem to be a great need. It seems just another waste of public money. Comment is noted. Community facilities are identified as part of		Chrissy Nelson

	the mix of uses suitable within the Town Centre. Community facilities provision is a policy requirement in the Core Strategy.		
Agree	<p>Would this be a space businesses could use too? We would love to be able to find a space we can use in Eastbourne, on occasions, for meetings. At the moment we travel to London and book meeting rooms there.</p> <p>Comment is noted. Community facilities are identified as part of the mix of uses suitable within the Town Centre. Community facilities provision is a policy requirement in the Core Strategy.</p>		Mr Jason Nicholls

Policy Theme 3: The public realm

Policy area 3.1: Establish design principles for the public realm in the Town Centre to ensure the delivery of a locally distinctive, high quality, safe and usable environment; and Introduce a co-ordinated approach to the design of all aspects of the public realm to ensure consistency across the Town Centre.

Policy Direction 3.1

Adopt **8 key principles** that can be used as the basis for designing and assessing public realm projects in the Town Centre.

Policy Direction 3.1			
	<p>Cleaning up all the statues in the town centre and maybe commissioning of some new modern sculpture, possibly to be put on some of the towns many roundabouts.</p> <p>The AAP proposes an Arts Trail for the Town Centre that could include provision of new art works as well as the involvement of local artists. Public realm enhancements and priorities are also identified within the AAP the detailed design of which could include the involvement of local artists and public art.</p>		
Agree			Guy Brewer
	<p>Despite the sterling work of the town's street cleaners, Eastbourne remains strikingly more litter-strewn than many other comparable towns. One factor is the number of refuse bags left on the pavement and ransacked by gulls. Our continental neighbours, with similar large apartment-based populations, don't appear to have this problem on our scale. There must be a carrot and/or stick way to confine these bags to wheelie bins.</p> <p>The AAP includes policy guidance on the provision of refuse and</p>		
Agree			Steve woods

	recycling facilities particularly for new development.		
No Opinion	<p>In response to a Facebook question on what should public spaces be used for: 'trees, decent coffee, craft stalls (no tat), play area, farmers market, soft play area, but no smoking, pigeons or seagulls.</p> <p>The AAP includes proposals for enhancements to the Town Centre public realm that could accommodate a variety of formal and informal activities including market stalls and seating. Tree planting is included as one of the public realm design principles in the AAP. Specific proposals for new public squares are included as part of Development Opportunity Site Two and at 'Langney Place' on terminus Road.</p>		Ms Jo Brown
Agree	<p>On page 38 of the report, principle 6 states the wish to plant trees. Pevensey Road is a conservation area and is in the fortunate position of still having a number of trees, planted many years ago, which are much appreciated by the residents, they also serve a value function in absorbing carbon dioxide. Over recent years the Borough Council has supported us by planting a number of replacement trees and this has been much appreciated. The loss of these trees, both old and new, to make way for the ring road would be deplorable.</p> <p>Tree planting is included as one of the public realm design principles in the AAP.</p> <p>Principle 6. Increasing the amount of vegetation and foliage in an open space would enhance and improve the quality of the town.</p>	<p>Pevensey Road Residents Association</p> <p>Community Environment Partnership for Eastbourne</p>	Ms. Yvonne Burrell
Agree	Support is welcomed. Tree and other planting is included as one of the public realm design principles in the AAP.		

Question 3.1

Do you support the preparation of an AAP which places strong emphasis upon the quality and management of the public realm?

Question 3.1			
Strongly Agree	Yes Support is welcomed.		Mr Michael Haselip
Strongly Agree	I agree with all 8 principles particularly those that address eliminating street clutter, and planting more trees. Support is welcomed.		Williams
Agree	Yes Support is welcomed.	Director Enterprise Centre	Mr John Edgerton
Agree	Think that EBC and ESCC have to come to some arrangement regarding Street maintenance as there is no point in trying to create an AAP when responsibility for lighting/pavements/ road surfaces and street furniture seems to not be with one authority. Comment is noted. The AAP includes guidance on a coordinated approach to the design of the public realm in the Town Centre including eliminating unnecessary street clutter a the provision of a unified palette of surfacing materials.		Guy Brewer
Agree	We strongly support this concept. Support is welcomed.		Jeremy Cooper
Agree	Soft play areas needed.		Ms Jenni Osborn

	Play provision could come forward as part of the design of one of the Town Centre public realm priority areas identified in the AAP.		
Disagree	<p>On page 38 of the plan, emphasis is placed on the first impression gained of an area and how important it is for this place to be a pleasurable one. Question 3.1 then asks whether we support strong emphasis being placed on the quality and management of the public realm. No-one would argue against this suggestion, however, this does not seem to apply either to the residents of Pevensey Road or to visitors coming into the town centre from the pier. How can our quality of life possibly be improved by bringing the ring road with its resulting heavy traffic past our front doors? It is as though our quality of life is of no importance compared to the rest of the town.</p> <p>References to relocation of the ring-road in this area have not been taken forward into the AAP.</p>	Pevensey Road Residents Association	Ms. Yvonne Burrell
Agree	<p>Yes</p> <p>Support is welcomed. The CEPE agrees that a strong emphasis upon the quality and management of the public realm is required as the current Town Centre is disjointed for the user.</p>	East Sussex County Council	Mr Graham Arr-Jones
Agree	<p>Support is welcomed. The AAP places a strong emphasis on improving and enhancing the quality of the public realm in the Town Centre and enhancing legibility. A wayfinding strategy is also proposed within the AAP.</p>	Community Environment Partnership for Eastbourne	

Policy area 3.2: Identify locations where key public realm projects will act as regeneration catalysts in conjunction with the town centre districts.

Policy Direction 3.2

Priorities for improvement of the public realm could be:

- **Terminus Road corridor.**
- **Upperton Road gateway.**
- **Hyde Gardens and the Memorial Roundabout.**
- **Wilmington Gardens** between King Edwards Parade and the Congress Theatre.

Question 3.2i

Do you agree that the identified locations should be priorities for enhancement to improve their environmental quality?

Question 3.2i			
Agree	<p>We have identified two particular locations-firstly Terminus Road where the buses are currently and the area around the station both to the front and the side between the enterprise centre.</p> <p>These locations are identified within the AAP.</p>	Director Enterprise Centre	Mr John Edgerton
Agree	<p>Although not in the town centre I think some debate need to occur as to the role of Eastbourne Park. I see a park as a useable space for residents. There seems to be large areas of Eastbourne Park especially around Lottbridge Drove which seem to be either marsh land or act as grazing land which means it cannot be used by residents. I think this area needs to be made into something that benefits residents either as a proper country park or used as development land.</p> <p>This area is not within the Town Centre and therefore cannot be included within the AAP. However as part of the LDF, a Supplementary Planning Document for Eastbourne Park is to be prepared.</p>		Guy Brewer

Agree	<p>We would agree with the proposals. See comments on Q1.3ii), and Q2.2v). Our proposals in respect of Trinity Trees/Seaside Road would create one challenging crossing point at Terminus Road/Seaside Road, where some traffic priority would be necessary, but would result in greater flexibility between there and Terminus Road/Cornfield Road for planning public space, including the potential for more pedestrianisation.</p> <p>Opportunities to take forward these proposals have been included as part of the AAP.</p>	Stagecoach	Jeremy Cooper
Agree	<p>Yes, however the area around and to the North of Eastbourne Railway Station is equally as important and should be included for priority enhancement.</p> <p>This area is included within Development Opportunity Site Two.</p>	Rapleys	Ms Jackie Wickes
Agree	<p>It is suggested that the design of Hyde Gardens could be used as a green space or parking area only for bikers and electric cars.</p> <p>Comments are noted. Hyde Gardens is identified as a public realm priority in the AAP.</p>	Community Environment Partnership for Eastbourne	

Question 3.2ii

Are there any of the identified locations that should be particular priorities?

Question 3.2ii

Strongly Agree	<p>The area around the station.</p> <p>This location on Terminus Road has been identified as a public realm priority.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Agree	<p>The town centre is not well provided with green spaces. Hyde Gardens is not really an arboretum setting, but a modest tree-planting programme would undoubtedly change it for the better. Individual trees could be sponsored. The junction of Langney Road and Terminus Road has become an informal gathering place for town centre shoppers (and sometimes musicians). It looks like a natural setting for a more formal square or plaza, perhaps with benches and even a fountain.</p> <p>These locations have been identified as public realm priorities. New public squares are proposed as part of Development Opportunity Site Two and at 'Langney Place' on Terminus Road.</p>		Steve woods
No Opinion	<p>Eastbourne Railway Station Area, including Land to the North.</p> <p>This area is included within Development Opportunity Site Two. There is a need to improve the number and quality of open spaces. The open spaces that we currently have are not well designed or are dominated by moving traffic e.g. Hyde Gardens which could be a priority for change.</p> <p>The AAP places a strong emphasis on improving and enhancing the quality of the public realm in the Town Centre and enhancing legibility. Public realm design principles are included in the AAP to raise the design quality of existing and proposed spaces in the Town Centre. Hyde Gardens is identified as a public realm priority in the AAP.</p>	<p>Rapleys</p> <p>Community Environment Partnership for Eastbourne</p>	Ms Jackie Wickes

Question 3.2iii
Are there other locations that you think should be considered?

Question 3.2iii

No Opinion	<p>If - as stated - the Urban Village contains the most deprived parts of the town then this is where regeneration catalysts are needed. I would enhance this by removing street clutter, parking restrictions and sensible traffic management, i.e. one way.</p> <p>Susans Road and Pevensey Road have been identified as a public realm priority. Opportunities for removing street clutter and traffic management are considered as part of the AAP.</p>		Mr Michael Haselip
Strongly Agree	<p>The area between Terminus Rd and Langney Rd. Would like the building currently Blacks, demolished to make an open plaza area.</p> <p>The area around Langney Road and Terminus Road has been identified as a public realm priority.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
No Opinion	<p>The whole town should be pedestrianised.</p> <p>Opportunities for further pedestrianisation are considered as part of the AAP.</p>		Williams
Disagree	<p>No.</p> <p>Comment is noted</p>	Director Enterprise Centre	Mr John Edgerton
Agree	<p>One area the AAP mentions is improving public spaces. I would suggest that all the Squares in the town are given a facelift to make them more enjoyable spaces to use. Reinstating the railings in Upperton Gardens and Hartfield Square and reinstating Hyde Gardens as a proper Square by removing the central parking area to provide much needed public spaces in the town centre. This has been used to improve community</p>		Guy Brewer

	<p>cohesion in other towns. If you want an example of where this has been a success look at the London Squares scheme.</p> <p>Hyde Gardens is identified as a public realm priority. Hartfield Square and Upperton Gardens are fine spaces but as they fall outside the Town Centre boundary cannot be considered as part of the AAP.</p>		
No Opinion	<p>Given the town's benign climate, has any thought been given to the possibility of a botanic garden? The one in Oxford is close to the city centre, and if a scientific framework was required perhaps a new partnership with Brighton University could be considered. What is the legal status of Grange Gardens? Not quite in the town centre as outlined in the document, but just three minutes walk from the Town Hall.</p> <p>A botanic garden is an attractive proposition but is unlikely to be deliverable in financial terms. Grange Gardens is an important space but as it falls outside the Town Centre boundary cannot be considered as part of the AAP.</p>		Steve woods
No Opinion	<p>Commercial Road/St Leonard's Road and links to and from Eastbourne Railway Station.</p> <p>The importance of maintaining a pedestrian linkage between the railway station and St Leonard's Road is included as part of Development Opportunity Site Two.</p>	Rapleys	Ms Jackie Wickes
Agree	<p>It is suggested that public areas could be created outside M&S and at the top end of Terminus Road if the current road is closed.</p>	Community Environment Partnership for Eastbourne	

	<p>New public spaces are proposed at 'Langney Place' outside M&S and adjoining the railway station as part of Development Opportunity Site Two. Terminus Road is identified as a public realm priority in the AAP.</p>		
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Policy area 3.3: Ensure that the public realm, comprising streets, promenades and spaces, is pedestrian focused by making it safe and easy for visitors and residents to use.

Policy Direction 3.3a

Introduce a comprehensive wayfinding strategy across the town centre.

Policy Direction 3.3b

Improve road crossings at key junctions ensuring they are level and direct.

Policy Direction 3.3c

Ensure the public realm is framed by high quality frontage development and clearly distinguish between the public fronts and private backs of new development.

Option 3.3

Consider if there are locations where additional pedestrianisation can take place or limit pedestrianisation to existing locations in the town.

Question 3.3i

Would it be helpful to introduce a coordinated wayfinding strategy across the town centre?

<p>Question 3.3i</p>			
<p>Strongly Agree</p>	<p>Very helpful indeed AND with dropped kerbs at all junctions. Support is welcomed. A wayfinding strategy has been included as part of the AAP.</p>	<p>Member of Eastbourne Disability Involvement</p>	<p>Mrs Pat Newton</p>

		Group	
Agree	Yes Support is welcomed.	Director Enterprise Centre	Mr John Edgerton
Agree	Some better signage would be a good idea. At present if you were a pedestrian and wanted to go to the Towner or Sovereign Harbour you would need to ask somebody as they are not on any pedestrian signs, where as there are lots of signs for a long defunct Butterfly Centre. Brown signs for the Towner or at least a 'For Towner follow Devonshire Park' sign on entry to the town. Support is welcomed. A wayfinding strategy has been included as part of the AAP.		Guy Brewer
Agree	Yes, with destinations marked in minutes walking time. Comment is noted. A wayfinding strategy has been included as part of the AAP.	Stagecoach	Jeremy Cooper
Agree	Yes, with average walking times indicated to key destinations. Comment is noted. A wayfinding strategy has been included as part of the AAP. It is recognised that there is a need to improve the pedestrian experience with better signage that interlinks different areas of the town. To improve the pedestrian experience there should be better signage to interlink different areas of the town so people stay longer.	East Sussex County Council Community Environment Partnership for Eastbourne	Mr Graham Arr-Jones
Agree	Support is welcomed. A wayfinding strategy has been included as part of the AAP.		

Question 3.3ii

Which key junctions should be prioritised for enhancement? For example those between the railway station, Terminus Road and Grove Road?

Question 3.3ii			
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	We feel that as soon as possible (i.e. priority 1) the key junctions in the station area and also Bolton Road could be improved. These locations have been identified as public realm priorities.	The Eastbourne Society	Richard Crook

Question 3.3iii

Are there any locations where additional pedestrianisation could take place or should pedestrianisation remain limited to existing locations in the town centre?

Question 3.3iii			
Strongly Agree	Area of Terminus Rd between Cornfield Rd and Gildredge Rd. Comment is noted. This location has been identified as a public realm priority with a focus on enhancing pedestrian accessibility and crossing facilities.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	We believe the junction between the railway station Terminus Road and Grove Road is a priority for enhancement as is the junction between Terminus Road and Seaside where TJ Hughes are located.	Director Enterprise Centre	Mr John Edgerton

	Comment is noted. This location has been identified as a public realm priority with a focus on enhancing pedestrian accessibility and crossing facilities.		
Agree	<p>We agree that the key junctions are around the station, however traffic volumes make this more difficult, and consider that the Seaside Road/Terminus Road junction and the reconsideration of the bus route is key. (It would also contribute to reducing layover time in Terminus Road by improving journey times). The ability to cross Marine Parade on foot is also a key constraint to the permeability of the town centre towards the seafront.</p> <p>These locations for junction and pedestrian crossing enhancements have been included within the AAP.</p>	Stagecoach	Jeremy Cooper
Agree	<p>We believe additional pedestrianisation could take place in the following locations: 1) Terminus Road (where the buses are currently located) 2) in front of the railway station 3) Grove Road 4) Ashford Road 5) between TJ Hughes and the Seafront.</p> <p>Comments are noted. All of these locations are identified as key public realm priorities for enhancement along Terminus Road to better link-up the railway station and the seafront.</p> <p>Significant increases in the amount of pedestrian areas are required to ease legibility, increase sustainability and link up the town.</p>	Director Enterprise Centre	Mr John Edgerton
Agree	Public realm priorities are identified in the AAP with the aim of enhancing legibility and improving ease of pedestrian connectivity and accessibility in the Town Centre.	Community Environment Partnership for Eastbourne	

Policy Theme 4: Access and connectivity

Policy area 4.1: Allow for a balanced approach to access within and approaching the town centre giving priority to sustainable modes of transport. Ensure that the town is accessible to all including people with particular mobility requirements.

Policy Direction 4.1a

Afford pedestrian and cycle priority at all opportunities within the town centre movement network.

Policy Direction 4.1a			
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>It is recognised that the promotion and improvement of sustainable modes of travel particularly walking, cycling and public transport is supported within the Area Action Plan. Improving Eastbourne town centre's accessibility by non car modes should help encourage sustainable travel from locations such as Polegate, Hailsham and Pevensey and thus reduce the impact on the A27. This is particularly likely during the peak holiday season.</p> <p>The HA are broadly supportive of the plans to enhance the Quality Bus Corridor as detailed in policy direction 4.1b. Improved journey time reliability should help increase public confidence in the bus network and improve patronage.</p> <p>The deliverability should be assessed within the Area Action Plan at a future stage. PPG13 recognises that the availability of parking has a major influence on the method of travel people use for their journeys. With that</p>	Highways Agency	Garry Frostick

Agree	<p>in mind, the HA would be strongly supportive of plans to further manage the supply of existing parking spaces before considering the introduction of additional parking in the town centre. Any increase in parking would need to be justified and provided in accordance with parking standards.</p> <p>Comments are noted. The AAP includes proposals to enhance accessibility into and around the Town Centre by all modes and manage car parking provision.</p> <p>A key aim for the CEPE is to have a town-wide cycle network so that as many people as possible can use a bike, particularly through the Town Centre.</p> <p>Improvements to cycle provision within the Town Centre are included in the AAP particularly parking, storage facilities, and opportunities for linkages to the wider Borough and National cycle network.</p>	Community Environment Partnership for Eastbourne	
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Policy Direction 4.1b

Maintain the Quality Bus Corridor running through the town centre and work closely with bus operators to enhance service provision within the town centre.

Policy Direction 4.1b			
Agree	<p>But NOT down Terminus Rd.</p> <p>The importance of Terminus Road as a public transport corridor in the Town Centre is recognised in the AAP. Opportunities for enhancing the pedestrian environment and public realm are also included.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton

Disagree	<p>I suggest that before any other consultation on the town centre is made a decision is made on the relocation of the bus terminus. It is only once this is done that the route of the ring road and the whole look and feel of Terminus Road and the town centre as a whole can be decided.</p> <p>The importance of Terminus Road as a public transport corridor in the Town Centre is recognised in the AAP. Opportunities for enhancing the pedestrian environment and public realm are also included in the AAP.</p>		Guy Brewer
Agree	<p>More frequent bus services to rural and out of town areas such as North Harbour.</p> <p>This is a matter for bus operators, but opportunities for enhancing public transport provision in the Town Centre are included in the AAP.</p>		Geoff Turner

Policy Direction 4.1c

Maintain and improve cycle parking and route signage across the town centre.

Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 4.1d

Ensure adequate taxi rank provision at key locations. Ensure provision is made for taxi ranks, with adequate capacity at the Railway Station and in association with enhancements to the public transport interchange and in locations associated with the night time economy.

Policy Direction 4.1d			
Strongly Agree	<p>Move taxis to other side of station, make new entrance to station.</p> <p>Comment is noted. A new public square is proposed as part of development opportunity Site Two which will provide an enhanced setting for the railway station and improve pedestrian accessibility.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
No Opinion	<p>Further consultation should be sought with Network Rail to discuss the potential to improve taxi rank facilities and bus provision near to the station. Improved facilities may be incorporated into a scheme, however, Network Rail focus remit is to use resources only to improve railway facilities, and these improvements would need to be externally funded. We would, however, be supportive of development that safeguarded potential transport improvements, including bus stops. This will partially depend on how certain development limitations, such as the listed status of the building, can be managed and our own existing and future operational requirements.</p> <p>Comments are noted. A new public square is proposed as part of development opportunity Site Two which will provide an enhanced setting for the railway station and improve pedestrian accessibility. Improvement to pedestrian crossing facilities at the junction with Terminus Road/Ashford Road/Gildredge Road will also improve pedestrian accessibility.</p>	Network Rail	James Dingwall
Agree	<p>Policy area 4.1 reference is made to taxis but there is no indication whether night time taxi ranks will need to be located in a different location, to serve leisure needs when retail is closed.</p> <p>Comment is noted.</p>	East Sussex County Council	Mr Graham Arr-Jones

Policy Direction 4.1e

Work with local businesses and education bodies to prepare green travel plans.

Policy Direction 4.1f

Intensify development within the town centre which may enhance the viability of public transport through increasing patronage.

Policy Direction 4.1g

Establish appropriate links into national cycle routes which are convenient, attractive, and minimise conflict between pedestrians, cyclists and other road users. This could include extending Sustrans cycle route 21 from Eastbourne Sailing Club into the town centre.

Policy Direction 4.1g			
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	Poor integration/mention of cycle lanes as a means of accessing/travelling around the town centre The AAP includes reference to provision for cyclists including parking provision and storage facilities. An Eastbourne Cycling Strategy is being jointly prepared by the Borough Council and East Sussex County Council and will be used to inform decision making during the AAP period.		Mr Nigel Stringfellow
Agree	It is felt there is a need for improved cycling routes into the town centre and possible extension of NCR21. This could be in conjunction with other projects such as the Link to Horsey Sewer. It is also felt reference should be made to the Eastbourne Accessibility Study.	East Sussex County Council	Mr Graham Arr-Jones

<p>Improvements to cycle provision within the Town Centre are included in the AAP particularly parking, storage facilities, and opportunities for linkages to the wider Borough and National cycle network. Reference is made to the joint Eastbourne Cycling Strategy being prepared by the Borough and County Councils.</p>		
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Question 4.1i

Within the town centre should priority be given to the needs of pedestrians, public transport users and cyclists whilst maintaining reasonable access for car users?

Question 4.1i

	The use of public transportation and pedestrian access to the town centre should be encouraged. We should discourage the use of private transportation, i.e. personal cars.		
Strongly Agree	The AAP addresses the needs of pedestrians, public transport users and cyclists through policy proposals and priorities.		Williams
Agree	Yes Support is welcomed.	Director Enterprise Centre	Mr John Edgerton
Disagree	Make use of the Junction Road Coach station as a proper terminus/interchange for buses thereby relieving congestion to pedestrians in Terminus Road and diesel fumes. Comment is noted. This option has not been considered as it would move buses to a more peripheral location away from the main entrance to the railway station and the primary retail core of the Town Centre.		Mr Peter Barker

Agree	Is electric-powered public transport for the town on anyone's agenda? Comment is noted.		Steve woods
Agree	We strongly support this concept. At present the town centre is dominated by, and cluttered up by, motor vehicles. A better balance needs to be found, in particular by using public space better and offering car drivers effective off street parking. The improvements we suggest elsewhere in this response for Terminus Road and Seaside Road would result in a more effective, but less intrusive presence for buses. We refer to Question V3 above and our summary of the potential economic value of reducing the clutter of on street parking. Support is welcomed. The AAP addresses the needs of pedestrians, public transport uses and cyclists through policy proposals and priorities.		Jeremy Cooper
Agree	Yes Support is welcomed.	East Sussex County Council	Mr Graham Arr-Jones
Agree	Yes, therefore promoting the area around Eastbourne Station as a place to live, work, shop and visit helps to promote sustainable modes of transport on the basis of the proximity principle. Support is welcomed. The AAP addresses the needs of pedestrians, public transport uses and cyclists through policy proposals and priorities.	Rapleys	Ms Jackie Wickes
Agree	Pedestrians and cyclists should have the highest priority, followed by buses and cars. Comments are noted. The AAP emphasises the importance of pedestrian and public transport accessibility in the Town Centre.	Community Environment Partnership for Eastbourne	

Question 4.1ii

Do you support the intensification of development within the town centre as a means of enhancing the viability of public transport provided development is to high standards of architecture, urban design and resource efficiency?

Question 4.1ii			
Agree	Yes, we believe the ring road subject to changes should be retained as the possible transport route. A plan will be forwarded to you showing how it may be possible to achieve improvements to both traffic circulation and increased pedestrianisation changing current traffic routes. Comments are noted.	Director Enterprise Centre	Mr John Edgerton
Agree	Yes, subject to the issues raised in response to Q2.4 Comment is noted.	East Sussex County Council	Mr Graham Arr- Jones

Policy area 4.2: Maintain the role of the ring road as a key transport route for all modes within the town centre.

Option 4.2a

Improve traffic management measures at key junctions around the ring road to enhance the pedestrian environment and crossing points.

Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 4.2b

Allow for the re-routing of the ring road from Ashford Road to The Avenue, Cavendish Place, and Pevensey Road to reduce severance at Terminus Road adjoining the Station and to enable comprehensive redevelopment options to be considered between the railway station and the Arndale Centre.

Option 4.2b

I would suggest that now we have the backing of a major bus operator that the borough council consults on compulsory purchasing the KwickFit and Autowise premises on Junction Road to create a Travel Interchange with the station. This would involve moving the ring road to The Avenue and changing the entrance to the JCP to Cavendish Place. Ashford Road could become a cul-de-sac at the point near to the present zebra crossing. This would also mean that any future Arndale Extension would have an entrance close to the travel interchange without a busy road to cross to get to it. Terminus Road could then be pedestrianised up to Bankers corner creating a new public space. Traffic from Cornfield Road would use Hyde Gardens as it does now.

I think the question has to be asked as to if we need a 'ring road' as such. What is more important is that the A259 the A2270 and the A2021 are all linked by east/west link that could be provided by using The Avenue & Cavendish Place with a roundabout by the pier or a better option The Avenue and then onto a Tutts Barn and St Anthonys link road I do not think the Pevensey Road/ Lismore Road section of the ring road is needed. This road should narrowed to one lane to reduce traffic speed and built up to pavement level and made a bus/taxi lane only.

Opportunities to explore the re-routing of the ring-road away from Ashford Road are included in the AAP in relation to Development Opportunity Site One. The importance of Terminus Road as a public transport corridor is maintained in the AAP.

Agree

Guy Brewer

Agree	<p>A number of options for re-routing or reconfiguring the operation of the existing town centre ring road are discussed in Policy Area 4.2. Detailed traffic assessment would be needed to establish the consequences of any configuration before any option could be recommended.</p> <p>Opportunities to explore the re-routing of the ring-road away from Ashford Road are included in the AAP in relation to Development Opportunity Site One. Any opportunities would be subject to detailed capacity and network modelling and assessment.</p>	East Sussex County Council	Mr Graham Arr-Jones
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Option 4.2c

Rationalise the width of the carriageway at Terminus Road between Ashford Road and Cornfield Road to allow for improvements to public transport provision and enhance the pedestrian environment.

Option 4.2d

Consider the possibility of introducing two way traffic movement around the ring road to improve accessibility and limit vehicle speeds.

Question 4.2i

Should the role and function of the ring road be retained as a principal transport route with options explored to reconfigure key junctions to offer greater pedestrian priority? Are there any other junctions which should be considered?

Question 4.2i			
Strongly Agree	<p>We strongly support adjustment to the ring road to prioritise pedestrians. We are concerned that the current one way system limits the potential for buses to effectively serve the town centre, because buses cannot operate in both directions (see our notes on Seaside Road). Where bus routes serve different roads entering and leaving the town, as is necessary with one way streets, visitors and new users are likely to be confused. In addition some streets (such as Grove Road) cannot effectively be incorporated into bus routes because of their connections to other one way streets.</p> <p>We would also strongly support altering the "ring road" to be two way, with the Southern sector being re-thought as part of the local roads, and through traffic in both directions either using Ashford Road or preferably another alignment further North. The current ring road infrastructure is inappropriate in places such as the bizarrely over-engineered South Street/Gildredge Road junction. This Southern section of the ring road is largely superfluous.</p> <p>Comments are noted. The AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.</p>	Stagecoach	Jeremy Cooper
Agree	<p>Yes, subject to improvement and the closure of Ashford road by the station.</p> <p>Comment is noted.</p>	Director Enterprise Centre	Mr John Edgerton

Question 4.2ii

Would you support the rerouting of the ring road from Ashford Road to The Avenue, Cavendish Place and Pevensey Road where necessitated and funded by a mixed use town centre development proposal?

Question 4.2ii			
Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	Yes Support is noted.	Director Enterprise Centre	Mr John Edgerton
Agree	Use The Avenue as ring road as against Ashford Road, visitors get lost and go elsewhere to visit. Specific reference to re-routing the ring-road to The Avenue has not been taken forward in the AAP. Instead the AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.		Mr Peter Barker
Agree	The Ashford Road stretch of the ring road needs to be re-routed along The Avenue. It would make the first impression of the town less fraught for many visitors emerging from the railway station and would help to give everyone easier access to the shopping, business, cultural areas. Specific reference to re-routing the ring-road to The Avenue has not been taken forward in the AAP. Instead the AAP recognises the importance of designing streets in		Steve woods

	the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.		
Disagree	Try and get rid of diesel alley. Comment is noted.		Jennie Sarsfield
Agree	We would support this proposal as noted in Q2.2ii above. Specific reference to re-routing the ring-road to The Avenue has not been taken forward in the AAP. Instead the AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.	Stagecoach	Jeremy Cooper
Disagree Strongly	Pevensey Road was never intended to be a main thoroughfare and in recent years, since the redirection of traffic in Seaside Road, has suffered badly from the increased traffic entering the town from the East including buses, coaches, lorries, vans, taxis and private cars. If the ring road were to go ahead we would also be faced with a huge increase in traffic coming from the north of the town. This is mainly a residential street which combines well with a number of small business. It is part of a network of short stretches of roads with many sets of traffic lights and sharp turns. There is no possibility of building up any speed and thus traffic jams would be inevitable, with consequent health concerns for visitors and especially the residents. We understand that for the planners this limitation of the speed of the traffic could reduce accidents and would therefore be a plus	Pevensey Road Residents Association	Ms. Yvonne Burrell

point. However, for residents, to adopt this policy in this area, would simply translate into inevitable congestion and resulting air and noise pollution.

The AAP talks about ensuring that there would be safe places to cross the ring road but that cannot happen in Pevensey Road without yet more traffic lights! If Ashford Road were to be closed, presumably this would happen beyond the ramp, allowing delivery vehicles to enter the Arndale. However, what would happen at the point of exit? Already large vehicles entering Pevensey Road from Susans Road can only do so with difficulty and pedestrians have to stand well back from the kerb.

Assuming that, as the ring road, Pevensey Road would have the right of way, it would mean that these extremely large vehicles would be held up in entering Pevensey Road at the junction creating chaos for drivers and pedestrians alike where there have already been far too many accidents.

On page 14 the AAP acknowledges that the urban village, which includes Pevensey Road is one of the more deprived parts of the town centre which will need to be addressed without any new plan. There is simply no point in moving the existing ring road a little further out bringing noise and air pollution to more residents.

Whilst we acknowledge that the lives of those living on the existing ring road would improve, it is not morally right for planners to adopt the attitude that there would be some winners and some losers. We would remind the Borough Council that we live in the 21st Century and they should be striving to eliminate deprivation from the whole of the area.

Another consideration must be that Pevensey Road was never designed as a main thoroughfare and in the recent past there have been major problems with the road surface breaking up.

Additionally, built in the 1860s the houses are old, not designed to withstand the inevitable vibrations from heavy traffic passing by. With intelligent and imaginative planning, including redirecting traffic along Seaside Road and the Seafront, better use could be made of the existing road network.

Motorists wishing to avoid the town centre would then have alternative routes, without incorporating any more of Pevensey Road into an official ring road. It is also questionable as to whether an officially designated ring road is needed at all. Although Seaside would need reconstruction, it has been acknowledged for many years that the alteration of the traffic flow there a number of years ago was a major mistake which led, as previously noted, to a great increase in traffic in Pevensey Road.

On page 46 of the AAP it is stated that a clear and coherent approach to parking must be considered. It is clear that whereas Seaside Road leads directly to a much underused car park, Pevensey Road does not and therefore it makes no sense to direct traffic along this road which would have to turn left at the War Memorial and right at Trinity Place before accessing its car park! Motorists wishing to use the Arndale car park should be encouraged, by signage, to use Ashford Road and Susans, as many already do. Junction Road car park, currently vastly underused is also possible for those wishing to park in town. Not one of these town centre car parks is easy to access via Pevensey Road.

For these reasons it is obvious that the answer to the question 4.2ii on page 45 must be a resounding no, that we can only think no-one gave it careful thought before including it as a serious proposition in the first place.

	<p>Specific reference to re-routing the ring-round to Pevensey Road has not been taken forward in the AAP. Instead the AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.</p>		
Agree	<p>It is felt that Terminus Road should be removed from the route.</p> <p>Specific reference to re-routing the ring-road has not been taken forward in the AAP. Instead the AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.</p>	Community Environment Partnership for Eastbourne	

Question 4.2iii

Should consideration be given to introducing two way operation on the ring road to enhance accessibility and improve safety?

Question 4.2iii			
Agree	<p>We would support this proposal – see Q4.2i) on the current negative impacts of the one way arrangements on bus routing.</p> <p>The AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.</p>	Stagecoach	Jeremy Cooper

Disagree Strongly	<p>There appears to be a fundamental misconception among traffic planners that two way traffic is inherently safer. This might be the case in say Copenhagen where there are wide roads but in a town like Eastbourne many of the narrow Victorian streets on the eastern side are positively dangerous. This is partly due to the sort of people who race around in their cars but it is also due to the fact that streets such as Pevensey Road also have unrestricted parking on both sides of the road. Thus pedestrians have to be on their guard at all times and in an area where there are lots of children - including a school - it is totally unacceptable to have such a laissez faire approach towards traffic.</p> <p>I would like to see (a) more residents and/or restricted parking and (b) one way traffic. Only then will you have a chance of arriving at the 'urban village' feel and diminish what is currently a dangerous area.</p> <p>The AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.</p>		Mr Michael Haselip
Agree	<p>Yes</p> <p>Support is noted.</p>	Director Enterprise Centre	Mr John Edgerton
Agree	<p>We support the principles of two-way roads for traffic and a comprehensive review of traffic management systems in the Town Centre.</p> <p>The AAP recognises the importance of designing streets in the Town Centre to ensure they are useable and accessible, particularly for pedestrians and public transport users. This includes opportunities for two-way operation where feasible.</p>	The Eastbourne Society	Richard Crook

Policy area 4.3: Improving the overall quality of car parking in the town centre to ensure that it is safe and convenient to use.

Policy Direction 4.3a

Maintain a balance of short and long stay parking facilities to cater for the needs of different users accessing the town centre.

Policy Direction 4.3a			
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton

Policy Direction 4.3b

Commission a coordinated parking strategy to audit the quality, quantity and usage of parking within the town centre and examine the needs and requirements of users.

Policy Direction 4.3b			
Strongly Agree	Support is welcomed. A Parking Strategy for the town is currently being prepared.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	Comments from ESCC transport Policy Area 4.3 - outlines policy options for improving car parking in the town centre. Policy direction 4.3b suggests commissioning a parking strategy to audit parking within the town centre. I imagine this would be focused on usage of car parks etc but there is likely to be crossover with the current parking review.	East Sussex County Council	Mr Graham Arr-Jones

	Comment is noted.		
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Policy Direction 4.3c

Introduce management measures including advanced and interactive signage to direct users to the appropriate long or short stay facility.

Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 4.3d

Investing in lighting and the environment within and around multi-storey facilities ensuring that they are safe, welcoming and attractive to use for motorists and pedestrians accessing their vehicles.

Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 4.3e

Ensure that all parking facilities are well designed to minimise land take within the town centre and limit the visual impact of parked vehicles within the streetscape.

Policy Direction 4.3e

Strongly Agree	Which would mean to me that any parking in Hyde Gardens be underground with a green area above. Although this is an attractive proposition the cost of excavation is unlikely to make it viable during the lifetime of the AAP.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	The coach station is never going to be any town's scenic highlight but the Junction Road loading place, between the multi-storey car park and the recycling facility, at present supplies many visitors with their first and last pedestrian impression of Eastbourne. A rather less forbidding introduction would be provided at the coach stop in the railway station. Comments are noted. The AAP includes proposals to enhance facilities around car parks in the Town Centre making them safe and attractive.		Steve woods

Question 4.3i

Should a proactive approach be taken to managing car parking within the town centre allowing available spaces to be used more effectively?

Question 4.3i			
Agree	Yes Support is noted.	Director Enterprise Centre	Mr John Edgerton
Agree	Devonshire Place would benefit from some of the central parking area being removed at each end and more central planting to give more feeling of a grand boulevard. It is identified as an underused access point to the town centre in the AAP (if the Lismore Road/ Pevensey Road bus/taxi lane were created this would move more traffic to Devonshire Place). Comment is noted.		Guy Brewer

Disagree	<p>Change parking back to how it was. Just heard Mother Care are now leaving and going to industrial places near B&Q, you're chasing everyone out of town.</p> <p>Comment is noted. Pricing is not a matter that can be dealt with in a planning policy document.</p>		Chrissy Nelson
Disagree	<p>Definitely change the parking back. It is killing all the specialist shops. Even sounds as though it is killing the Arndale as well. We do need more high street stores too.</p> <p>Comment is noted. Pricing is not a matter that can be dealt with in a planning policy document. A parking strategy is being prepared for the Town Centre.</p>		Jennie Sarsfield
Agree	<p>Sort out the Arndale Centre. Free parking on a Sunday, free parking on the seafront in Winter.</p> <p>Comment is noted. Pricing is not a matter that can be dealt with in a planning policy document.</p>		Mr Phil Walker
Agree	<p>We agree with this proposal if it follows that the current land allocation for car parking is reduced.</p> <p>Comment is noted. The AAP places a strong emphasis on public transport and pedestrians within the Town Centre. The AAP allows for the quality of existing parking provision to be improved. New provision where required must be designed to a high standard. The AAP does not seek to actively reduce parking rather ensure existing spaces are better utilised as part of a balanced approach to arriving at and moving around the Town Centre.</p>	Stagecoach	Jeremy Cooper
Agree	<p>Cheaper parking! I've just moved here from London but the prices to park here are astronomical.</p>		Ms Joanna Huntley

Agree	<p>Comment is noted. Pricing is not a matter that can be dealt with in a planning policy document.</p> <p>There are some underused car parks in the Town Centre and these should be encouraged to reduce the amount of on street parking. Parking below ground could be explored and encouraging sustainable modes of transport should be promoted to mitigate the impact of increased car usage in the Town Centre.</p> <p>The AAP contains a policy on the design and management of parking in the Town Centre and promotes a balanced approach to accessibility with an emphasis on pedestrians and public transport users. Facilities for cycle parking and storage are encouraged and a parking strategy is also under preparation for the Town Centre.</p>	Community Environment Partnership for Eastbourne	
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Question 4.3ii

Which policy direction(s) to enhance parking within the town centre should be prioritised?

Question 4.3ii			
No Opinion	<p>A comprehensive parking strategy for the Borough should consider the provision of charging points for electric vehicles as a contribution to the wider aspirations of the Sussex local authorities to implement measures to improve air quality.</p> <p>Comment is noted.</p>	East Sussex County Council	Mr Graham Arr-Jones
Agree	<p>We would suggest that policy 4.3b would have the greatest economic benefits, with a more thoughtful use of available land space resulting.</p> <p>Comment is noted.</p>	Stagecoach	Jeremy Cooper

Agree	Real time parking signage would be beneficial. Comment is noted.	Director Enterprise Centre	Mr John Edgerton
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Question 4.3iii

If you travel to the town centre by car where do you normally park and why?

Question 4.3iii			
Disagree	Would not consider driving into the Town Centre as the buses are so frequent. Comment is noted.	Stagecoach	Jeremy Cooper
Agree	At the Enterprise shopping centre. Comment is noted.	Director Enterprise Centre	Mr John Edgerton

Policy area 4.4: Enhance the role and usability of the public transport interchange in Terminus Road adjoining Eastbourne Station as an important gateway into the town centre.

Location options

Option 4.4a

Retain the bus interchange function in Terminus Road where it is centrally located close to the primary shopping area and the Station.

Option 4.4a			
Disagree Strongly	Not enough room on pavement either side. Comment is noted.	Member of Eastbourne Disability Involvement	Mrs Pat Newton

		Group	
Agree	Policy area 4.4 highlights a number of options for enhancing the bus interchange in Terminus Road. A number of Quality Options are presented, all of which offer merit but it is not clear how these are linked to any emerging Quality Bus Corridors. Comment is noted.	East Sussex County Council	Mr Graham Arr-Jones

Option 4.4b

Expand the bus interchange into Cornfield Road and/or further west outside the railway station thereby reducing the concentration of bus stands in a single location and reduce pedestrian crowding along the footways on Terminus Road.

Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 4.4c

Relocate all or part of the bus routes into Hyde Gardens thereby reducing the concentration of bus stands in a single location and reduce pedestrian crowding along the footways on Terminus Road.

Disagree Strongly	No do not spoil Hyde Gardens. Instead make it a town square park area, enlarge the building with the Information Centre and toilets to make a cafe area. Comment is noted. Hyde Gardens is identified as a public realm priority in the AAP.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 4.4d

Consider utilising space adjoining the railway station under the canopy space accessed from Ashford Road as a bus relocation point.

Agree	Yes if it is available. Support is Noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Quality Options

These can be applied to each of the 4 options above to maximise their attractiveness.

Option 4.4e

Improve the quality of the bus interchange facility by introducing modern, well designed stands in a coordinated style to raise the profile of bus patronage and enhance waiting passenger facilities.

Strongly Agree	<p>Make the stands accessible to users in wheelchairs please -make the area between the poles of the shelters wide enough or turn the shelters round the other way</p> <p>The AAP proposes enhancements to the public transport interchange.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 4.4f

Improve the pedestrian environment around the bus interchange including co-ordinated surface paving, litter bins, wayfinding and street lighting.

Strongly Agree	<p>Support is welcomed. The AAP proposes enhancements to the public transport interchange. Proposals for a comprehensive wayfinding strategy for the Town Centre are also proposed as part of the AAP.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Option 4.4g

Where practicable reduce the carriageway width maintaining operational requirements and allowing for an increase in the width pedestrian footways in Terminus Road.

Question 4.4i

Should the bus interchange be retained in its current location but with quality improvements close to the main shopping area in the town centre and the railway station?

Question 4.4i			
Disagree Strongly	<p>Unsuitable for a busy retail area.</p> <p>Comment is noted. The AAP recognises the ongoing role of Terminus Road as an important public transport corridor. The re-routing of services away from Terminus Road is not a viable option.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Disagree	<p>No, we believe it is important to remove the bus interchange from its current location because of the detrimental effect that it has on the retail shops in the area.</p> <p>Comment is noted. The AAP recognises the ongoing role of Terminus Road as an important public transport corridor. The re-routing of services away from Terminus Road is not a viable option.</p>	Director Enterprise Centre	Mr John Edgerton
Agree	<p>A number of the policies within the AAP are relevant to Network Rail. The Company is generally supportive of policies which aim to improve the existing station facilities and provide development opportunities. 1.2 Network Rail's Route Utilisation Strategies help to guide the strategic vision for the development of the Company's railway infrastructure. Within the Sussex Route Utilisation Strategy (2010) Eastbourne Railway Station is noted as having development potential. In line with the AAP, the need for a rationalisation of parts of the station building and surrounding area is also recognised. While there is a need to preserve the building, parts of which are listed, there is also a requirement that development at the station continues to improve services and manage growing demand.</p> <p>Comments are noted. The AAP recognises the importance of the railway station and immediate surroundings as an important</p>	Network Rail	James Dingwall

	<p>gateway into the Town Centre and identifies Terminus Road as a public realm priority. Proposals for a new public square adjoining the railway station are included as part of Development Opportunity Site Two.</p>		
<p>Agree</p>	<p>The existing position of the interchange between the Arndale Centre and the Railway Station is one of the best in UK and many other towns would like to emulate it. We agree that more waiting space is needed for the growing number of passengers and some re-positioning of the stands is desirable. Additional space will be required as the bus network continues to expand to support the economic development of the town centre (and serving this with buses will be much more space efficient than providing more car parking). It must be understood that there is currently almost no "layover" of buses in Terminus Road (and what there is can easily be solved). Buses waiting in Terminus Road are there because:- The bus is loading or unloading passengers. (A majority of passengers being loaded do not need to pay cash and loading is therefore quite fast, but even at 3 seconds per passenger it still takes 2 minutes to load 40 passengers). Journey times on approach roads to the town centre (Seaside, Rodmill Drive etc) vary enormously because of the lack of bus priority and the volume of variable congestion. Where there is little traffic congestion buses arrive early in the town centre and are legally obliged to await the departure time, which we have a statutory requirement to set so that punctual departure can be achieved where there is congestion. The primary solution for layover in the town centre is the provision of bus priority on the ESCC Quality Bus corridors. This would enable us to predict journey times more accurately and reduce the amount of time that the bus would spend in the town centre interchange. It is worth considering that such a move would result in improved punctuality and frequency of buses, as well as reduced bus</p>	<p>Stagecoach</p>	<p>Jeremy Cooper</p>

	<p>journey times. A 10% increase in bus use is easily achievable which in turn would allow a 10% reduction in town centre car parking space to free up public space or land for development as well as increasing economic activity in the town centre.</p> <p>Comments are noted. The AAP recognises the ongoing role of Terminus Road as an important public transport corridor. The re-routing of services away from Terminus Road is not a viable option.</p>		
Agree	<p>We would promote full pedestrianisation of the current bus lane section of Terminus Road.</p> <p>Comment is noted. The AAP recognises the ongoing role of Terminus Road as an important public transport corridor. The re-routing of services away from Terminus Road is not a viable option. Re-locating the bus interchange would give greater freedom for pedestrians and cyclists, improve noise and air quality and increase the amount of open space in the town.</p> <p>Comment is noted. The AAP recognises the ongoing role of Terminus Road as an important public transport corridor. The re-routing of services away from Terminus Road is not a viable option. The AAP instead proposes design enhancements to the interchange and Terminus Road that will improve the environmental quality and character of the area.</p>	<p>The Eastbourne Society</p> <p>Community Environment Partnership for Eastbourne</p>	<p>Richard Crook</p>
Agree			

Question 4.4ii

Should the interchange be expanded into Cornfield Road and adjoining the railway station where this improves the functionality and operation for passengers and bus providers?

Question 4.4ii			
Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	Further space is required for buses in the medium term. This is because bus use is increasing (notably since the re-design of the timetable and routes by Stagecoach in 2009), and also because disabled access requirements result in larger (and mainly single-deck) buses. It should be remembered that if the primary stop for a route was in Cornfield Road, then a subsidiary stop might be required nearer to the station to ensure good interchange was achieved. Comments are noted. The AAP recognises that additional stops in Cornfield Road may be required.	Stagecoach	Jeremy Cooper
No Opinion	We believe this proposal should be considered in addition to other possibilities. Comment is noted.	Director Enterprise Centre	Mr John Edgerton

Question 4.4iii

Should consideration be given to using the canopy space by the railway station accessed from Ashford Road for bus provision? This would need to be carefully assessed against the operational requirements of bus operators and Network Rail; the ability of the listed canopy to accommodate double deck buses; and access arrangements into Ashford Road which is currently one way.

Question 4.4iii

Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Strongly Agree	All public transportation options should be located within the same area. Locating the bus interchange near the station under the canopy is a good idea. Support is noted. However, for practical reasons relating to the routing of bus services within the Town Centre this option has not been taken forward into the AAP.		Williams
Disagree	It is difficult to see how such an option could possibly provide even reasonable penetration of the retail area (which is the desired destination for 90% of users), not least given the issues with crossing Ashford Road. We consider that this would be so unattractive for bus users that a 12% cut in bus use would result. We also suspect that the inevitable longer routes would give rise to a 5% cost increase, thus resulting in a 17% reduction in bus provision that would further reduce passenger numbers with subsequent decline for a number of years. This would eventually lead to reduced overall economic activity of about 10% in the town centre and a demand for increased space for car parking, further restricting development opportunities. The basic premise of Option 4.4b that the overall space for bus stands could be reduced is not possible (see 4.4ii above), and the proposal to separate out the bus stands is directly opposed to the concept of "integration" noted in the preliminary Vision. We strongly oppose this option. Comments are noted. This option has not been taken forward into the AAP.	Stagecoach	Jeremy Cooper

Disagree	<p>The canopy space next to the railway station is not suitable as a bus interchange due to viability. The capital costs of providing an interchange here are too high and the on going maintenance costs would also be too high. We also believe that consideration should be given to Park and Ride and a soft wheel tram between the railway station and the seafront.</p> <p>Comments are noted. This option has not been taken forward into the AAP. Ensuring that the Town Centre is accessible by public transport is part of the AAP. This will facilitate linkages to park and ride facilities should they be required.</p>	Director Enterprise Centre	Mr John Edgerton
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Question 4.4iv

Should buses be re-routed to Hyde Gardens to reduce their impact on the main shopping area? This would remove buses from part of Terminus Road but would result in the potential loss of parking spaces in Hyde Gardens and limit the regeneration potential of the Gardens as an attractive open space. Bus stops would be relocated outside the railway station and in Cornfield Road as part of this option.

Question 4.4iv			
Agree	<p>But would route buses through Lushington Rd rather than Hyde Gardens.</p> <p>This option has not been taken forward into the AAP. Hyde Gardens is identified as a public realm priority for enhancement.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>Bus stops could be provided in Hyde Gardens but not provision for laying over. We also believe that the regeneration of Hyde gardens would be beneficial to the town centre. Bus stops outside the station and in Cornfield Road would also be appropriate without laying over provision.</p> <p>This option has not been taken forward into the AAP. Hyde Gardens is identified as a public realm priority for enhancement.</p>	Director Enterprise Centre	Mr John Edgerton

	Proposals for enhancing bus stands in Terminus Road and Cornfield Road are included in the AAP together with measures to assist in reducing bus waiting times through implementation of a Quality Bus Corridor.		
Agree	Sort out the bus lane. Use Gildredge Road and Hyde Gardens instead. This option has not been taken forward into the AAP. Hyde Gardens is identified as a public realm priority for enhancement.		Mr Phil Walker
Strongly Disagree	We strongly oppose the wholesale relocation of buses away from Terminus Road to Hyde Gardens, which would probably have a similar effect to that noted above. Comment is noted. This option is not being taken forward in the AAP.	Stagecoach	Jeremy Cooper
Disagree	Pedestrianisation of current bus lane section Terminus Road, but not at the expense of Hyde Gardens. Terminus Road will continue to provide a focus for public transport with enhancements proposed to the public realm. Hyde Gardens is identified as a public realm priority for enhancement.	The Eastbourne Society	Richard Crook

Question 4.4v

Which quality options and passenger facilities should be prioritised as part of any enhancement.

Question 4.4v			
No Opinion	The provision of waiting facilities. This has been included as part of the AAP.	Director Enterprise Centre	Mr John Edgerton

Agree	Terminus Road needs to be improved with wider pavements, loading bays that allow greater bus capacity for the available space, better crossing facilities and extended bus shelter provision with good information panels. This has been included as part of the AAP.	Stagecoach	Jeremy Cooper
Agree	No details are provided of the relationship to Quality Bus Corridor Improvements and potential. Any changes should, as a matter of principle, protect and if possible enhance, accessibility to the Town Centre for public transport users. The AAP aims to improve accessibility into and around the Town Centre with an emphasis on pedestrians and public transport users.	East Sussex County Council	Mr Graham Arr-Jones

Question 4.4vi

Would you support a reduction in carriageway width along Terminus Road to enhance the pedestrian environment as long as the operational efficiency of bus operators remained unaffected?

Question 4.4vi

Agree	Would like buses out of that area. Comment is noted. However Terminus Road will continue to provide a focus for public transport with enhancements proposed to the public realm.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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<p>Strongly Agree</p>	<p>We would strongly support improve pedestrian footways at the expense of highway. Introduction of sawtooth loading bays for buses would facilitate this. We feel that an ideal solution to this overall issue would be:- The introduction of additional provision in Cornfield Road and at the Station (North of Ashford Road junction) designed to reduce the concentration of buses in the existing part of Terminus Rd, arrange it better and accommodate growth in bus use. Terminus Road would then be enhanced with sawtooth bays and wider footways and better crossing points to improve the pedestrian links and experience.</p> <p>Comments are noted. Terminus Road will continue to provide a focus for public transport with enhancements proposed to the public realm.</p>	<p>Stagecoach</p>	<p>Jeremy Cooper</p>
<p>Disagree</p>	<p>No, as we believe the removal of buses from this location in Terminus Road is important.</p> <p>Comments are noted. However Terminus Road will continue to provide a focus for public transport with enhancements proposed to the public realm.</p>	<p>Director Enterprise Centre</p>	<p>Mr John Edgerton</p>

Policy area 4.5: Maintain and enhance a network of attractive, pedestrian and cycle friendly streets, promenades and walkways that work together as part of a straightforward and legible hierarchy supporting the diversity and appeal of the town centre. Make sure the network is designed to provide for the mobility needs of all users.

Policy Direction 4.5a

Improve and coordinate lighting and surface treatments along existing streets.

Policy Direction 4.5a			
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	<p>The seafront squares also could benefit from a facelift and new lighting and street furniture in keeping with a Victorian town. There are Victorian Streetlamps in Seaside Road and 5 minutes walk away in Devonshire Place unpainted utilitarian style street lamps. If you look at most successful town centres they have a look and feel created by street furniture/ sculpture and paving which runs throughout the central area.</p> <p>The AAP includes public realm design principles that will be used to coordinate proposals within the Town Centre.</p>		Guy Brewer

Policy Direction 4.5b

Ensure that all routes are framed and overlooked by high quality frontage development.

Strongly Agree	Support is welcomed. Policy and design guidance on key building frontages is included as part of the AAP.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 4.5c

Identify and secure new streets and connections as part of redevelopment proposals to improve the network of existing routes within the Town Centre.

Policy Direction 4.5c			
Agree	Very good idea Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	Policy 4.5 highlights the need to ensure the network of pedestrian and cyclist routes are designed to provide for the mobility needs of all users, which is good. Support is welcomed.	East Sussex County Council	Mr Graham Arr-Jones

Policy Direction 4.5d

Establish a clear hierarchy of principal, secondary and tertiary streets across the Town Centre working within the context of the existing road hierarchy.

Policy Direction 4.5d			
No Opinion	Probably agree as long as we are clear on the definition of primary etc. At the moment some roads are being asked to take unrestricted traffic but are clearly not built for it. The AAP places an emphasis on improving the quality of all streets in the Town Centre making it easy and safe to move around particularly as a pedestrian.		Mr Michael Haselip
Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton

Question 4.5i

Which are the most important or 'primary' streets in the town centre where improvements should be prioritised?

Question 4.5i			
No Opinion		Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
No Opinion	In order of priority: Terminus Road, Seaside Road, Station Street, Mark Lane, Cornfield Road Comment is noted.		Williams
Agree	Terminus Road – as the economic hub and gateway to the seaside, which will drive subsequent economic growth. Comment is noted.	Stagecoach	Jeremy Cooper
Agree	The main spine of Terminus Road from the front of the railway station to the seafront. Comment is noted.	Director Enterprise Centre	Mr John Edgerton

Question 4.5ii

Are any parts of the town centre particularly confusing or difficult to get around? Why is this the case?

Question 4.5ii

Strongly Agree	Narrow or uneven pavements, deep gulleys at pavement edge and lack of dropped kerbs. Particularly in Lower Meads and The Goffs. The Wheelchair Route is misleading as it indicates dropped kerbs and crossings which are not there. i.e. crossing over Southfields Rd in The Goffs. Comments are noted. The AAP includes public realm design principles to ensure high standards of design and enhancements to accessibility.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
No Opinion	Terminus Road is the worst street in Eastbourne because it is too congested. Terminus Road is identified as a public realm priority.		Williams
Disagree	No	Director Enterprise Centre	Mr John Edgerton
No Opinion	We have no particular view on this.	Stagecoach	Jeremy Cooper
No Opinion	Due to the existing built form, access to and from Eastbourne Railway Station to the residential area to the North is severely limited. This could be improved through redevelopment of our client's site (Johnston Press Ltd) as part of the redevelopment. Comment is noted. This area and site is identified as a Development Opportunity Site.	Rapleys	Ms Jackie Wickes

Question 4.5iii

Do you agree that improving surface paving and ensuring that streets are fronted by development thereby enabling overlooking and improving safety are important considerations?

Question 4.5iii			
Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Strongly Agree	We should stop using tarmac; it's ugly and makes the town look cheap. Comment is noted.		Williams
Agree	Yes, but in addition consideration should be given to trees, planting, street furniture and Christmas lighting. The AAP includes public realm design principles covering street furniture and tree planting.	Director Enterprise Centre	Mr John Edgerton
Agree	We would agree with this concept. Support is noted.	Stagecoach	Jeremy Cooper
Agree	Yes. We consider that through the inclusion of our client's site (Johnston Press Ltd), any development of the station area would ensure frontage onto Commercial Road/St Leonard's Road which would improve safety. Moreover, it is likely to reduce crime rates in this area of Eastbourne. Support is noted. This area and site is identified as a Development Opportunity Site.	Rapleys	Ms Jackie Wickes

Policy Theme 5: Tourism, leisure and the arts

Policy area 5.1: Maintain and enhance the Town Centre's tourism and leisure offer.

Policy Direction 5.1a

Ensure that the strong demand from the tourism and leisure sectors is supported through protecting existing facilities.

Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 5.1b

Facilitate additional development for leisure and tourism uses within the Town Centre particularly as part of well designed, mixed use schemes.

Agree	Use the Post Office site in Southfields Road for Community use not flats. Comment is noted. Community uses are identified as one of an acceptable mix of uses on this site.		Mr Peter Barker
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Question 5.1i

Do you agree that the AAP should place a strong emphasis upon the continued growth of the tourism and leisure sectors?

Question 5.1i			
Strongly Agree	This is crucial. We should ensure our beaches are clean, the seafront is attractive. Something should be done about the pier which is being allowed		Williams

	to deteriorate! Support is welcomed. By making the Town Centre more attractive and encouraging a wider mix of uses including the evening and night-time economy it will offer more to visitors.		
Agree	Yes Support is noted.	Director Enterprise Centre	Mr John Edgerton
Agree	<p>Think we need more indoor attractions, and not just for young children and older people. I think I have found an excellent example. Scarborough has created Terror Towers in a terraced house in the town centre which is a walk through animatronic/actor enhanced haunted house which is fun for all ages.</p> <p>I would like to see a new Wish Tower Restaurant, maybe one in a curved design to mimic the Tower and give views eastwards.</p> <p>I question as to why the council insist on keeping control of Devonshire Park Theatre. I understand that the Congress & Winter Gardens work together as a conference venue the DP could be a 'stand alone' venue. I would have thought that if the DP were to be made a charitable trust then more funds from Arts and Culture institutions would be available to improve the theatre.</p> <p>On a personal note I think its a great theatre but looking very shabby, and the Council's choice of catering partner for the theatres needs rethinking, badly stocked bars with cheap wine and warm beer do not add to the interval.</p>		Guy Brewer

Question 5.1ii

Are there any key tourism and leisure opportunities that should be considered within the Town Centre?

Question 5.1ii			
Agree	Yes we believe that multiplex cinema and possibly a casino should be included within the town centre. Comment is noted. The AAP aims to encourage a mix of uses in the Town Centre.	Director Enterprise Centre	Mr John Edgerton
Agree	Is there another town this size, or even half this size, anywhere in the UK without a local history museum? Hastings can manage it. Worthing can manage it. Even Littlehampton. Given that visitors are going to remain a key factor in the local economy for the foreseeable future, this kind of development needs to be seen as an investment for future generations. In other towns, these centres have produced valuable schooling and volunteering spin-offs. If no suitable site can be found in the 'cultural quarter', perhaps Seaside Road would be a candidate. Especially if this area is being targeted for rejuvenation. Comments are noted. The AAP aims to encourage a mix of uses in the Town Centre.		Steve Woods
No Opinion	Ice rink. Comment is noted. The AAP aims to encourage a mix of uses in the Town Centre.		Ms Jenni Osborn
Agree	Yes I agree, an ice rink was promised to Eastbourne shortly after the Sovereign Centre Swimming Pool opened at the end of 1970's. Look how much revenue Eastbourne has missed out on with the constant revival of Ice Skating through Television programmes and the popularity of the		Ms Viv Angus

	temporary ones in the winter months. Noted. The AAP aims to encourage a mix of uses in the Town Centre.		
Agree	A nice new cafe in Princes Park with a scientific play area for school kids to study mini-beasts and so on, run by the community and for the community instead of an old rundown building and no ice creams. Comments are noted. The AAP aims to encourage a mix of uses in the Town Centre. Princes Park falls outside the identified boundary of the AAP.		Ms Margaret Parker
Agree	An outdoor area like a green with plenty of seating. Comment is noted. The AAP aims to encourage a mix of uses in the Town Centre. The AAP identifies a number of public realm priorities for enhancement which include green spaces – Wilmington Gardens for example. A coordinated approach to the design of street furniture including seating is included within the AAP.		Ms Joanna Huntley

Policy area 5.2: Establish a robust arts focus for the Town Centre building on the success of the Towner.

Policy Direction 5.2a

Commission an 'arts trail' across the Town Centre.

Strongly Agree	Need to improve pavements in South Street first. Comment is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 5.2b

Encourage a mix of studio, workshop, gallery spaces and complementary retail, which will help to way-mark pedestrians, complemented by a signage and wayfinding strategy, working closely with the arts community to achieve this.

Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 5.2c

Work with a range of artists to provide bespoke public realm features and well thought out design for public spaces, which enable people to come together and enjoy a range of activities such as street arts, specialist market spaces and public performances.

Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Question 5.2i

Do you support the idea of greater opportunities for signposting, waymarking and directional design through involving artists and designers as a way of raising the tourism, cultural and artistic profile of the Town Centre?

Question 5.2i

Agree	Yes Support is noted. A waymarking strategy and arts trail have been taken forward as part of the AAP.	Director Enterprise Centre	Mr John Edgerton
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Agree	<p>More signs to Mark Lane, Eastbourne's creative hub where all the artists and shops are - near HSBC Bank - as Mark Lane is a little bit of London in the heart of Eastbourne.</p> <p>A waymarking strategy and arts trail have been taken forward as part of the AAP. The Mark Lane area is supported as a Transition Area in the AAP.</p>		Eastbourne Property
Agree	<p>Put Mark Lane and Stables Lane on the map.</p> <p>A waymarking strategy and arts trail have been taken forward as part of the AAP. The Mark Lane area is supported as a Transition Area in the AAP.</p>		Eastbourne Property

Question 5.2ii

Are there other locations within the Town Centre which should be included to develop linkages or do you have other ideas for stimulating arts and culture related activities?

Question 5.2ii			
No Opinion	None known.	Director Enterprise Centre	Mr John Edgerton
Agree	<p>More outlets for creativity, like music venues.</p> <p>Comment is noted. The AAP aims to encourage a mix of uses in the Town Centre.</p>		Geoff Turner

Policy area 5.3: Expand the evening and night time economy to promote Eastbourne as a broad and inclusive Town Centre for all.

Policy Direction 5.3a

Focus the evening and night time economy around 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, and Seaside Road.

Strongly Agree	Support noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 5.3b

Support 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.

Policy Direction 5.3c

Encourage a mix of restaurants, cafés and bars which will provide a broad offer to a wide range of customers.

Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 5.3d

Protect the role and function of the Town's theatres facilitating a mix of complementary uses where appropriate to support the evening and night time economy offer.

Policy Direction 5.3d

Strongly Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
	<p>We support the policy direction which will protect the role and function of the town's theatres to provide an important element of the success of the evening economy. A good mix of night-time recreation, leisure, cultural arts activities is vital for local economies and communities. A more diverse evening and night time economy would attract a wider range of visitors and residents to the town centre at night including those who feel excluded from alcohol-driven entertainment activities. Theatres are unique buildings. They announce their presence on the built environment and provide visual landmarks that attract audiences and visitors. This in turn provides a ready-made source of destination-marketing for town centres. The exteriors of the buildings and their signage need to be of the highest quality to provide public signals that the buildings are welcoming and safe. Planning policies should insist on the highest standards to provide the means for theatres to advertise their presence and create focal points for the town.</p> <p>Comments are noted.</p>	The Theatres Trust	Miss Rose Freeman

Policy Direction 5.3e

Carefully manage the interface between different uses within the Town Centre.

Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Question 5.3i

Should the existing locations of the evening and night time economy remain the focus for activity? Are there any other locations which could also benefit from an improved offer such as the area around Mark Lane and Station Street?

Question 5.3i

Agree	Yes Comment is noted.	Director Enterprise Centre	Mr John Edgerton
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Question 5.3ii

Are there any other uses and attractions which should be considered to broaden the appeal of the evening and night time economy in Eastbourne?

Question 5.3ii

Agree	There seems to be plenty on offer in the town centre for teenagers and young adults, but very little for older adults other than Wetherspoons and one or two pubs. What about dance venues for seniors, supper clubs for mature adults with live entertainment? Comments are noted. The AAP aims to encourage a mix of uses in the Town Centre.		Williams
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No Opinion	<p>Need a really nice/reasonably priced, family friendly restaurant with sea views-there don't seem to be many right on the seafront. Need more cash machines along the seafront! They are very, very hard to find, without trekking right into the main shopping centre. Does it really need to take 16 years?</p> <p>Comments are noted. The AAP aims to encourage a mix of uses in the Town Centre.</p>		Ms Joanna Huntley
Disagree	<p>No</p> <p>Comment is noted.</p>	Director Enterprise Centre	Mr John Edgerton

Policy Theme 6: Design quality

Policy area 6.1: Establish built form design principles against which development proposals in the Town Centre can be assessed.

Policy Direction 6.1

Adopt **7 key principles** that can be used as the basis for assessing development proposals in the Town Centre.

Question 6.1i

Do you agree that good design must be a key component of the AAP ensuring that the Town Centre is attractive and safe?

Question 6.1i			
Strongly Agree	Support is welcomed.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Strongly Agree	Support is welcomed.		Williams
Agree	Design guidance-with picture examples from other cities. Eastbourne definitely needs an updated town centre. At the present time, it still has a certain 1980s aspects to it, which to some degree makes the town a little outdated, especially since the current town centre is limited in space to the ring road boundary. The town now having a population that is bordering, if not just exceeding, the one hundred thousand mark, is quite restricted in terms of size where new development is concerned. If the town centre is to be modernised and improved, it requires that definitive edge that would draw people here rather than wanting to go		Jonas Elsen-Carter

to nearby towns such as Brighton, Tunbridge Wells or Hastings where visitors are concerned. For this to happen, major retailers such as H&M, John Lewis, River Island and Gap need to be encouraged/persuaded to open stores in Eastbourne.

Eateries should include names such as TGI Fridays and Nandos. Naturally, local businesses should also be encouraged to locate into the new improved town centre, as without them, Eastbourne would just be another town like any other. The local population (Eastbourne, Seaford, Hailsham, Willingdon and Polegate, plus immediate surrounding villages) should have a major town centre to be proud of, both in architectural design and environmental planning. It may even go as far as visitors coming to Eastbourne because of the new cutting edge architecture with the environment in mind. The plan should not just include the area of forty properties of Ashford Road. All the properties behind the existing Arndale Centre in Longstone Road and Tideswell Road should also be included in the plan, and thus you are also including shops in Susans Road and (re) vitalise that part of town too. When increasing the town centre retail development by 50%, it should be considered that the new large improved shopping centre be given a new overall name.

One of the obvious choices may be Devonshire Place Shopping Centre in view of the ties that Eastbourne has with the House of Devonshire. Inspiration for the new retail development should be drawn from the town centres featured below - Dundrum Town Centre, part of South Dublin, Ireland, which is built on the former PYE electronics manufacturer site. Midsummer Place Shopping Centre, Milton Keynes, which is an extension to Milton Keynes' main shopping centre 'thecentre:mk'. Milton Keynes is a new city created in Buckinghamshire in 1967, comprising of three existing towns and thirteen villages, taking the name of one of those villages.

Buchanan Galleries, Glasgow, a new shopping centre in the heart of

Glasgow anchored by John Lewis. Waterside Shopping Centre, Lincoln, anchored by Primark.

Railway Station Inspiration - the proposed town centre should also include re-siting the railway station back to the corner of Ashford Square and Susans Road, with a new purpose built modern station in architecture similar to Hastings station or Stansted Airport Terminal. This will need to be in co-operation with Network Rail. The move of the railway station to this location would then create a public open square where the platforms of the existing station and rail lines are at present. Immediately in front of the new station there should be a purpose built bus terminal, thus integrating bus and rail in one location. The square that is created in between the new railway station/bus terminal, the old station building could then be tastefully created similar in style to Dundrum Town Centre. The new square would then be able to be used for a variety of events, such as open air exhibitions, continental markets and a weekly/twice weekly market. It would also become an open space where cafes could line the perimeter. Tree and shrub planting would add to the environmental aspect of the square.

Cafe and Restaurant Quarter - Mark Lane and Station street should be combined with Hyde Gardens to create a cafe and restaurant quarter similar to the Lanes and North Lane in Brighton. The existing cafes, public houses and restaurants should remain if possible and be joined by others, while establishments currently facing the bus terminal in Terminus Road, should also have entrances in Station Street. The three streets ought to be paved or cobbled to create a more relaxed and pedestrianised atmosphere.

New Framework for Environmentally Friendly Architecture - All new buildings or refurbishment/replacement of buildings should be subject to an environmental building code, making use of energy saving technology and environmentally friendly building materials e.g. New England Quarter in Brighton and retail units above in Tallaght, in the

	<p>West of Dublin.</p> <p>Comments are noted. The AAP identifies opportunities for new retail development as well as protecting existing retailing in the Town Centre. Development Opportunity Sites are identified within the AAP which are suitable for a mix of town centre uses including retailing. Proposals for enhancing the evening and night-time economy are also set out in the AAP. Public realm priorities are identified and design standards established for new development. Mark Lane and Station Street are identified as a Transition Area recognising the fact that they support a mix of cafes, bars and restaurants and other uses that contribute to the vitality of the Town Centre.</p>		
Agree	<p>Yes, very important.</p> <p>Support is welcomed.</p>	Director Enterprise Centre	Mr John Edgerton

Question 6.1ii

Are there any design priorities that should be highlighted within the AAP?

Question 6.1ii			
No Opinion	<p>High sustainable design standards for energy efficiency and renewable energy, climate change mitigation and adaptation of buildings and wider streetscapes should be included.</p> <p>Comment is noted. Objective 12 supporting the Vision sets out how the AAP will address the issue of sustainable development. Design quality including sustainable design is addressed as part of the AAP.</p>	East Sussex County Council	Mr Graham Arr- Jones

Agree	Avoid pseudo Victorian buildings and 1970s glass. Comment is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Agree	Sustainability is an important matter and needs to be addressed. Comment is noted. Objective 12 supporting the Vision sets out how the AAP will address the issue of sustainable development. Design quality including sustainable design is addressed as part of the AAP.	Director Enterprise Centre	Mr John Edgerton

Question 6.1iii

Are there additional high level principles that should be developed as part of the AAP?

Question 6.1iii			
Agree	Remember to design the skyline, not just the pavement level. Comment is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
Strongly Agree	Sustainability should be a key high level principle. Comment is noted. Objective 12 supporting the Vision sets out how the AAP will address the issue of sustainable development. Design quality including sustainable design is addressed as part of the AAP and is a high level built form design principle.		Williams
Agree	We believe the town centre should provide character, charm and an enjoyable ambience.	Director Enterprise Centre	Mr John Edgerton

	Comment is noted.		
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Policy area 6.2: Encourage mixed use development to reinforce the role and identity of the Town Centre.

Policy Direction 6.2a

Support a vibrant and sustainable mix of uses through flexible, high quality design.

Policy Direction 6.2b

Identify and proactively secure new Town Centre uses through site specific design guidance and development briefs.

Policy Direction 6.2c

Reconfigure appropriate locations within the Town Centre to accommodate new mixed use development.

Policy Direction 6.2c

	The Co-operative Group agrees that a wider range of uses should be encouraged to enhance the vitality and viability of the town centre and to support the aspired residential population growth there (including community facilities, retail and other town centre uses).		
Agree	The AAP aims to promote a mix of Town Centre uses.	The Cooperative Group	
	We consider that our client's site (Johnston Press plc) offers the opportunity to meet policy direction 6.2c, in that it is a suitable Town Centre site capable of being reconfigured to assist in the delivery of Eastbourne Railway Station Area Regeneration.		
Agree	The AAP aims to promote a mix of Town Centre uses. The site is included within Development Opportunity Site Two.	Rapleys	Ms Jackie Wickes

Policy Direction 6.2d

Protect and support the range of existing uses within the Town Centre including local businesses and independent retailers.

Agree	<p>The Council's window-dressing of empty shop fronts is a welcome gesture, but it remains a cosmetic patching exercise. A rather more useful intervention would be to offer a business rate holiday for (say) twelve months in the case of particularly difficult lets. Certain areas of the town plainly need this initial support.</p> <p>Comments are noted.</p>		Steve woods
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Question 6.2

Are there any uses that should be accommodated in the Town Centre that are currently under represented?

Question 6.2			
Strongly Agree	<p>A really light exhibition/concert hall that is accessible to all to replace the hall of the Town Hall which could be utilised for office use and is inaccessible.</p> <p>Comment is noted.</p>	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton

Policy area 6.3: Protect heritage and conservation interests in order to maintain and enhance Eastbourne's identity and character.

Policy Direction 6.3a

Support the refurbishment and reuse of listed buildings and those which contribute to the character of the Town Centre.

Policy Direction 6.3a

Agree	Support is noted.	Member of Eastbourne Disability Involvement Group	Mrs Pat Newton
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Policy Direction 6.3b

Enhance the public realm making the most of the fine streets, spaces and promenades which are a strong feature of the Town Centre. Establish heritage trails and interpretation where appropriate.

Policy Direction 6.3c

Review the extent of the Town Centre's conservation areas to make sure they appropriately identify key areas of townscape importance.

Question 6.3i

Do you agree that the protection of Eastbourne's heritage and conservation interests must be a key priority for the AAP?

Question 6.3i

Strongly Agree	This is crucial in order to maintain the character and flavour of Eastbourne. Support is welcomed.		Williams
Agree	Yes, however as per our comments on para 3.36 p12, this should consider the principle of 'heritage assets'. Comment is noted.	East Sussex County Council	Mr Graham Arr-Jones

Agree	Yes Support is noted.	Director Enterprise Centre	Mr John Edgerton
Strongly Agree	We strongly agree (as you would expect) that Eastbourne's Heritage and Conservation Interests must be a key factor for the AAP. Support is welcomed.	The Eastbourne Society	Richard Crook

Question 6.3ii

Are there any key buildings and spaces within the Town Centre which are particularly important to the overall character of Eastbourne?

Question 6.3ii

Strongly Agree	Pier, seafront, Wish Tower, Little Chelsea. Comments are noted.		Williams
Agree	I think there should be a condition placed on all planning applications that all properties built before 1914 should not be allowed to be demolished unless under exceptional circumstances. Eastbourne is always shown as a great example of a planned Victorian seaside resort, but if we keep demolishing the buildings that make up the town we could end up with Corydon on Sea. There seems to be very little done to enforce the conservation areas we have and many of our Victorian buildings have windows signage and other alterations which are completely out of keeping with their age. The council also seems to not use their powers to make landlords improve properties. I think a prime example of this are some of the buildings opposite Victoria Mansions on Terminus Road which have been in a disgraceful state for years. Comments are noted.		Guy Brewer

No Opinion	We believe there are two buildings that are important, firstly the Station and secondly Debenhams.	Director Enterprise Centre	Mr John Edgerton
Comments are noted.			

Policy area 6.4: Address issues of sustainable development through establishing appropriate design standards and ensuring that a range of facilities are accommodated within the Town Centre to meet the needs of the whole community.

Policy Direction 6.4a

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.

Policy Direction 6.4b

Provide for a range of community facilities, employment opportunities and housing types and tenures.

Agree	The Co-operative Group supports the promotion of sustainable forms of development. The Co-operative Group considers sustainable development should be promoted through providing a wider mix of uses within the town centre, including housing, student accommodation, retail, community facilities etc, as this would to help to expand and support a vibrant, sustainable community in an accessible, town centre location.	The Cooperative Group	
The AAP aims to promote a mix of Town Centre uses.			

Policy Direction 6.4c

Set standards for new development in the Town Centre which are above the minimum as set out in the Code for Sustainable Homes and the BREEAM ratings for commercial and other buildings.

<p>Agree</p>	<p>Royal Mail support the Council's aspirations to address sustainable development by means of establishing appropriate design standards. Notwithstanding this, we set out our comments on the specific Policy Directions in this Policy Area below. With regard to the Council's proposal to 'set standards for new development in the town centre which are above the minimum as set out in the Code for Sustainable Homes and the BREEAM ratings for commercial and other buildings, we consider that despite being a commendable initiative there is no point in the council setting aspirational targets if they make development unviable and will as a result prevent development from coming forward. The policy should be amended to read, 'set standards for new development in the Town Centre which meet the Code for Sustainable Homes and the BREEAM ratings for commercial and other buildings relevant at the time of consideration.</p> <p>Comments are noted. The AAP follows the standards that have been established within the Core Strategy (Policy D1).</p>		<p>BNP Paribas Real Estate (Royal Mail)</p>
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Policy Direction 6.4d

Where viable incorporate 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 key development opportunity sites (policy area 2.3).

<p>Disagree</p>	<p>We support the principle of tackling climate change through the inclusion of low carbon and renewable energy installation, sustainable heating, cooling and micro-generation facilities into all new development including opportunities for biomass boilers and/or combined heat and power systems, however, object to any prescriptive approach being applied in policy. As such Royal Mail support the Council's identification that where viable these facilities are to be included, as flexibility must be built into any policies or requirements, especially in relation to an expectation for new</p>		<p>BNP Paribas Real Estate (Royal Mail)</p>
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<p>development to provide its own or link into existing decentralised energy plants such as CHP. It is considered that CHP is at present limited in its application, unsustainable in terms of delivering fuel requirement, can lead to souls supplier situations which is anti-competitive and can be excessively costly, so as to make it unviable. As such we object to the policy as drafted and recommend that it is reworded to allow for the assessment of technical feasibility and viability in utilising renewables, reducing CO2 and securing energy savings in development proposals.</p> <p>Comments are noted. The AAP offers guidance on these issues. Policy D1 (sustainable development) of the Core Strategy will be applied to new development coming forward in the Town Centre.</p>		
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Policy Direction 6.4e

Incorporate green and brown roofs into new developments to increase biodiversity and manage rainwater run-off.

Policy Direction 6.4f

Consider options for rainwater harvesting and storage as part of development proposals in the Town Centre.

Policy Direction 6.4g

Ensure that new development proposals incorporate energy and resource efficient designs.

Question 6.4

How would you like to see the AAP maximise opportunities for sustainable forms of development taking account of economic, environmental and social considerations?

Question 6.4

No Opinion	<p>The policy directions in 6.4 c-g are welcome, although these will require further clarification/amplification within the LDF. In the context 6.4d, the Borough could consider opportunities for district heating within some of the larger scale redevelopment that may take place within the town centre.</p> <p>The AAP offers guidance on these issues. Policy D1 (sustainable development) of the Core Strategy will be applied to new development coming forward in the Town Centre.</p>	East Sussex County Council	Mr Graham Arr-Jones
Strongly Agree	<p>We should definitely incorporate low carbon and renewable technologies such as solar and wind energy, CHP, green and brown roofs, managed rainwater run-off, rainwater harvesting and storage into the development proposal in the town centre.</p> <p>Support is welcomed. The AAP offers guidance on these issues. Policy D1 (sustainable development) of the Core Strategy will be applied to new development coming forward in the Town Centre.</p>		Williams
Agree	<p>The Eastbourne Town Centre Area Action Plan should maximise the re-use of brownfield sites in key regeneration areas, including our client's site.</p> <p>Comment is noted. The site is included as part of Development Opportunity Site Two.</p>	Rapleys	Ms Jackie Wickes
Agree	<p>Support is noted.</p>	Director Enterprise Centre	Mr John Edgerton
Agree	<p>Major development should include opportunities for investment in renewable technologies, in particular district heating.</p> <p>Support is welcomed. The AAP offers guidance on these issues. Policy D1 (sustainable development) of the Core Strategy will be applied to new development coming forward in the Town Centre.</p>	Community Environment Partnership for Eastbourne	

Policy Theme 7: Delivery

Policy area 7.1: Establish a broad delivery strategy that provides a range of delivery mechanisms and funding opportunities.

Policy Direction 7.1

A range of possible mechanisms and funding opportunities would allow flexibility and enable the Borough Council to facilitate investment in the Town Centre.

Policy Direction 7.1

No Opinion	<p>Network Rail agrees that a range of funding mechanisms should be implemented to help the Council deliver improvements within the town centre. Crucially, new development within Eastbourne Town Centre will benefit from the railway infrastructure in place and demand for the rail services will increase as a result. The station directly benefits people commuting to the town, while also facilitating trade and commerce for local businesses. The Council is right to look to pool planning obligations to deliver key projects.</p> <p>Further, the Council should create a specific and separate contributions pool which distributes funds to improve vital infrastructure, with Eastbourne Railway Station being identified as a strategic site. National planning policy advises that development contributions should help to finance transport improvements; Circular 5/05 states the need to mitigate a developments impact (e.g. through increased public transport provision).</p> <p>The finalised version of the document should recognise the local importance of Network Rail's infrastructure to Eastbourne, and state that developer contributions will be a mechanism used for enhancing the station environment. Public areas around the station are likely to provide opportunities for retail development. Permitting such development, near</p>	Network Rail	James Dingwall
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	<p>the station, would not only help as a delivery mechanism but help in the upkeep of Station property and benefit the quality of service being offered to passengers. Development would need to ensure safe and efficient access for passengers to the services.</p> <p>Comments are noted. The AAP includes guidance on a number of implementation and funding opportunities. The Council is also producing guidance on the Community Infrastructure Levy as part of the Infrastructure Delivery Plan.</p>		
Agree	<p>The HA welcome the inclusion of a range of delivery mechanisms to be assessed. The final delivery strategy should be outlined at a later stage of the plan production. We would be keen to review the final strategy once it has been determined.</p> <p>Comments are noted. The AAP includes guidance on a number of implementation and funding opportunities. The Council is also producing guidance on the Community Infrastructure Levy as part of the Infrastructure Delivery Plan.</p>	Highways Agency	Garry Frostick
Agree	<p>Given Royal Mails' concern over the viability of the re-provision/relocation of their operation through the proceeds of selling their site, they support the Council's approach to pursuing a range of mechanisms and funding opportunities to enable the council to facilitate and secure the investment in and delivery of, the regeneration proposals within the Eastbourne TC AAP.</p> <p>Comments are noted. The AAP includes guidance on a number of implementation and funding opportunities. The Council is also producing guidance on the Community Infrastructure Levy as part of the Infrastructure Delivery Plan.</p>		BNP Paribas Real Estate (Royal Mail)

Question 7.1i

Do you agree that a range of mechanisms and funding opportunities should be pursued as part of a broad delivery strategy?

Question 7.1i

No Opinion	<p>Yes. In the current financial climate it is important to note that developer contributions will be one of the few sources of funding for environmental protection and enhancement. The evidence-based, marginal environmental costs associated with development should be established within a charging scheme for developer obligations and applied where environmental impacts cannot be mitigated within the development site.</p> <p>Support is noted. The AAP includes guidance on a number of implementation and funding opportunities. The Council is also producing guidance on the Community Infrastructure Levy as part of the Infrastructure Delivery Plan.</p>	East Sussex County Council	Mr Graham Arr-Jones
Agree	<p>Yes</p> <p>Support is noted.</p>	Director Enterprise Centre	Mr John Edgerton

Question 7.1ii

Are there other mechanisms and opportunities that should be explored through the AAP process?

Agree	<p>We believe that consideration should be given to the use of compulsory purchase powers and also the possibility of a town lottery which could fund town centre improvements.</p> <p>Comments are noted. The AAP includes guidance on a number of implementation and funding opportunities. The Council is also producing guidance on the Community Infrastructure Levy as part of the Infrastructure Delivery Plan.</p>	Director Enterprise Centre	Mr John Edgerton
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Policy area 7.2: Set out a clear framework of opportunities and projects enabling incremental delivery over a period of time as funding becomes available.

Policy Direction 7.2a

Provide a clearly articulated spatial framework setting out key projects and opportunities within the Town Centre.

Policy Direction 7.2b

Prioritise key projects and opportunities for example enhancements to the Terminus Road corridor.

Policy Direction 7.2c

Establish indicative milestones and key delivery partners.

Policy Direction 7.2d

Break down major projects and opportunities into a series of discrete projects.

Policy Direction 7.2e

Provide effective management of the Town Centre ensuring that an overview of key project areas is maintained.

Question 7.2i

Delivery is key issue for the AAP. Do you agree that a clear framework of opportunities and projects should be included as part of the AAP?

Question 7.2i			
Strongly Agree	Support is noted.		Williams
No Opinion	It needs to be recognised that the Town Centre includes parts of the town with greater social and economic deprivation. We need to be confident that the section of the Devonshire Ward which remains in the town centre plan will have the priority it requires. In particular more needs to be said about	3VA	Adam Chugg

	<p>the regeneration of the Seaside area, following on from the progress made by the Devonshire project.</p> <p>Comments are noted. Seaside Road is identified as a Transition Area in the AAP where a mix of uses will be acceptable. Seaside Road, Susans Road and Pevensey Road are identified as public realm priorities for enhancement.</p>		
Agree	<p>Yes</p> <p>Support is noted.</p>	Director Enterprise Centre	Mr John Edgerton

Question 7.2ii

Are there any parts of the Town Centre which you consider should be prioritised for enhancement?

Question 7.2ii			
Strongly Agree	<p>Terminus Road.</p> <p>Comment is noted. Terminus Road is identified as a public realm priority in the AAP.</p>		Williams
Agree	<p>The Eastbourne Station Area, incorporating land and buildings to the North, such as our client's site (Johnston Press plc).</p> <p>Comment is noted. The site is included as part of Development Opportunity Site Two.</p>	Rapleys	Ms Jackie Wickes
No Opinion	<p>The areas we believe should be prioritised for enhancements are the whole of Terminus Road from the Station to the Seafront and Station Parade.</p> <p>Comment is noted. The Terminus Road Corridor (from the station to the seafront) is identified as a public realm priority in the AAP.</p>	Director Enterprise Centre	Mr John Edgerton

Question 7.2iii

Do you have a land holding or development interest that you would like to be considered as part of the AAP?

Question 7.2iii

Agree	<p>Our client's site (Johnston Press plc) should be reviewed by the Eastbourne Town Centre Area Action Plan and allocated as part of the Eastbourne Railway Station Regeneration Area as this site is surplus to requirements, unsuitable in its current form for continued employment use, offers the potential to improve accessibility, mixed uses and visibility as outlined in the accompanying planning report.</p> <p>Comment is noted. The site is included as part of Development Opportunity Site Two which is suitable for a mix of uses.</p>	Rapleys	Ms Jackie Wickes
Agree	<p>Yes</p> <p>Comment is noted.</p>	Director Enterprise Centre	Mr John Edgerton

General Comments Received on the AAP Issues and Options Report June 2010

Mr. Derrick Coffee, East Sussex Transport 2000

While not competing with Brighton, and complementing rather than competing with Hastings, Eastbourne is celebrating its unique situation and high quality environment and continuing to develop its 'family holiday' offer together with its 'environmental holiday' market, which grew very quickly after the inauguration of the South Downs National Park. The town centre itself has managed to transform some of its heavily trafficked spaces into much greener public spaces where people are inclined to linger and enjoy public artworks. An increasing number of people arriving in, and moving around the town by sustainable transport, has freed up the space to enable this to happen.

One unintended and welcome consequence of the development of, and penetration into the town of high quality cycle and pedestrian routes, is the increase in biodiversity that followed the careful planting alongside these greenways. This has also made possible environmental improvements along Seaside as the traffic has diminished, and walking or cycling into Seaside and the town centre from these older areas of higher density housing is a pleasant experience, as well as being quicker. Local shops have seen an upturn in business. The redesign of Gildredge Road, with its avenue of disease resistant elms, the reduced carriageway width and shared use roadspace between Upperton Road /Avenue Gateway/Ashford Road junction, and the station/Grove Road/Central Library linkage with its traffic calming and imaginative - almost pocket park style planting - have helped Eastbourne to several national and international accolades. Perhaps the clinching factor though was the renaissance of Hyde Gardens from its rather 'scrappy' nature into a true urban and elegant green space worthy of the title 'Garden'.

Cycleway through Cornfield Road and the Memorial Roundabout, and down the centre of Devonshire Place, has proved popular and effective, not least because it links in with the seafront route. Cycle links to Hampden Park and Langney have transformed commuter patterns in the town, and along with new routes to and within the National Park, are also a major tourism draw.

Narrowing the carriageway width between the junction of Upperton Road and the Avenue, and along station parade, together with the removal of railings, has given a welcome opportunity to include this long excluded area in the town centre. What was a traffic canyon, hostile to pedestrians and cyclists, is now a greener space where calmed traffic has to share rather than dominate the space. This has also led to a safer crossing point for pedestrians between the station and Terminus Road where

again, pedestrians – long intimidated - have priority. Large numbers of foreign students going to and from the station have been particular beneficiaries. Significantly, there are signs of recovery among the businesses occupying this corridor.

Other key achievements include the new bus lay-over arrangements in Cornfield Road which still allow boarding/alighting near the station. And the new low-emission buses are welcomed along with the street-space renovation in Terminus Road. The Town Hall is also enjoying its new setting within the new public space created by the redesigned 'shared space' road layout at the Grange Road/South Street/Grove Road junction, and Grove Road and South Street businesses are doing well out of the new pedestrian flows from the station and up Grove Road.

What was formerly for visitors a 'linear' characteristic and experience of Eastbourne between the station and seafront has now changed as visitors are more likely to 'happen' upon other high quality spaces and the extension of the town centre envelope to include Furness Road has allowed the pedestrianisation of South Street between the Town Hall and Gildredge Road.

At the other side of the station, the extension of the town centre to include Commercial Road/ St Leonards Road was a logical step as it acknowledges this area as part of the 'central business district'. The consequent inclusion of these streets into the Controlled Parking Zone resulted in commuters (most from within the borough) to consider alternatives to the car and it was no coincidence that the bus services were expanded to provide direct links, with a service operating along St Leonards Road connecting the town – Hospital/Colleges – Polegate - Hailsham. This service is also now popular with residents in the new developments in Upper Avenue and also the larger numbers of residents in the former Bedfordwell Depot site.

Cycle links to Hampden Park and Langney have transformed commuter patterns in the town, and along with new routes to and within the National Park, are also a major tourism draw. The other important component in the range of alternative transport on offer to commuters and shoppers was the opening of Stone Cross station in 2015 – long overdue, and giving the opportunity of an 8 minute journey to the heart of town.

Within town, the cycleway through Cornfield Road and the Memorial Roundabout, and down the centre of Devonshire Place, has proved popular and effective, not least because it links in with the seafront route. The realization that not all residential areas can be on a cycle route has led to a creation of a network of 20mph zones where conditions are now far more favourable for cycling and walking. Social interaction has increased between residents who formerly would have closed their

front doors and got straight into their cars even for the shortest of journeys. At popular destinations, cycle parking has been greatly expanded and improved, and there is now a cycle repair and hire shop, as well as expanded and secure storage, operating at the station, 7 days a week. This situation delivered an opportunity to redevelop part of the station car park, retaining some parking but also creating a 'softer' environment with the demolition (!) of the old Gazette and Herald offices allowing the 'tree island' in Commercial Road to 'bleed' into the site to form a small park, popular with town centre workers at lunchtime. This has improved the image and fortunes of the Enterprise Centre.

More broadly, the opportunities realised to create more homes in the town centre have undoubtedly reinforced the vitality of local businesses and some of the money which has in recent decades flooded out of town to the peripheral sites has returned – the flow has certainly been reversed.

One interesting development is the new foreign tourist market which has opened up and developed in recent years. Some of this is due to the environmental quality of the town and area on its own, but some is due to the maturing language students who returned home with fond recollections of the town and are now coming back with their children to visit. Eastbourne and Hastings – along with smaller towns such as Rye and Lewes – have always formed part of the tourist experience in the sub-region and this has led to an imaginative joint marketing strategy effectively for the whole stretch of coast between Beachy Head and Fairlight Cliffs.

Collaboration between Hastings and Eastbourne has allowed a focus on two of the most beautiful, yet diverse, gems of the south east: the **South Downs National Park** with its sweeping chalk uplands, and the **High Weald Area of Outstanding Natural Beauty** with its heavily wooded sandstone ridges and steep secret valleys. Alongside them are the wetlands of Pevensey Levels and Romney Marsh – each a birdwatchers paradise and natural wonderland, and all of it echoing fascinating histories. Eurostar passengers can now much more easily access the area with the improved electrified service from Ashford to Hastings, Eastbourne (and a large city to the west).

Key summary points

- *Supportive and imaginative description of a potential future for Eastbourne is noted and welcomed.*
- *Integrated approach to transport makes walking and cycling easier, provides an enhanced public realm, makes the town centre more attractive to residents and visitors, and improves economic prospects for town centre businesses.*

- *Public realm enhancements (tree planting, shared surfaces, reduced carriageway width, removal of railings, improved crossing points) along Seaside, Upperton Road /Avenue Gateway/Ashford Road junction, and the station/Grove Road/Central Library.*
- *Redesigned 'shared space' road layout at the Grange Road/South Street/Grove Road junction.*
- *Extension of the town centre envelope to include Furness Road allowing the pedestrianisation of South Street between the Town Hall and Gildredge Road.*
- *Renaissance of Hyde Gardens.*
- *Explore opportunities for planting along key pedestrian and cycle routes.*
- *Terminus Road/Cornfield Road bus interchange and layover enhancements.*
- *Redevelop part of the station car park, retaining some parking but also creating a 'softer' environment with the demolition of the old Gazette and Herald offices allowing the 'tree island' in Commercial Road to 'bleed' into the site to form a small park.*
- *Extension of the town centre to include Commercial Road/ St Leonards Road with a Controlled Parking Zone to limit commuter parking.*
- *Network of 20mph zones to establish more favourable conditions for cycling and walking.*

The AAP includes proposals for enhancing the public realm in the Town Centre identifying a number of priorities. Design principles for public realm projects are also included. The AAP aims to make the Town Centre accessible, easy to get to and move around, with a particular emphasis on pedestrians and public transport users.

Mr Mike Tingley, Tingley Commercial

Main comment is regarding delivery. I wonder if the scale and complexity of the proposals will worry most people in terms of the likelihood that anything will come of the process. Would it be possible to break down the elements of an overall best case

scenario into more manageable chunks, weighted in light of their importance, extent, cost, viability etc? If this was the approach, I believe that more people would engage in the process thinking that at least part of the scheme would be implemented.

Each element would represent progress thinking that at least part of the scheme would be implemented. Each element would represent progress towards a greater end. Each stage would be more realistic on cost and the various means of financing could be tailored accordingly with a greater chance of success. The elements could range from the simple, additional town centre signage for instance, to more radical redevelopment schemes along the lines of those discussed. Not wanting to appear to be over complicating proposals, but perhaps there could be three, five year periods up until 2026 within which the various elements could be allocated. This would alleviate the view that the scheme is too ambitious, too expensive, too distant and therefore never going to happen.

Key summary points

- *In terms of delivery consider breaking down the elements of an overall best case scenario into more manageable chunks, weighted in light of their importance, extent, cost, viability*
- *Each stage would be more realistic on cost and the various means of financing could be tailored accordingly with a greater chance of success*
- *Three, five year periods could be specified within which the various elements could be allocated up until 2026*

The AAP includes an implementation and monitoring framework identifying projects, implementation leads and a timescale based on 5 year periods.

Mr John Boyle

Stables Lane road surface is in dreadful condition and the road is littered with vehicles parked by shoppers and commuters seeking to avoid the town centre parking charges; regardless as to whether they are obstructing access to private parking areas.

The AAP identifies this location as a Transition Area where public realm enhancements will be brought forward.

Mr David Sims, Southern Water

General Comments regarding sewerage provision to new development.

Comments are noted.

Mr Garry Frostick, Senior Network Manager, Highways Agency

The HA are generally pleased with the action plan objectives particularly objectives 9 and 11 which target improved accessibility and enhanced pedestrian links respectively. This could help reduce the impact of LDF development on the SRN to the North. It is important that as the Area Action Plan develops, the focus shifts to deliverability of the plan objectives and outlines how they will be achieved. Supporting transport infrastructure should be identified and outlined at an early stage together with sources of funding to demonstrate that the objectives are deliverable.

Key summary points

- *Welcome objectives 9 and 11 which target improved accessibility and enhanced pedestrian links*
- *Need to demonstrate deliverability of the plan objectives including sources of funding*

The AAP includes an implementation and monitoring framework identifying projects, implementation leads and a timescale based on 5 year periods.

Mr S Davies, Headmaster Eastbourne College

The College is supportive of the vision set out in section 2. Specifically, efforts to improve pedestrian and cycling links, to connect the sea front with the station, improve the area around the station and make the town more attractive to shoppers and tourists are all priorities for the College.

The College is concerned that recent changes to parking arrangements have proved detrimental to people who live and work in and adjacent to the town centre and that proposals to widen the scheme will be more damaging, still. Specifically, the College believes that Old Wish Road (marked on the map) which flows straight through the main school and serves no purpose as a highway for public vehicle use, ought to be closed for public vehicles in the interests of health and safety. The College is pursuing this aim and, in the meantime, feels that to put any form of meter in the road would be aesthetically and

practically incorrect. The College believes that the pedestrianisation of Grange Road from its intersection with Blackwater and Carlisle Road would give a health and safety dividend.

The College believes that the provision of sport facilities should be added under the Tourism, Leisure and arts policy theme.

The College believes that the enhancement of the junction between the railway station, Terminus Road and Grove Road would be a very good thing and that provision for the removal of bus stops and taxi ranks to a less populated area would also be advantageous to the look, feel and health of the town centre.

The College believes that pressure should be brought to bear on the rail service providers to enable an hourly fast service to and from London.

The College believes that attempts to invigorate the nightlife leisure facilities of the town need to be developed carefully. It is mindful of the changes brought about to a number of South Coast towns have brought about dramatic changes that have not always been to the good of local residents (e.g. towns becoming stag and hen night venues). At the same time young people need good, safe places to enjoy and there is a real dearth of high quality restaurants.

The College would welcome a chance to discuss its own land and property use in the coming decades so it can maximise the assets it has for the good of pupils at Eastbourne College and St Andrew's and for the town as a whole.

Key summary points

- *improved pedestrian and cycling links to connect the sea front with the station, improve the area around the station and make the town more attractive to shoppers and tourists are all priorities*
- *Old Wish Road which flows straight through the main school and serves no purpose as a highway for public vehicle use, ought to be closed for public vehicles in the interests of health and safety*
- *the pedestrianisation of Grange Road from its intersection with Blackwater and Carlisle Road would give a health and safety dividend*
- *provision of sport facilities should be added under the Tourism, Leisure and arts policy theme*

- *enhancement of the junction between the railway station, Terminus Road and Grove Road and relocation of bus stops and taxi ranks would enhance the look, feel and health of the town centre*
- *hourly fast train services to and from London should be encouraged*
- *attempts to invigorate the nightlife leisure facilities of the town need to be developed carefully to appeal to a broad market and not just hen and stag parties*
- *young people need good, safe places to enjoy*

The AAP aims to make the Town Centre accessible, easy to get to and move around, with a particular emphasis on pedestrians and public transport users. Public realm priorities are identified the Terminus Road corridor. The AAP encourages a mix of uses in the Town Centre including opportunities for the evening and night-time economy. The AAP cannot address the provision of improved train services or include proposals falling outside the identified Town Centre boundary.

Mr Stuart Douglas Nye

Far too wordy. Too many questions and far too few answers. This town has suffered from a lack of long term plans for years. This is a poor excuse for one. More important than 'fiddling' with town centre limits is actually defining the whole town limits. At the moment more of the real population live outside of the official boundaries than within the town. This leads to crazy differences between council tax rates and. For years we have had inner and outer Eastbourne. The situation needs addressing.

Key summary issues

- *Better define the whole town rather than focusing on the town centre*

Comments are noted. The Town Centre AAP, by definition, must focus on the Town Centre. The purpose of consultation on Issues and Options was to raise issues and options highlighting key questions. This by necessity requires a comprehensive approach be taken to setting material in sufficient detail to enable

stakeholders and members of the public to reach an informed decision. Comments have been considered in detail as part of the drafting of the APP.

Mr David James Bond

Taxi's need sorting out.

Comment is noted.

Mr & Mrs D Rayner

Regarding your article in the Herald on 30th July 2010. As this is a holiday town with many others, they all face the same problems with money and if holiday makers are part of your main income and with their enjoyment to have a relaxing holiday and including your tennis weeks, it is about time that one talks about safety for pedestrians and not filling up hospitals with accidents. For whether we like it or not, the attitude of drivers, also the white vans who are always in a hurry-cannot something be done.

One could give more access for pedestrians with extra zebra crossings and speed restriction limit of 20 M.P.H. on certain roads, if you say this is not on. How much do you spend on accidents and hospitals and police time in sorting these situations out. One must take a positive attitude towards the future and not to have the same old story.

Another thing is the wheelchair buggy, where we see accidents recorded, maybe they can have access to cycle lanes and proper pavements in their moveability. You cannot discriminate, such as disabled people, regarding government acts, maybe we can take a line of lesson like the city of Oxford regarding traffic.

Key summary issues

- *Safety for pedestrians should be a priority in a town where there is a focus on enjoyment and having a relaxing holiday*
- *More access for pedestrians, including those with particular mobility requirements, with extra zebra crossings and speed restriction limit of 20mph on certain roads*

The AAP aims to make the Town Centre accessible, easy to get to and move around, with a particular emphasis on pedestrians and public transport users.

Will Weaver

Firstly, great idea to have a wish list-it's very positive to give your residents the opportunity to directly have our say on the town- and to feel that we're being taken seriously, and what we suggest can directly affect our environment. Thank You! On the other hand, from a usability perspective, I think the amount of wish list items - 5 good, 5 - bad, = ten overall suggestions is overwhelming. It's a turn off. If I spend only six minutes on each suggestion, it would take me an hour to put this together. Not everyone can spare an hour of their time. Also, the user has to actively click away from your site to seek out the Facebook page (there's no direct link to it on the specific web page), open an email or send a letter. More little things to get in the way of presenting our thoughts to the council. Before I've started my wish list, I can already see that I need to spend around 1hr 1/2 to get my opinions to you. I'm being realistic. However, many users will come to discover this half way through the task. A marked amount will drop away- either by giving up halfway through or setting it aside intending to do it later but forgetting. I fear you may end up looking at residents which don't represent opinions you're aiming for, but rather a certain demographic who will be time-rich, paper letter writers.

What would be really useful-both for users and the Council, is to have a simple online form in bite-size sections, which the user can fill out step by step. The BBC do this very well as an example- BBC Radio 3, Radio 4 and Radio 7 survey. You would be able to control some multiple choice based questions- it's often the case that the party setting the questionnaire may know a few answers already, but not being 100% sure on all of them, would need the public guidance to help make a democratic decision. Also, it is an easy way to encourage completion of a survey when some of the stages appear easy!

With this in mind, I'm afraid I can only muster 3 wish list item, and I'm afraid I haven't a five positives list, either. However, holistically within my wish list I raise the positives I feel towards Eastbourne.

1. No more pan pipes- Okay, not specifically panpipers per say, but the horrible backing track music which has become a regular feature in the town centre. Apart from benefiting the musicians themselves, I really can't see what net add value panpipers and the like, bring to the town. I once walked from Natwest to Clarks shoes and there was one pan pipe band on each end of the uninspiring journey. It marks Eastbourne as yet another beige, cookie-cut town. I understand you cannot target any one type of musician to stop what they're doing-it's an open market- but sometimes the insipid row is just too much to bear. But this is a wish list, after all, so away with the canned music.

2. First Impression of Eastbourne - I wouldn't be surprised if first time visitors, upon leaving the train station, do a 180 degree turn after seeing the dull parade of unoccupied shops outside. We want visitors to be pleasantly surprised by our town when they alight, not have a wretched stereotype hammered home and ingrained in their conscious for the return journey and ever-after. Think how it feels when you get off the train at Hastings. The modern glass building echoes an airport, and as a first impression-regardless of any preconceived ideas about the town- you feel you've 'arrived'. Something can be done here in Eastbourne. Many empty premises at the moment use their windows to display art, which is great, I love it. However, they need to be rotated much more (it doesn't take long before they start to stagnate and the illusion is broken, becoming nothing more than another boarded-window). Can these commissioned artworks not be based around upcoming events?

Something that frustrates friends, family and myself is not knowing about key events in the town. It's almost a given that residents know when Airbourne takes place. However, I think this has led to the assumption that residents also know about every other events diary entry, therefore complacency in not strongly marketing many other events what's on. For example, the Davis Cup. THE Davis Cup. I had no idea Eastbourne was holding such a prestigious event. I assumed it was just me who missed the boat, until I brought it up in conversation. After doing a straw poll, seriously, nobody I know had any idea it was on. I'm not just talking about the people outside the town but lifetime Eastbourne residents too. But when the circus comes to Town, I always know about it. And I'm not even a massive clown fan. Something has gone awry.

Back to that idea about art and advertising. I know each event has its own brand guidelines, but as long as there is a brand manager involved, there's no need to indulge any brand abuse. We have learned that when these types of executions are done right, they provide excellent brand extension, and with our town full of artistic individuals with vision and talent crying out for a break, maybe they would step going unnoticed- and prevented from wandering off to Brighton and beyond- if their skills were utilised.

Another small but mighty step in the right direction is utilising the popup shop concept which has proved to be a great success elsewhere, not only just in this country, but around the world. At reduced rates, someone can occupy a premises on a micro contract. A short-term lease. With this subsidised incentive you encourage prospective entrepreneurs to take this lower-risk plunge into business, encouraging economic growth. The most successful shops are usually concept based-a burgeoning artist, a developing clothes designer, a smart new product launch, a small home/town outskirts business looking to promote and feed from their high footfall- the possibilities go on. The amount of closed shops re-opened over Christmas to sell tut, this tells me the Council are already familiar with the concept, although in a culturally bankrupt capacity- these

shops do NOTHING for a town's reputation. So there it is. Wish list item 2: Smarter marketing of the town, utilising the popup shop concept please.

3. More than just art at the Towner. I've found myself and friends travelling out of Eastbourne increasingly more recently to a nearby coastal hotspot with a thriving cultural underbelly. And it's not Brighton. Head a little East and you can find of the South coasts best kept secrets- Bexhill. This once sleepy little town is showing the big boys how to raise a profile, and it certainly appears the sphere of influence is the De La Warr pavilion. I know what you are going to say 'Eastbourne's got one of those- The Towner'. The Towner IS fantastic, no doubt. But where the De La Warr has the upper hand is events handling, putting on an incredibly diverse output of events. I recently went with a group of friends to see UNKLE perform a one off orchestrated show whilst Anthony Gormley's Critical Mass stoically sat on the roof above us. We enjoyed a beer, a coffee, a little dance to the DJ in the lobby before getting the last train home.

On the train I spoke to a few people who'd travelled some distance to be there- one guy from Northern Ireland (if you build it, they will come!). This month I look forward to watching an outside film presentation of Napoleon Dynamite; my ticket for the October live performance of Swan Lake arrived in the post yesterday. What I'm trying to illustrate is how one establishment can cater for such a wide audience, with an understanding and respect for each culture and sub-culture they're aiming towards. Why can't the Towner? So the buildings are different by comparison, arguing that space and layout dictate function with surrounding space and location a limitation. Perhaps. Perhaps if you want to be culturally constrained than yes, listen to these arguments against and accept how far they outweigh all the 'for' and continue to put barriers up. But I see growth. I see an amazing period building which annexes the Towner called the Congress. I see an update of programs, with Jim Davidson and more energetic, enthusiastic folks wanting to DJ, waiting to have their breaking bands play at a cool venue.

We see event promotions take place at the Winter Gardens and my god they are a breath of fresh air. But they're few and far between, if not always attractively organised. I remember entering a gig there but was warned by the doorman that I wouldn't be allowed re-entry if I were to leave to meet some friends. I then spent 30 minutes at an understaffed bar waiting to be served, missing one of the bands altogether. This type of thing doesn't help matters. As an equation- Gigs + bad organisation divides paying customers= bad feelings. Gigs + good facilities divides paying customers= x return visitors. I think a large part of the problem is an ingrained negative attitude towards pop/rock/dance/alternative music and its follower, but it doesn't automatically mean trouble. I've been to gigs in Eastbourne where the presence of the authorities has been stifling. For example, I attended a gig at the Underground Theatre and it was one of the friendliest crowds I'd been part of (

a lot of the kids were under 16 too) and yet there was such a gathering of police officers waiting outside you could have mistaken it for a football match. What a waste of resources. But if that's the terms promoters have to abide by, no wonder they're reluctant to put these sorts of shows on in the town- and this just has to change. Update these skewed attitudes towards youth oriented events and review the tracking of resources for them, because guess what? Pop culture isn't sending us all to hell in a hand cart, it's actually helping feed the open-mindedness this town deserves, and the Towner presents itself as the ideal pivotal influence. I wish it could be as significant to Eastbourne as De La Warr is to Bexhill.

Key summary issues

- *Focus on town centre management of retail frontages, temporary occupiers, street musicians to present a quality and individual user experience*
- *Public realm and development frontages around the railway station provide a poor first impression*
- *Make the most of the diversity of the town's assets, especially venues including the Towner, Congress Theatre and Winter Gardens and better advertise events*

Comments are noted. The AAP promotes a mix of uses, development opportunities and public realm priorities including a waymarking strategy and legible structure for the Town Centre that should make it more attractive to visitors and easier to move around.

Youth Forum

Things that are good about the Town Centre: Towner, Arndale Centre, Pier, Sea, Arndale Car Park, TJ Hughes, Library, Atlantis, Real Skate Shop.

Things that are not so good about the Town Centre: Arndale car park not suitable for skating, no shops for school trousers, not a good selection of shops, Pier needs improvement.

Shops that the Town Centre needs: Expose, factory shops, Nike, Indoor centre for skating, ice rink, dance school/performing arts, youth centre and seating areas.

The AAP includes proposals for additional retailing in the Town Centre.

Bourne School, School Council

Keep hotels so people can visit. More caravan parks needed. More restaurants needed. Good open space outside M&S. Keep historic buildings. Too many cars in the town.

Comments are noted. The AAP includes proposals for the evening and night-time economy and proposes a new town square outside M&S.

Cavendish School, School Council

Tourism; major part of income to the town, too many foreign students taking up space on the bus although they bring income to the town, free transport for students would be good, bus drivers have poor attitudes.

Public Space; more parks and green spaces, public space is currently not well situated, improve paving and more statues, water feature in town would be nice.

Historic Buildings; protect and keep the Wish Tower, proud of having no arcades as this makes Eastbourne a smarter non-stereotypical seafront, preserve historic buildings as they are full of history.

Walking and Cycling; not safe walking as cyclists and walkers in places are not separate, the whole of Terminus Road should be pedestrianised, more green areas are required, better facilities for cyclists.

The AAP aims to enhance the character and identity of Eastbourne including key locations, such as the seafront, as well as heritage assets and buildings. The AAP identifies public realm priorities for enhancement as well as opportunities for new public spaces. Proposals for making it easier to move around the Town Centre, particularly pedestrians and public transport users, are included.

Ms Sheila Lewenhak, Save Our Seabirds Charitable Trust

Eastbourne Borough Council's consultation on its Town Centre Area Action Plan, so far as the Save Our Seabirds Charitable Trust knows, has not dealt with the place of wildlife. Our interest is seabirds, the marine wildlife chiefly known to residents and visitors. We demand that their welfare be given a prominent place in the plan. Our Trust raised the matter under the Consultation on Sustainability. We would point out that our policy is that no-one should feed these birds further inland than

the top promenade and that the Borough Council should pass a bye-law against anyone leaving scraps of food about or plastic sacks of rubbish through which they can peck. Feeding should be lawful only on the beach and promenade. Then we might look forward to a revival of the vast crowd of birds which used to gather on the bandstand, all sorts of seabirds - the six or however many varieties of gulls there are, terns, kittiwakes, sea ducks. The bandstand is bare of them now.

Being intelligent, they will get the message that they can receive food and safe contact with human beings instead of being run over in traffic.. The Borough Council must also obey the Wildlife and Countryside Act. The holes in protective netting and chicken wire put on roofs to prevent nesting must not be large enough to trap the birds. There must be publicity in early spring advising people on how to have their roofs protected and, if not done in time, how to render eggs infertile once laid, unless, of course, people want them to nest.

Key summary issues

- *Consider opportunities for enhancing wildlife, particularly birdlife, in the town centre especially along the seafront*

Comments are noted. The AAP includes opportunities for enhancing biodiversity in the Town Centre as part of design principles for the public realm. The AAP includes policies on appropriate design and storage of refuse in new development proposals.