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Eastbourne Town Centre Local Plan Submission Version

Matters Statement

8.0 Management/Framework Policies

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8.0 MANAGEMENT/Framework POLICIES

8.1 When/ how will the review of primary and secondary retail area boundaries be undertaken? (Paragraph 4.11)

8.1.1 The Council has considered the boundaries of the primary and secondary retail areas as part of the preparation of the TCLP, looking in particular at the extent of the primary and secondary retail areas as previously defined in the Eastbourne Borough Local Plan 2001-2011 (adopted 2003) and whether they should be amended to provide a more focused retail environment in the Town Centre. This has resulted in a change in boundary from the previous primary and secondary shopping areas as defined in the Eastbourne Borough Plan 2001-2011 (Adopted 2003). The boundaries are shown on TCLP Figure 1, and supplemented by TCLP Figure 3. Two areas of secondary retailing have been removed (Seaside Road and 202 to 258 Terminus Road, including the retail units in Victoria Mansion). These are now designated as Transition Areas recognising that a wider range of uses could be accommodated here. In addition, two areas of primary retail have been re-designated as secondary retail (172-200 Terminus Road and 157-187 Terminus Road) in order to concentrate primary retail activity around the Arndale Centre and Sussex Gardens which has historically always performed a primary retail role and function in the Town Centre.

8.1.2 The paragraph, as drafted, is therefore ambiguous and it is suggested that the final line of paragraph 4.11 and the first bullet point could be amended to read:

“This has been achieved through positively managing demand for floor space by:

Updating the boundaries of the existing primary and secondary retail areas as part of the preparation of the TCLP to ensure that they provide a focused, attractive and legible retail environment”

8.1.3 This is considered to be a minor change.

8.2 Policy TC4 - Is the restriction of A2, A3, A4 uses in the Primary Retail Area justified?

8.2.1 An important policy component of the TCLP is defining the extent of the primary and secondary retail areas of the Town Centre. The Council places a great deal of importance in enhancing the retail offer of the Town Centre, in particular through identifying locations where new retail development can be accommodated, principally through the Development Opportunity Sites, as well as protecting existing retail activity.

8.2.2 As part of the preparation of the TCLP the Council has carefully considered the extent of primary and secondary retailing in the Town Centre with the aim of:

- maintaining and enhancing the established focus for primary retail activity around the Arndale Centre and Sussex Gardens;

- establishing a closer relationship with the secondary retail areas through improving physical linkages in key locations; and
- re-designation of more peripheral secondary retail areas into Transition Areas.

8.2.3 The Town Centre will clearly remain the focus for main town centre uses, as defined within the NPPF, and the Council will continue to support proposals for such uses in the Town Centre particularly where they contribute to vitality and viability. In so doing, the Council is also mindful of the need to maintain a strong retail function through defining primary and secondary retail frontages and the range of uses that will be permitted in these locations. This is fully in accordance with paragraph 23 of the NPPF.

8.2.4 The Council considers that in the Primary Retail Area it is justified to limit the range of uses as a means of retaining the retail-led focus of the area – an unrestricted policy would, in the Council’s view, dilute the primary retail function of the area and consequently undermine the overall vitality and viability of the Town Centre.

8.3 Policy TC4 – should primary retail area be extended to include 46 – 94 Terminus Road?

8.3.1 The designation of 46 - 94 Terminus Road as a Secondary Retail Area is historic, and it was included as such in the Eastbourne Borough Plan 2001-2011 (Adopted 2003).

8.3.2 The Council considers that it may be appropriate to extend the primary retail area to include 46 – 94 Terminus Road as it is anticipated that the associated regeneration benefits and public realm improvements that are likely to arise as a result of the planned extension to the Arndale Centre will substantially enhance the nature of the retail environment in this location.

8.3.3 It is suggested that an additional modification be made to include 46 – 94 Terminus Road within Policy TC4 Primary Retail Areas, and to remove it from Policy TC5 Secondary Retail Areas.