

Appendix 9

Newhaven Retail Study – Priorities and Timescales (in bold).

General – ongoing timescale unless noted otherwise.

- Emphasise role of town centre and its function as one of a number of attractions to Newhaven.
- Recognise town is not just retail. Also consists of residential, commercial and other attractions, natural (e.g coastal setting, Downs adjacent) and man-made (e.g the Fort), most can be linked together.
- Encourage residential development in town centre – as long as it is not at expense of existing retail.
- Make the beach/marina areas unique selling points. Encourage efforts to promote, upgrade and develop in a sympathetic manner these facilities.
- Recognise Newhaven must differentiate itself from its neighbours. It cannot compete with Brighton or Eastbourne in terms of size of unit or potential retailers.
- Continue support for new library with wider community facilities. **Longer term** delivery most likely.
- Continue support/funding for built environment improvements. Work to ameliorate effects of ring-road

Opportunity Sites

- Consolidate/strengthen convenience retail offer, support plans to re-model Newhaven Square opportunity site in terms of foodstore and additional retail element. Site is most likely to ‘deliver’ in the **short term**.
- Bridge Street opportunity site most likely to deliver new development in the **short-medium term**. Support small-scale retail, A3 uses as part of a wider residential scheme.
- Post (sorting) Office site most likely to deliver either re-furbished or redeveloped retail space in **medium term**. Press Post Office/Royal Mail to commit to working with NSN to deliver new retailer presence here.
- Work **longer term** to establish viability (and local acceptability) of introducing retail use on the Meeching Road/Marshall Lane site

Retail Issues

- Retain key multiples, attract new ones, e.g Argos, Superdrug. **Ongoing**
- Recognise importance of evening/restaurant economy, potential to realise further development on town centre peripheries and at other locations such as Railway Quay. **Ongoing**
- Resist out of town retail development which may harm town centre. **Ongoing**
- Boost market offer. Consider 'niche' market days (not replacing current market altogether). Farmers and French market has succeeded in the past – try again. **Short to medium term.**
- Aim to accommodate forecast comparison goods capacity in town centre, through opportunity sites. **Various timescales** – see opportunity sites section above.