

contents

Section 1—Setting the Scene

1.1	The team	1
1.2	Purpose of the study	1
1.3	The study area	1
1.4	Methodology	3

Section 2—Littlehampton Today

2.1	Context	4
2.2	Baseline assessment	
2.2.1	Social economic profile	4
2.2.2	Tourism and leisure	5
2.2.3	Urban design appraisal	6
2.2.4	Transport—access and movement	7
2.2.5	Property market assessment	8
2.3	Consultation	9

Section 3—The Vision

3.1	Introduction	13
3.2	The Vision	13
3.3	Strategic objectives	14
3.4	Common principles	15

Section 4—The Masterplan

4.1	Masterplan objectives	16
4.2	Masterplan principles	
4.2.1	Natural assets	18
4.2.2	Public spaces and places	19
4.2.3	Key routes, access and movement	20
4.2.4	Built form and townscape	21
4.2.5	Uses and activities	22
4.2.6	Sustainable development	23
4.3	Areas of opportunity	24
4.4	Railway Wharf	25
4.5	St. Martin's car park	28

4.6	Clifton Road	32
4.7	The Green with Oyster Pond/Harbour Park	36
4.8	Other development opportunities	
—	Civic Centre	41
4.9	Other development opportunities	
—	the market and depository	42
4.10	Traffic and transportation proposals	43
4.11	Short term projects	48

Section 5—The West Bank

5.1	Introduction	50
5.2	Context	50
5.3	Land ownership	50
5.4	Uses and activities	53
5.5	Physical environment	55
5.6	Key principles for development on the West Bank	57
5.7	Development options	58
5.8	Scheme A	59
5.9	Scheme B	60
5.10	Preferred Scheme C	61
5.11	Delivery	63

Section 6—The implementation plan

6.1	Taking the Visioning forward	64
6.2	Delivery principles	64
6.3	Roles and responsibilities	65
6.4	Planning strategy	67
6.5	Delivery mechanisms	70
6.6	Delivery risks	71
6.7	Phasing / timetable	72
6.8	Action plan	78

Section 7—Appendix-The final phasing diagram

80

1 setting the scene

1.1 The Team

In November 2003 a multi-disciplinary team lead by Donaldsons (Property Consultants) in association with Building Design Partnership (BDP) (masterplanners), MVA (Transport Specialist) and Rubicon Regeneration (regeneration experts) was commissioned by The Littlehampton Town Centre Action Group (LTCAG) to produce a 'vision', Masterplan and implementation strategy for Littlehampton.

1.2 Purpose of the study

Partners in Littlehampton have been committed to improving the economic and social prospects of the town, specifically through implementation of the Littlehampton 2000 SRB3 programme, which attracted £2.14 million funding from the Government Office for the South East. This secured a mix of social, community and economic projects, which has begun to address some of the key deprivation problems evident in the town. A number of "easy, early impact" projects have been completed and there is now a need to look at a wider range of issues and initiatives that will have a greater impact on the future regeneration of the town.

The SRB programme has provided an important catalyst and the town has attracted significant investment over the past 6 years, including the re-development of the East Bank.

The town now needs to look forward and set out a robust vision and framework, which will provide a blueprint to bring forward appropriate investment and development. This needs to be based on a clear understanding of the character and dynamics of this part of south coast, and of the different technical demands of devising a workable vision and strategy that will take the town forward.

The first stage is the preparation of a vision, agreed by all stakeholders and the local community, and framework for action to guide future investment and intervention to secure economic and social prosperity.

The purpose of the study is to produce a Vision and Masterplan for the

town that highlights how to manage a change process to improve the town centre environment, encourage investment by an appropriate mix of retailers / service providers and enhance economic prospects.

The approach has been to set out an inspirational long-term vision and action programme for the town, but also one that is based on practical and achievable concepts.

On completion and with the agreement of the community, the Masterplan aims to prepare the way for agreeing support from SEEDA and to be incorporated into the wider 'Area Investment Framework (AIF)' plan for the West Sussex coastal regeneration.

The Masterplan is set within the context of a 15 – 20 year timeframe and is based on needs, opportunities and deliverability. A key part of the Masterplan is the Implementation Strategy, which provides a framework to deliver a series of projects in the short medium and long terms, which assist in contributing to the continuing regeneration of Littlehampton.

1.3 The Study Area

The core town centre area comprises the sea to the south, the Tesco roundabout to the west, Maltravers Road to the east and the Franciscan Way to the north. For reference the study boundaries are shown in Figure 1. Although this represents the defined town centre study area, it is important that any future proposals consider the wider impact on the surrounding area to ensure that development and investment activity benefits the town as a whole.

In addition to the vision work, a number of important studies are currently being progressed, which together will provide input into the framework and development strategy for the town. Critically, the studies will begin to identify areas for intervention to secure future investment in the town. These include:

- West Bank Development Study: Preparation of development options / scenarios for the West Bank, Littlehampton;

1 setting the scene

- Littlehampton Harbour Future Development Study: Presentation of findings and recommendations with regard to the current and potential future commercial aspects of Littlehampton Harbour Board's operations.

In addition, the Coastal West Sussex Area Investment Framework has identified a number of key themes for collaborative investment to address deprivation issues in coastal West Sussex.

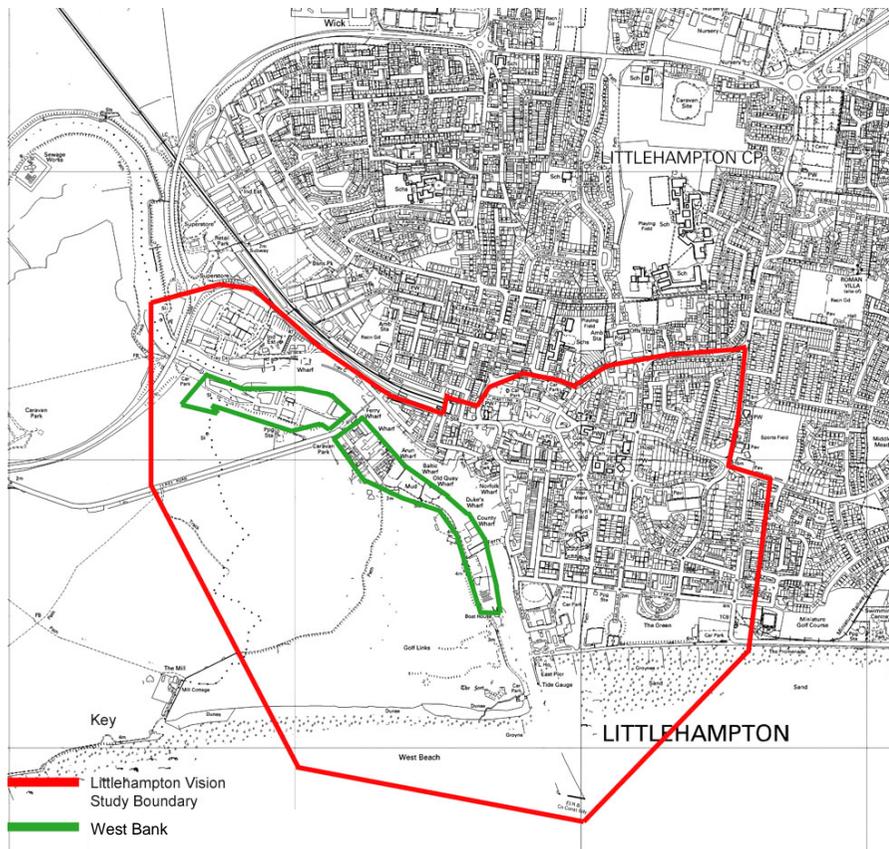


Figure 1—The study boundaries

1.4 The Study Process

In order to achieve a robust Vision and Masterplan for Littlehampton a framework needs to be put in place, which will be sufficiently attractive to bring forward investors and developers.

With this as a starting point, a detailed baseline assessment was undertaken, which included a review of relevant strategic documents on a national, regional and sub regional level, a comprehensive urban design analysis, a review of the existing transport network and infrastructure, a property market analysis with a focus on tourism and leisure and a socio-economic analysis. For reference the key findings of the baseline assessment are summarised in the following section.

The baseline assessment provided the consultant team with a comprehensive base, which formed the basis to identify and test key opportunities. This stage involved extensive consultation with key stakeholders and the wider community through a series of facilitated workshops.

The workshop process is one that engaged key stakeholders and the local community at the planning and design stage of the Masterplanning exercise. This formed an integral part of the overall Masterplanning process, which aimed to build common understanding and consensus over the best way forward to generate a sustainable and implementable Masterplan. In addition to the facilitated workshops a number of one to one consultations were undertaken and a questionnaire was circulated to every home in the town to further understand the communities perceptions of the town's environment and offer.

Throughout key stages of the visioning work, we have worked closely with the client team made up of representatives from the public and private sector.

As a result of the baseline assessment and consultation process, a number of development opportunities have been identified, in the short medium and long terms which are detailed in section 4.

1 setting the scene

As a result of the baseline assessment and consultation process, a number of development opportunities have been identified, in the short, medium and long term, which are detailed in section 4. A specific section is included within the report outlining development principles and indicative options for the West Bank. The final section, section 6, sets out an implementation programme to take forward the masterplan including outlining the roles and responsibilities of partners, planning and development implications and a programme of action.

1.5 Methodology

The study has been undertaken according to a methodology agreed by the client team, which broadly included three stages summarised below:

Stage 1 – Research:

- Review of strategic documents on a national, regional and sub regional level
- Initial consultation with stakeholders and the community
- An urban design analysis
- Transportation audit – review of access and movement
- Socio – economic analysis
- Tourism and leisure review
- Property market and planning appraisal

Stage 2 – Site Specific Analysis and Development Options:

- Stakeholder and community consultation
- Identification of options / concepts
- Master planning of design options
- Testing and refining options / concepts

Stage 3 – Options Appraisals / Analysis:

- Financial appraisals of options for each site
- Review of options and procurement / funding
- Conclusions / Recommendations and advice on next steps

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2.1 Context

Littlehampton is typical of a number of small seaside towns, which have experienced difficulty to adapting to changing economic fortunes. The town has suffered the same decline as many other traditional seaside resorts and small manufacturing centres following the gradual demise of both industries between the 1960s and 1980s. Since that time, the town has suffered mixed fortunes although there are noticeable pockets of deprivation and the town's existing employment base is very fragile.

The intervention stimulated by the Littlehampton 2000 programme has begun to address some of the key problems associated with the town, specifically the regeneration of the East Bank and creation of new visitor and accommodation facilities. Without doubt, this has injected new life, confidence and wealth into Littlehampton and there are associated opportunities to further develop the visitor sector.

Despite the important injection of regeneration funding, Littlehampton today still suffers from a range of socio-economic problems including:

- Low wages
- Vulnerable economic structure
- Pockets of severe deprivation

2.2 Baseline Assessment

If the successful long-term regeneration of Littlehampton is to be achieved, it will be necessary to tackle not only the existing problems but also to maximise the opportunities created by the many advantages which the town has to offer. An important first step in the visioning work has been an extensive programme of research and consultation, presented in the form of a baseline assessment of the town. A copy of the full technical report is attached as Annex 1.

The following provides a summary of the key findings of the Baseline Assessment: -

2.2.1 Social Economic Profile

By national standards, the district of Arun as a whole is not particularly deprived, though it is relatively deprived within the West Sussex context. More importantly, within Arun there are large differences in deprivation and wealth which, on some measures, place a number of wards among the most deprived and yet others among the least deprived areas in England.

The town as a whole cannot be described as particularly deprived, but there are pockets of severe deprivation. In particular, Littlehampton River and Ham wards show high levels of deprivation on a range of measures relating to overall deprivation, housing, education, child poverty, life expectancy and health needs.

The following provides a summary of the socio economic factors, which provide an important context and influence in the development of the Vision and Masterplan for the town.

- The population of Littlehampton is 25,594 (2001 census) and is projected to grow by between 3.5% - 4% between 2001 – 2011. Household growth in Arun is expected to grow by 12.4% during the same period
- Littlehampton has a greater proportion of young people (under 24) than the West Sussex and Arun District
- The town has a higher proportion of one person households, specifically River ward, where almost 50% of people live in one person households
- Manufacturing is an important sector in terms of structure and where local people work. However, the greatest number(19.4%) work in wholesale / retail activities
- Only 4.2% work in hotels / restaurants, indicating the decline in tourism activity

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- Gross weekly earnings in Littlehampton are considerably lower than in Arun, West Sussex and throughout England and Wales
- Littlehampton has experienced a significant decline in jobs (6.8%) as opposed to a regional and national growth in jobs between 1999 – 2002
- 68.6% of the population are economically active, which includes a small number (8.3%) of self-employed
- As with the rest of the coastal strip, unemployment is relatively high, specifically long term unemployment
- Littlehampton Ham and Littlehampton River wards are among the 10% most educationally deprived in England
- Ham and River wards are the most deprived wards in West Sussex

The profile shows a town dominated by low value economic activity, with pockets of severe deprivation especially within the town centre.

2.2.2 Tourism and Leisure

The structure and profile of tourism to Littlehampton (and within Arun as a whole) continues to change. The vicious spiral of decline during the 1980s and 90s in terms of loss of visitor expenditure and lack of investment has begun to be addressed, particularly in the regeneration of the East Bank and creation of new visitor and accommodation facilities. Without doubt, this has injected new life and wealth into Littlehampton and there are associated opportunities to further develop the day visits, VFR and educational tourism sector.

Littlehampton does lack core ingredients of the tourism product mix: a critical mass of attractions and a limited accommodation base. While the recent performance and outlook is positive, there are issues facing tourism providers and promoters in Littlehampton including:

- Seasonality
- Weather dependent appeal for day trips, weekends and short breaks, and limited indoor attractions;
- Road access to and within the town at peak times;
- Limited number of quality eating places;
- High reliance on low spend day visitors;
- High reliance on domestic market, and
- Competition from other domestic destinations

Tourism alone cannot be a regeneration solution for the future development of the town. There will be a need to continue to diversify the economy. However, tourism provides a major component of a more mixed base and should help to inform the future investment and development in the town.



Figures 2&3– Harbour Park

Day visitors will continue to be Littlehampton's primary market and the development strategy must recognise their importance. Harbour Park provides an important destination facility, attracting over 350,000 visitors per annum. Clearly, in terms of building up the day visitor market it is important to try and encourage demand from visitors who are likely to spend more money in the local economy. In terms of future growth, it

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should be noted that there will be a growth in the older age groups both as a proportion of the population and in absolute numbers. Much of the present provision at the seafront is geared to a younger family market. An increase in facilities for older age groups would therefore be advantageous in building market share.

The seafront and River Arun provide enormous scope to develop **water-based activity products**. The opportunity exists to develop and package a range of water-based activities, including diving, sailing, fishing, canoeing etc.

The ranges of activities, in conjunction with the high numbers of sunshine hours that prevail locally, provide a competitive advantage that the area can build upon.

2.2.3 Urban Design Appraisal

An important element of the Masterplan process is to understand how the physical structure of Littlehampton works in its entirety. A detailed urban design analysis was carried out in both the defined study area and beyond. The appraisal is broken down into five headings, which are detailed below:

Natural features

There are two significant natural features, which exert a considerable influence on the future of the town: these are the River Arun and English Channel.

The River Arun forms a key boundary between East and West Littlehampton and, historically, has had an important influence on the range of activities within and characteristics of the riverside area. Today, the relationship between the river and the shore-based activities is less marked as fewer uses are dependent upon river borne transportation.

However, the river and the seafront provide two distinctive and unique aspects to the natural environment; marine and tourism.

The river also imparts an important development influence on the town

centre and West Bank and creates a need for flood defence works and river wall improvements.



Figures 4 & 5– River Arun and the seafront

Areas of Conservation and Special Character

There are three Conservation Areas: East Street, River Road and the Seafront, and four Areas of Special Character. All are contained within the main study area and provide an important reference for the future design and physical development of the town. It is particularly an important influence on the riverside and seafront.



Figures 6 & 7– River Road and East Street Conservation Areas

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Townscape

Townscape refers to the core visual quality and image of the town centre. There are some significant issues regarding the quality of the townscape, including:

- Lack of visual legibility throughout the town
- Few positive vistas
- No gateways into town centre
- Few physical barriers yet poor level of permeability
- From the railway station and retail quarter there is no impression of the superb amenities in its water features and natural landscape.

Town centre streetscape

In terms of the town centre, there are two distinct “districts” comprising the town centre: retail and civic. The retail quarter is rich and diverse yet bleeds out to poor quality environment. The Civic quarter has individual character, specifically around the Town Hall, with ‘stand alone’ buildings yet is also let down by the environmental quality of the surrounding spaces.



Figures 8 & 9– The High Street retail area and St. Mary's Church, part of the civic area

Potential sites of development opportunity

The town centre has released many of its ‘quick win’ developments. In the future, sites of soft development opportunity in strategic locations will need to come forward to aid the future regeneration of Littlehampton.

2.2.4 Transport – Access and Movement

Locally and sub-regionally access to Littlehampton by road is good, particularly in the east-west direction. North-south links to the regional and national trunk road and strategic road network are adequate but raise concerns for the future development of Littlehampton. Seasonally there are some problems with congestion and high traffic flows on local main roads causing some problems for movement of other modes. Parking supply, off-street and on-street, is satisfactory but there are concerns for future capacity levels, particularly for the summer periods.

Public transport links too are reasonably good in the east-west direction but poor to any destination north of Littlehampton. Frequency of services, particularly for bus services and inadequate interchange, waiting and information facilities suppress potential demand and reinforce the dominance of car-borne traffic, which is also assisted by poor conditions and route connectivity for pedestrians and cyclists.



Figures 10 & 11 – The bus ‘station’ and railway station

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The town does benefit from having a railway station, which provides access into the heart of the town. However, despite being a short distance between the railway and the river's edge, connectivity is poor currently, the railway station provides a poor gateway entrance into the town centre.

In summary it can be said that transport conditions and provisions in Littlehampton are adequate for out of season demands but summer / holiday season traffic often exceed local and sub-regional capacities.

2.2.5 Property Market Assessment

The purpose of the property market analysis is to provide an audit of Littlehampton's property market and to ensure that the Masterplan proposals are supported by sound property market economics. Outlined below is a summary of the main findings on a sector by sector basis. A detailed property market assessment is provided within the baseline assessment, which should be read in conjunction with the Masterplan document.

Retail and Commercial Leisure

Littlehampton has a limited retail and commercial leisure offer and is predominantly aimed towards the lower end of the market. Demand is currently limited, reflected by the low number of requirements. This limited demand also has an effect on rental levels, which are relatively low in comparison to Littlehampton's neighbouring centres.

Although there is a cluster of leisure and recreational facilities situated along the sea front. There is no recognised leisure quarter in the town centre and therefore there is little to attract the important tourist spend from the sea front into the town centre. Littlehampton suffers from a limited leisure offer and diversity in the evening economy, especially in the family oriented sectors. As a direct result spend is currently being lost to the larger surrounding towns such as Chichester and Worthing, which have a much greater and diverse offer. There are a relatively large number of public houses in Littlehampton given the size of the catchment however as with the retail offer this sector lacks diversity.

Residential

Littlehampton along with most of the West Sussex towns has seen a significant increase in sales values in recent years. The success of recent new residential developments in Littlehampton, namely the East Bank, is likely to encourage investors / developer interest to the town. As a result of this success, new developments especially in close proximity to the sea and riverfronts are likely to be extremely attractive to a number of major developers. That said it is important that Littlehampton optimises the potentially benefits available with further improvements to the environmental and also the retail offer and leisure / evening economy sectors in order to offer a more comprehensive package for potential residents.

Business Accommodation

Demand for traditional office accommodation is somewhat localised in nature and we would anticipate that any significant office development within Littlehampton would require a significant level of pre-let accommodation prior to a developer committing to development. There is however opportunities to build upon the concentration and strengths of the industrial / small to medium business (SME) markets. It is important to harness such businesses, assisting their development and enabling further businesses to emerge / develop and grow through the creation of move on accommodation.



Figures 12 & 13 – new residential and view to aggregates wharf

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2.3 Consultation

The involvement of stakeholders – users of Littlehampton, the County, District and Town Councils, public sector agencies, businesses, landowners and developers, has been a vitally important part of the process in the preparation of the Littlehampton Vision and Masterplan.

Stakeholders have played a key role in setting the overall direction and identifying and testing specific projects and proposals, throughout the Masterplan development period. The consultation outputs have reinforced the spirit and level of interest of the various community and political stakeholders in the town and generated a wide range of ideas, many of which have been incorporated within the Masterplan.

The consultation process has included the following events:

- An initial workshop was held on the 24th February to review perceptions, challenges, issues and opportunities in Littlehampton, which assisted in forming the initial Vision and Masterplan concepts;
- A schools workshop event was held on the 22nd April at the Look and Sea Centre. Pupils of the Littlehampton Community School were invited to express their views and perceptions of the town. The aim of the event was to gain an appreciation from the youth of Littlehampton of their thoughts on the positives and negatives of the town and to gain an understanding of what they would like to see change;
- A follow up workshop ‘Feedback and Review’ event was held on the 27th April, which considered the emerging Vision and Masterplan and the proposed projects and proposals. In addition a key element of the workshop was to test and refine the Vision, Strategic Objectives and Common Principles, which is an important base for the Masterplan.

The workshop process also brings together organisations and individuals with a role in delivering change. The process reinforces the need for action and delivery of the projects included in the Masterplan. The

process recognises the role of key stakeholders and the importance of continuing engagement with the wider community and private sector interests in delivering change in Littlehampton.

In addition to the workshop events, a number of one to one consultations were undertaken and a public questionnaire was circulated to every home in the town to further understand the communities perceptions of the town’s current environment and key issues.

With this level of involvement from organisations and individuals from across the town, the Masterplan is based on a broad consensus on the changes required for Littlehampton to move forward, therefore taking into account the aspirations of the stakeholders. The Masterplan provides the basis for taking forward a shared vision for the future of the town.

A separate report has been provided for each of the workshop events, however a summary is provided below in addition to an analysis of the public questionnaire.

1st Workshop Event – 24th February

The consultant team in association with the Littlehampton Town Centre Action Group hosted a consultation workshop, which took place on the evening of Tuesday 24th February at the Littlehampton Community School. The evening was well supported with 46 out of 57 invitees in attendance. The evening comprised a presentation from the consultant team and workshop and feedback session.

Attendees were asked for their initial thoughts regarding their perceptions of the positives and negative aspects of Littlehampton today. A number of common themes emerged, which are detailed in figure 14.

2 littlehampton today

Positives	Negatives
<ul style="list-style-type: none"> • Good community spirit • The town centre's independent retail offer • Compactness • The natural features • The East and West Banks 	<ul style="list-style-type: none"> • Pockets of deprivation • Lack of varied leisure/retail offer • Crime and safety • Transport infrastructure • Poor links between different areas of the town centre

Figure 14 – Perceptions of Littlehampton today

The evening started with a presentation by the consultant team, which included the following: -

- An overview of the study process
- Littlehampton Today - setting the scene
- Initial findings from the consultant team's 'Baseline Assessment', which was presented under the following headings:
 - The Economy
 - Access and Movement
 - Urban Design

On completion of the presentation, participants divided into groups, under the following headings, according to their area of expertise / interest. The groups were asked identify and address key issues in respect of these areas.

- Tourism & Leisure
- Transportation, Access and Movement
- The Shopping Experience
- Development Opportunities

The group's ideas and comments were noted and carefully considered in conjunction with the baseline assessment, which then formed the basis for

the development of the various masterplan ideas and concepts. These ideas and concepts as well as the Vision, Strategic Objectives and Common Principles were then tested at the 2nd workshop event in April.

2nd Workshop Event – 27th April

The second 'Feedback and Review' workshop event took place on the evening of the 27th April, which was held, at the Littlehampton Community School. In total 26 key stakeholders and members of the public attended.

The evening again commenced with a presentation by the consultant team including the following:

- A review of the process to date
- An overview of the main findings of the first workshop event
- The results of the public questionnaire
- The draft Vision, Strategic Objectives and Common Principles
- The emerging Masterplan

On completion of the presentation, attendees were asked to divided into groups in order comment on and test the Vision, Strategic Objectives and Common Principals, as well as the emerging Masterplan and key projects. As guidance the groups were asked three questions to consider within the groups: -

- Do you agree with the Vision and areas of opportunity?
- What's Missing?
- Identify key priorities / delivery Issues?

In respect of the above there was a good range of comments / amendments and additions suggested, which were carefully noted and considered in the preparation of the Vision and Masterplan.

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Figures 15 & 16 – Public consultations on February 24, and April 27, 2004

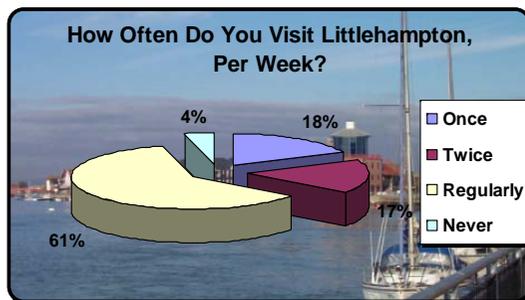
2.4 Public Questionnaire

In addition to the above, a public questionnaire was published in the Littlehampton Town Council's newsletter, which was hand delivered to every household in Littlehampton. The response rate was very positive with over 550 responses received. The key findings of the questionnaire, which are summarised below are consistent with findings from the baseline assessment and common themes from the various workshop events.

The following provides an analysis of the questionnaire responses.

Question One

How often do you visit Littlehampton per week?



The above analysis shows the majority (61%) visit Littlehampton on a regular basis, 35% visiting once or twice a week and only 4% never visiting Littlehampton.

Question Two

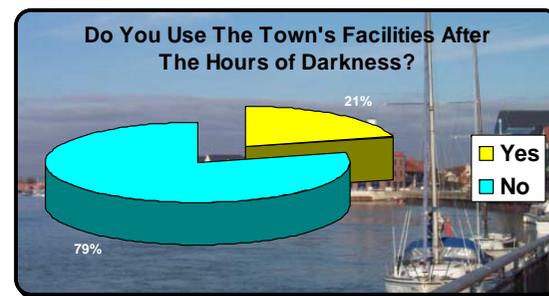
Why do you visit the town?



One of the recurring negative themes is the poor shopping environment and limited retail offer, however despite this the majority (38%) visit Littlehampton to shop. The second most popular reason for visiting the town is to use services such as banks, building society etc. A relatively low amount of respondents (15%) said they visit the town to use the leisure facilities, which again is consistent with the recurring theme of Littlehampton's limited leisure offer. Lastly the least popular reason for visiting the town was for health reasons with 11%.

Question Three

Do you use the town's facilities after the hours of darkness?

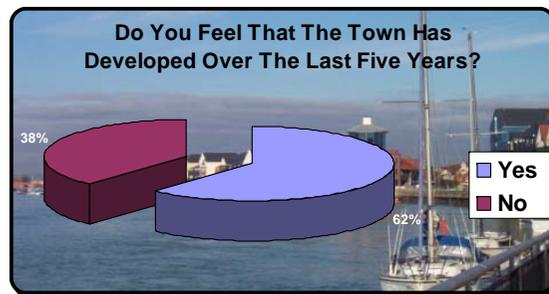


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The above chart clearly highlights that the majority of respondents (79%) do not use the town's facilities after the hours of darkness. This is consistent with the response in questions 6 and 7, where concerns over crime and safety, especially after dark feature highly. 21% of respondents said they do use the town's facilities after dark.

Question Four

Do you feel that the town has developed over the past five years?



The majority (62%) of respondents felt that Littlehampton had developed over the past five years with 38% disagreeing. A common theme from the workshops and the public questionnaire was that the public generally felt that the recent development on the East Bank was a major benefit to Littlehampton.

Question Five

What do you think is the most important element of the town?

The sea front and River Arun were seen as the most important elements of the town, with the shopping offer and community spirit close behind.

Question Six

What do you think are the most important issues in the town?

The two most important issues highlighted are closely linked with vandalism as the main concern and crime and safety, especially after dark a close second. The limited retail and leisure offers in the town also

featured very strongly as one of the disadvantages of Littlehampton.

Question Seven

What do you think should be improved in the town?

The responses to question seven can be closely linked with those of question six in that the security and safety again especially at night needed to be improved. The second and third elements respondents thought should be improved was the retail offer and the need for more family oriented leisure activities.

3 the vision

3.1 Introduction

Successful regeneration can take many years to achieve and it is essential that a Vision and Masterplan is put in place which is flexible, and capable of responding to change.

The previous section sets out the many opportunities that exist to build on the Littlehampton 2000 programme to revitalise the town and strengthen civic pride among residents, businesses and visitors to the area.

The Vision outlined in this section builds on the baseline study and first round of consultations and provides the basis for determining projects, programmes and investment priorities for the future. Critically, the Vision provides the guidance for positive change, investment and development in the town.

3.2 The Vision

The Vision is to fundamentally improve the economic, environmental and social well-being of individuals and communities in the town, particularly those in the most deprived areas.

Building on its distinctive character, Littlehampton will be a successful, competitive and connected town. The town will provide an attractive, vibrant and safe place to live, work and visit with an excellent range of facilities for all ages and groups.

The town centre will prosper as a place to live, work and shop and provide a focus for even stronger community activity. The town will be attractive to families throughout the day and evening for shopping, eating and entertainment.

Economic growth will be reconciled with quality of life to ensure that the town is noted for its high quality environmental assets and cultural amenities. Littlehampton will be a centre of enterprise, with a vibrant base of small and medium sized enterprise and an entrepreneurial culture that

values and prioritises learning and skills. New businesses will emerge reflecting a new found confidence and entrepreneurial spirit.

The town will build on its distinctive characteristics and competitive strengths, specifically the natural and built environment, and take advantage of the opportunities for the development of the area's tourism industry, specifically in generating the scale and growth in visitors and expenditure needed to sustain the industry.

New development will take place within a comprehensive development framework, be of a high standard design and quality and be sympathetic to the existing natural and built assets. The character of the town – its townscape, landscape and seascape – will be maintained and enhanced so that they continue to be enjoyed both by local people and by visitors to the area.

Access and movement within and to Littlehampton town centre will improve, specifically through investment in public transport, walking and cycling to enhance access to leisure, residential, commercial and employment developments and opportunities for all sections of the community. Access to the West Bank from the town centre will be enhanced.

3 the vision

3.3 Strategic Objectives

In terms of translating the vision into practical implementation, we set out below a range of strategic objectives. They build on the positive developments in Littlehampton over the last few years in promoting a commercially viable, diverse and lively town centre, an accessible riverside and an improved leisure orientated seafront.

Objective 1:

To build on the town's distinctive characteristics and strengths, specifically the natural and built environment

Littlehampton has a number of distinctive characteristics and strengths, which need to be preserved and enhanced for future generations to enjoy without any loss of amenity. The town has a number of distinctive quarters, or areas that have their own identities and roles. The development framework aims to strengthen these quarters, utilises the town's natural assets and ensuring that these areas are highly accessible to all sections of the population.

Objective 2:

To improve access and movement and security within Littlehampton town centre and its key destinations

Our research on accessibility points to the need to make it easier to reach and walk about the town, specifically between key points within the town. A core objective is to improve access and movement for all modes, focusing on measures that promote public transport and initiatives to make the town centre feel livelier and safer. Movement around the town centre is fundamental to the success of Littlehampton. Destinations, either buildings or places, should be created around the town to encourage movement, particularly between the retail core and civic area, riverside and the seafront.

Objective 3:

To improve the vitality and viability of the town centre, specifically through enhancing the range and quality of shops, restaurants and other services

There is an opportunity to improve the vitality of the town by promoting development of the quality and mix of uses to boost the town's appeal as a shopping, living and working environment. The diversity of attractions in a town centre necessarily involves a good mixture in the range and types of shops and services, which are available throughout the day and evening. We need to provide variety and choice in the retail and leisure offer in the town. The location of housing in town centres plays an important role in achieving diversity and vitality. People living in the town centre helps to create a more attractive place in which to live and work.

Objective 4:

To widen the range of employment and higher wages and ensure that local people have the skills to access new employment opportunities

An important role for a town centre is as a place of work. Our research has revealed that Littlehampton is a low wage economy and action needs to be taken to attract higher value economic activity into the town. The priority will be to create a new business and enterprise zone and to provide an environment to attract inward investors and indigenous enterprise growth. A range of "softer" learning and skills programmes will need to be put in place to ensure that local people can access new employment opportunities.

Objective 5:

To create and present a positive image and perception to investors, visitors and local people

Everyone needs to talk up the town. Realising the town's potential as a living, working and visitor destination will mean that a planned and concerted effort is put to raise the profile of the town in the wider marketplace, specifically as a location for investment. Successful towns are places where the local community feels a sense of belonging and where people want to visit. An important objective will be to strengthen civic pride and commitment from the local community.

3 the vision

3.4 Common Principles

In addition to the objectives, there are a number of common principles, which the strategy will adopt to deliver the desired economic and social benefits for the town and the local community. These include:

Inclusiveness

To ensure that the local communities are involved in the design, development and implementation of programmes and projects and are ultimately the core beneficiaries of actions.

Quality

To deliver a quality visitor experience that meets the visitor's and the community's expectations.

Competitiveness

To improve and increase the competitiveness of the town's economy in a sub regional and regional context, thereby maximising economic benefits and employment opportunities.

Collaboration

To work in partnership with the private, public and voluntary sector, improving the effectiveness of resources, exchanging of information and best practice and delivering a strategic approach to coastal regeneration in West Sussex.

Sustainability

To ensure current and proposed activities are environmentally and economically sustainable.

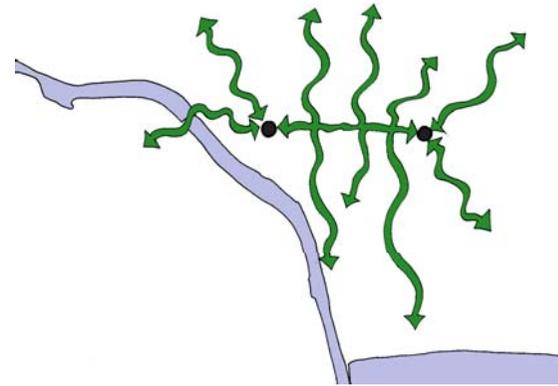


Figure 17– Concept A: increase connectivity between transport interchange and the major destinations

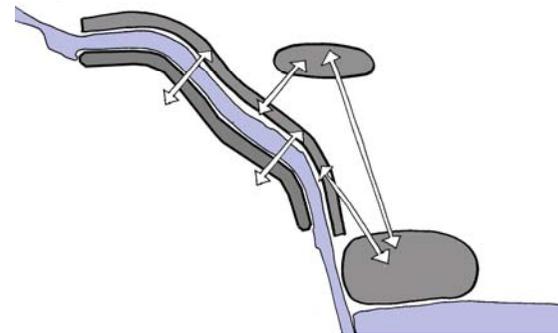


Figure 18– Concept B: Improve route finding and permeability throughout the town

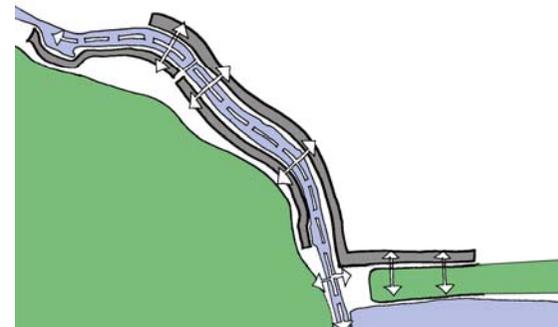


Figure 19– Concept C: Utilise the town's natural assets

4 the masterplan

3.5 Masterplan objectives

With reference to previous studies, best practice guidance and the baseline analysis undertaken, a number of priorities for change have emerged that are paramount to the success of Littlehampton moving forward and must form the basis of the development framework for the town.

Create a living town centre

The location of housing in town centres plays an important role in achieving diversity and vitality. People living in the town centre help to create a more attractive place in which to live and work. There is therefore a significant opportunity to improve the safety, vibrancy and attractiveness of the town centre with a considerable amount of additional housing in the form of mixed use developments.

Create anchors and places around the town

The legibility of the town relates to how easily people understand what opportunities a town centre has to offer, in terms of uses and spatial relationships. Movement around the town centre is fundamental to the success of Littlehampton. Destinations, either buildings or places, should be created around the town centre to encourage movement, particularly between the retail core and civic area, riverside (East and West Banks) and the seafront.

Utilising Littlehampton's natural assets

Littlehampton is located on the mouth of the River Arun, one of the UK's fastest flowing rivers. The town also lies on the northern edge of the English Channel. The town is predominantly situated on the East Bank of the river with a small marina and marina services on the West Bank. Surrounding the west bank developments sits an area of natural landscape. These areas should be preserved and enhanced for future generations to enjoy without any loss of amenity.

Improve the retail and leisure experience

Good shopping facilities are an important ingredient of any fully successful town centre. They generate vitality and viability and help to provide a context within which other commercial concerns such as leisure and office

occupiers / investors and residential developers decide to locate in the town centre.

The scope for improving shopping facilities in any particular centre will always be limited by the strength of the main competing centres and the nature and size of the catchment. Accordingly, shopping facilities in Littlehampton are unlikely to ever directly challenge those in the larger competing centres such as Worthing and Chichester. Both these towns will continue to be the principal focus for the main national multiple retailers seeking to draw on the wider catchment population in the area.

The target for Littlehampton should be to seek to improve shopping facilities as far as possible, given the importance of this element in fostering the overall economic health of the town. It should focus on strengthening the core retail area, retail environment and specialist / independent retail offer. However, having regard to the present low levels of demand from multiple retailers for representation in the town centre, we believe that it will be difficult to promote significant new retail development to enable this to act as the main driver for improvement in the town centre.

We consider that Littlehampton should develop its own unique and distinct role principally focused on diversity, in order to attract its core catchment population to use the town centre for a broader range of activities on a more frequent basis and encouraging a longer duration of visit. Once the town has established an appropriate role within the hierarchy, the target must then be to ensure that it fulfils that role to the best of its potential.

In terms of the leisure offer the town should seek to ensure that the increasingly residential population in and around Littlehampton use facilities in the town centre on a more regular basis by developing an evening and weekend leisure economy in a pleasant and secure environment.

Linked to the above, Littlehampton should seek to create a more vibrant and attractive evening destination than currently exists in the town centre. Improve the environment in the town centre, encourage existing occupiers to improve their offer / quality of external and internal appearance and encourage more A3 occupiers to locate in the town centre. This will strengthen the vitality and viability of the town centre as a whole by

3 the masterplan

complimenting the retail offer and extending hours of use in the town centre, developing a broader, safer and more attractive evening economy.

Create an attractive pedestrian environment

Successful town centres are places where the local community feels a sense of belonging and where people wish to visit. Town centres that function well are based on the success of the public realm and its ability to mix public and private activities. The design of spaces needs to provide flexible, attractive areas and spaces available for a variety of public events and street entertainment, promoting a lively street scene. Public spaces influence a town's cultural identity through local distinctiveness, local attractions, public art and through the promotion and enhancement of distinct quarters. There is a unique opportunity to provide important new public spaces within the town centre.

3 the masterplan

3.6 Masterplan principles

The following masterplan principles set down the criteria for Littlehampton to grow in a positive direction.

3.6.1 Natural assets (figure 23)

As previously mentioned, Littlehampton has three major natural assets. These have distinctive characteristics towards which the town reacts differently. It is the intention of this masterplan to recognise these characteristics and respond accordingly. The approach to each area is highlighted below:

The West Bank (figure 20)

The West Bank comprises a narrow strip of development on the bank of the River Arun. Further to the west, the natural landscape is designated as an area of Special Scientific Interest. The area boasts sand dunes, long stretches of beach line and wild virgin bush land. The entire area lies on the flood plain. The West Bank area offers opportunity for development, yet, surrounded by such important natural assets, any proposals must be marine orientated and sensitive to these.

The River Arun (figure 21)

The Arun is Littlehampton's most defining feature. The town developed in this strategic location because of the Arun and forms a special and individual relationship with the rivers edge.

A major amenity which currently services the aggregate works, marina and small scale tourist boat trips, the River Arun can be utilised to a far greater extent. The town's character can be enhanced by new life given to this feature. The town could become redefined as a diving centre with easy access to numerous wreckages in close proximity, the wildlife it attracts might become an enhanced



Figure 20—The West Bank



Figure 21—The River Arun



Figure 22—The Green and seafront

feature of the area, or, the business and enterprise zone might make use of the Arun's fast flow to generate power. The main priority however is to ensure the river is accessible for the entire community.

The Green and seafront (figure 22)

Whilst well liked by the local community, The Green is an area which, in the most part is travelled through to get to and from the seafront. It is not in itself a major attractor being flat and dominated by car parks. This site is an opportunity to introduce small follies to encourage further exploration and movement making The Green a destination in its own right.

The seafront and its promenade are raised above the Green and are dominated by both views out to the English Channel and the Harbour Park complex. Each has their own attractors but more should be made of the route from Harbour Park to both the east and west. The south facing beach is a destination in itself yet further exploration into the town centre from this area should be promoted to encourage active movement around the town.

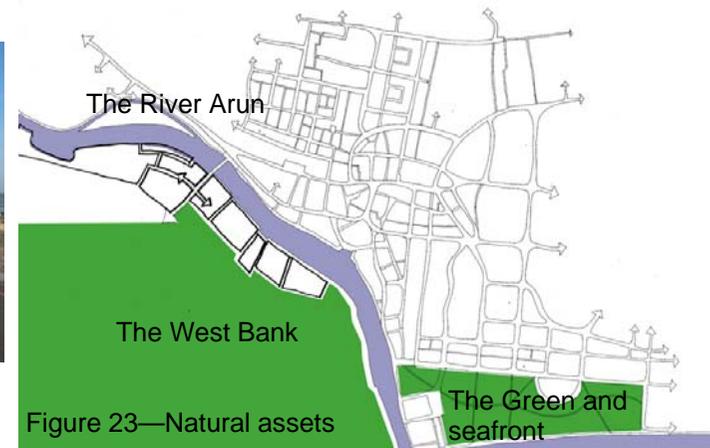


Figure 23—Natural assets

The Green and seafront

3 the masterplan

3.6.2 Public spaces and places (figure 27)

In developing a clear movement pattern existing routes can be enlivened, new routes created and lively, mixed use areas introduced. These are often accented with public squares of varying type, from small, intimate hard spaces on a route between two destinations to large, formal squares with green space forming destinations in their own right.

The High Street (1)

This is the primary retail street in Littlehampton and should be consolidated as such. This can be achieved by introducing a greater retail circuit to the north on St Martin's car park. The entire area should also be upgraded with a single plan for dealing with street furniture, materials and signage.

St Martin's car park (2)

A new, major public square should be located on this site. As a major opportunity in Littlehampton, the square will contribute to the open space amenity in the town centre (see figure 24).

The Civic Centre (3)

There is an opportunity to enhance the environment around the town's major civic buildings as a collection rather than individual standalone buildings. This would create a civic and spiritual destination.

The market, Depository and Clifton Road sites (4)

There are small opportunities around the town to open up minor routes and spaces. Developing these sites would provide a more diverse range of routes through the town and contribute to its character (see figure 25).

The transport interchange (5)

The station area should be reconfigured to include a



Figure 24—Ropewalks, Liverpool—a new public square in an historic location



Figure 25—Neal's Yard, London—a rich, intimate space



Figure 26—Solingen, Germany—a town centre space with water

transport interchange to consolidate Littlehampton's public transport in one location. This might take the form of a more formal square and better defined gateway to the town.

The pedestrian bridge (6)

The bridge is currently the main pedestrian route over the River Arun. It is located north west of the town's main attractions and therefore not as integrated into Littlehampton's movement structure as it should be. There is the opportunity to make more of the spaces to either side of the bridge to encourage movement towards and across it.

Harbour Park area (7)

This area is currently a jumbled and eclectic collection of buildings. They are surrounded by poorly defined spaces which do little to encourage movement and exploration. The area requires redefining, preferably with a single major square from which activities are presented in a clear and coherent manner (see figure 26). This might manifest itself in the form of a pedestrian bridge linking the east and west seafronts, thus aiding in the connectivity and use of the west bank natural environment.

Between these spaces, routes should lead the user to other destinations in the town using devices such as vistas and landmarks. In achieving this, Littlehampton would benefit from a coherent structure of destinations, surrounded by gateways and linked with interesting routes and spaces.

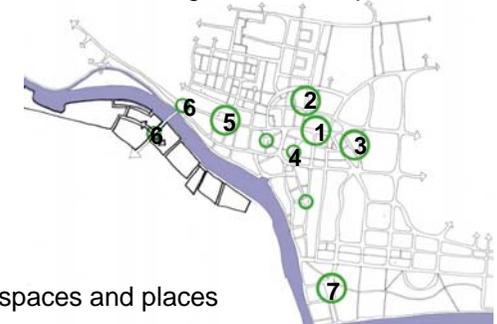


Figure 27—Public spaces and places

3 the masterplan

3.6.3 Key routes, access and movement

Despite some problems in relation to regional links and public transport service frequencies no major improvement measures or investment schemes are required. Instead, Littlehampton can build on its existing assets and strengths to achieve a high quality environment for public transport users, pedestrians, cyclists and motorists and thereby benefit the regeneration and further development of the town. The guiding Masterplan principles are:

Encouraging the Use of Public Transport

Public transport should be made as widely available as possible in order to reduce overall dependence on the private car. This could be achieved by improving the availability and accessibility of public transport as part of an efficient, safe and sustainable transport system.

Seek innovative approaches to transport provision and encourage and support the development of a range of innovative means of meeting public transport needs, particularly where more 'conventional' services are not available or are unsuitable.

Ensure social inclusion and enable people to exercise choice and participate fully in society by improving access to the town centre's jobs, services, retail facilities, leisure and recreational facilities through the facilitation of good public transport links.

Walking and Cycling

It is important to develop walking and cycling as an integral part of the local sustainable transport system. When local residents and visitors are presented with a real and positive choice of safe, convenient and attractive routes for walking and cycling, then these modes can form an attractive alternative to the car.



Figure 28—Feltham: transport interchange



Figure 29—Improved cycle inclusion and access



Figure 30—Multi-modal routes and crossings

Raise the profile of walking and cycling with all sections of the local society, especially with those who would benefit most from the opportunity to travel by other means than the car.

Traffic Management and Car Parking Provisions

The current traffic management framework was designed for different patterns of traffic flow and road usage than is required today. Therefore the suitability of the current traffic management framework should be re-assessed in view of current and potential future needs. Future development should also be ensured by providing sufficient car parking whilst not compromising promotion of sustainable modes.



Figure 31—Space to play

3 the masterplan

3.6.4 Built form and townscape

The built form is often how a town is initially perceived. A clearly defined built structure is crucial when proposing the integration of areas of differing character into a coherent whole.

Landmarks

Littlehampton suffers from a limited number of landmarks. It is important that these be properly located and remain in context with the town and its vision. It is proposed that three landmark be placed at three strategic locations:

The West Bank. This landmark should be marine in appearance, clearly locating and contributing to the character of the West Bank. Its location should either be to the existing pedestrian bridge or on the visual axis from the station interchange.

The seafront/Harbour Park area. A landmark in this location would encourage movement from the town centre to the seafront area (see figure 32). It might manifest itself in the form of a structure (such as a pedestrian bridge) or building (such as the new Windmill theatre complex).

St Martin's car park. As the major opportunity and gateway site in the town centre, a landmark would aid route finding and legibility of movement in this area.

Panoramas, vistas and glimpses

Littlehampton has numerous panoramas to build on. These are located along the River Arun and seafront. The proposed landmarks in the town will aid in accenting positive vistas between the three distinctive faces for Littlehampton (see figure 33).



Figure 32—Whitehaven
:landmark



Figure 33—Chichester High
Street: vista to landmark

Gateways and nodes

It is envisaged that the gateways to the town centre will be better defined. The locations for these are seen to be the proposed transport interchange, the Franciscan Way junctions, Maltravers Road and South Terrace. Each of these should be handled differently, appropriate to their location.

High quality of design

All the sites highlighted in this report impact or are impacted on Littlehampton's four major assets, The West Bank, the River Arun, the seafront and the High Street. Therefore, strong emphasis should be placed on achieving high quality developments in response. The quality of the building's design has a dramatic effect on the surrounding urban environment. It is vital that the design of future developments respect the constraints and opportunities of the local environment (particularly with respect to the flood plain). In conjunction with this, good quality materials that are durable and sustainable are a vital requirement that often determine the success of the end product.

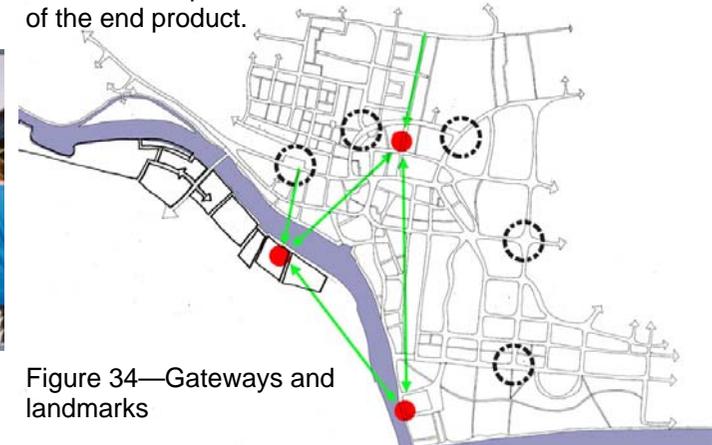


Figure 34—Gateways and
landmarks

3 the masterplan

3.6.5 Uses and activities

With a town of Littlehampton's size, density and configuration, it is recognised that all sites of development opportunity in the centre can be allocated with a mix of uses. However, it is also recognised that some sites are more suited to a particular use.

The business and enterprise zone (figures 35 and 36)

In order to maintain and improve on Littlehampton's employment base, the Railway Wharf site should be allocated with a mix of business and enterprise uses together with residential to the riverside (in order to open up the river walkway with a positive and pleasant environment). The businesses considered appropriate to the site are light industrial (as an extension of the popular adjacent properties) and hi-tec units.

The mixed use town centre (figure 37)

The town centre, by definition, should contain the widest range of uses. Retail led, it should also comprise residential, small office units and leisure facilities (with the potential relocation of the leisure centre) onto the St Martin's car park site.

The leisure offer (figure 38)

The seafront is seen as being ripe for both consolidating the existing leisure offer and extending the breadth of the facilities. These facilities would cater for a wider range of ages.

The marina (figure 39)

Whilst it is important to maintain the mix of uses seen currently on the West Bank, consideration should be given to focussing on a commercially sustainable approach in the future. It is therefore envisaged that the marina facilities be extended with complimentary uses contributing to a more lively and active area.



Figure 35—Birchwood Commercial park: adaptable business units



Figure 36—Nano-science centre, Cambridge: Hi-Tec enterprise



Figure 37—Copenhagen: a mixed use town centre



Figure 38—Eureka, Halifax: a fun/family leisure orientated complex



Figure 39—Portsmouth Harbour: a working marina with residential accommodation



Figure 40— Uses and activities

3 the masterplan

3.6.6 Sustainable development

The term sustainability encompasses a wide range of possibilities with far reaching implications. Development must always prioritise the principles of good urban design as set out in publications such as the DETR's 'By Design (2000)' and recognise sustainable development principles. Development should focus on its contribution to Littlehampton and ensure the positive growth of the town both economically and physically. Set out below are a series of sustainable development principles that must be incorporated into the Littlehampton Vision.

Built character

- provides a sense of place which responds to the local character of the built environment,
- is integrated with adjoining landscapes,
- includes variety and surprise within a unified design,
- includes streets, squares and other public spaces with a defined sense of enclosure,
- conserves and enhances important environmental assets of the site, and
- includes attractive green spaces and corridors for recreation and biodiversity.

Access and movement

- a high standard of design and sustainability for all new development will be required which minimise the need to travel and reduces car dependency by providing an appropriate mix of land uses and accessible services and facilities,
- compact forms of development through the promotion of higher densities, and
- a safe and people-friendly environment that encourages cycling and walking.

Natural assets and resources

- provides places for people to live in an environmentally friendly way,
- makes efficient use of energy and resources by including energy conservation measures and energy efficient siting of buildings,

- utilises renewable energy sources, energy from waste or combined heat and power where possible,
- incorporates water efficiency measures and sustainable drainage systems, and
- uses sustainable construction processes and materials.

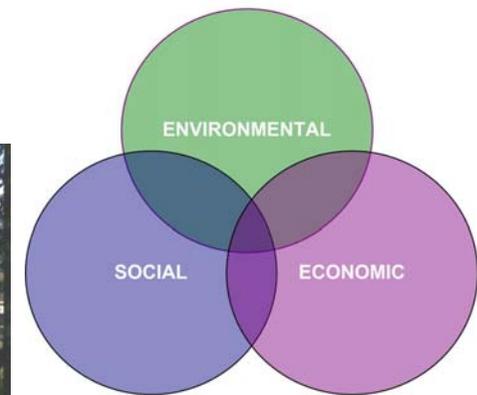
Community benefits

- takes account of community requirements by involving the local community and the providers of community services in the design and management of the town,
- including a mix of housing opportunities in quality residential developments,
- designing for the needs of all sections of the community including children, the elderly and people with disabilities,
- designing to minimise opportunities for crime.

Any development must respect and make use of any natural features and integrate with its surroundings. Sustainable development should respond to the positive facets of its context and contribute to the overall fulfilment of Littlehampton as a modern town.



Figure 41—Eco-housing: a step towards more sustainable communities



THE 'TRIPLE BOTTOM LINE'

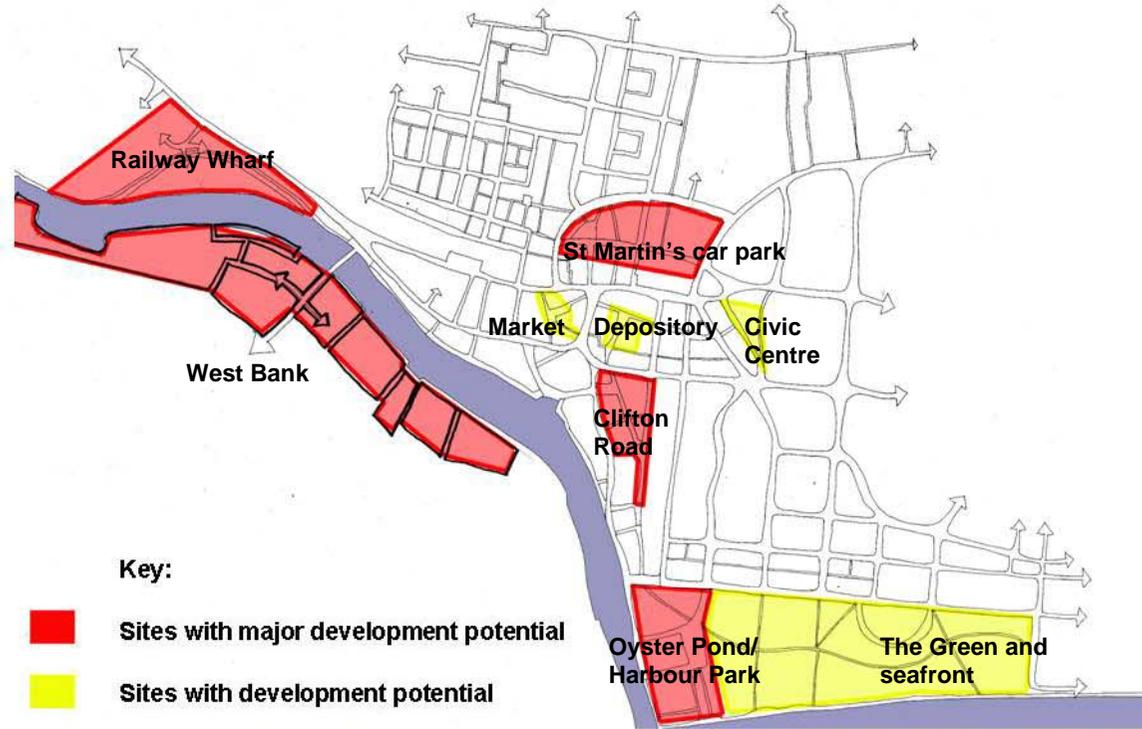
Figure 42—Successful sustainable development requires attention on many fronts.

4 the masterplan

4.1 Areas of opportunity

Following the outcome of the baseline assessment, a number of sites have been highlighted for major development potential. Further to this, another series of sites have been included with development potential. All the sites highlighted from those which, from the baseline assessment, are considered to be either currently underutilised, inappropriate for their setting or simply vacant and awaiting development.

As all the 'quick win' sites have now been developed, the Masterplan deals with medium to long term aspirations. There are, however, some short term projects. These include way finding and signage, streetscape works, creating gateways etc. These have been discussed at the end of this section.



4 the masterplan—railway wharf

4.2 Railway Wharf

Site Description

The site is situated to the west of Littlehampton town centre with access from the B2817. The site is bounded by the Riverside Industrial Estate to the west, the Arun View public house and residential accommodation to the east, the River Arun to the south and B2817 and railway line to the north.

The site has an area of 2.02 ha. It is owned by the Littlehampton Harbour Board.

There are a number of existing uses on the site including;

- Aggregates Wharf, used for importing, unloading, storing and washing road stone and sea aggregates. The site is leased to Tarmac and United Marine Aggregates.
- Harbour Board Workshops
- Office site, leased to Dando Drilling International.

Development Rationale

The future of Railway Wharf will be determined by Littlehampton's future role and function as a commercial port. Littlehampton Harbour Board is currently considering a report submitted by Halcrow Group Ltd and Cluttons, which sets out findings and recommendations arising from an appraisal of current and potential future commercial aspects of LHB.

In 2000, Littlehampton accounted for less than one percent of the region's throughput. Total gross tonnage in 2002 was 217,394 (compared with over 34 million tonnes in Southampton). Although total throughput has recorded a slight annual increase of 1%, over the medium to long term there are operational and viability issues over its future use as an aggregates wharf.

The site sits opposite the West Bank opportunity area, which is considered in section five. The relationship between these two opportunity areas and

the pedestrian bridge which links them is an important consideration.

The site also occupies an important position at a gateway to the town and provides an opportunity to improve this gateway and access/connections with the railway station, town centre and riverside walk.

An opportunity exists to build on the leisure and tourism potential of the harbour and look at re-developing the Railway Wharf site for different uses. The site lies within an existing employment area and the opportunity exists to provide it with a new focus as a location for high quality employment uses.

In addition, the LHB would need to generate sufficient income (capital receipt and / or revenue) to enable it to undertake its functions and responsibilities.

Residential development of the river frontage will improve development viability and provide the opportunity to introduce public access to the riverside.

Development Options

An opportunity exists to re-develop the Railway Wharf site as a mixed commercial and residential development. A mix of flexible light industrial units adjacent to Riverside Industrial Estate is proposed together with some smaller business park/high tech units to support high value added activity.

There may be the potential to create facilities to support R & D activities (related to the marine sector) or incubator space to support and promote entrepreneurship.

The riverside frontage provides an attractive residential development opportunity for flats / apartments, capitalising on the success of the residential developments along the East Bank. There may also be an opportunity to provide a limited number of live/work units, which may be

4 the masterplan—railway wharf

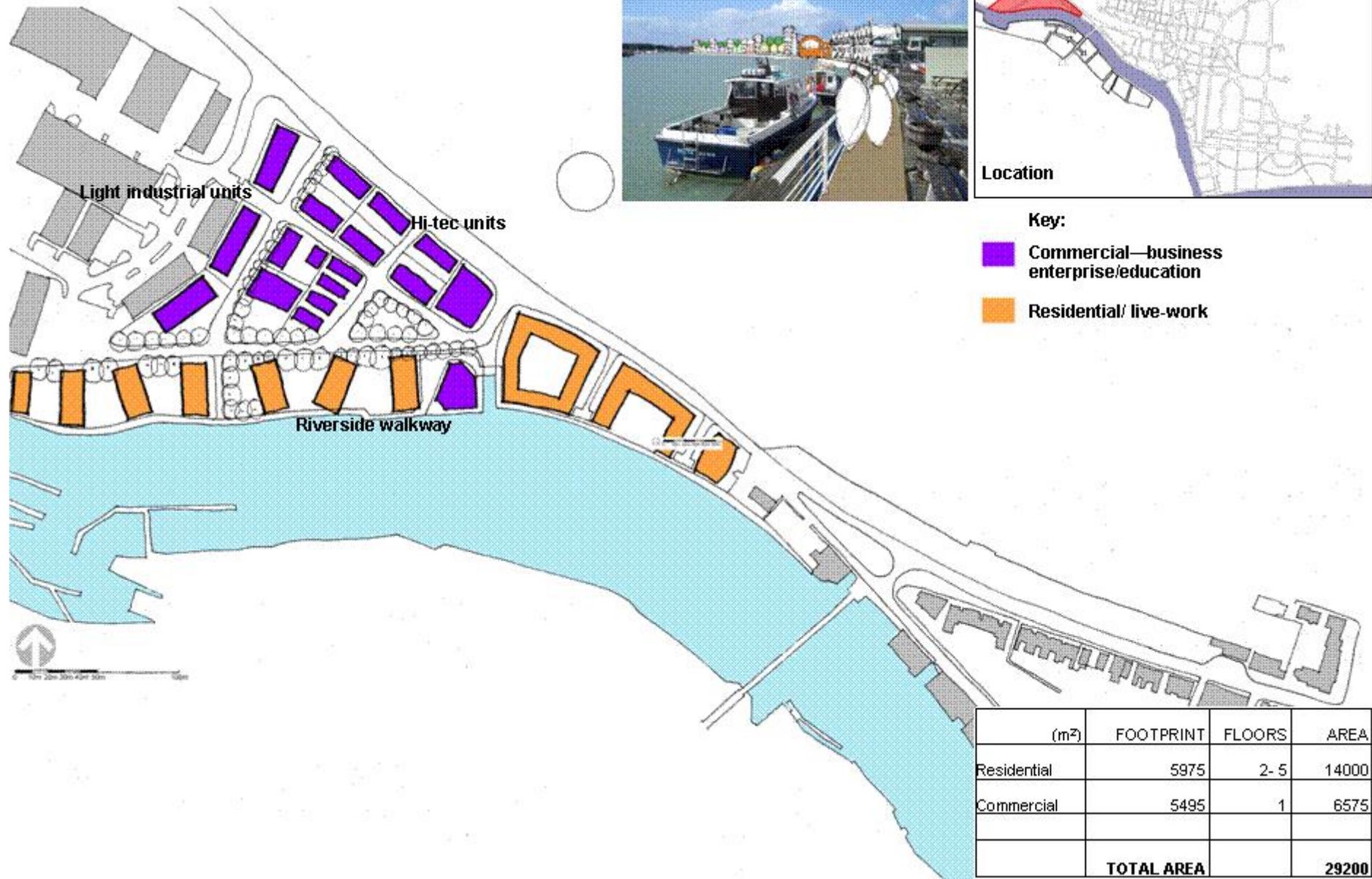
attractive given the close proximity of the railway station.

A new riverside walk could be provided and green spaces introduced.

Option Assessment

Option Assessment Criteria	
Economic	The site offers good potential for the provision of quality employment land in Littlehampton. This would build on complementary supporting uses and would provide an opportunity to attract higher value job opportunities to the town.
Environmental	Provision of a new riverside walk and green spaces would open up the area for public use, which is currently inaccessible. An important constraint is that the area falls within the identified flood plain and as such any development would be subject to the provision of an adequate 'protection strip'.
Community	The site gives the opportunity to provide a range of residential accommodation including private and affordable units in addition to quality employment accommodation, to allow start up business and existing business to grow and expand.
Deliverability	There are some significant barriers to overcome, including planning policy that protects this area for wharf usage. We are of the opinion that both residential and the employment opportunities proposed for the site would be attractive to the market. In terms of the residential element the success of the various residential developments along the East Bank, provides a strong indication of the likely attractiveness to the market and in terms of the business uses, the adjoining Riverside Industrial Estate has few available units, which indicates strong demand. It is important, however that careful consideration is given to the design in terms of the balance and relationship between residential and employment uses. The site is in a single ownership of the Harbour Board but is subject to leasehold interests which we understand have been recently extended for substantial terms. In terms of time scale, we are of the opinion that proposal for this site could come forward in the medium to long term.

4 the masterplan—railway wharf



4 the masterplan—st martin’s car park

4.3 St Martin’s car park

Site Description

The site is situated in the heart of town centre located in close proximity to the High Street. The site comprises predominantly surface public car parks, however it also includes the town centre’s major supermarket, Safeways . In addition there are a number of small business located on the site and the town centre’s main bus stop. The site is bounded to the north and east by Franciscan Way.

The site is approximately 2.55 ha in area. Land is mainly in the ownership of the District Council and Safeway, although there are also a number of private land ownerships.

Development Rationale

The up-grading of the retail centre will be crucial to efforts to encourage and develop investment and employment in the town. There is scope to increase and broaden the range of retailing within the town at the St Martin’s car park site, which is a prime development location.

Although it is doubtful in the short term that the town could attract major multiples, there is an opportunity to broaden the number and range of specialist shops. A new retail frontage could be provided to encourage and support better links with the High Street.

The existing Safeway supermarket is a significant town centre retail attraction, although it is relatively old, small and does not link in well with the rest of the town centre. The recent acquisition of Safeway by Morrisons means that there may be an opportunity to encourage further investment into an expansion of the supermarket, providing an improved retail anchor for the town centre.

St. Martins is currently a well-used public car park conveniently located for town centre shoppers. It is important that development in this area does not result in a loss of car parking for shoppers and other town centre users. It is proposed that car parking provision will be increased in this

area through the development of a multi-storey car park as part of any development.

There is scope for increasing the residential population of the town. A residential element is included within both options, which could increase and diversify the town centre population, by attracting groups such as students and young professionals, as well as providing social housing. A key issue will be to create an environment that will attract private investment and that will make the town centre feel safer.

Option 2 shows the opportunity to relocate the current Littlehampton Swimming and Leisure Centre into the heart of the town. This could provide a number of benefits, including:

- Providing a leisure facility closer and more accessible to the population centre and specifically areas that are disadvantaged;
- Providing a facility that will promote vitality in the town centre outside core retail hours;
- Enable the current leisure centre to re-locate into a new purpose-built facility.

A new leisure facility would make the town centre feel more interesting and welcoming after dark, and would transform the town centre offer in the evenings which could have a positive spin off for other night time activities.

The comprehensive redevelopment of this area provides the opportunity to introduce new new civic spaces that could become a focus for arts, culture and entertainment. There is also the potential to add a number of other entertainment and “civic” uses such as a new library and the re-location of the Windmill Theatre complex to provide performing space and an independent cinema.

Franciscan Way was constructed to relieve the High Street from traffic congestion prior to the construction of the Littlehampton bypass. The capacity which it offers is now no longer required and there is potential to

4 the masterplan—st. martin’s car park

reduce and realign Franciscan Way, providing wider footpaths and cycle lanes, increased site area and improved pedestrian links.

A redevelopment of St. Martins would also provide the opportunity to relocate bus waiting facilities from their current unattractive position at Anchor Springs to a more attractive location at the edge of a new square.

Both options would need to promote quality in terms of design and development to boost the town’s appeal as a living and working retail centre.

Development Options

Option One

Option one proposes a mixed use development including retail, residential, multi-storey car parking and a new public square. The residential accommodation will provide a range of apartments comprising one, two and three bed units with a mix of both private and affordable accommodation. The retail accommodation comprises an extension to the existing supermarket to assist the new owners, Morrisons, to compete with operators located on the outskirts of the town. In addition to the supermarket extension, there is also provision for additional unit retailing to create active shopping frontages and an additional retail spine, to compliment the High Street offer.

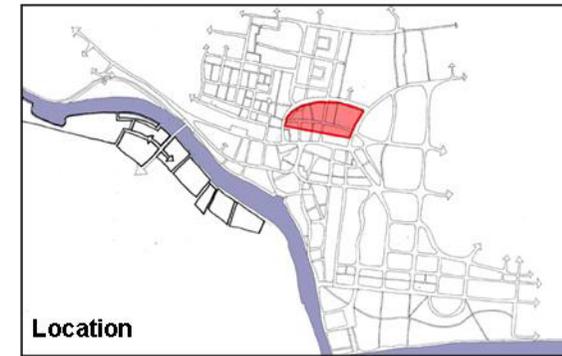
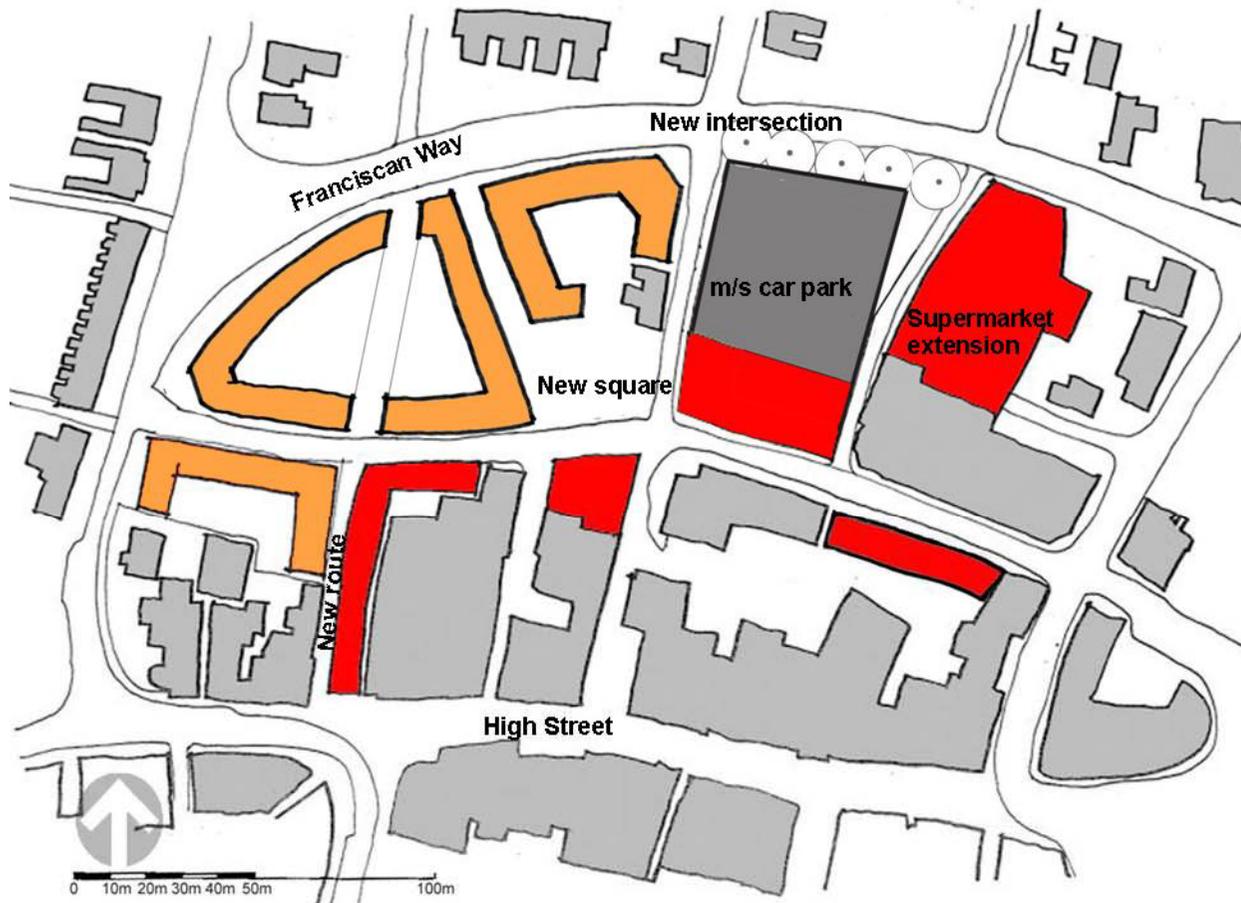
Option Two

Option two proposes a similar mix of uses to Option one, but additionally shows the potential to include a new leisure centre within the redevelopment of this area, fronting a new public square. In addition, Option two shows how a downgraded and realigned Franciscan Way can improve pedestrian links and the overall integration of this area into the town centre.

Option Assessment

Option Assessment Criteria	
Economic	Both options provide the opportunity to significantly strengthen the town centre retail offer, increasing its attraction to shoppers and providing retail sector job opportunities. Residential development will increase the town centre population providing additional spending power. Option 2 provides a leisure centre which would broaden the town centre employment offer and significantly contribute to the evening economy.
Environmental	Both options significantly improve what is currently an environmentally unattractive area of the town centre. New buildings and uses provide high quality active frontages, new routes and public spaces. Surface car parking is rationalised into a multi storey carpark. Bus stops are moved to a more attractive environment,. Option two downgrades Franciscan Way to give greater priority to pedestrians and cyclists, slow vehicular traffic and improve pedestrian links.
Community	Both options provide a significantly improved public realm, improved shopping facilities, bus waiting facilities and shopping offer. The addition of residential development would increase night time activity and security in this area. Option two provides the additional benefit of a new leisure centre and potentially additional community facilities.
Deliverability	The range of uses proposed are consistent with planning policy. Demand for additional retail space in Littlehampton, particularly from national multiples is currently limited. As retail is a key element, it is unlikely that there will be sufficient market demand in the short or medium term, unless there is an earlier interest in the expansion of the supermarket. Other significant issues to be overcome will be land assembly, highway works and phasing. Option two will require further assessment particularly with regard to site capacity and viability analysis. The current leisure centre site on the seafront would generate a significant capital value for residential use but further analysis would be required to assess whether this could fund a new leisure complex on the St Martin’s car park site.

4 the masterplan—st. martin's car park (1)



Location

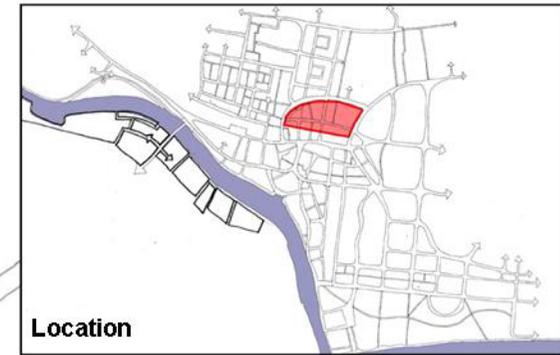
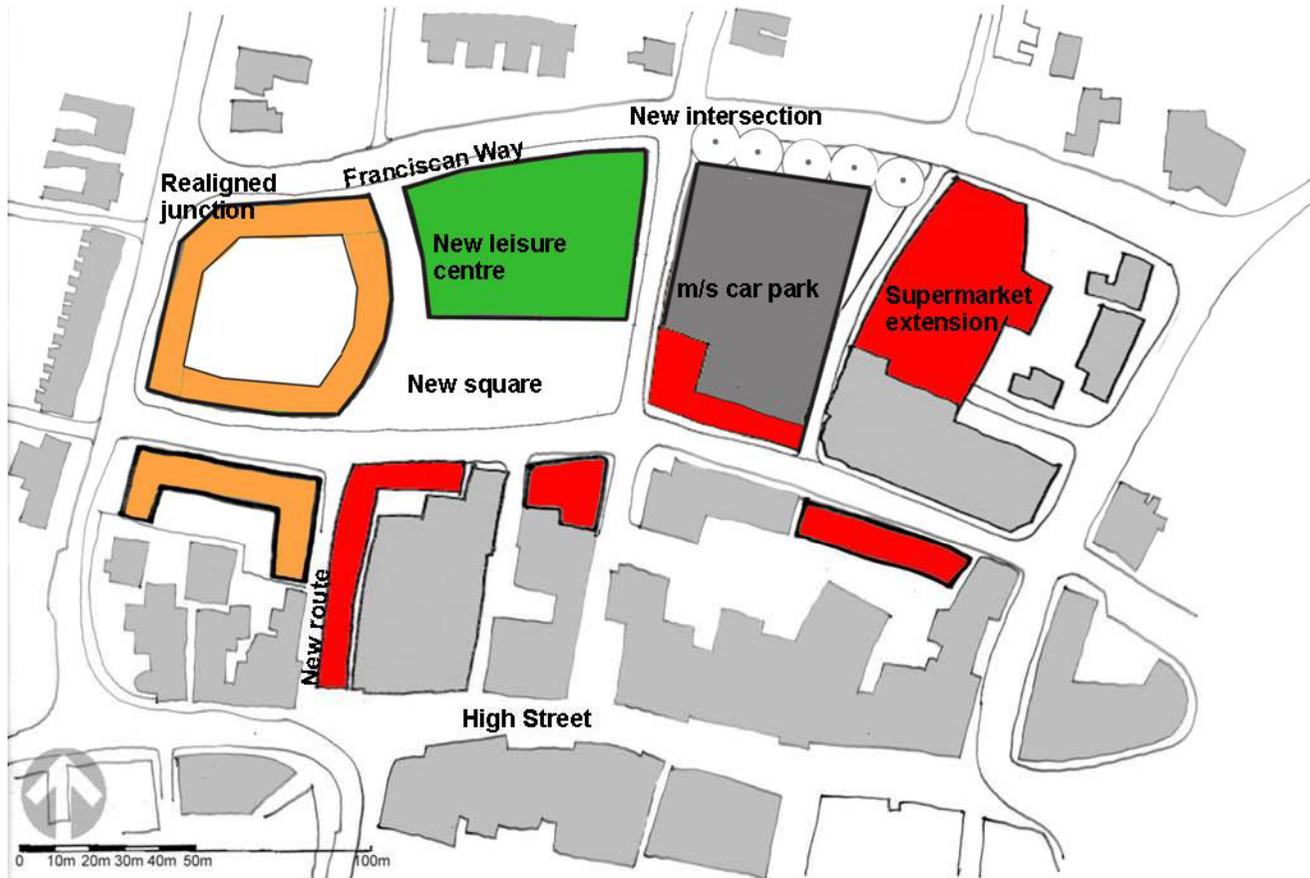
Key:

- Retail/retail led mixed use
- Residential

	(m ²)	SITE	FLOORS	AREA
Retail	4395		1	4395
Residential	3650		3	11000
	over retail			2020
Car park	3650		3	10950
	TOTAL AREA			28415

30

4 the masterplan—st. martin's car park (2)



Location

Key:

- Retail/retail led mixed use
- Leisure/community uses
- Residential

	(m ²)	SITE FLOORS	AREA
Retail	4395	1	4395
Residential	2500	3-4	8500
	over retail		1750
Carpark	3650	3	10950
Leisure	3269	1/2	4500
-comprising	sports hall	1	544
	swimming pools	1	1250
	TOTAL AREA		30145

31

4 the masterplan—clifton road

4.4 Clifton Road

Site Description

The Clifton Road site currently comprises a depot which is occupied by Travis Perkins, builders merchants. The depot comprises a range of warehouse and office buildings, saw mill and open storage/car parking.

The site is 1.13 ha in area and is in the ownership of Travis Perkins.

In addition to the Travis Perkins site, there is further land to the south of the Travis Perkins site and on the western side of Clifton Road, which is currently backland to properties fronting Pier Road and Bayford Road.

Development Rationale

This low density employment use, following the redevelopment of the East Bank, now sits somewhat incongruously and forms a barrier to movement between the town centre, riverside and sea front.

Its redevelopment provides an opportunity, subject to the relocation of Travis Perkins, to create a mixed use, vibrant area, which will improve links between the town centre and riverside.

The concept is to create a predominantly residential quarter, with retail/A3 frontage on the ground floor. Within the development, there is also an opportunity to create accessible and informal green spaces / public squares, which is illustrated within the options.

Whilst most of the buildings on the site are of poor quality and will be removed, there are some buildings which are of reasonable quality, merit and character and should be retained.

The proposal to consider reversing traffic flows on Surrey Street to one way southbound and a continuation of this arrangement along Pier Road will also assist in focussing attention and stimulating activity in this area.

The continuation of active uses down Clifton Road will assist in strengthening linkages between the town centre and sea front and regenerating land which is unattractive and under utilised.

Option Description

Option one proposes a redevelopment of the Travis Perkins site for a mixed use development comprising residential apartments, with ground floor retail/A3 uses to the Pier Road frontage. New east west and north south pedestrian routes would be introduced through the site with accessible green spaces.

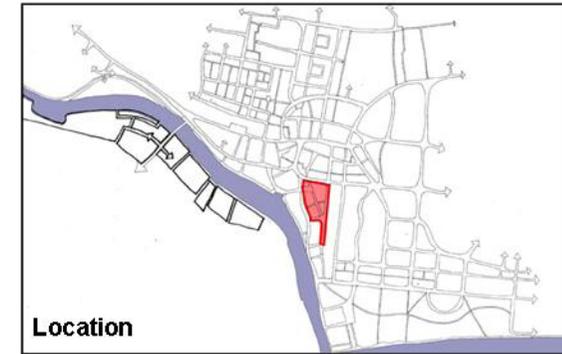
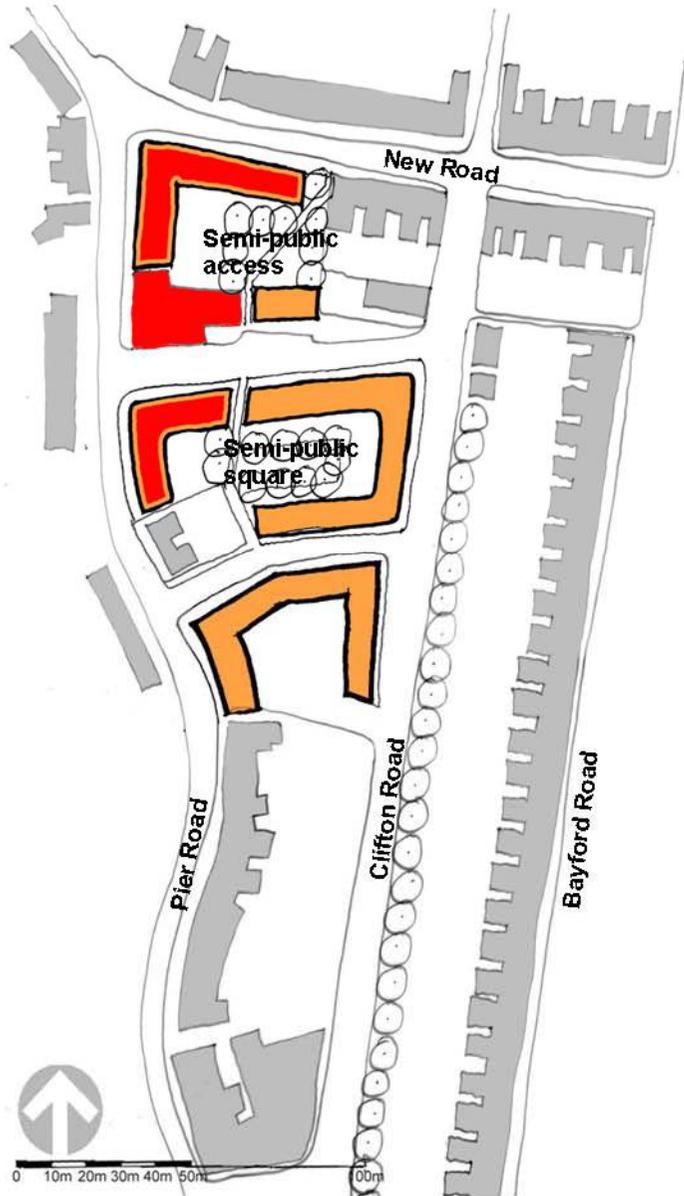
Option two shows the potential for a further phase of development of terraced housing on either side of Clifton Road.

4 the masterplan—clifton road

Option Assessment

Option Assessment Criteria	
Economic	The proposals would result in the loss of a low density town centre employment use, but would replace these with additional retail and residential uses, providing employment and spend.
Environmental	New buildings and uses provide high quality active frontages, new routes and public spaces. Option two would result in the improvement of backlands areas which are currently environmentally unattractive.
Community	The proposals would provide new public routes and increase activity and security.
Deliverability	Clearly, the future and release of the Travis Perkins site will be crucial to taking forward this option. The site is operational as a timber merchants, although it is questionable whether such a use is compatible for a town centre location. An alternative site, which is acceptable to the existing owner, would need to be found to take forward this option. Option two involves backland garden and car parking areas which are in a multiplicity of ownerships. Land assembly will be complex and lengthy. As the proposals are residentially led, they should be attractive to the development market. Development on the Travis Perkins site could come forward in the short/medium term, with option two proposals in the longer term.

4 the masterplan—clifton road (1)



Location

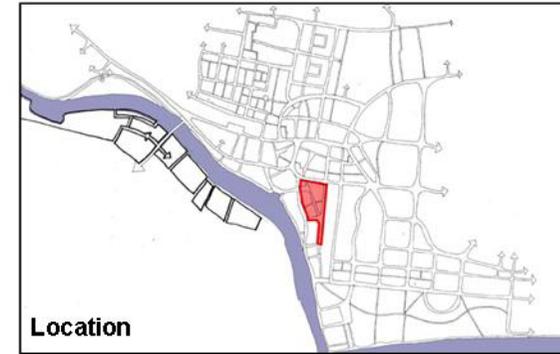
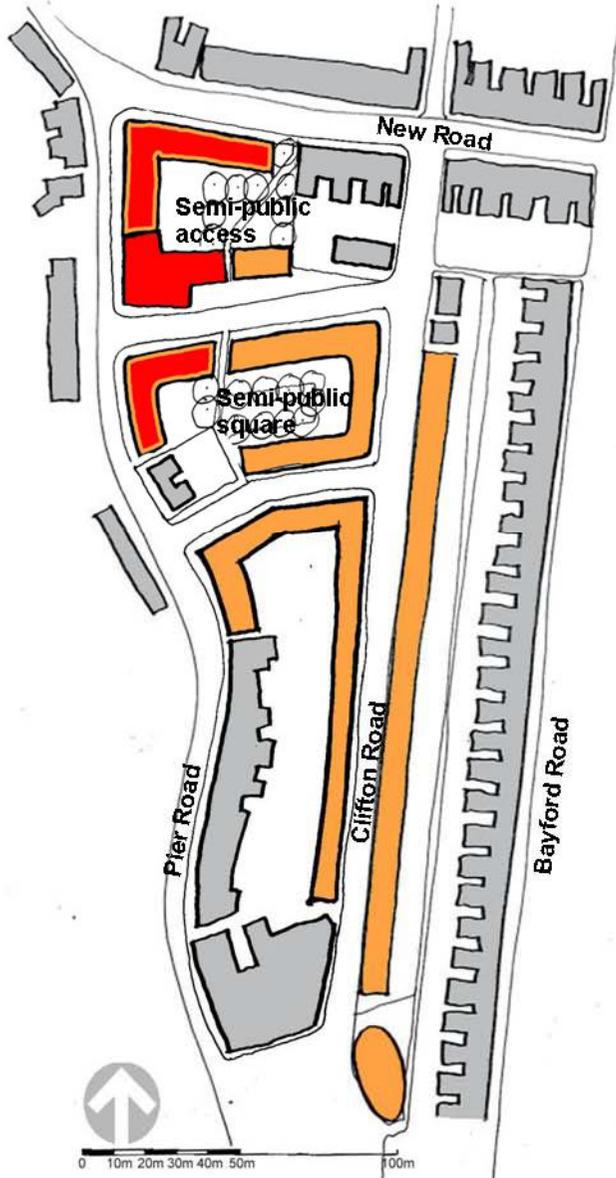
Key:

■ Residential

■ Retail with residential above

(m ²)	SITE	FLOORS	AREA
Retail/A3	1475	1	1475
Residential	2300	2-3	6700
	over retail	2-3	1300
	TOTAL AREA		9475

4 the masterplan—clifton road (2)



Location

Key:

Residential

Retail with residential above



(m ²)	SITE	FLOORS	AREA
Retail/A3	1475	1	1475
Residential	4300	2-3	8975
	over retail	2-3	1300
	TOTAL AREA		11750

35

4 the masterplan—the green (with oyster pond/harbour park 1)

4.5 The Green with Oyster Pond/Harbour Park

Site Description

Littlehampton's hub of visitor and entertainment activity is centred on Harbour Park and the Green. The area is filled with attractions, amusements, gift shops, food outlets and a pub / restaurant. The Windmill complex also accommodates a community theatre and independent cinema.

The Green is currently a relatively featureless expanse of open space with major areas of surface car and coach parking. The Oyster Pond, a small man-made boating lake is located at the north western corner of the area.

The overall site area is 14.3 ha. Land is in the ownership of the District Council and Mr Smart.

Development Rationale

Although the Harbour Park facilities provide an important "magnet" for visitors, there has been a significant decline in visitor numbers over the last 5-10 years; for example, visitor numbers to Harbour Park have reduced from 600,000 five years ago to around 350,000 in 2003. There has been investment in the area in the last three years, but it is doubtful whether the attractions and facilities in their current state would meet future visitor needs and aspirations in the next 5-10 years.

There is a need to improve the quality and linkages to increase utilisation and attract private sector investment to extend and upgrade what is on offer. An important priority is to attract many more of those visitors who pass by Littlehampton to spend more time and money in the area.

The Oyster Pond is in a key strategic location providing an important "gateway" link between the riverfront, South Street and Harbour Park. An opportunity exists to upgrade this area, which could involve more imaginative uses to promote a distinctive identity for this area.

Proposals should focus on upgrading The Green to open up new,

pedestrian routes along its length. Further initiatives need to be considered to maximise the use of the extensive open spaces as green links between the seafront, riverfront and town centre and as venues for events and festivals. Further concessions are proposed to provide a more active seafront.

The current layout of car and coach parking on the Green divides the space into sections. By redistributing the car parking, so that it is arranged predominantly along South Road, clear, open pedestrian routes can be created and much more beneficial use of the Green made for recreational purposes.

There is need to provide more visitor accommodation within Littlehampton to attract staying visitors. They may also be an opportunity to link a casino development to a new hotel subject to market interest. There is also an opportunity to enhance the riverfront as a place to visit and a location for arts/specialist craft activities.

With the opportunity to develop the West Bank as a new visitor and leisure destination, linkages to that area need to be improved for pedestrians. A new fixed-pedestrian bridge link between the east and west banks at Harbour Park could provide an important catalyst for attracting more visitor activity. This could be an 'iconic' landmark scheme which becomes synonymous with the image of Littlehampton.

Option Description

Both development proposal options show a reconfiguration and upgrading of The Green, with a redistribution of surface car parking along South Road, new, interesting pedestrian routes and new sea front concessions.

A new pedestrian bridge at the mouth of the River Arun, provides an opportunity for iconic landmark architecture and creates a unique new route between East and West beaches.

Option one shows new development around Harbour Park aimed at increasing the attraction of this area to visitors, including new retail/A3

4 the masterplan—the green (with oyster pond/harbour park 1)

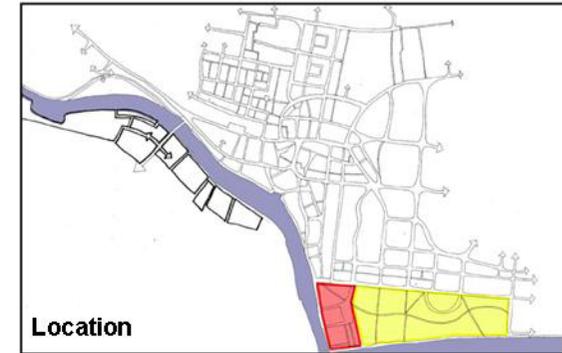
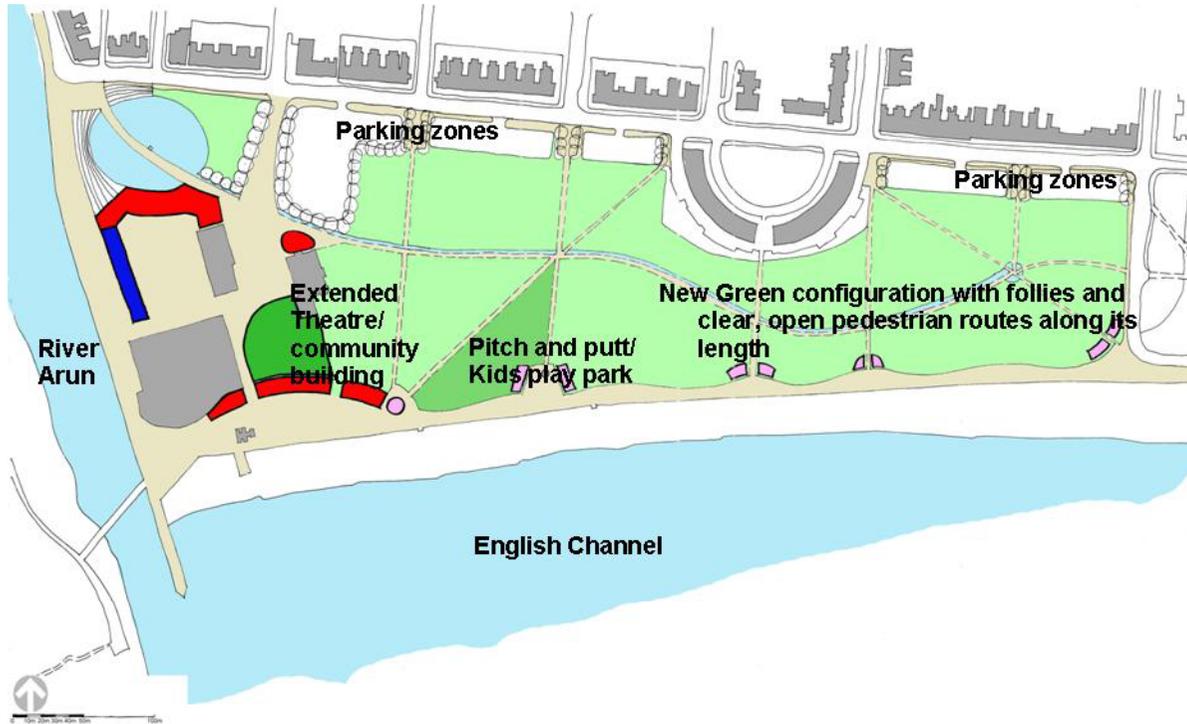
development overlooking Oyster Pond, a new hotel overlooking the river and a new theatre and community building adjoining the public house.

Option two is similar to Option one but also proposes the replacement or rationalisation of the current Harbour Park amusement activities with a proposed new hotel and casino complex.

Option Assessment

Option Assessment Criteria	
Economic	The proposed focus of this area is as a visitor and entertainment destination, boosting the tourism economy, providing employment opportunities and increased visitor spend. Option 2 provides a greater level of development and activity than Option 1.
Environmental	The proposed reconfiguration of the Green significantly improves the environmental amenity of this area, with enhanced access, pedestrian routes, car parking arrangements and recreational uses. The Harbour Park environment would be improved by more cohesive, high quality development with clear pedestrian routes through the scheme.
Community	The community benefits of the proposals outlined for Harbour Park would be major, with improvements to the Green, potentially new theatre and community facilities and a new direct link with the West Beach.
Deliverability	Development in this area will clearly be sensitive, with open space reallocation issues and the relationship with the West Beach. However, development is concentrated on previously developed areas and is broadly consistent with existing uses in these areas. Much of the proposed development in this area is public sector rather than market driven and will be reliant upon securing the necessary public sector funding. Subject to such funding being secured, this development could move forward in the short to medium term. The commercial redevelopment of Harbour Park will be market led and is likely to be a medium/long term project. Developing and up-grading visitor attractions and realising the town's potential as a day visitor destination will need a concerted visitor marketing and promotional exercise to change perceptions and attitudes to the town.

4 the masterplan—the green (with oyster pond/harbour park 1)



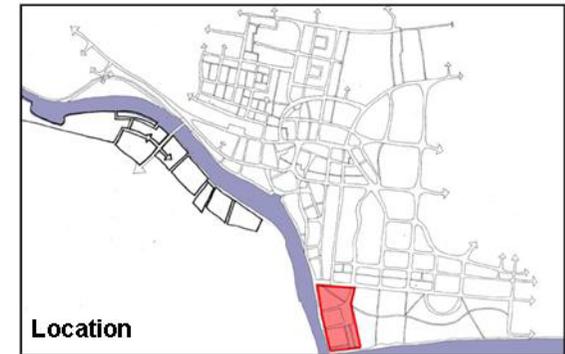
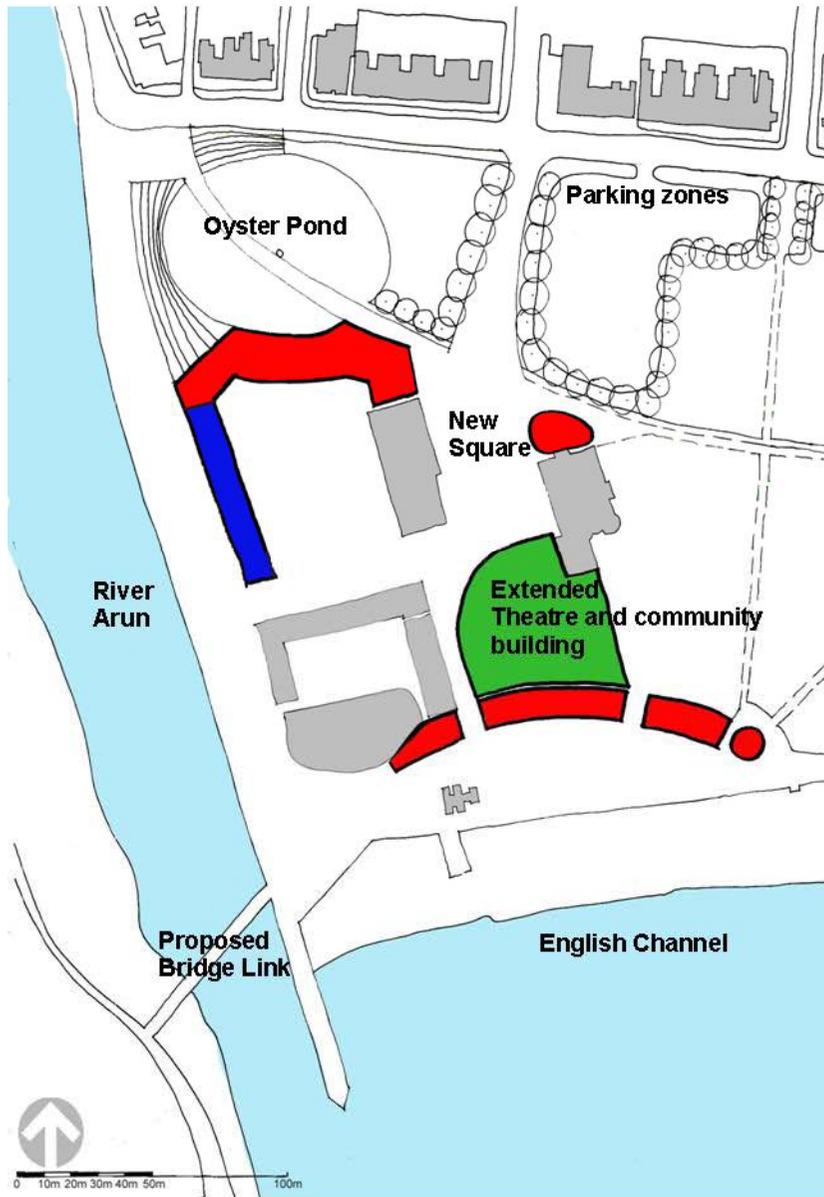
Location

Key:

- New concessions
- Retail/retail led mixed use
- Leisure
- Hotel

(m ²)	SITE	FLOORS	AREA
Retail/A3	3545	1	3545
Theatre	2540	1	2540
Hotel	1480	2	2960
	over retail	2	2400
	TOTAL AREA		11445

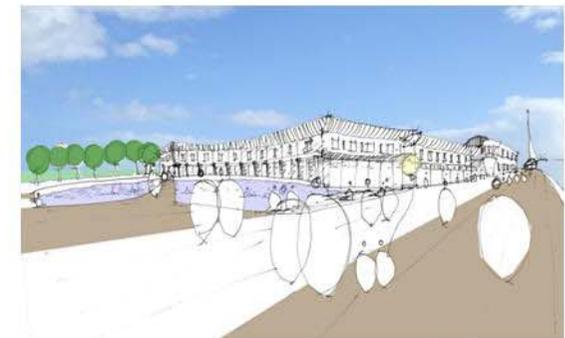
4 the masterplan—oyster pond/harbour park (1)



Location

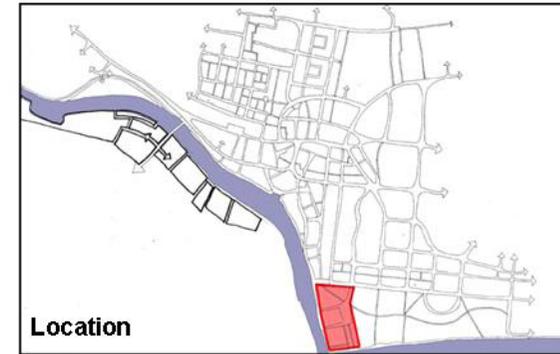
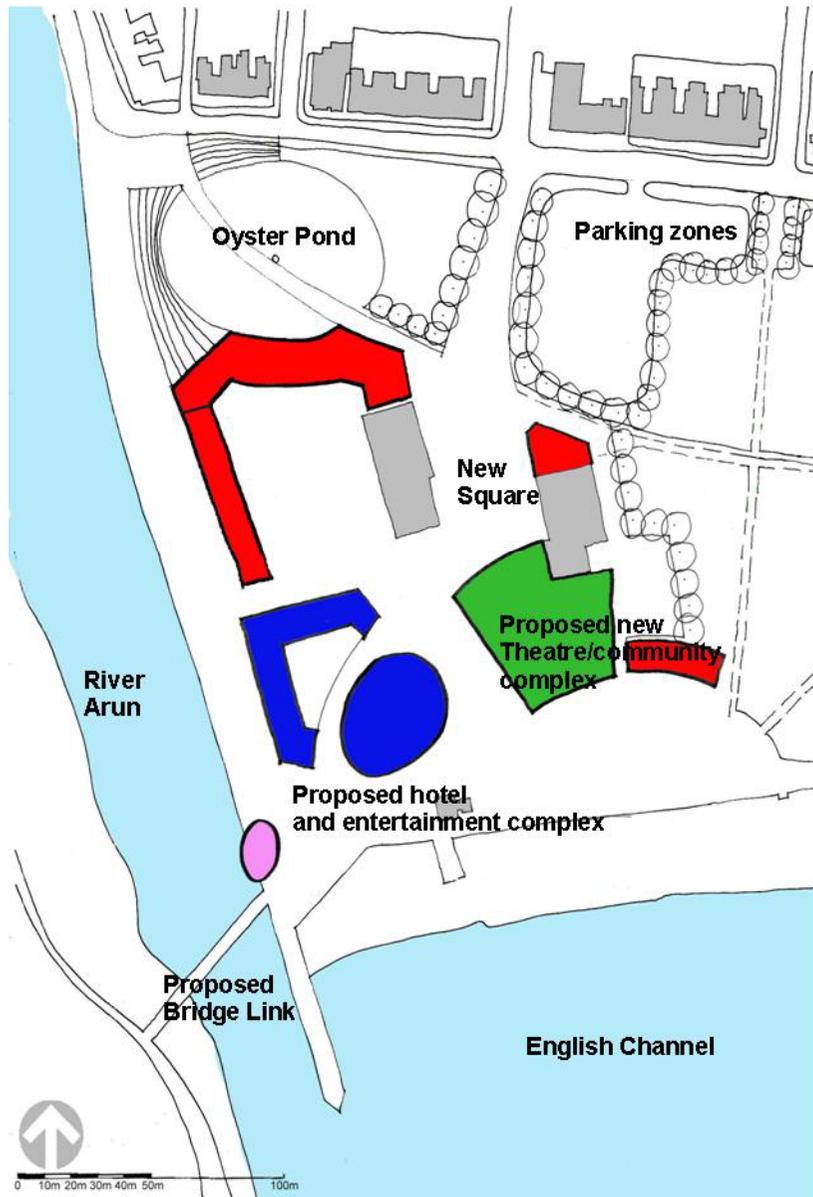
Key:

- Retail/retail led mixed use
- Leisure
- Hotel



(m ²)	SITE	FLOORS	AREA
	Retail/A3	1	3545
	Theatre	1	2540
	Hotel	2	2960
	over retail	2	2400
	TOTAL AREA		11445

4 the masterplan—oyster pond/harbour park (2)



Location

Key:

- Retail/retail led mixed use
- Leisure
- Hotel/Entertainment complex
- New concessions

(m ²)	SITE	FLOORS	AREA
Retail/A3	1200	1/2	1840
Commercial	over retail	2	2200
Theatre	3000	1	3000
Hotel/casino	2220	3	6660
	TOTAL AREA		13700

4 the masterplan –other development opportuni-

4.6 The Civic Centre

This site comprises the St. Mary's surface car park and its environs. It is currently a well utilised public car park.

Development Rationale

No significant development is proposed in this area. Whilst the public car park in this area is clearly popular, it diminishes the setting and appearance of two of the town centre's most characterful buildings, the Town Hall and St.Mary's Church.

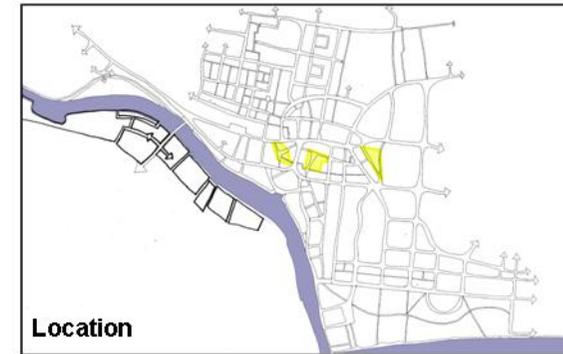
By redefining the space in this area there is an opportunity to improve the setting of these buildings and make the area into a highly attractive public space.

Option Description

The proposal involves predominantly landscaping works and environmental improvements to the car parking area and its environs. It also shows the potential replacement of the existing Town Hall extension with a new building of much higher design quality, more in keeping with its sensitive setting.

Option Assessment

Option Assessment Criteria	
Economic	Not applicable
Environmental	The proposed redefinition of this area significantly improves the environmental amenity of this area, with improved landscaping.
Community	The project would provide an enhanced public space.
Deliverability	This project would be public sector led and funded. It would need further feasibility assessment of the costs and benefits.

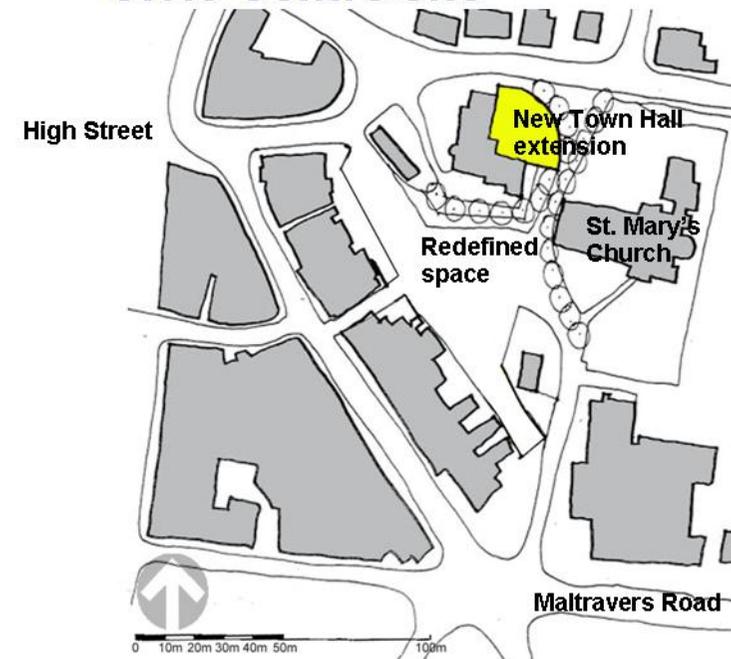


Location

Key:

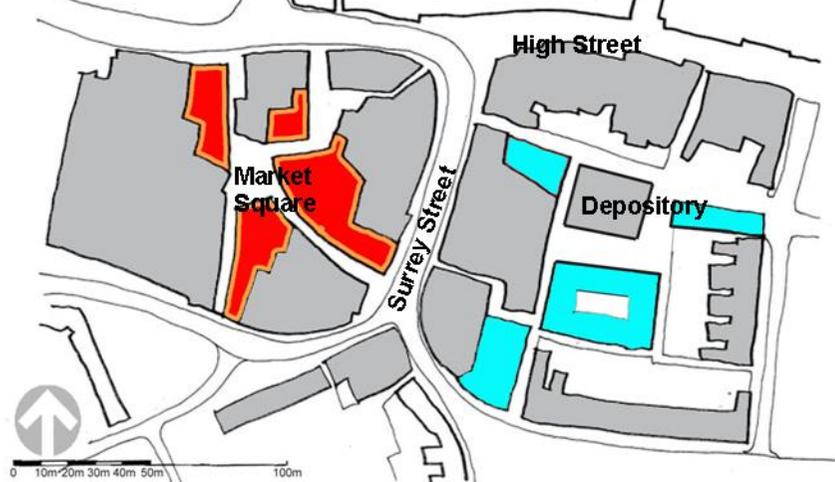
- Commercial—office
- Retail with residential above
- Mixed use

Civic Centre site



4 the masterplan –other development opportunities

The market and depository sites



4.7 The market and depository

These sites are located on either side of Surrey Street, behind the main frontages. They are pedestrian accessed back-land sites, but lie in important locations between the High Street and riverside. The Market site is currently unused. It is in a single private ownership. The Depository site comprises a large Victorian warehouse, a sports club and additional land. It is in a variety of ownerships.

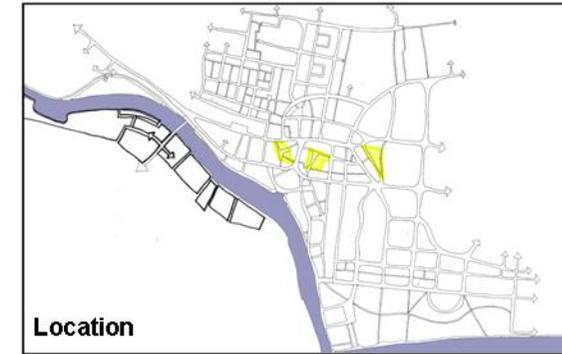
Development Rationale

The development of these sites provides an opportunity to create additional interesting pedestrian routes within the town centre retail core and small scale mixed use developments.

Option Description

The Market proposal is for a mixed use redevelopment with small retail units at ground floor level and residential apartments above. It includes a new pedestrian route between Terminus Road and Surrey Street.

The Depository proposal shows mixed use development of the depository building and squash club and the opening up of new pedestrian links to the High Street and Surrey Street.



Key:

- Commercial—office
- Retail with residential above
- Mixed use

Option assessment

Option Assessment Criteria	
Economic	The proposals provide the opportunity to introduce new uses into the town centre, enhancing the retail offer, introducing new living accommodation and including potential workspace.
Environmental	The proposals would regenerate unattractive backland sites and introduce new pedestrian routes and spaces.
Community	The proposals would provide new public spaces.
Deliverability	The Market proposal is relatively advanced in that a planning application is expected shortly for this site. The site is in a single private ownership and the prospects for early delivery should be good. The Depository site is a longer term opportunity which will be dependent on satisfactory relocation of some existing uses such as the Sports Club and land assembly.

4 the masterplan

4.8 Traffic and transportation proposals

4.8.1 Encouraging the use of public transportation

Encouraging the Use of Public Transport

Convenient, frequent and reliable public transport services are an asset in any location. However, the study of the public transport provision in Littlehampton and consultation with stakeholders has revealed that the local facilities offer a limited quality of service. These conditions are perhaps both the cause and result of the relatively low usage of public transport in Littlehampton and reflect the towns peripheral coastal location and at the end of a branch line.

The current level of bus and rail service provision should be improved in relation to frequency, reliability and hours of operation. But the possibilities for addressing the quality of the rail links is restricted due to limited network capacities and lengthy planning and implementation procedures. The bus services have more scope to improve their quality of services in the short to medium term. However, bus operators are run as commercial concerns and therefore the level of service offered is based primarily on the level of service demand. Due to a high car ownership rate in the area the demand for bus services is relatively limited and therefore bus operators see little benefit in offering high service frequencies on all but the most popular routes. As a result of this, of course, people are encouraged to invest in private cars rather than to rely on public transport.



Figure 43 - Station interchange

Despite these obvious limitations to influence the frequency and reliability of rail and bus services in Littlehampton, there is significant scope to address the quality of the local public transport provision in order to encourage more people to use it. The proposals outlined below are subject to approval by the relevant operators and other stakeholders.

The Rail Station as a Public Transport Interchange

It is proposed to redevelop the Rail Station as an identifiable Public Transport Interchange raising its profile in Littlehampton. This would involve comprehensive alterations to the area immediately in front of the Station at Terminus Road with an extended canopy across the bus stop relocated from its current location further down Terminus Road. Improved seating and information facilities would enhance the waiting environment for bus and rail passengers and those waiting to be picked up by taxi or private cars. These measures could enhance the whole station environment and, combined with an improved pedestrian crossing facility across Terminus Road, could take up the role of a 'gateway' into the Town Centre for all traffic coming from the West.

This improved rail and bus interchange would enhance the conditions for passengers and could also be incorporated into the core route of the demand responsive bus service proposed below.

Bus Stops at Anchor Springs

The quality of the environment of the current bus stop and waiting facilities at Anchor Springs is unattractive and unsuitable for encouraging additional bus passengers. Therefore it is proposed to relocate the waiting facilities towards St Martin's Road where they would form part of the proposed redevelopment of St. Martin's Car Park. Modern, well lit and weatherproof shelters situated at the edge of a new square in the heart of the Town Centre would allow passengers to enjoy a much more attractive environment when using the bus services.

Evening Bus Services

The Littlehampton Vision and Masterplan seeks to encourage an attractive night-time economy for all age groups. However, the current bus timetables do little to encourage more people to travel into Littlehampton Town Centre or to the seafront by bus. Revision of those service

4 the masterplan

timetables for the evening hours whilst raising visitors' awareness of the advantages of travelling into Littlehampton by bus for evening entertainment would do much to help in this regard. Extended bus operating hours could have a positive impact on both passenger figures and Littlehampton's night time economy.

Demand Responsive Buses

Demand responsive bus services operate as local services that provide bus links in areas not served by existing, commercially run bus routes. The vehicles used usually seat around 15 to 20 passengers and on demand can divert from a set core routes to pick up passengers from locations not otherwise served by public transport. Such requests could be registered with a dedicated call centre or, on a more flexible basis, by the driver who could react to requests for divers at short notice.

The introduction of demand-responsive buses could offer an innovative and flexible bus service that improves transport provision and could boost bus usage in Littlehampton. The route could link the residential areas of Littlehampton with the 'Rail & Bus Interchange', the Town Centre, the Civic Centre and potentially the Seafront and other key destinations.

Journeys are likely to be made to common destinations such as the Town Centre, the High Street in particular, the Civic Centre, the Rail Station and similar facilities. The service could be combined with journeys to local schools. A 'Hoppa Bus', could complement existing bus services, open up new areas for public transport and offer an attractive and flexible alternative to the private car. Demand responsive buses offer a real chance to promote access to employment, education, healthcare and other facilities. The main passenger base could comprise commuters and school children at peak times, and older people as well as those economically, socially or mobility disadvantaged for shopping, health appointments and leisure at off-peak times.

In urban areas the aim commonly is to relieve deprivation and segregation by offering those without access to a car an alternative mode of transport to visit local services and facilities. In rural areas the concept is often used as a tool to maintain or improve bus patronage or as a way to offer bus

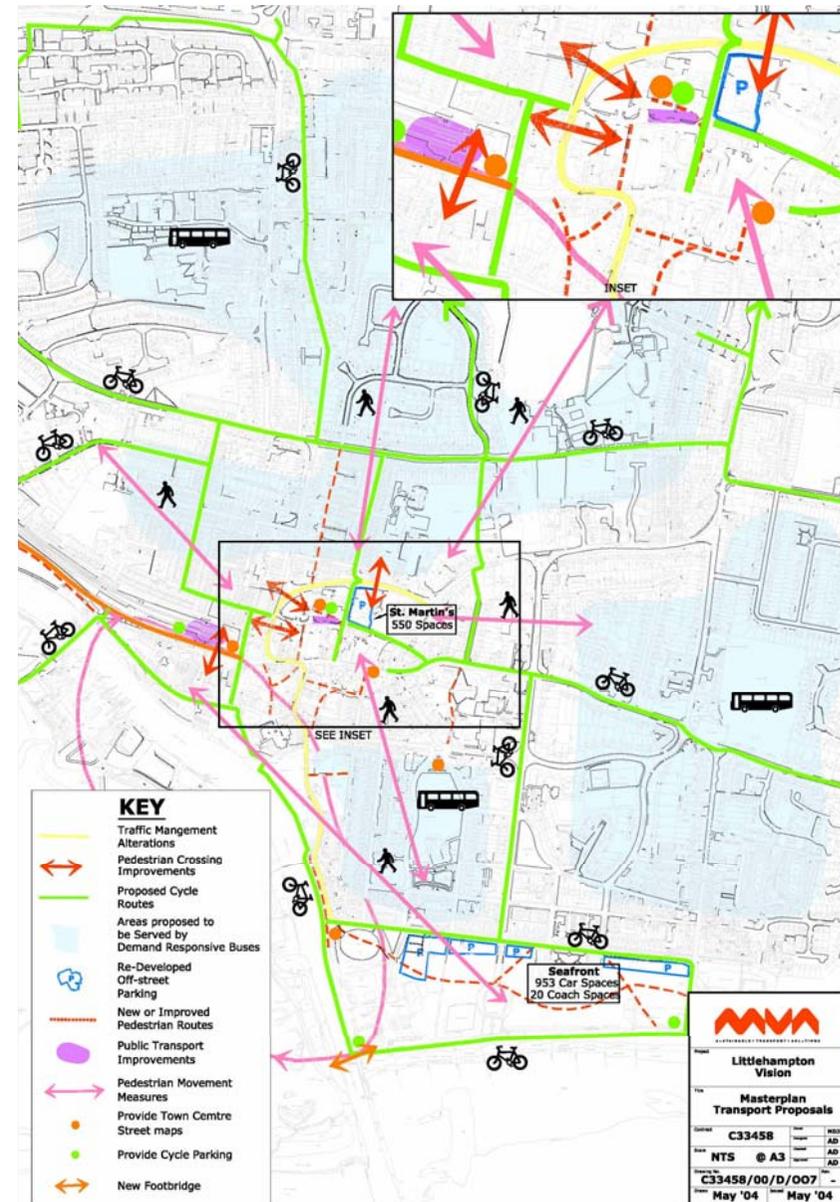


Figure 44 - Transport Proposals Map

4 the masterplan

services where other services are not financially feasible. Due to the nature of Littlehampton both aims could be addressed here.

Experience from other regions has shown that demand responsive bus services have increased bus patronage and users report that, despite initial scepticism, the 'Hoppa' service has made significant and positive contribution to their mobility.

4.8.2 Traffic Management

The pedestrianisation of High Street and the organisation of traffic flows around Littlehampton Town Centre have been designed to create an attractive shopping environment. The High Street environment has been significantly enhanced through these measures. The construction of Franciscan Way acting as an inner bypass, and introduction of local traffic management measures including several one-way roads has relieved traffic congestion.

The conditions that were the basis for this traffic management framework have changed over the years and it is now time to re-assess current arrangements.

Franciscan Way

Franciscan Way was constructed as a 'mini-bypass' to relieve the High Street from major traffic flows which occurred in Littlehampton's Town Centre before the upgrading of the A259 and the construction of the Littlehampton bypass. Following the improvements of the South Coast Road the current capacity offered by Franciscan Way is now no longer required.

In its current form Franciscan Way forms a major barrier to pedestrian and cycle movements between the Town Centre and the surrounding residential area. It is therefore proposed that as part of the redevelopment of St. Martin's Car Park (see further detail below) Franciscan Way should be reduced in width with some road space being re-allocated to provide wider footpaths and cycle lanes. Pedestrian crossings should be repositioned to meet pedestrian desire lines.

Surrey Street and Pier Road

Surrey Street is currently one way northbound, thereby channelling all traffic coming from Terminus Road along Franciscan Way around the north of the Town Centre and away from it. As result, and in combination with the current land uses around St. Martin's Car Park, motorists entering Littlehampton from the west will have driven around the Town Centre possibly before identifying where the central retail area and the main hub of activity within the town lies.

Pier Road to the south of Surrey Street is in effect an extension of Surrey Street. Running along the River Arun this road carries traffic in both directions before it connects to South Terrace near the Seafront. Pier Road, and particularly where its corridor narrows at its southern end, can get very busy and at times congested during the summer months. The pedestrian environment and the conditions for cyclists along this proposed Sustrans cycle route are unsatisfactory and in need of improvement.

It is proposed to review the traffic management along the stretch of these two roads with a view to reversing the flow of traffic on Surrey Street to one way southbound operation and continuing this arrangement further south along Pier Road. This could have a number of advantages:

- motorists coming from Terminus Road could drive down Surrey Street and instead of being diverted around a large car parking site the attention could be drawn to the retail core on High Street and along Surrey Street;
- a one-way direction of flow on Pier Road would give scope for widening the footpath and/or introducing a cycle lane along this road. The measures could improve the quality of the pedestrian and cyclist environment in this location significantly; and
- in addition these changes in traffic management would allow traffic coming from the west to reach the Seafront more swiftly without being diverted around Franciscan Way and a longer route around the east of the Town Centre before finally reaching the Seafront. As the flow of traffic would split at St. Martin's Church it could also

4 the masterplan

move from Surrey Street eastwards through New Street to the eastern parts of Littlehampton.

However, a detailed study of resulting traffic movements would be needed in order to access the potential impacts these measures might have on the wider traffic distribution, the pedestrian and cycling environment and local retail activity.

4.8.3 Car parking

Littlehampton has an adequate number of surface off-street car parking spaces in or near the Town Centre and at the Seafront. Whilst their current form and location is very convenient for motorists, the location and character of some of the car parking sites have a negative impact on the townscape. That land could be used more efficiently.

St. Martins Car Park

St. Martins Car Park is located close to the High Street and adjacent to a major supermarket. In combination with the car parks at Avon Road and at Anchor Springs this area currently provides 330 car parking spaces. At present these are well used but their character and particular that of St. Martin's does not give a favourable first impression to any visitor travelling along Franciscan Way with the Town Centre hidden from view. The Masterplan proposes that this site should be redeveloped with new residential, retail and leisure developments and a new square. The car parking spaces of all three current sites could be re-provided in a multistorey car park with 550 spaces adjacent to the supermarket.

The Green

Car and coach parking on The Green is provided in three separate areas. The West Green car park provides 457 spaces, Banjo Road parts 25 cars and 20 coaches and at the East Green 378 car parking spaces are provided. The current layout of car and coach parking on The Green at the seafront affects the whole character of the space by effectively dividing it into sections. As part of the proposed redevelopment of the Oyster Pond and Harbour Park area it is also proposed to relocate the car parking spaces at Banjo Road and East Green to the South Terrace. Whilst the number of spaces relocated to the South Terrace would be the same as in their current locations, around 90 additional spaces would be created at

West Green to cater for the proposed new hotel. No new spaces would be necessary for the casino as this will be operating predominately at night-time when other activities at seafront would have come to an end and sufficient car parking space would be available. Through these measures The Green would once again present itself as an uninterrupted space for recreation.

Following these measures car parking provision in Littlehampton would present themselves as follows (it is notable that the Masterplan retains the existing number of car parking spaces and creates additional capacity):

Off-Street Car Parking Sites	Current Provision (number of spaces)	Proposed Future Provision (number of spaces)
St. Martin's	216	550
Avon Road	83	
Anchor Springs	31	
West Green	457	550
Banjo Road	25 cars & 20 coaches	403 & 25 coaches
East Green	378	
Manor House	114	114
Surrey Street	63	63
Total	1367 & 25 coaches	1680 & 25 coaches

4 the masterplan

4.8.4 Improving the Walking Environment

Littlehampton offers ideal conditions to make walking a feasible and attractive mode of transport. Its flat topography and closely knit fabric creates relatively short distances between key destinations and the residential areas. Despite these positive features walking in the town is not as popular as one might expect as an analysis of the local travel mode share reveals. The car is dominant as a mode of transport in many respects with walking and cycling being under-represented.

In line with the general Vision for Littlehampton it is proposed to promote walking as a purposeful travel mode by improving conditions for pedestrians. The current traffic management, layout of roads and crossings, environmental conditions including lighting, signage and in some places the townscape are not suitable to encourage residents and visitors to walk to the rail station, the Town Centre, the seafront and other key destinations. Visitors in particular are poorly served for as town centre direction signage is very limited.

In order to address these weaknesses it is proposed to improve the walking environment by:

- Improving crossing facilities along key routes in line with known desire lines;
- Improving signage for direction to key destinations. This could include a guided route around Littlehampton's key destinations and favourite sites;
- Enhancing lighting and environmental conditions along key routes;
- Introducing additional seating at favourite sites and other locations as a place to rest for the elderly and mobility impaired;
- Addressing the connection through residential buffer zone;
- Rearranging off-street parking in town centre and at seafront.

In order to capitalise on the attractive environment around the River Arun it is proposed to add additional sections to the Riverside Walk on the East Bank. Furthermore a new footbridge is envisaged at the mouth of the River Arun as a means to improve the links between the East Bank and the

West Bank. With these additions to the walking infrastructure pedestrians would have the opportunity to follow a circular routes connecting the Transport Interchange with the Town Centre, the Arun, the Seafront, the West Bank and back towards the River and the Interchange thereby providing a completely new alternative of movement on foot through Littlehampton. Along this route clear signage should be provided for direction, information on local key sites and possibly historical background. In addition to this the installation of seating for resting and relaxing along this route and at other key links throughout the Town Centre would provide a further incentive to walk when visiting the Town Centre or exploring the sites. This is particularly important for the elderly and mobility impaired.

4.8.5 Promoting Cycling

Littlehampton could potentially offer ideal cycling conditions for the same reasons as for walking. However, the number of trips made locally by bicycle is low. Cycling could represent the ideal form of transport for many local residents living around the town centre and also for tourists visiting the town and the region. Cycling is also a mode of transport which is more affordable for low income groups present in Littlehampton. It also forms an ideal means of getting around for children and teenagers.

There are a number of measures that can be taken to promote cycling in Littlehampton:

- Continue the program of construction of new cycle lanes;
- Improve crossing facilities on key routes;
- Install additional cycle parking facilities, particularly at the rail station, in the Town Centre and at the Seafront;
- Continue the West Sussex County Council's "Safe Routes to Schools" program by focussing additional safety measures on these routes;
- Investigate the possibilities of introducing contra-flow cycle lanes in one-way roads.

4 the masterplan

4.9 Short term projects

Achieving the revitalisation and development potential of Littlehampton will take time. We have set out a number of major development opportunities, which together will generate a wealth of investment opportunities and improve prosperity and the quality of life of those who live, work or operate businesses in the town.

Within this section, we set out a number of programmes and projects that can be developed in the short / medium term which meet the vision and objectives and will re-invigorate the town as an investment location. Many of these programmes are likely to be dependent on public intervention.

Environmental improvements

There have been some specific improvements in the visual appearance of the town, specifically in the High Street. Clearly, there is a need to create an attractive mix of things to see and do and an ambience based on the way the facilities are presented. In order to attract and sustain the right mix of facilities, the infrastructure has to be well planned and of the highest quality. The Councils and partners need to consider how to improve the physical environment of key destinations – the town centre, riverside and seafront – removing eyesores, improving the public realm and creating a new image for the town.

Some of these works can be undertaken by individual developers as part of the major development schemes proposed, but partners will need to identify a set of design principles which will create a coherent image for the town.

The public realm along the East Bank is already benefiting from private sector investment and the increased public spending and design style that has been incorporated within the area.

We recommend that a Quality Streets programme is implemented for key routes in the town, including High Street, Bayford Road, Pier Road, Franciscan Way, Terminus Road and Beach Road. This will ensure there is a general up grading of standards to provide clean, safe and memorable streets. Initiatives could include:

- Greening of main pedestrian routes;
- Up-grading lighting near the core leisure hub (Harbour Park) and along the riverfront;
- Utilising public art and distinctive street furniture at the gateways and focal points, which will transform the town's image and in the process involve local artists;
- Maintaining a high standard of cleanliness.

Creating gateways

Up-grading the appearance of gateways in the town will be an important early priority, which could involve greening, more imaginative lighting and the use of public art. Specific initiative could include:

- Setting up a joint initiative with Network Rail and South Central and Stagecoach to upgrade the appearance of the station concourse so it provides a better welcome to visitors;
- Better defining the routes into Littlehampton along Bridge Road, Arundel Road and in particular East Street/Horsham Road to aid way-finding around the town and helping define the town centre;
- Visual landmarks along the coastline;
- Easy visual access from the marina to the town centre and it's attractions.

Visitor promotion

Maximising the town's potential as a day visitor destination will be achieved by:

- Developing an new image for the town that encapsulates its key selling points – the River Arun, seafront and close proximity to the South Downs;
- Concentrating public relations activity on raising the profile of the town in the wider market place;
- Maximising the use of the extensive open spaces – specifically the Green – as venues for events and festivals;
- Ensuring visitors receive a warm welcome and consistent quality of services throughout the town;
- Improving signage and information points throughout the town, specifically at key areas of activity.

4 the masterplan

Improving movement between the East and West Bank

The West Bank has been identified as an area of opportunity to create a prosperous, lively and distinctive tourism and leisure destination. Currently, access between the East and West Bank is via a pedestrian bridge next to the Arun View. In terms of creating a critical mass of activity in the tourism and leisure sector, better infrastructure provision need to be put in place to improve access and movement between the east and west bank.

The existing footbridge, as the primary route between the West Bank and the town, would become the focus for access and movement between the two destinations. The existing bridge would be enhanced to provide an important new gateway link between the two distinct areas.

In addition, we propose a new pedestrian footbridge is developed at the mouth of the river Arun to connect the core seafront hub of activity to the West Beach. Clearly, there are environmental considerations in terms of managing movement within a sensitive environment, but the additional pedestrian connections will provide significant economic benefit in attracting more visits / visitors between the area. The new pedestrian connection would enable the creation of a unique pedestrian route around the west and east bank.

An opportunity exists to develop an iconic new pedestrian bridge, which could become a symbol of the regeneration of the town.

A detailed technical and financial appraisal will need to be carried out to assess the viability and economic benefit of a new fixed link.

Town centre management

There is a need to build on and extend the role and remit of the Littlehampton Town Action Group to improve the overall management and maintenance of the town.

Retail Strategy

We consider that the aim of the retail strategy should be to capitalise and build on the town centre's existing strengths and create a distinctive identity and experience that is different from that provided in the surrounding, larger retail centres. We do not consider that the strategy

should be focused on seeking to substantially increase the critical mass of retailing in the town centre, thereby changing its role in the retail hierarchy, but rather to create diversity as a part of a comprehensive set of improvements to reinforce the mixed-use nature of the town centre.

Physical improvements to the retail environment and retail image of the core town centre area to make it more attractive to shoppers, retailers and investors. This could be a relatively quick and inexpensive means of starting to change perceptions and improve customer satisfaction.

Aim to promote and market the existing retail offer more extensively to increase its profile. There is a lack of awareness as to the extent of the existing retail offer in the town centre, particularly the independent/ specialist offer. A strategy to promote stores collectively and discover the extent of retailing in Littlehampton, through information leaflets and town plans etc detailing the extent of the retail offer, could be explored.

Seek to support local retail businesses through central advertisement, training schemes to meeting existing skills gaps, for example book keeping, range of computer courses, training in window displays etc.

Emphasis on promotion / advertisement of a quality customer service in order to encourage brand loyalty and repeat business. Encourage independent retailers to introduce loyalty schemes / take interest in improving existing offer / appearance of store / window displays through training and competitions, for example.

Aim to strengthen the specialist / independent retail offer which adds variety and distinction to the town centre. Continue to encourage and promote Littlehampton in particular for specialist and independent retailing.

5 the west bank

5.1 Introduction

In parallel to the visioning work, a study commissioned by Arun District Council in partnership with SEEDA, has been undertaken looking at the West Bank area of the town. The purpose of the study, undertaken by Terence O'Rourke, has been to investigate future development options for this important but sensitive area of the town.

This section of the report presents a summary of the main findings of the study including outlining some core principles and development options for the West Bank. Clearly, there are some fundamental issues in terms of physical and environmental considerations as well as policy issues that will need to be addressed in delivering any comprehensive redevelopment of the area. However, during the visioning work the West Bank has been identified as a major regeneration opportunity area for the town.

5.2 Context

The West Bank is located within two of the most deprived wards in the South East, Littlehampton River and Littlehampton Ham. Regional Planning Guidance (RPG 9) includes the town as part of the Sussex Coastal Towns Priority Area for Economic Regeneration, and a key objective is to encourage economic development and regeneration of this area.

Policies in the current Deposit Draft of the Structure Plan Proposed Modifications support the reuse of underused and brownfield land. The Structure Plan also supports the approach set out in the Vision for the Future of Littlehampton Harbour. This document outlines a framework to ensure the continued existence and development of the Harbour as a commercial and recreational port with land for port use to be safeguarded for that purpose. It also aims to improve the economic and environmental

links between the town and the Harbour, and to maintain the port's infrastructure. It states that it is important to retain the capacity of Littlehampton for the import of aggregates, and an allocation of a wharf for aggregates imports is made in the Minerals Local Plan.

This is in line with Local Plan policy and wider strategies, which seek to maintain, improve and develop the marina and recreational facilities. More specifically the Local Plan considers there to be an opportunity for boat building and other marine related commercial uses, including a new wharf for dredgers and imports. It argues that the use of riverside land for housing, rather than marine use, would squander a scarce resource.

Previous discussions with commercial agents indicate that there is limited demand for commercial premises on the West Bank as there is a good supply of cheaper property with better access on a variety of industrial estates elsewhere in the local area. This is borne out by the level of vacant property and suggests that a more mixed-use approach will be needed to secure economic regeneration.

5.3 Land ownership

The West Bank is in multiple ownership, and this has major implications for achieving consensus and for a future delivery strategy. The variety of land ownerships also highlights the need for a comprehensive strategy/development brief to release the full economic potential of the area. There are however three key ownerships which will be critical to the implementation of a comprehensive development brief/master plan.

- Arun District Council,
- Osborne's of Arun and
- Hillyards.

5 the west bank

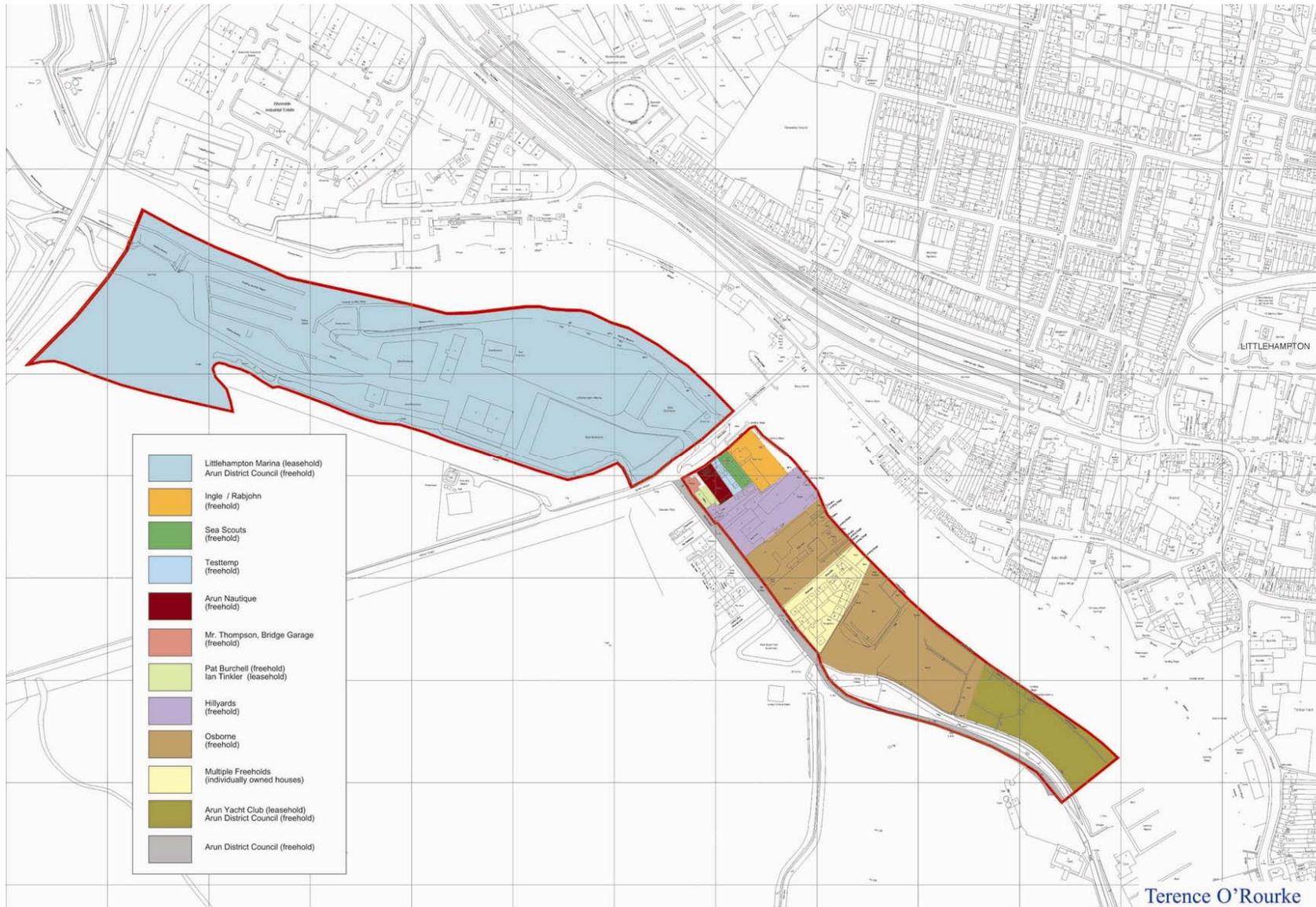


Figure 46 Land ownership plan

5 the west bank



Figure 47 Land uses

5 the west bank

The long length of the lease held by Littlehampton Marina (from ADC) effectively requires them to be considered as a fourth landowner. Landownership is shown on Figure 46.

5.4 Uses and Activities

The site is considered in terms of three distinct areas ; the southern area, comprising Osborne's boatyard, the central area with a mix of uses and the marina to the north. Figure 47 shows the distribution of land uses.



Figure 48 West Bank looking south from pedestrian bridge

Southern Area

Osborne's boatyard occupies most of the southern area of the site. It comprises a number of buildings (offices, workshops and boatyards) of varying quality. The only marine related activity comes from Arun Craft who lease the northern boatshed (No 16) on a "no activity no rent" basis.

The main offices fronting the Rope Walk are occupied by Osborne's, but there is relatively little commercial activity. The premises are in reasonable condition but of very basic quality. Other occupiers (at the time of survey) included shopfitters, engineering workshops, waste extraction company and general storage space. Overall there are a significant

number of vacant workshop areas, predominantly large 'warehouse' type sheds in poor condition. These are generally unsuitable for commercial use. Those which are in use are often for storage as noted above, and only in temporary use. An initial demand assessment, carried out as part of this study, indicates that there is little interest in these properties.

There have been previous comprehensive schemes proposed for this area providing a mixed use approach and including residential development, but these have not been progressed. We are aware however that there is a desire to enhance the quality and commercial attractiveness of this area, and that this could be brought forward as part of a comprehensive scheme for the West Bank.

This southern area also includes residential development known as Canadian Village and Arun Yacht Club. Further south underutilised land and mudflats stretch to the coast.



Figure 49 Mudflats



Figure 50 The central area

Central Area

Most occupiers are clustered in the central area of West Bank, immediately south of the footbridge. There is a core demand from existing occupiers, but relatively little 'marine related' employment. The

5 the west bank

two larger general 'engineering' occupiers, namely Testemps and Burchells Design & Printing, along with Bridge Garage, have no direct connection with boat building or other marine related activity, nor could they be considered to contribute to the historic character of the area. At the same time it should be emphasised that they are not detrimental to its current character and that they bring valuable employment to the West Bank. None of these occupiers have indicated any desire to relocate, neither have they indicated that there are any future plans for growth or investment.

The sea cadets occupy a fairly old building which is unsuited to their needs. They would prefer purpose built premises but have very limited funds available. They do however own the freehold to the premises which could generate some value as part of a wider redevelopment. Their priority is to retain reasonable access to the river in order to undertake the training of their cadets.

Cunningham Offshore Racing have a strong history of specialist boat building but actual boat related engineering has declined and operations ceased completely whilst this study was underway. Arun Nautique and Arun Craft are relatively small scale operations but contribute to the character of the West Bank.

Hillyards is a boat building and repair company founded in 1903 in Littlehampton. Whilst boat building decreased and the company shifted to repair and refitting, the Hillyards name continues to have a resonance in the sailing community.

The company, now managed by Simon Cullingford, a relation of the Hillyard family, has recently formulated a business plan together with Aruncraft, with whom they work closely and who currently occupy part of their yard. Their future plans relate to their current site where they would

like to remain, and would be privately financed.

Although there will remain a degree of uncertainty regarding the long term future of the activities undertaken by Hillyards the following points are of relevance:

Hillyards own the freehold of the site, the business plan has apparently received financial backing and planning permission has been granted, they undertake marine related engineering uses which are being promoted by SEEDA and ADC, and they are not seeking public funding.

On this basis there does not seem any reasonable grounds for opposing the scheme. The objective should therefore be to incorporate the Hillyards proposals into the wider redevelopment proposals, whilst encouraging sufficient flexibility to allow the reuse or conversion of the new premises should this be required in the longer term. By promoting compatible uses on the West Bank the development brief can also help to secure the longer term viability of Hillyards, along with Arun Craft and other marine related businesses.

The western side of Rope Walk is characterised by a small number of residential units and chalets

Northern Area

To the north of the footbridge is a marina leased from Arun District to Littlehampton Marina. The existing facilities include around 100 berths. However, due to its location on a narrow stretch of navigable waterway, poor outlook, limited amenities and other competitive disadvantages, it has struggled to maintain an attractive offer to boat owners. It also does not provide for visitors. There is a relatively high level of 'churn' with some 20% of users leaving the marina and being replaced each year.

5 the west bank

The evidence suggests that those leaving the marina are at the higher end of the market, and are seeking more prestigious moorings to reflect the investment in their boats.

Littlehampton Marina does not however currently see the marina as the key source of future income. Indeed other commercial activity is seen as necessary to subsidise the marina operation. Expansion and diversification has occurred through a mix of activities such as caravan park, general storage, workshop and industrial space, in addition to the investment in the marina operation. This investment has included a new retail unit/showroom, which was not a commercial success. The refurbished commercial space has also proved difficult to let.



Figure 51 Littlehampton Marina

5.5 Physical Environment

There are important areas of cultural heritage and ecological importance within and around the West Bank. Of particular note, whilst outside the study area are:

- Climping Beach Site of Special Scientific Interest (SSSI)
- Littlehampton Golf Course and Atherington Beach Site of Nature Conservation Importance (SNCI)

It is also critical to note that the West Bank lies within the floodplain and that the Environment Agency requirements in terms of flood alleviation have become more stringent over the course of the study. Detailed measures can only be agreed with the Environment Agency once land uses are agreed and would need to be considered as part of a more detailed scheme.

Cultural Heritage

There are no listed buildings within the West Bank but there are two main buildings of historic interest on the site which should, if possible, be retained and incorporated into any redevelopment proposals. These are Osborne's Rope House and Hillyards Boathouse (see Figure 52).

In addition the Hillyards workshops are of interest but are partly demolished and the Arun Canvas & Rigging unit is in need of extensive modernisation and this may restrict their potential for reuse.

Immediately south of the footbridge there are a number of 'sound' and in some cases attractive buildings which are in productive use but which do not necessarily contribute to the historic character of the area. In the longer term there is no particular reason why these buildings need to be retained. It is however important that this central area of the site respects its heritage.

5 the west bank



Figure 52 Building summary

5 the west bank

Natural Heritage

Littlehampton Marina is heavily disturbed by human activities, and the boating activities are believed to pollute the water locally. As a result of this disturbance and pollution, the mudflats in the vicinity of the marina are not well used by waders.

The woodland along the western and southern edge is recent in origin and is likely to be of very limited ecological value.

The central area of the West Bank contains small, isolated areas of shallow intertidal mudflat on artificial substrates. With the exception of the potential for roosting bats in disused buildings this site is of very limited ecological value.

The southern area of the West Bank is the most environmentally sensitive. Whilst the intertidal habitats present on this site did not qualify for selection as a local nature reserve in the local plan, a range of saltmarsh communities are present and are of local nature conservation value. In addition, the area also supports a significant area of relatively flat and open intertidal mud, potentially suitable for feeding waders. Part of this area, known as the Island, also supports a small population of common lizard. Although the future ecological value of the Island may be in question (Arun Yacht Club have planning permission that includes the use of this area as informal public open space), ecologically this site is the most constrained part of the study area.

Environmental Implications

The design of any re-development proposals will **ideally** need to consider the following issues:

- avoidance of dredging and reclamation activities
- retention of 'soft' intertidal habitat rather than hard engineered surfaces (concrete etc)
- areas left/structures incorporated into the design to provide high-water

roosting opportunities for birds

- avoidance of activities which further pollute the watercourse

Assuming no roosting bats are present on any of the three sites, the desktop study carried out shows that the central area is least constrained by ecological features. The redevelopment of the marina will need to consider the retention of intertidal habitat where possible, as well as the risks of noise, visual and water pollution. The southern area presents the greatest ecological constraints to redevelopment because it supports habitats of a significant size compared with other sites in the estuary.

As noted, specific flood defence/alleviation measures will need to be agreed with the Environment Agency at the appropriate stage.

5.6 Key principles for development on the West Bank

On the basis of the above assessment, the following principles are considered to represent the key criteria for the successful regeneration of the West Bank. The principles have been tested with landowners and at the public consultation exercises. They are:

- Promoting viable employment uses
- Retaining boat building/marine related uses
- Respecting the heritage of the area
- Promoting/enhancing the physical environment
- Improving links with the town centre
- Complementing the retail/leisure offer of the town centre
- Promoting public access to the riverfront
- Promoting recreational activity
- Creating a viable/deliverable framework

The intention is that these should be used to test the suitability of possible

5 the west bank

development options.

5.7 Development options

In accordance with the above principles, a number of different uses have been considered, and the following are considered to be key drivers of future redevelopment on the West Bank:

An enhanced marina

A new marina of sufficient critical mass to change perceptions of Littlehampton as a destination, is seen as critical to attracting more visitors to the town and to supporting more viable marine activity on the West Bank.

For many years the central south coastal area bordered by Poole Harbour to the West and Chichester Harbour to the East has served as the primary and most desirable location for the UK marine industry and boat owning public. To a great extent this remains the case, but the supply of marina berths and moorings in this coastal sector can no longer meet the growing demand and boat owners and established marine businesses are now seeking out sites previously and traditionally identified as secondary locations.

For this reason locations such as Littlehampton now have the potential to attract interest from boat owners seeking berths and moorings in safe and secure surroundings but still within a day's sail of the Solent.

Geographically, Littlehampton is well placed to capture an element of the market but a step change will be required both in terms of the level of facilities provided and the surrounding environment, before the town can expect to compete for the customer base. A limited survey of former users of the existing marina found that improved facilities, particularly for the

social element of sailing, (including pubs, bars and restaurants) would encourage more boat owners to consider Littlehampton.

Price will always prove a factor but in addition, certain fundamental criteria must be met before Littlehampton can be promoted as a destination and home port for the modern day boat owner.

The important factors are: -

- Safe navigable access, at sea and in the river including bridge modifications
- Sheltered secure location
- High standards of facility and service
- Security/safety of berths/moorings
- Other facilities (bars, restaurants, chandlery, boat storage and service, fuel etc)
- Secure car parking
- Day sailing destinations

Preliminary technical evaluations have also identified that the harbour itself is capable of accommodating a marina and that the sailing environment, and access to cruising grounds along the coast, would make such a development a feasible and attractive prospect. More work would, however, need to be undertaken to establish the detailed feasibility of such a proposal.

Additional and enhanced marina facilities, and the capacity to accommodate around 250 berths (an additional 100 berths) would raise the profile of the town for both boat owners and non-boat owners. It would provide an improved focus for the West Bank which would contribute directly and indirectly to the economy of the town.

5 the west bank

As importantly however, a greater number of good quality moorings on the West Bank would increase the numbers of boats on the river and in the harbour, creating the critical mass required to enhance the long-term viability of its marine related employment.

A Marine Trade/Heritage Centre

Local policy advocates marine or marine-related employment on the site. Discussions with current occupiers have revealed that most are committed to the West Bank, and some have plans to expand their operations in the near future. Development proposals should therefore seek to incorporate the needs of Hillyards/Aruncraft within the West Bank. This would retain a core element of the boatbuilding heritage of Littlehampton which is seen locally as an important consideration. This could potentially allow compatible uses to be located in a shared space or series of buildings, where facilities and services might be provided, controlled and maintained centrally or where spaces might have dual or multiple uses, perhaps depending on seasonal demand. This has been termed a 'Marine Trade/Heritage Centre'.

A leisure destination

Complementary leisure activities are needed to sustain the new marina, and to enhance the town centre offer. Retail and leisure facilities need to be concentrated in an accessible location with riverfront views, but must complement the facilities currently within the town centre, so that the viability of the town centre is not affected.

Residential development

Incorporating an element of residential development will be necessary to support essential employment and marina development which is commercially unviable. New residents will also create a livelier mixed-use environment on the West Bank which will help to support shops and services throughout the year.

The key factor influencing the form of the development brief for the West Bank is the location of the enhanced marina. Three options were considered, and are described below, based on alternative locations for the marina. The preferred option is illustrated as Scheme C.

5.8 Scheme A

This scheme proposes extending the existing marina basin inland to provide around 250 berths plus some visitor moorings. This would expand the existing marina and enable it to reach the critical mass mentioned above, thereby ensuring it becomes viable as a marina business and can support a wider range of better quality facilities on its site. A requirement of this scheme is that the opening of the existing footbridge would have to be increased and the regime changed, to enable taller boats to pass more frequently and virtually on demand. The marina would also include a new public car park close to Ferry Road and a potential residential area.

South of an enhanced gateway at the footbridge, new businesses would be encouraged in a mixed-use area including bars, restaurants, small-scale retail outlets and other visitor facilities. This public area would feed in to a new marine trade centre and heritage focus further south in which Hillyards, Aruncraft, Arun Canvas and Rigging and any other appropriate businesses would be located. South of Canadian Village would be a small residential development designed to harmonise with the established character of the West Bank including perhaps, frontages set back from the river in places, a softer river edge compared to the East Bank, and a mix of natural building materials. This element, along with any other housing or other accommodation introduced in the study area, would help fund the infrastructure costs of the enlarged marina and other works.

Assessment

The principal benefit of this option is that it builds up the existing marina

5 the west bank

as a major focus for the West Bank, making good use of its large site (albeit with a further enlargement) thereby providing a coherent and efficient proposition.

The principal concern with this scheme is the modest potential of an enlarged marina in this location to attract higher quality boats, contribute to the appeal of the West Bank as a destination for the town and thus raise perceptions about the area. To a large degree, this enlarged marina would suffer from the same problems as the existing marina. The image, outlook and quality of environment achievable in this location would be limited, whilst the privacy and security required in large parts of the marina would be difficult to achieve in combination with worthwhile public access.

In addition, the new residential and visitor uses south of the footbridge would have little or no relationship with the expanded marina and would be less attractive and deliverable as a result. As a result it is not considered that Scheme A presents the most desirable option for the West Bank.

5.9 Scheme B

This scheme proposes a new town marina south of the footbridge. It requires the study sites to be extended inland in to part of the golf course, the acquisition of Dormy Cottage and a new alignment for the West Beach access road. Around the new marina, (of about 180 berths), would be some new residential development whilst immediately to the north, on what is currently Canadian Village, would be the pedestrian and boat visitor uses, served by an area for car parking. Further north would be a fish quay and the marine trade centre, the latter including Hillyards current site. On the eastern part of the marina would be any further residential development required for funding purposes and a new public car park. The western part of the marina would continue to provide for small boats whilst a new chalet park could enhance the setting and viability of the site.

Assessment

The principal attraction of this option is the opportunity to create a distinctive new town marina closer to the harbour entrance and one which does not rely on opening the footbridge.

The main concerns relate to the impact on the operation of the golf course and on the local natural environment, the potential impact on the character of the West Bank, the poor access between the new marina hub and the existing footbridge connection to the town (suggesting that a new but expensive fixed link might be required). In addition, there is the issue of the management of a second small marina and the scale of enabling residential development needed. As a result it is not considered that Scheme B presents the most desirable, or deliverable, option for the West Bank.

5.10 Preferred Scheme C

Scheme C is the preferred option and set out in Figure 53. This scheme provides additional marina berths north of the footbridge within the existing marina site. An initial phase of around 100 berths would be accommodated within the existing frontage with the potential for additional berths should the commercial wharf close on the opposite bank. Limited residential development would be located adjacent to the new marina berths whilst a new public car park would be included close to Ferry Road. The centre of the marina site would be reserved for boat storage, maintenance space, new and used boat sales, chandlery, marina administration, services and facilities, and car parking. The western part of the site might be developed as a chalet park in association with the existing small boat basin.

The existing footbridge, as the primary route between the West Bank and the town, would be the focus for the public face of the marina and a new

5 the west bank

mixed-use area immediately to the south. Within this space bars, restaurants, small retail units and other visitor uses would congregate relating to other existing and potential similar uses on the East Bank and to the public function of the marine trade centre and heritage area centred around Hillyards. Canadian Village would be retained but would be bypassed by a continuous public walkway heading south from the footbridge. The southern part of the area would include a residential development, as described in Scheme A above, as well as a public slipway and fishing quay. Additional or replacement moorings would be provided south of the footbridge.

Assessment

The advantage of this scheme is that it collects the most public functions together at the most accessible point on the West Bank, with compatible uses adjoining each other and a gradual decrease in the intensity of uses from north to south commencing at the footbridge. The marina has a more public frontage but retains a substantial secure zone to the north. This ensures that it contributes to a new gateway to the West Bank without compromising its functionality. Visitors entering the area, via the bridge or Ferry Road, are presented with a positive impression of the area with the most active public uses immediately apparent. Pedestrian connections back to the town mean improvements to the West Bank can have a beneficial impact on the town centre, whilst the southern end of the area, where environmental constraints are most significant, has the least impact. As with Scheme A above, this scheme would require greatly improved boat access above the footbridge.

In addition, the new marina basin can be built as a phased element, the second phase being related to the future of the commercial wharf. To achieve the full potential of this scheme therefore the aggregate wharf would need to be relocated, however the Harbour Board is currently

considering options for the East Bank. Scheme C is therefore considered to present the preferred option for the West Bank.

5 the west bank

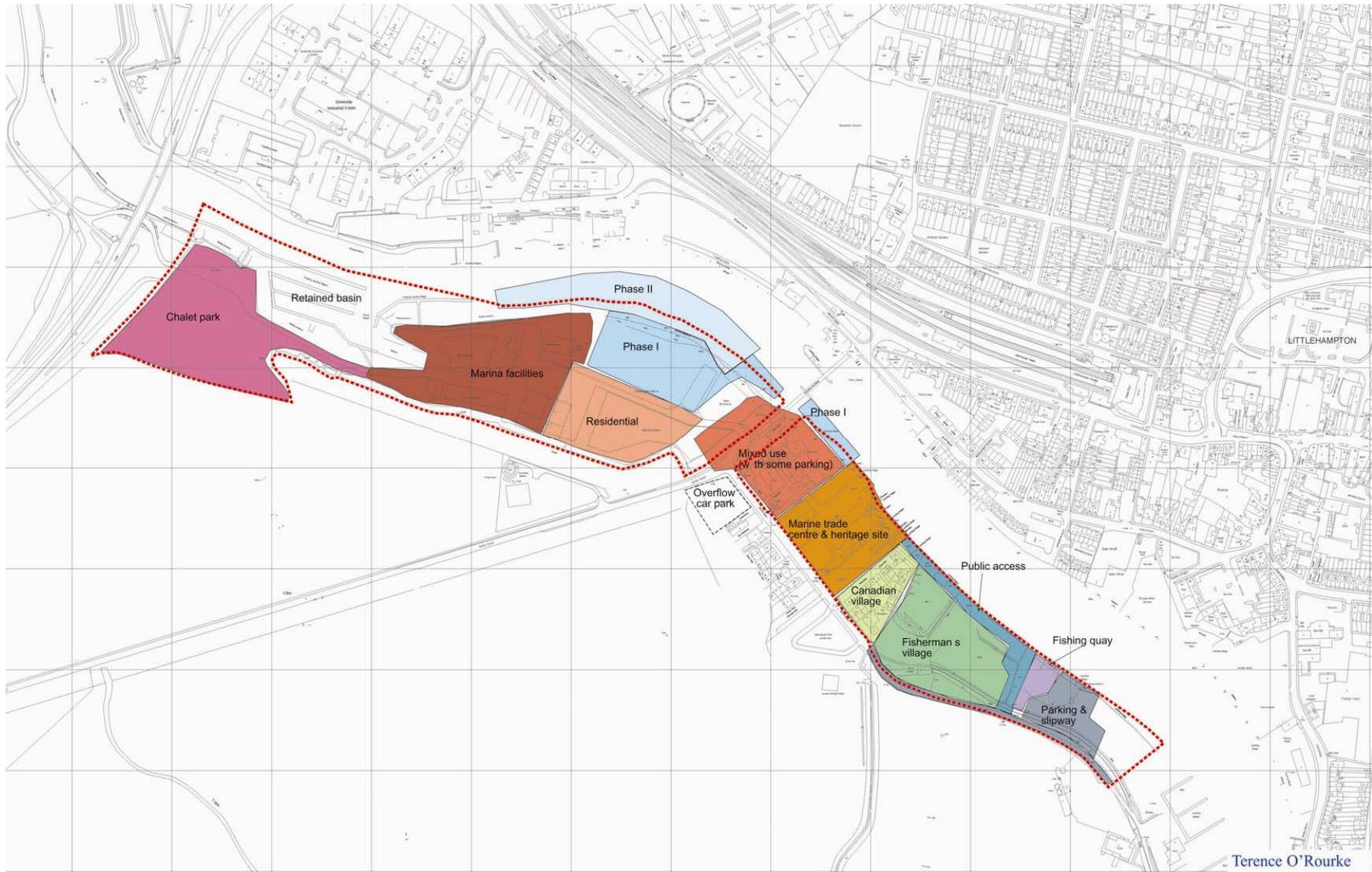


Figure 53 Preferred Scheme C

5 the west bank

5.11 Delivery

There are major physical and environmental considerations to address in delivering any comprehensive redevelopment of the West Bank. In turn there are major viability concerns relating to the level of infrastructure required to address flooding concerns and construct a new marina, the lack of demand for commercial premises and the cost of enhancing the quality of the physical environment. The only significant land uses which generate a positive land value appear to be residential and visitor related accommodation.

There is however significant developer interest already being shown in delivering a mixed-use scheme for the West Bank. The immediate issue for Arun District Council is therefore one of policy, as all potential options for the West Bank incorporate enabling housing development to create a viable scheme, which is turn is contrary to the Local Plan. It is therefore difficult for the Council to positively support these proposals from a planning position.

The study process does however appear to have generated a degree of consensus amongst landowners and key stakeholders regarding the importance of the West Bank to the future economic regeneration of Littlehampton as a whole. The Littlehampton Vision and the proposals for the West Bank should therefore provide the basis for a review of the planning policy context. At the same time, the opportunity should be taken to work constructively with the landowners to secure an acceptable development brief to be incorporated as detailed policy guidance for the West Bank. The critical issues to be considered will be the scale of housing needed to generate a viable scheme, the environmental and access implications of this (and acceptability of new uses from the Environment Agency flooding perspective) and the impact on the character of the riverfront and public accessibility.

6 the implementation plan

6.1 Taking the visioning work forward

The challenge of delivering the Vision and Masterplan will require concerted and co-ordinated action and commitment from the public, private and voluntary sector.

Detailed ground work has now been undertaken in preparing this draft Masterplan for the town, along with the related research reports. The immediate task is for stakeholders and partners to consider and agree the broad vision and strategic objectives set out within the draft Masterplan, together with indicative recommendations for the major areas of opportunity. Following broad consensus, a detailed programme of consultation with the local community will need to be undertaken to secure input and commitment from the people who will ultimately benefit from the Masterplan and action programme.

A detailed and costed Action Programme to which all partners are committed will then need to be prepared to drive the future regeneration programme forward.

The following section sets out the implementation mechanisms that will be required to move from concepts to delivered projects. The Masterplan is a tool to promote and facilitate the delivery of the regeneration of the study area. The Masterplan comprises a comprehensive package of projects, which have the potential to come forward over varying time scales throughout the Masterplan time frame of 10 – 15 years. The Implementation Plan acts a guide to delivering each of the projects.

This report provides Littlehampton Town Centre Action Group with recommendations regarding the delivery of key projects as set out in the Masterplan, including initial advice on the following areas: -

- Delivery principles
- Roles and responsibilities
- Planning Strategy
- Delivery mechanisms
- Delivery risks
- Phasing and timetable
- Action Plan

6.2 Delivery Principles

A number of principles underpin the delivery of the projects set out in the Masterplan document including: -

- The implementation of the Masterplan must be approached in a comprehensive way.
- The integration of the town centre, East Bank and sea front are crucial. Development proposals must accord with the overall Masterplan objectives for the town as a whole, and must not compromise the delivery of subsequent elements of the framework.
- Development of the West Bank must be complimentary with development of the town centre.
- Delivery of built development, infrastructure proposals and public realm improvements are closely linked
- Development and public realm proposals must be of the highest design quality and fit within the town's existing built form.
- Concerted action will be required by the key stakeholders to stimulate investor interest.

6 the implementation plan

6.3 Roles and Responsibilities

Role of the Littlehampton Action Group

There is general recognition that no one organisation has the resources or remit to drive forward the future regeneration of the town. The key to the successful implementation of the Masterplan lies in a strong partnership between public and private sector organisations. The existing Littlehampton Town Action Group has a vital role to play in ensuring the successful future regeneration of the town. Membership of the Group is broadly representative of the key public, private and voluntary sector interests in the town. The Group has established an effective partnership functioning at a strategic and operational level. The Action Group will need to become the body responsible for driving forward the implementation of the Masterplan, guiding (but not controlling) the use of funds and monitoring progress.

The Group will need to provide strategic direction and coherence in policy and investment plans and be a “joining-up” influence to the wide range of agencies and partnerships actively seeking to secure the economic and social prosperity of the area.

The Group will only “add value” to the process if sufficient resources are allocated to service its activities. In addition, key partners, specifically the local authorities, will need to ensure that senior members and officers commit time and give the Group the sufficient support to work effectively.

The merging of the Harbour Regeneration Group with the client team responsible for driving forward the visioning work provides an opportunity for partners to consider the future skills and resources required for securing commitment and driving forward a long-term action programme for the town.

At this stage, there is a need for the Group to consider formalising its activities, particularly in terms of clarifying its terms of reference and relationship with other partner organisations. We would recommend a change in name to re-launch the group and reflect the nature of its work.

In particular, the Group will need to:

- Ensure that the Masterplan proposals are brought forward in a holistic and progressive manner through the public sector through its planning, transportation and social roles;
- Proactively encourage developers to embrace the quality agenda required by the Masterplan;
- Promote the need for co-ordinated public sector funding support to deliver key public realm and infrastructure projects required early on in the Masterplan proposals;
- Champion the complex projects which will initiate wider change within Littlehampton;
- Prepare projects which can then be taken on by private and public sector partners; and
- Ensure that development and public realm proposals are of the highest design quality.

An initial first step will be for the expanded Group to consider its current remit and terms of reference and its future role in light of the core activities and tasks set out above. Critically, the Group will need to assess whether it has the necessary skills and experience and is “fit for purpose” to take forward the next stage regeneration of Littlehampton.

Role of key parties

It will be vital that the Littlehampton Town Centre Action Group, with its partners, continue dialogue with key stakeholders in the town centre in

6 the implementation plan

relation to the Masterplan as a whole and also in relation to specific sites and projects where appropriate.

The key stakeholder groups include:

- Statutory consultees
- Town Centre / local consultees
- Major landowners / operational bodies in Littlehampton
- Other key town centre land owners

The strategic roles of West Sussex County Council and Arun District Council

The two local authorities, WSCC and ADC, have pivotal roles in relation to the future of the town centre as landowners, as providers of public services, as economic regeneration agencies and through their planning and traffic management powers. Effectively using these powers is central to the successful implementation of the Masterplan and the delivery of the majority of the town centre ambitions and key development projects.

Strong local, sustained leadership and partnership are key. The local authorities must be prepared to mobilise their own resources but also to encourage others to do the same. By taking the lead and showing their commitment to the future of the town centre and key projects by progressing the Masterplan and the related public consultation leading to its approval and in relation to progressing individual projects on a prioritised basis the Councils will clearly show their commitment to the regeneration of Littlehampton.

The involvement of key stakeholders / parties working together over the long term is crucial to the progression of the identified initiatives / projects, as a complete package, in order to make a significant change to the town centre.

The role of the local authorities as planning and transport authorities

The local authorities also have a strong role to play as planning and transport authorities in helping to deliver the objectives of the Masterplan and in influencing individual development projects, including;

Planning and development briefs for individual sites in order to guide individual site development that will contribute to the objectives of the wider Masterplan.

Acting as a quality benchmark, in relations to issues such as mix of uses, public realm and urban design objectives and affordable housing issues.

Overseeing the relationship of individual projects with the Masterplan objectives

Addressing civic issues and local needs in terms of the future provision and location of facilities i.e. transport interchange, public leisure facilities

Consideration of broader parking, accessibility, transport and highway issues and how proposals for individual sites fit in with (or potentially detract from) the wider objectives and transport policies for the town centre as a whole.

The role of ADC as Landowner

Within ADC's overall strategic role as the local authority, on specific initiatives it will also have a key role as landowner. In particular this relates to the Council's ownerships of sites at:

- St Martins car park
- The Green
- West Bank
- Railway Wharf

6 the implementation plan

- St Marys Car Park

The landowner role gives the Council the ability to have a direct influence over the development process (including timing issues), mix of uses, scheme design and delivery over and above its planning authority role and function.

It provides the potential to deliver different types of benefits from the sites than could otherwise be achieved – e.g. release of capital, provision of new public related buildings / facilities, town centre regeneration projects that will make a significant contribution to the objectives of the wider strategy etc.

Clearly it is also of vital importance that the Council is able to demonstrate Best Consideration as part of this process for any disposal of its assets.

6.4 Planning Strategy

Establishing the planning policy context for the Masterplan will be a key step in ensuring delivery. Current planning policy is established in the Arun District Local Plan 2003. As detailed in the table below, the Masterplan, although broadly consistent with planning policy, does not completely reflect the policy context. Specific policy issues include the emerging proposals for Railway Wharf and the West Bank.

To reinforce area based planning policy the traditional approach has been to bring forward more detailed guidance in the form of Supplementary Planning Guidance. Supplementary Planning Guidance (SPG) is a useful and versatile tool. It can clarify a local authority's development plan policies, actively promote development, and/or provide detailed design guidance.

Opportunity Area	Consistency with Local Plan	Commentary
Railway Wharf	✓	Local Plan Policy Site 8 – planning permission will be granted for development which consolidates, improves or extends the commercial port or related activities of the harbour. Proposed uses generally not consistent with this designation. Change in policy required.
St. Martin's car park	✓✓✓	No significant planning policy issues – additional retail, leisure and residential uses consistent with policy. Surface public car parking replaced with multi-storey provision.
Clifton Road	✓✓	Retail/ residential uses generally consistent with policy.
The Green/ Oyster Pond/ Harbour Park	✓✓	No significant planning policy issues – intensification of tourism/leisure related uses, some reallocation of car parking/open space but no net loss of either, new pedestrian crossing of River Arun.
Civic Centre site	✓✓	No significant planning policy issues - some potential loss of public car parking spaces, development in a Conservation Area
Market and Depository sites	✓✓✓	No planning policy issues – mixed use town centre development.
West Bank	✓	Proposed housing development contrary to site specific policies in Local Plan. Change in policy required.

6 the implementation plan

Such guidance can be given substantial weight in making planning decisions, if it is consistent with the development plan (i.e. the Local Plan), if it has been prepared in consultation with the public, and if the local planning authority has formally adopted it.

The Government has recently provided guidance on the statutory procedures for the preparation and adoption of SPG with the introduction of new planning legislation (Planning and Compulsory Purchase Bill) with the replacement of SPG by Supplementary Planning Documents (SPD). To date, however, the detailed regulations have yet to be published which will establish the guidance on how the new planning system is to be implemented.

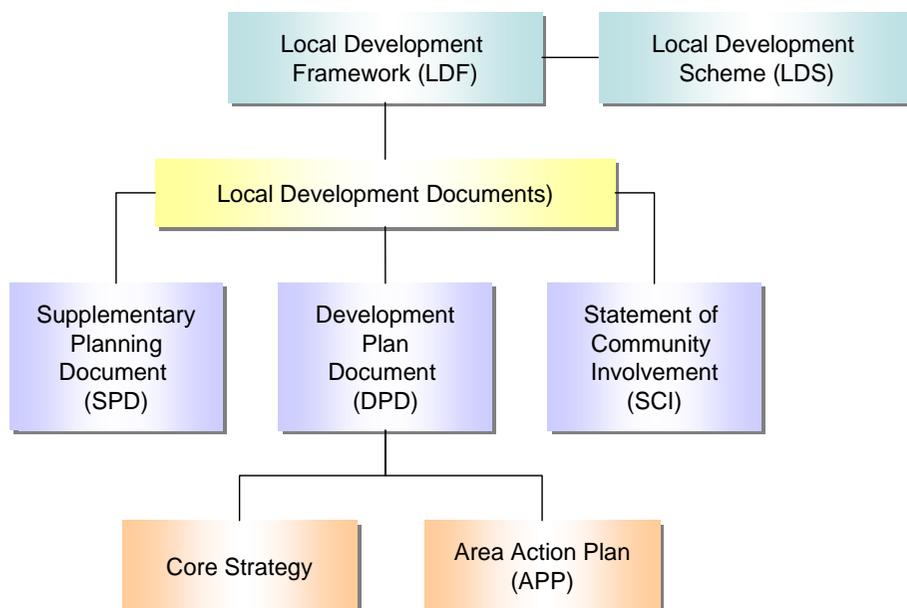


Figure 42: The New System

New Development Plan making system

The draft Planning and Compulsory Purchase Bill reforms the planning system and, as set out in Figure 1, and includes the introduction of overarching Local Development Frameworks. The Local Development Framework will be prepared by Local Authorities and will consist of types of Local Development Documents, namely, Development Plan Documents which replace local plans and unitary development plans, Supplementary Planning Documents to replace SPGs, and a Statement of Community Involvement.

The development plan document which local planning authorities must prepare under the new system include the following elements:

- Core Strategy;
- Site specific allocations of land;
- Area action plans (where needed); and
- Proposals map (with inset maps, where necessary)

All development plans documents must be subject to rigorous procedures of community involvement, consultation and independent examination and adopted after receipt of an inspector's binding report.

Area action plans will establish the planning framework for areas where significant change or conservation is needed. The action plans will focus upon implementation to achieve the following:

- Delivery planned growth areas;
- Stimulate regeneration;
- Protect areas sensitive to change;
- Resolve conflicting objectives in areas subject to development pressures; or
- Focus the delivery of area based regeneration initiatives.

6 the implementation plan

In areas of change, Area Action plans will identify the distribution of uses and their inter-relationships, including specific site allocations, and the timetable for the implication of proposals. Further detail, such as the layout of uses within these allocations and design requirements etc, may be provided in the relevant area action plan or alternatively within one or more supplementary planning documents.

All LDF's and LDD's will also need to be accompanied by strategic Environmental Assessments consistent with the regulations to be published shortly.

Within six months of the new bill coming into force, ADC will need to publish their Local Development Scheme document (LDS) which will outline the programme they will undertake to establish the LDF framework for their local authority area, which must be established within a three year period, including their LDD's and the core policies for the central area over the short term.

Supplementary Planning Documents

Similar to existing SPG, all SPD must be supplemental to the policies or proposals in Development Plan Documents, following their adoption.

Unlike the existing SPG adoption process, a statutory responsibility will be attached to ensuring community involvement in the preparation of SPD. Its preparation is intended to be subject to a similar level of public involvement as other LDF documents, such as the Core Strategy or Action Area Plans, but there will be not requirement for independent examination.

Local authorities will also be responsible for preparing a Statement of Community Involvement, which will identify a strategy and procedure for community involvement in preparing Local Development Documents. Importantly, any LDF document or SPD that is prepared before the

Statement of Community Involvement is adopted, will be required to be prepared within the 'spirit' of the new legislation and follow the minimum requirements set.

The DPD documents can cover a range of issues, both thematic and site specific which provide further detail of policies and proposals in a development plan document, but cannot be used to allocate land to meet the strategy of the plan. They can take the form of design guides, area development briefs, or issue-based document which supplement policies in a development plan document. It is envisaged that the following principles will apply to a SPD document (which will be confirmed once the detailed regulations are published):

It must be consistent with national and regional planning policies as well as the policies set out in the development plan documents contained in the local development framework;

It must be clearly cross-referenced to the relevant development plan document policy or proposal which it supplements;

It must be reviewed on a regular basis alongside reviews of the development plan document policies or proposals to which it relates; and
The process by which the SPD has been prepared must be made clear and a statement of conformity with the statement of community involvement must be published with the supplementary planning document.

Although the ODPM recognises that SPD will play a valuable role in supplementing the policies and proposals in development plan documents, the emerging guidance stresses that they should not be used to avoid policies and proposals which should otherwise be included in a development plan document being subjected to proper independent scrutiny, in accordance with the statutory procedures.

6 the implementation plan

Planning applications

A further fundamental change in the New Planning Bill is the replacement of outline planning consents with a 'lower designation' of a local authorities indication of the suitability of the broad principles of an emerging scheme, along with the requirement for most planning permissions to be for a three year duration.

Implications for the Masterplan

Establishing the planning policy context for the Masterplan will be vital. In overall terms the Masterplan is consistent with planning policy for the area. Consequently, the SPD route can be used to establish planning guidance for the majority of opportunities identified in the Masterplan.

A different approach will, however, be required for the Railway Wharf and West Bank areas, particularly if a CPO approach is anticipated for the latter area. In these two areas, the appropriate mechanism could be through the LDF process with Action Area Plans being prepared.

6.5 Delivery Mechanisms

In taking forward the delivery of the various components of the Masterplan, there are a variety of mechanisms the Council needs to consider, ultimately on a project by project basis in order to establish the most appropriate route (in terms of timing, risk transfer, project viability etc).

A key factor in the means of delivering the proposed schemes will be the state of the local and national property market in order to deliver the individual scheme property components. The proposals inevitably will come forward on different timescales over the next 20 years and in that time there are likely to be significant changes in the property market.

Option for delivery mechanisms for individual projects include: -

- Private development
- Joint venture – Public and private sectors
- Public development – Full public implementation

Possible funding sources / mechanisms to consider

The strategic themes and ideas set out in the Masterplan inevitably represent a series of challenges, which will require resourcing. Although the investment required by the Masterplan will be largely privately financed, there will be a need for the public sector to provide funding support for certain projects and to encourage other developments to come forward.

The major source of "intervention" funding will be through the Coastal West Sussex Area Investment Framework. In the region of £500,000 has been allocated during 2004/05 to support a range of regeneration programmes across the coastal strip. Addressing the needs of coastal towns through targeted improvements to help transform their position as business locations, retail and leisure destinations and places to live as well as unlocking development opportunities have been identified as priority areas for action. It will be important for the Town Centre Action Group to access intervention funding to take forward future technical work and "early win" projects.

There are a number of potential sources of funding identified below: -

- Private sector investment
- Financial support from SEEDA
- Financial support from Arun District Council
- Financial support from West Sussex County Council
- Financial support from Littlehampton Town Council
- Through S 106 contributions from developers
- Through s 278 contributions from developers

6 the implementation plan

In terms of drawing up the action plan, this will need to identify projects with time scales, budget responsibilities and expected outcomes. Each of the major projects and areas of opportunity will need to include a robust business plan covering the expected sources and uses of funds.

6.6 Delivery Risks

There are a number of key influences and risks to the delivery of the development proposals set out in the Masterplan. These are shown below as general and site specific risks;

General

State of the property market and economy – Because of the long term nature of some projects, it is not possible to guarantee that what might be viable now will continue to be so over the life of the project. Clearly an improvement in the local and national market might enable currently unviable projects to be brought forward in the future

Market confidence in Littlehampton – part of the exercise is to create the conditions whereby developers are confident that Littlehampton is a place where they want to develop. Such conditions are created by a clear planning policy, investment by others, occupier demand and rising property prices.

Planning policy – issues relating to the implementation of a robust and clear planning policy.

The lack of a co-ordinated approach to town centre regeneration – for the development of some of the uses, town centre living especially, it is necessary to address the social issues of crime and anti-social behaviour in order for investment to take place.

Difficulties associated with the delivery of improved infrastructure and environmental quality – practical issues of design and also finance.

Specific

- Reluctant land owners – The Littlehampton Town Centre Action Group will need to take the lead in delivering sites to the market in order to demonstrate viable development can take place;
- Land assembly – In the case of sites in multiple ownership, the Town Centre Action Group must be willing to use CPO powers to ensure development and to signal that it is committed to supporting the proposals;
- Unknown and high development costs associated with ground conditions, flooding issues and contamination. In such circumstances a developer may require financial assistance to develop;
- The unwillingness of developers to bring forward development which meet the quality agenda of the Masterplan;
- Inability to maximise the opportunities for planning contributions to help bring forward the public realm and infrastructure requirements; and
- The lack of public support (particularly financial) to bring forward the important cultural and non-viable projects.

6 the implementation plan

6.7 Phasing / Timetable

The key projects set out in the Masterplan will be brought forward over differing timescales depending on the nature of the project, delivery mechanism and associated with related projects. An indicative phasing programme for the key projects is set out in the phasing plan attached. The programme provides the principal steps in the delivery of each project and the anticipated completion date.

Key projects - Delivery Review

The Masterplan identifies a number of key development projects throughout the study area, these are described in section 4 of the Masterplan document. The following provides an assessment of each of the key projects under the following headings.

- Delivery Principles
- Viability/Funding
- Delivery process / mechanism
- Direct linkages with other Masterplan projects

Explanatory tables for each site can be found on the following pages.



6 the implementation plan

Railway Wharf	
Delivery Principles	<ul style="list-style-type: none"> • The future development of Railway Wharf will be dependent upon key decisions being made in terms of the viability of future use as a commercial port and changes to planning policy to allow non-marine development. • The site is in public sector ownership and its future development must be public sector led. • An Area Action Plan should be prepared for this area under the new LDF process, which considers its redevelopment for employment and residential uses. The balance and relationship of these uses will require careful consideration in order to ensure a high quality, vibrant and viable development which optimises the opportunities presented by this important site. • Consultation and negotiation with leaseholders will be required to secure vacant possession of the site for development. • Early consultation will be required with the Environment Agency to assess the flood risks and the protection measures required. • Redevelopment of this area will be long term – 5 years +
Viability/Funding	<ul style="list-style-type: none"> • The future development of this site will be private sector funded but will require some initial public sector funding in order to identify the site's future development potential. • Development viability will be affected by two main factors. • Mix of uses – Residential development is significantly more viable than employment development. A development which is dominated by employment uses is unlikely to be viable. • Abnormal development costs – Significant abnormal development costs – remediation, flood prevention works, abnormal ground works – will adversely affect development viability.
Delivery Process/ Mechanism	<ul style="list-style-type: none"> • The development of this site will require the preparation of revised planning policies through the Area Action Plan/ LDF process. • In parallel with this, further feasibility work of the future development requirements for the site will be needed. • Following the adoption of revised planning guidance, a development brief will be required to be used as the basis for selecting a private sector development partner for the site.
Direct linkages with other Masterplan projects	<ul style="list-style-type: none"> • The development of Railway Wharf is closely linked to the development of the West Bank, both in terms of time-scale and complimentary uses.

6 the implementation plan

St Martins Car Park	
Delivery Principles	<ul style="list-style-type: none"> • Delivery of development proposed on the St. Martins car park site will be complex. • Development should come forward in a comprehensive manner, although it can potentially be phased. • The site is in a number of land ownerships and the use of CPO powers may be required to ensure comprehensive development. • The development proposed is compliant with planning policy but will require more detailed development guidance. • Development will require significant initial public sector involvement. • Development will comprise a mix of public and private projects. • Redevelopment of this area will be long term – 5 years +
Viability/Funding	<ul style="list-style-type: none"> • The development of this site will be by a mix of private and public funding. • Viability of development will be highly dependent on interest from the supermarket operator in an extension to the store. • The new leisure centre option will depend upon public funding being available for this project.
Delivery Process/ Mechanism	<ul style="list-style-type: none"> • The development of this site will require the production of SPD. • Further feasibility assessment will be required in a number of areas; • Highway realignment feasibility • Leisure centre relocation feasibility • Supermarket extension feasibility • Following the adoption of SPD, this can be used as the basis for marketing and securing a private sector development partner and also for pursuing a CPO, if required.
Direct linkages with other Masterplan projects	<ul style="list-style-type: none"> • For the leisure centre option, this development is directly linked to the future of the existing leisure centre site. The uses to be incorporated into this development will also need to be considered in the context of the development proposals for Harbour Park, in order to ensure complementary uses.

6 the implementation plan

Clifton Road	
Delivery Principles	<ul style="list-style-type: none"> • The development proposed is compliant with planning policy but will require more detailed development guidance. • Development will be private sector led. • The site is predominantly in a single private ownership (Travis Perkins). • Development of the Travis Perkins site could come forward in the short/medium term.
Viability/Funding	<ul style="list-style-type: none"> • Development will be private sector funded. • The relatively high residential content and good location suggests that development should be viable.
Delivery Process/ Mechanism	<ul style="list-style-type: none"> • The development of this site will require the production of SPD, which should encourage private sector redevelopment of the site.
Direct linkages with other Masterplan projects	<ul style="list-style-type: none"> • Development of this site will be important in terms of strengthening links and encouraging movement between the town centre, riverside and sea front.

6 the implementation plan

The Green, Oyster Pond and Harbour Park	
Delivery Principles	<ul style="list-style-type: none"> • Development should come forward in a comprehensive manner, although it can potentially be phased. The Masterplan proposals for this area comprise a number of projects, some of which can be delivered in the short term and others which are much more long term in nature. • The development proposed is compliant with planning policy but will require more detailed development guidance. • Development will require significant initial public sector involvement.
Viability/Funding	<ul style="list-style-type: none"> • The proposals for the Green will be public sector funded projects, as will the proposed Oyster Pond improvements and the new pedestrian bridge. The proposed extended theatre and community building will also be publicly funded • The proposed redevelopment of Harbour Park will be privately funded. Viability of this project currently appears marginal and is likely to require an improvement in market conditions before it proceeds.
Delivery Process/ Mechanism	<ul style="list-style-type: none"> • The redevelopment of this area will require the production of SPD and potentially an Area Action Plan. • Further feasibility assessment will be required in a number of areas; • Car parking reallocation feasibility • New pedestrian bridge feasibility • Green reconfiguration feasibility • Extended theatre/community building feasibility • Subject to feasibility and funding, development of the above projects can be taken forward by the public sector. • The redevelopment of Harbour Park will be taken forward by the private sector.
Direct linkages with other Masterplan projects	<ul style="list-style-type: none"> • The development of a new pedestrian bridge over the River Arun will improve links with the West Bank and attract more visitor activity to this area. • The feasibility of extending the theatre/community building will relate to the proposals for St.Martins car park.

6 the implementation plan

The West Bank	
Delivery Principles	<ul style="list-style-type: none"> • Delivery of development proposed on the West Bank will be complex. • Development should come forward in a comprehensive manner, although it can potentially be phased. • The site is in a number of land ownerships and the use of CPO powers may be required to ensure comprehensive development. • The development proposed is not compliant with planning policy and will require changes to planning policy to allow residential development. • Development will require significant initial public sector involvement.
Viability/Funding	<ul style="list-style-type: none"> • The future development of this area will be private sector funded but will require some initial public sector funding in order to identify the site's future development potential. • Development viability will be affected by two main factors. • Mix of uses – Residential development is significantly more viable than employment development. A development which is dominated by employment uses is unlikely to be viable. • Abnormal development costs – Significant abnormal development costs – remediation, flood prevention works, abnormal ground works – will adversely affect development viability.
Delivery Process/ Mechanism	<ul style="list-style-type: none"> • The development of this area will require the preparation of revised planning policies through the Area Action Plan/LDF process. • In parallel with this, further feasibility work of the future development requirements for the site will be needed • Following the adoption of revised planning guidance, a development brief will be required to be used as the basis for selecting a private sector development partner/s for the site.
Direct linkages with other Masterplan projects	<ul style="list-style-type: none"> • The development of West Bank is closely linked to the development of Railway Wharf, both in terms of timescale and complimentary uses.

6 the implementation plan

6.8 Action Plan

Immediate actions

- Progress feasibility studies for individual sites / projects where required and produce business plans for the redevelopment and refurbishment of key town centre facilities. (i.e. the Windmill theatre and Littlehampton Swimming Pool)
- Feed business plan information and amendments to planning policy into preparation of the Local Development Framework.
- Examine funding sources available for key projects.
- Obtain further detailed information on land ownerships in and around key sites in order to further examine land assembly issues.
- Review of options for traffic circulation / pedestrian and review of provision of transport interchange/ taxi ranks/bus stops.
- Prepare a plan for the phasing / funding and delivery of environmental improvements to include 'quick wins', improvements that can be undertaken in the short term to improve the image, profile and identity of the town centre.
- Seek consensus on the Vision, Masterplan and action plan for the town centre, through consultation with the public in order to build local support and commitment to taking projects forward.

Short Term (1-2 years)

Environmental Improvements

- Undertake 'quick win' environmental improvements.
- Seek to improve public realm / physical linkages and promote these between key town centre uses and attractions.
- Improve pedestrian and vehicular linkages / public transport services between residential and employment areas and the town centre.
- Greening of main pedestrian routes

- Up-grading lighting near the core leisure hub (Harbour park) along the river front
- Utilising public art and distinctive street furniture at the gateways and focal points, which will transform the town's image and in the process involve local artists
- Maintaining a high standard of cleanliness

Creating Gateways

- Setting up a joint venture with Network rail and South Central and Stagecoach to upgrade the appearance of the station concourse so it improves
- Better defining the routes into Littlehampton along Bridge Road, Arundel Road and in particular East Street / Horsham Road to aid-finding around the town and helping define the town centre
- Visual landmarks along the coastline
- Easy visual access from the Marina to the town centre and its attractions

Visitor promotion

- Developing an new image for the town that encapsulates its key selling points – the River Arun, seafront and close proximity to the South Downs
- Concentrating public relations activity on raising the profile of the town in the wider market place
- Maximising the use of the extensive open spaces – specifically the Green – as venues for events and festivals
- Ensuring visitors receive a warm welcome and consistent quality of services throughout the town
- Improving signage and information points throughout the town, specifically at key areas of activity

6 the implementation plan

Access and movement improvements

- Continue the program of construction of new cycle lanes
- Improve crossing facilities on key routes
- Install additional cycle parking facilities, particularly at the rail station, in the town centre and at the sea front
- Continue the West Sussex County Council's "Safe Routes to Schools" program by focusing additional safety measures on these routes
- Investigate the possibilities of introducing contra-flow cycle lanes in one-way roads
- Improve Signage for key car parks in the town centre

Medium Term (3-5 years)

- Having secured robust planning guidance for development opportunity areas market and promote development of these key sites in accordance with the Masterplan
- Support residential and leisure development in the town centre to increase critical mass, night time economy and natural surveillance.
- Increased promotion of the Town Centre (potentially to a wider catchment), given that a number of key changes and improvements will have taken place by this stage.
- Potential changes to retail focus / quality to improve overall offer, through introduction of several additional key retailers, although probably on an ongoing / incremental basis.
- Continue active management and promotion of the Town Centre as an attractive, vibrant destination for a range of uses.

Long Term (5 years +)

- Deliver / implement long term redevelopment opportunities at key town centre sites – Railway Wharf, St. Martins car park, Clifton Road and St Martins Car Park.

7 appendix - the final phasing diagram

7 appendix - the final phasing diagram

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Littlehampton Vision and Masterplan																			
Key Project Delivery Programme																			
Railway Wharf																			
Review of Littlehamptons role as a commercial port	■																		
Negotiation with landowner (Littlehampton Harbour Board) / leaseholders	■	■																	
Detailed Flood Risk Assessment		■																	
Review of planning position / AAP under LDF Process		■	■	■															
Detailed feasibility / scheme design and site investigations					■														
Marketing of development opportunity						■													
Shortlisting and selection of preferred developer						■													
Securing legal agreements and planning							■												
Implementation								■	■	■									

7 appendix - the final phasing diagram

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
St Martins Car Park Option One																			
Negotiation with key landowners (Safeway / Morrisons) and further feasibility assessment	█	█																	
Detailed review of traffic flows and car parking requirements	█	█																	
Detailed feasibility / scheme design and site investigations			█	█															
Preparation of planning and development brief				█															
Marketing of the development opportunity					█														
Shortlisting and selection of preferred developer					█														
Securing legal agreements and planning						█													
Implementation							█	█	█	█	█								
Phase A multi-storey and extension to Safeway's / Morrisons							█	█											
Phase B - residential and retail development								█	█	█	█								
Phase C - Improvements in public realm							█	█	█	█									

7 appendix - the final phasing diagram

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
St Martins Car Park Option Two																			
Negotiation with key landowners (Safeway / Morrisons) and further feasibility assessment	■	■																	
Detailed review of traffic flows and car parking requirements	■	■																	
Detailed feasibility / scheme design and site investigations			■	■															
Preparation of planning and development brief				■															
Prepare business plan and concept design for relocation of leisure facility			■	■															
Secure funding package for leisure facility					■														
Marketing of the development opportunity						■													
Shortlisting and selection of preferred developer						■													
Securing legal agreements and planning							■												

7 appendix - the final phasing diagram

St Martin's Carpark...continued

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Implementation																				
Phase A - Realignment of Franciscan Way																				
Phase B - multi-storey and extension to Safeway's / Morrisons																				
Phase C - Development of leisure facility																				
Phase C - Development of residential and retail																				
Phase D - Improvements in public realm / development of public square																				

7 appendix - the final phasing diagram

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Clifton Road Option One																			
Initial Contact with Landowner / Negotiations																			
Identify and secure suitable alternative location for Travis Perkins																			
Detailed Feasibility / Scheme Design and Site Investigations including flood risk assessment																			
Preparation of planning and development brief																			
Implementation by private sector																			

7 appendix - the final phasing diagram

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Clifton Road Option Two																			
Initial Contact with Landowner / Negotiations	■																		
Identify and secure suitable alternative location for Travis Perkins	■	■																	
Detailed Feasibility / Scheme Design and Site Investigations including flood risk assessment			■																
Preparation of planning and development brief		■																	
Implementation by private sector (Phase A Travis Perkins)				■	■														
Phase B																			
Negotiation with Key Landowners and site assembly					■	■	■	■	■										
Detailed Feasibility / Scheme Design and Site Investigations									■										
Implementation (Phase B - development of backlands / gardens and parking areas)										■	■	■							

7 appendix - the final phasing diagram

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
The Green / Harbour Park Option one / two																			
Negotiation with key landowners (Mr Smart)																			
Detailed review car parking proposals																			
Detailed Feasibility study for the proposed environmental improvements to The Green and Oyster Pond																			
Detailed feasibility / market assessment / scheme design and site investigations																			
Prepare feasibility study for new bridge link																			
Review of planning position / AAP under LDF Process																			
Prepare business plan and concept design for extended theatre and community building																			

7 appendix - the final phasing diagram

The Green / Harbour Park...continued

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Secure funding package for theatre and community building																				
Implementation of public sector projects																				
Phase A - Reallocation of car parking																				
Phase B - Improvements in public realm on the Green and at the Oyster Pond and new bridge link																				
Phase C - Development theatre and community building																				
Phase D - Redevelopment of Harbour Park																				

7 appendix - the final phasing diagram

Year / Indicative Timescale	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
The West Bank																			
Negotiation with Key landowners / leaseholders																			
Further feasibility assessment																			
Review of planning position / AAP under LDF Process																			
Further detailed feasibility / scheme design and site investigations and flood risk assessment																			
Marketing of development opportunity																			
Shortlisting and selection of preferred developer																			
Securing legal agreements and planning																			
Implementation																			