



Committee Manager: Carrie O'Connor (Ext: 37614)

22 June 2016

LITTLEHAMPTON REGENERATION SUB-COMMITTEE

A meeting of the Littlehampton Regeneration Sub-Committee will be held in Committee Room 1 at the Arun Civic Centre, Maltravers Road, Littlehampton on **Wednesday 6 July 2016 at 6.00 p.m.** and you are requested to attend.

Members: Councillors Bicknell (Chairman), Dingemans (Vice-Chairman), Mrs Ayres, Blampied, Cates, Gammon, Mrs Porter, Dr Walsh and Warren.

A G E N D A

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

Members and Officers are reminded to make any declarations of personal and/or prejudicial/pecuniary interests that they may have in relation to items on this Agenda.

You should declare your interest by stating :

- a) the item you have the interest in
- b) whether it is a personal interest and the nature of the interest
- c) whether it is also a prejudicial/pecuniary interest
- d) if it is a prejudicial/pecuniary interest, whether you will be exercising your right to speak under Question Time

You then need to re-declare your prejudicial/pecuniary interest at the commencement of the item or when the interest becomes apparent.

3 MINUTES

To approve as a correct record the Minutes of the meeting held on 2 December 2015 (attached).

4 ITEMS NOT ON THE AGENDA WHICH THE CHAIRMAN OF THE MEETING IS OF THE OPINION SHOULD BE CONSIDERED AS A MATTER OF URGENCY BY REASON OF SPECIAL CIRCUMSTANCES

5 LITTLEHAMPTON TOWN CENTRE - PUBLIC REALM IMPROVEMENTS - DESIGN & PROJECT DELIVERY

This report seeks approval of the proposed designs for public realm improvements to Littlehampton Town Centre and the steps to be taken to progress delivery of the new schemes. Approval is also sought for a Supplementary Estimate to be made available to progress the necessary technical studies the Council is required to complete to apply for a Coastal Communities Fund (CCF) grant to deliver the scheme.

6 LITTLEHAMPTON PROMENADE SHELTER PROJECT

The shelter adjacent to Littlehampton Promenade (see location plan attached Appendix 1) is underused, is in a poor state of repair and adds little to the tourism offer of the seafront. Council officers have identified this building as a possible regeneration site and wish to market it as a business opportunity. The expectation is that there will be interest from commercial enterprises that will want to either alter and refurbish the existing building or redevelop the site thereby bringing new and additional visitor provision to the seafront.

7 LITTLEHAMPTON ECONOMIC GROWTH AREA DEVELOPMENT DELIVERY STUDY

This report provides an update on the Littlehampton Economic Growth Area Development Delivery Study which is part of the evidence base studies, which have been commissioned to support the preparation of main modifications to the Arun Local Plan (2011-2031) Publication Version (October 2014), and is for noting by members of the Littlehampton Regeneration Subcommittee.

8 POSITION STATEMENT

To receive and note the Littlehampton Regeneration Position Statement.

(Note: *Indicates report is attached for all Members of the Sub-Committee only and the press (excluding exempt items). Copies of reports can be obtained on request from the Committee Manager or via the web at www.arun.gov.uk).

(Note: Members are also reminded that if they have any detailed questions, would they please inform the Chairman and/or relevant Lead Officer in advance of the meeting).

Subject to approval at the next meeting

LITTLEHAMPTON REGENERATION SUB-COMMITTEE

2 December at 6.00 pm

Present: - Councillors Bicknell (Chairman), Mrs Ayres, Blampied, Cates, Dendle, Mrs Porter and Dr Walsh.

Councillor Buckland was also in attendance at the meeting.

Councillor Dendle was absent from the meeting during consideration of the matter raised in Minute 8 to Minute 12 (part).

8. APOLOGIES FOR ABSENCE

Apologies had been received from Councillors Dingemans and Gammon.

9. DECLARATIONS OF INTEREST

The Monitoring Officer has advised Members of interim arrangements to follow when making declarations of interest. They have been advised that for the reasons explained below, they should make their declarations on the same basis as the former Code of Conduct using the descriptions of Personal and Prejudicial Interests.

Reasons

- The Council has adopted the government's example for a new local code of conduct, but new policies and procedures relating to the new local code are yet to be considered and adopted.
- Members have not yet been trained on the provisions of the new local code of conduct.
- The definition of Pecuniary Interests is narrower than the definition of Prejudicial Interests, so by declaring a matter as a Prejudicial Interest, that will cover the requirement to declare a Pecuniary Interest in the same matter.

Where a Member declares a "Prejudicial Interest" this will, in the interest of clarity for the public, be recorded in the Minutes as a Prejudicial and Pecuniary Interest.

Councillor Mrs Ayres declared a personal interest as a member of Littlehampton Town Council.

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Councillor Dr Walsh declared a personal interest in Agenda Item 5, 9 Big Ideas for Littlehampton, as a member of Littlehampton Town Council and West Sussex County Council.

Councillor Blampied declared a personal interest as a member of the Littlehampton Harbour Board.

10. MINUTES

The Minutes of the meeting held on 21 July 2015 were approved as a correct record by the Subcommittee and signed by the Chairman.

11. CHANGE TO THE ORDER OF THE AGENDA

The Chairman announced a change to the order of the agenda to accommodate the presence of Mr Peter Fisher, who was in attendance to inform Members on the Sussex Business Wardens.

12. SUSSEX BUSINESS WARDENS

The Town Centre Regeneration Officer presented this report which advised the Subcommittee on a new initiative being provided by Sussex Police in partnership with Southern Co-ops. Home Office funding had been received to set up a business warden service being trialled in various locations across West Sussex, with Littlehampton being one of the chosen locations.

Members heard that the success of any town centre was built on reputation and, whilst there had been a lot of positive action in dealing with anti-social behaviour in Littlehampton, that had not resulted in a corresponding dip in crime against businesses

The Business Warden service was being provided by a private sector security company, contracted and managed by the Southern Co-operative Ltd. The Chairman welcomed Mr Peter Fisher to the meeting in his role as General Manager of SWL Security, the organisation contracted to deliver and implement the Business Warden Scheme.

Mr Fisher advised the Subcommittee on the background to the initiative and the source of funding. He was able to report that the pilot scheme had started two months ago in Eastbourne and Littlehampton for a period of two years. The wardens would be working with retailers to gather evidence to submit to the Police and, if an offence was taking place, they could stop and apprehend the offender until the Police were able to attend the scene.

Members then participated in a full question and answer session with Mr Fisher which covered the scope of the scheme; future funding streams; body cameras; the Facewatch Platform; and relationship between the Business Wardens and the Police. In the course of discussion, a request was made as to whether Arun District Council Members could be invited to the meetings with businesses as it was important that they be kept abreast of

Subject to approval at the next meeting

what was going on in the town and a response given that that might well be possible. It was also suggested and agreed that an update on the scheme would be provided to Members in about 9 months.

The Chairman extended the Subcommittee's thanks to Mr Fisher for his attendance at the meeting and for an extremely informative presentation on the work of the Business Wardens. He felt that the work that was being done supported a way forward in reducing crime in the town and was to be welcomed.

The Subcommittee noted the report and requested that an update report be provided to Members in 9 months time.

13. PROGRESS OF THE FIRST PHASE OF IMPLEMENTING THE 9 BIG IDEAS FOR LITTLEHAMPTON

(During the course of discussion on this item, Councillor Dr Walsh declared a personal interest as he was a member of the Littlehampton Harbour Board.)

In presenting this report, the Economic Regeneration Officer advised that, in addition to the consultation already undertaken (as set out in the report), he had had a meeting with the Littlehampton Traders Partnership on 3 November 2015 and would be meeting with the Littlehampton Civic Society on Friday 4 December 2015. Unfortunately, he was not able to advise on whether the Coastal Revival Fund bid had been successful as the Department for Communities & Local Government (DCLG) had not yet announced the results of the bidding process; however, Members would be advised as soon as notification was received.

Members then participated in some debate on the matter and the Economic Regeneration Officer reiterated that the 9 Big Ideas was just conceptual at the present time and further information would be gathered at the appropriate time to ascertain the views of relevant stakeholders, interested parties and local residents.

The £25,000 which had already been identified through Section 106 monies would be used to produce design plans for the town centre. It was hoped that design plans connecting the town centre to the following 3 areas would be created and funded through the Coastal Revival Grant (if the Council's application was successful) or as and when further funding became available:-

- Improve the Promenade
- Pier Lookout
- New Green and Beach Link

That work would ascertain the feasibility of progressing the schemes but it was stressed that nothing was set in stone at the present time.

Subject to approval at the next meeting

The Head of Economic Regeneration reminded Members that the schemes selected had to be deliverable in the context of an extremely difficult financial climate.

In the course of discussion, reference had been made to a letter sent by Littlehampton Town Council in response to the presentation they had received from the Economic Regeneration Officer regarding the 9 Big Ideas and the Chairman requested that a copy of that be circulated to all Members following the meeting. In addition, it was felt that a meeting between the Economic Regeneration Team and the Clerk of Littlehampton Town Council should take place and an update be provided to the next meeting on a way forward.

The Subcommittee noted the progress made with developing the first phase of the 9 Big Ideas for Littlehampton and the proposed next steps and requested officers to take account of its views.

14. COASTAL COMMUNITIES TEAM

The Town Centre Regeneration Officer presented this report which outlined the detail of how an award of £10,000 from the Coastal Communities fund would be used to set up a Littlehampton Coastal Communities Team.

The Subcommittee welcomed the proposed involvement of additional partners and stakeholders in supporting improvements to the town and then noted the contents of the report.

15. LITTLEHAMPTON REGENERATION POSITION STATEMENT

The Subcommittee considered the Position Statement and participated in general discussion on a number of items. Particular comment centred around the following:-

- **St Martin's Car Park:** It was asked if there was a timescale for starting work on a development brief. The Head of Economic Regeneration advised that she could not give an answer to that but that it was likely to be at least a year due to the lack of resources within the Planning Department to be able to progress the work. She also advised that officers were not aware at this time of any serious commercial interest in the empty Waitrose site.
- **9 Big Ideas for Littlehampton:** As a number of ideas were already coming forward from various parties, Members felt that the "9 Big Ideas" should be changed to reflect those suggestions and should in future be referred to as "Big Ideas for Littlehampton". More importantly, it was about enhancing the town and interconnecting the town centre to the seafront and riverside to encourage a thriving economy.
- **North Littlehampton Development:** Building had started, which was good news. It was anticipated that delivery of the Lyminster Bypass would be over the next four years. A concern

Subject to approval at the next meeting

was raised that, with the new developments, safety of the residents had to be ensured.

- **Arcade:** It was acknowledged that the Arcade was in need of upgrading and it was hoped that a change in the management would lead to more positive action.
- **Retail Vitality:** Traders and all involved were commended for their efforts at Wick and Littlehampton as there were no empty shops at present.
- **Enterprise Hub – Wick:** The Head of Economic Regeneration advised that an enforcement notice had been issued against Morrisons because they had not completed their planning obligation. Councillor Dr Walsh also advised that there had been a meeting with the Coastal Commissioning Group to express the serious concern that no progress was being made to provide the new medical surgery.
- **Mewsbrook Park:** A question was asked as to who had been consulted over the type of new equipment that would be installed. As this was not within her remit, the Head of Economic Regeneration stated that she would make enquires of the Greenspaces Team and inform Members accordingly, including Councillor Purchase who was the Ward Member (as was Councillor Dr Walsh).

Officers were reminded that a request had been made that the “*Civic Block*” should be added to the Position Statement but that had been omitted. The Head of Economic Regeneration apologised for this error and stated it would be rectified for future meetings.

The Subcommittee noted the report.

(The meeting concluded at 7.30 pm)

ARUN DISTRICT COUNCIL

LITTLEHAMPTON REGENERATION SUBCOMMITTEE ON 6 JULY 2016

PART A : REPORT

SUBJECT: Littlehampton Town Centre - Public Realm Improvements - Design proposals and project delivery

REPORT AUTHOR: Phil Graham **DATE:** 21st June 2016 **EXTN:** 37858

EXECUTIVE SUMMARY:

This report seeks approval of the proposed designs for public realm improvements to Littlehampton Town Centre and the steps to be taken to progress delivery of the new schemes.

It has been identified through Public Consultation that making improvements to the quality of the public realm in Littlehampton Town Centre will be an important step towards boosting economic regeneration in the town. Design proposals to improve the town's public realm have been produced and were presented for public comment during a consultation period between 25th April and 15th May 2016. The results of the consultation, which included 201 completed surveys, have been collated and reviewed to produce a proposed Town Centre design that can be delivered in phases over a period of time, and in partnership with Littlehampton Town Council (LTC) and West Sussex County Council (WSCC), subject to the necessary funding being available.

This report also seeks to recommend that a Supplementary Estimate is made available to progress the necessary technical studies the Council is required to complete to apply for a Coastal Communities Fund (CCF) grant to deliver the scheme.

RECOMMENDATIONS:

That Littlehampton Regeneration Sub-Committee recommend to Full Council that:

1. The proposed pedestrian priority public realm design plans for Littlehampton Town Centre (as set out in Appendix 1. Littlehampton Town Centre Public Realm Design Proposals) are approved and delivered in partnership, as phased projects over a period of time, with LTC, WSCC and other stakeholders, subject to the necessary funding being available.
2. WSCC and LTC to be asked to consider contributing towards the costs of the Town Centre public realm projects.
3. The Director of Planning and Economic Regeneration is authorised to apply for external funding sources including that of the Coastal Communities Fund (CCF). This includes sponsorship for elements of the scheme to help finance parts of the project.
4. The Director of Planning and Economic Regeneration is authorised to make minor amendments to the design plans as necessary and appropriate to enable efficient

- and effective delivery of the project.
5. Approves the use of £15,000 of Morrison's Section 106 contributions allocated for 'Town Team' projects to part fund the public realm technical studies.
 6. Approves the use of £40,000 of the Morrison's Section 106 contributions currently allocated for professional fees associated with marketing the St Martins Car Park site and procuring a developer.
 7. A supplementary estimate of £75,000 is approved to cover the collective costs of commissioning the various technical studies and professional fees required to progress the proposed Littlehampton Town Centre public realm improvements to RIBA Work Stage 4. This supplementary estimate is only to be used if the Council is invited to submit a Stage 2 CCF application.
 8. The Director of Planning and Economic Regeneration is authorised to draw down the Supplementary Estimate of £75,000.
 9. If the Council is not invited to submit a Stage 2 CCF bid the sum of £75,000 should be considered as a possible allocation in the Capital Programme to facilitate a detailed bid next year.
 10. That a formal agreement is put in place with WSCC Highways as land owners to develop the relevant Highway land and a Section 278 agreement is arranged at a later date in partnership by the Council with WSCC Highways.
 11. That a formal agreement is put in place with Network Rail as land owners to facilitate the improvements of a small section of public realm outside the train station.

1. BACKGROUND:

- 1.1 The '[Vision](#)' Masterplan of 2004 sets the key principles - *"To build upon on the town's 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."*
- 1.2 The proposed public realm enhancements support the above principles to create a well-connected town.
- 1.3 Following the 'Vision' Masterplan, a '[Waterfront Strategy](#)' was commissioned to look at opportunities for the Town in more detail. This piece of work produced in 2009 highlighted 3 distinct but disconnected areas which required interconnecting to improve the pedestrian experience:
 - The Town Centre
 - The Green
 - The Harbour
- 1.4 A '[Signage Plan](#)' was implemented in 2014, incorporating the above 3 areas of the town to improve the connection for pedestrian movement in Littlehampton which resulted in the installation of new Monolith directional signage around the town.
- 1.5 The next steps following the Signage Plan was for a Conceptual Development Plan to be produced in 2015, referred to as the '[9 Big Ideas for Littlehampton](#)'. The purpose of this plan was to identify ways to improve the routes and connectivity between the Town Centre, Seafront and Riverside. These 'ideas' would improve

pedestrian movement and the experience for the local community and visitors to the area.

- 1.6 An opportunity to re-evaluate the Town Centre public realm design arose from discussions regarding the area outside of the Cassino in the High Street. This area has been considered a congregation point for street drinking and anti-social behaviour. Discussions took place with LTC and the Littlehampton Traders Partnership on how to improve that area through re-design. The discussions highlighted the need for a more holistic approach and investment into a more encompassing Littlehampton Town Centre public realm design.
- 1.7 As a result of the above concerns it was suggested that a redesign of some of the public areas in the Town Centre would improve the environment and make better use of the space. A budget of £25,000 from Morrison's S106 contributions was identified to develop design plans for Littlehampton Town Centre. This budget could only be spent on work related specifically to the town centre itself.
- 1.8 A grant of £49,150 from Coastal Revival Fund (CRF) was awarded to the Council in May 2016 and is being used to support design plans for Littlehampton Town Centre and the interconnected routes via Beach Road to the Seafront and Riverside. The grant will also help to create a Heritage Trail for the routes highlighted within the design proposals.
- 1.9 In March 2016 and following a full tendering process LDA Design were appointed by the Council to conduct consultation and prepare designs for improvements to the public realm in the Town Centre and routes to the Seafront and Riverside (as funding became available). LDA have a strong track record of public realm design interventions, including the recent East Bank public realm improvements scheme. An inception meeting with LDA took place on 3rd March 2016.
- 1.10 Three Focus Group sessions, comprising of 36 Stakeholders, Officers and Member representatives from all 3 Councils took place on Wednesday 16th March 2016 to gather an insight and clear understanding on the challenges and opportunities for Littlehampton Town Centre improvements.
- 1.11 The ideas gathered from the Focus Groups were then formulated into [Conceptual Design Plans](#) by LDA Design to enable the Council to further consult and seek the views of the general public through public consultation. Extensive public consultation was undertaken over a 3 week period and 201 surveys were completed. A Public Exhibition was held in the rear room of Hunnies Café in the Town Centre which 115 people attended over a 3 day period.
- 1.12 See Appendix 2. for Littlehampton Town Centre Public Consultation Survey Results.
- 1.13 The consultation results and feedback from the survey were used by LDA Design to set the design objectives and principles and shape the detailed design proposals.

2. SUMMARY OF DESIGN PROPOSALS

- 2.1. The overall scheme aims to provide a strong interconnected pedestrian priority design for the Town Centre by the use of a high quality and co-ordinated palette of materials, furniture and planting. New lighting columns, paving materials, trees and unified street furniture will improve the connections through the Town Centre and create a less cluttered appearance.
- 2.2. The area of the proposed public realm improvements has been divided into a series of smaller project areas and design plans have been prepared for each. This will enable different phases of the scheme to be delivered over a period of time depending on the funding available.
- 2.3. The Design Objectives are:
- The improvements to Littlehampton will create a place that people want to visit and that businesses want to locate to, attracting both local people and visitors to visit, relax and spend money.
 - The key pedestrian route between Littlehampton Train Station, High Street, Beach Road and Surrey Street linking to the Riverside should be strengthened.
 - A distinctive relationship to the town's maritime setting and history.
 - An environment that is inspiring and promotes the very best image for Littlehampton.
 - Enhancing pedestrian movement by reducing vehicle dominance.
 - To create opportunities for families to spend longer in the town and chances for play.
 - Create a vibrant and attractive centre to the town with space for al fresco dining, seating for shoppers, markets, high quality concessions and street entertainment.
 - Raise the quality of the town centre environment and experience.
 - Improved public realm to stimulate a sense of community pride.
 - To create an attractive Town Centre that is distinctive from other destinations.
 - Attract more and higher spending customers to the Town Centre.
 - Create a town that is more easily navigated on foot.
 - Variety of leisure activities for all ages, increasing visitor numbers and support a thriving economy.
 - Flourishing seasonal and all year round business and employment opportunities.

3. PROJECT DELIVERY

- 3.1. The capital costs associated with delivering the five phases of public realm design plans for Littlehampton Town Centre are estimated at £4.85m. The Council is reliant on external funding to deliver the scheme.
- 3.2. The public realm improvements are set out in 5 delivery phases as described below with each estimated deliver costs. They can be delivered separately as funding becomes available.
- Littlehampton Train Station to Arundel Road - £669,000
 - Littlehampton High Street - £1,623,000
 - East Street through to High Street junction and Beach Road - £1,073,000
 - Surrey Street to Look & Sea Centre and Pier Road sections - £799,000
 - The War Memorial roundabout at Beach Road - £682,000

- 3.3. It is proposed that S106 contributions from the Morrison's Wick development are used to contribute to the costs of the technical studies. The S106 agreement stipulates that the contribution can be used 'for the development and implementation of the town centre improvements schemes and initiatives in accordance with the 'Littlehampton Vision' document dated 2004'.
- 3.4. In August 2012 the Sub-Committee allocated this funding for 'Town Team' projects and for a feasibility study for the St Martins car park development and professional fees associated with undertaking a procurement exercise to select a preferred developer. It is proposed that £15,000 is contributed from the Town Teams allocation and £40,000 from the St Martins car park proposals. **It should be noted however, that if this money is allocated for the public realm technical studies there will be no further funds available from S106 to prepare a development brief for the St Martins car park site.**
- 3.5. Part of the grant (£15,000) from Coastal Revival Fund will also be used to support the development of the project to RIBA Work Stages 4.

4. FUNDING OPPORTUNITY

- 4.1. To deliver the Public Realm improvements the Council will need to identify and secure external capital funding.
- 4.2. The Council has been successful in securing a grant of £49,150 from the Coastal Revival Fund (CRF). This funding is being used for the additional design plans required to interconnect the pedestrian route from the Town Centre and Beach Road roundabout to Littlehampton Seafront and Riverside. A Heritage Trail will also be incorporated into the overall design plans.
- 4.3. The 4th Round of Coastal Communities Fund (CCF) opened for bids in May 2016 with a fund of £36 million available to apply for in England. The Littlehampton Town Centre Public Realm improvement proposals meet the funding programme criteria and a Stage 1 application has been prepared.
- 4.4. It is expected that the grant will attract significant interest and competition from around the country.
- 4.5. A Stage 1 application was submitted to CCF by the Council on 30th June 2016. The Council has applied for capital funding to support the delivery of the public realm work for the Town Centre i.e. new paving, lighting, seating and trees. Should the Stage 1 application be accepted the Council will be invited by CCF to submit a more detailed Stage 2 application by late November 2016.
- 4.6. To meet the Stage 2 criteria for Round 4 of the CCF any capital proposal is required to be developed to a detailed Technical Design Stage (RIBA Work Stages 4). The cost of surveys and professional fees are estimated at £145,000. S106 contributions for Town Centre improvements can be used to part fund this.
- 4.7. The technical studies include: Highways Engineering; Road Safety Audits; Quantity Surveying and relevant survey requirements such as Topographical and Geophysical surveys.
- 4.8. West Sussex County Council and Littlehampton Town Council will be asked to contribute to costs of the Town Centre public realm project, both the technical

studies and project delivery costs.

5. NEXT STEPS

- 5.1. Should the design plans for Littlehampton Town Centre Public Realm improvements be supported by LRSC and ratified by Full Council. The Council will then await notification in August 2016 from CCF if it has been invited to submit a Stage 2 application. Technical survey studies for the design plans will be required for the Stage 2 application and ready by November 2016.
- 5.2. The Council is in the process of confirming WSCC's support for the scheme by way of a letter of support and later formally via a Section 278 agreement. A small section of the proposed project also needs the agreement of Network Rail as land owners.
- 5.3. If the Council is successful with the CCF bid it is anticipated that, following the production of technical design information and tender stages, the delivery of the scheme will commence in 2017 for completion in December 2019.
- 5.4. Additional Workshops, for Members, Officers and Stakeholders are planned for Thursday 7th July 2016 at the Arun Civic Centre and Look & Sea Centre. The purpose of the workshops are to develop the proposals for the routes from Beach Road to the Seafront and Riverside in a similar approach taken for the Town Centre

6. PROPOSALS

- 6.1 Given the strong level of public support for the scheme demonstrated by the public consultation it is proposed that the design plans (See Appendix 1) for the Town Centre are approved and delivered in partnership with LTC, WSCC and other stakeholders as and when the funding becomes available.
- 6.2 The capital cost of delivering the whole scheme is estimated to be £4.85m. The improvements can be split over 5 delivery phases. The brief required a scheme that could be delivered in phases, over a period of time and as funding becomes available.

7. OPTIONS:

- 7.1 To approve the Public Realm Design Plans for Littlehampton Town Centre and to apply for external funding to deliver the scheme in a phased approach as funding becomes available. A funding opportunity for the whole scheme has already been applied for to CCF (30th June 2016 deadline).
- 7.2 To not approve the Public Realm Design plans for Littlehampton Town Centre and Officers withdrawn the CCF Stage 1 application.

8. CONSULTATION:

- 8.1 Extensive consultation has been undertaken throughout the design process for Littlehampton Town Centre. A series of Focus Group sessions, comprising of 36 Stakeholders, Officers and Member representatives from all 3 Councils took place on Wednesday 16th March 2016 to gain a broad insight and clear understanding on the challenges and opportunities for Littlehampton Town Centre.
- 8.2 The ideas brought forward from the Focus Groups were formulated into conceptual design plans by LDA Design to enable the Council to further consult and seek the views of the general public on the consultation. Extensive Public Consultation took

place over a 3 week period between 25th April and 15th May 2016.

8.3 A Public Exhibition was displayed in the rear room of Hunnies Cafe in the Town Centre over a 3 day period. Approximately 115 people viewed the exhibition. (See Appendix 2. for Littlehampton Town Centre Public Consultation Survey results)

8.4 The design proposals were also presented to the public at:

- Arun Civic Centre reception
- Civic Society AGM at Littlehampton Town Council
- The Academy, Littlehampton
- The Tamarisk Centre

The exhibition was also promoted via:

- Press releases
- Radio promotion
- 500 Flyers distributed
- Posters
- ADC Website home page
- Social Media

8.5 All relevant Town, District and County Council Members and officers were invited to the staffed Public Exhibition in Littlehampton Town Centre.

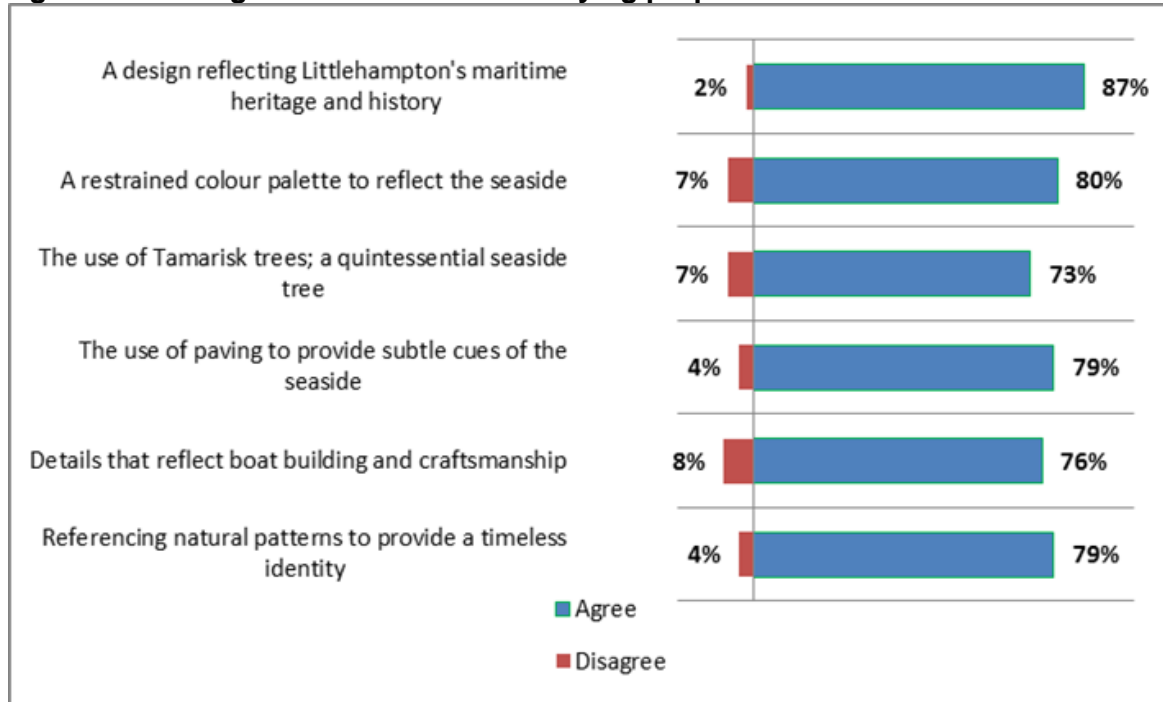
8.6 The general public were invited to comment on the proposals by way of a questionnaire which were available as hard copy and on-line. The Council received 201 completed surveys. Key findings and conclusions included the following:

- 87% supported a design reflecting Littlehampton's Maritime heritage and history.
- 94% wanted underutilised streets and spaces turned into new public spaces, pocket plazas, pocket parks for sitting in comfort, outside dining and Town Centre events.
- 88% supported the celebration of the arrival experience, setting the scene for Littlehampton; town arrival points that give strong messages of what to expect from the rest of the town.
- 84% agree that Beach Round roundabout should have new raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting
- 74% agreed with the removal of existing street clutter (planters, railings and posts)
- 85% agreed with integrated lighting materials.

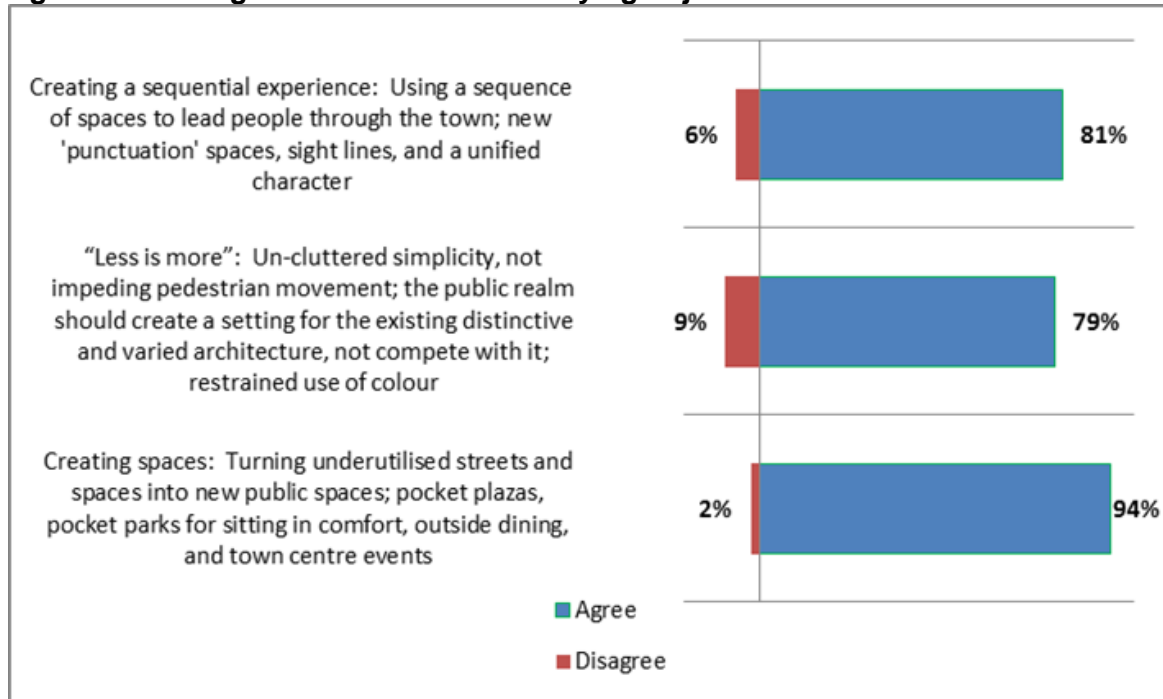
A summary of the survey findings can be found below and Full survey results are available in Appendix 2.

Public Consultation findings

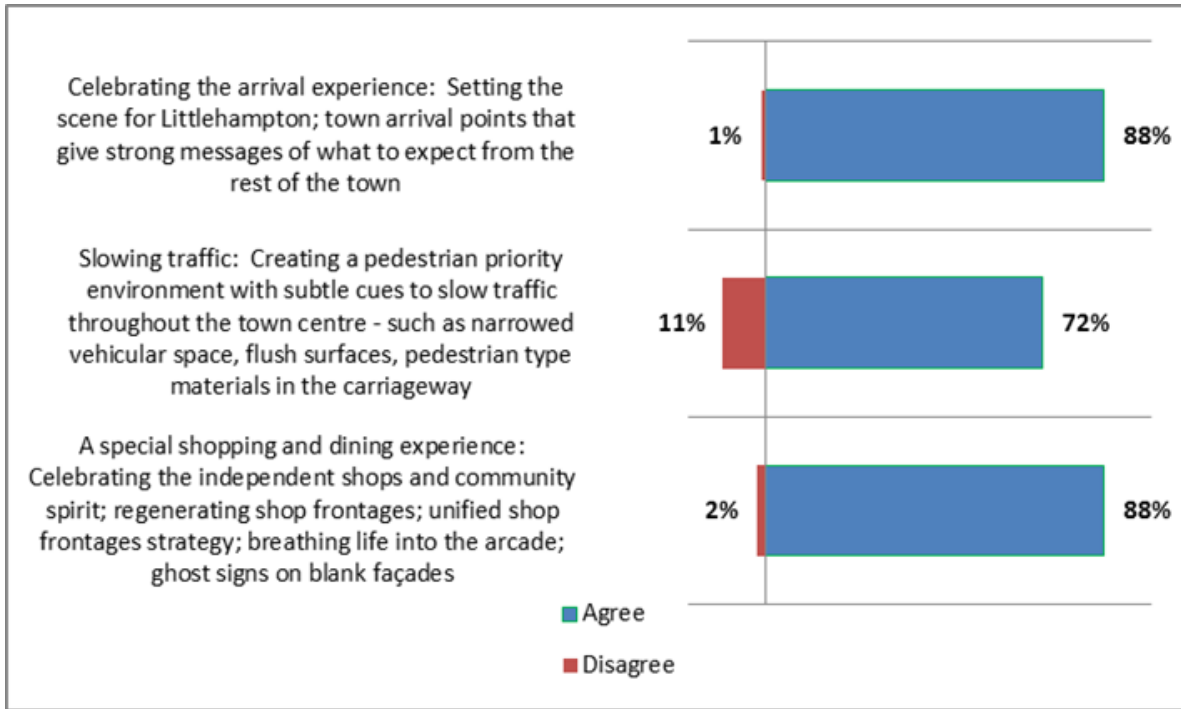
Agreement/disagreement with the underlying proposals



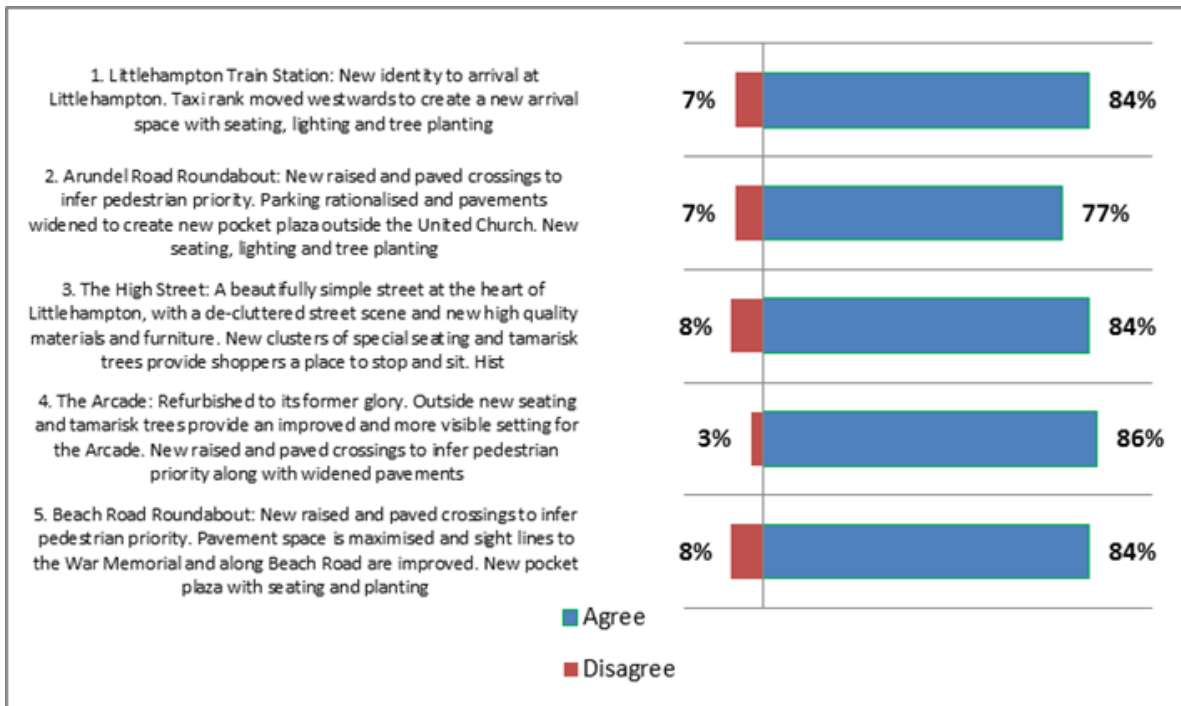
Agreement/disagreement with the underlying objectives



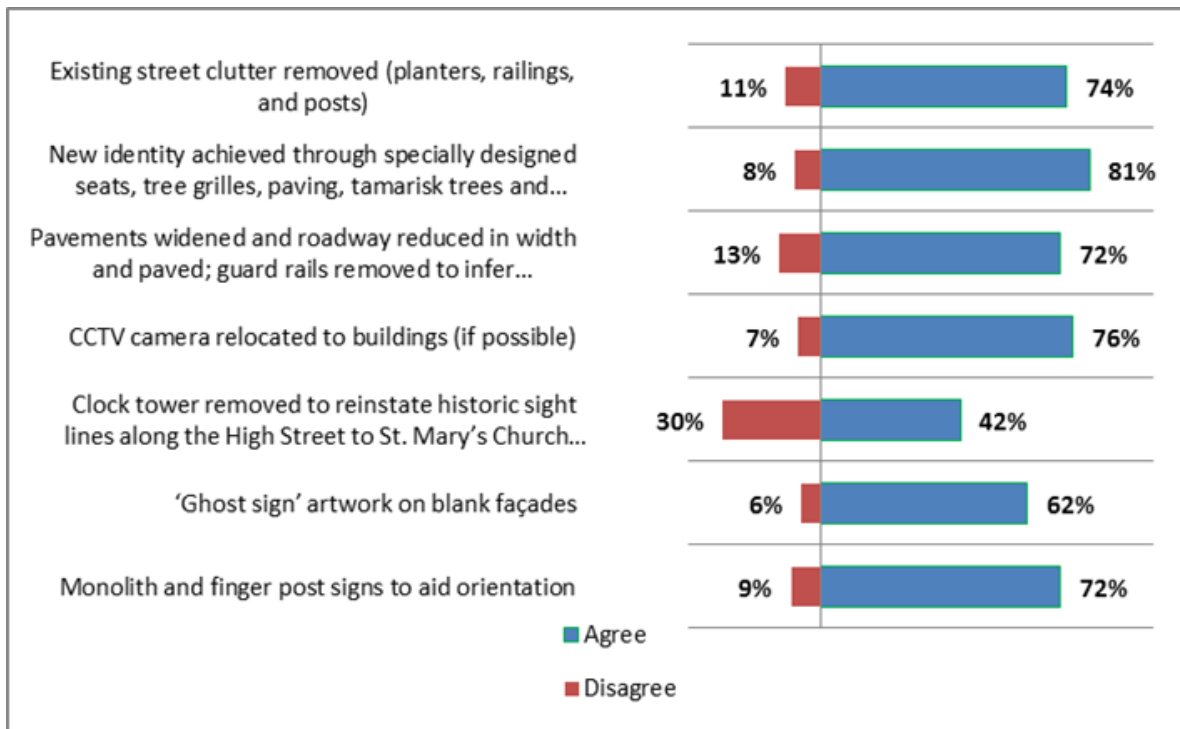
Agreement/disagreement with the underlying objectives



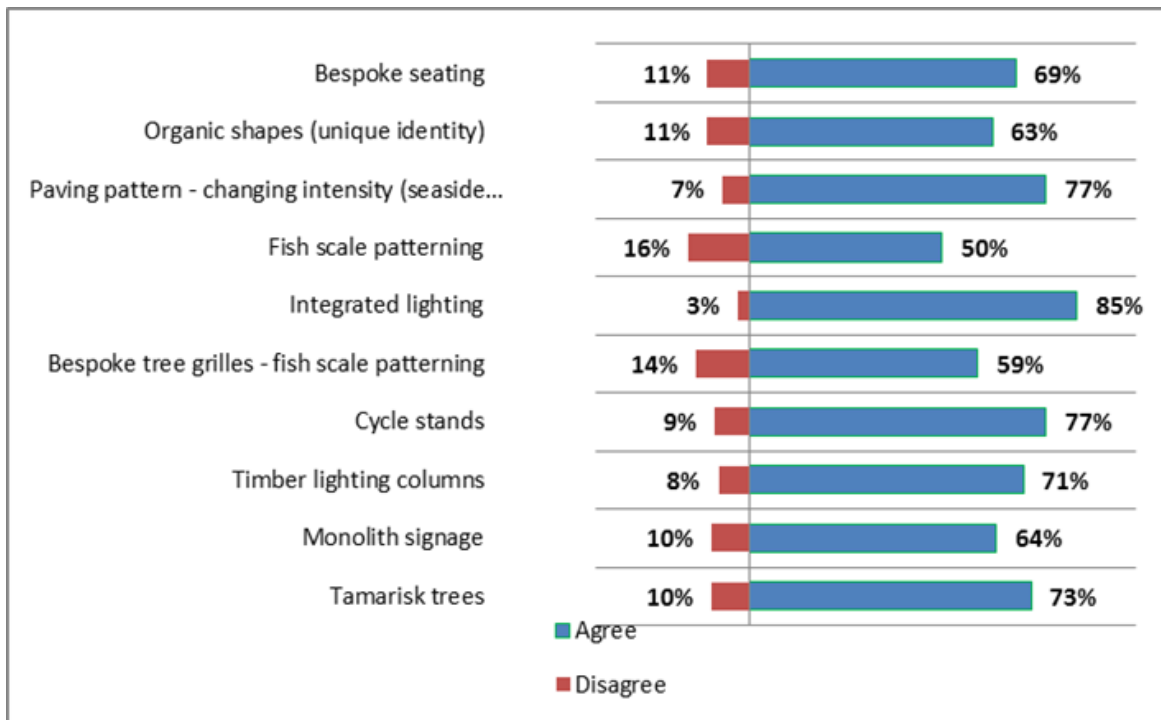
Agreement/disagreement with the proposals for specific areas of the town



Agreement/disagreement with proposals that will change the view looking along Littlehampton High Street



Agreement/disagreement with proposed materials and street furniture



Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	x	
Relevant District Ward Councillors	x	
Other groups/persons (please specify)	x	
9. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial	x	
Legal	x	
Human Rights/Equality Impact Assessment	x	
Community Safety including Section 17 of Crime & Disorder Act	x	
Sustainability	x	
Asset Management/Property/Land	x	
Technology		x
Other (please explain)		
10. IMPLICATIONS:		
<ul style="list-style-type: none"> • Land ownership and legal agreements will be required between WSCC, Network Rail and the Council. • The CCF application cannot progress without the support of a Supplementary Estimate. • The scheme cannot progress without achieving external funding. • Future maintenance responsibilities for the completed scheme will need to be clarified and formally agreed. 		

11. REASON FOR THE DECISION:

To gain Council support for the agreement of an overarching Design Plan for Littlehampton Town Centre, subject to achieving external funding.

To gain Council support to draw down funding through a supplementary estimate to develop design plans and ensure the Council's CCF application meets the relevant requirements to apply for a capital grant.

To improve the public realm environment in Littlehampton Town Centre.

12. BACKGROUND PAPERS:

Littlehampton Regeneration Sub-Committee, 17th March 2015, 21st July 2015, 2nd December 2015

[Littlehampton Town Council Design Plans](#)

[9 Big Ideas for Littlehampton](#)

[Littlehampton Signage Plan](#)

[Concessions Strategy](#)

[Waterfront Strategy](#)

[Littlehampton Vision](#)

The above documents can also be found at www.arun.gov.uk/regeneration-in-littlehampton

Appendices	Item
Appendix 1.	LDA Report - Littlehampton Town Centre Public Realm Design Proposals (attached)
Appendix 2.	Littlehampton Town Centre Public Consultation Survey Results (Attached)

LDĀ DESIGN



LITTLEHAMPTON – TOWN CENTRE PUBLIC REALM

FINAL REPORT

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JUNE 2016



LITTLEHAMPTON - TOWN CENTRE PUBLIC REALM
FINAL REPORT

Date:
June 2016

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I.0 INTRODUCTION



1.1 OVERVIEW

Littlehampton is a Seaside Town situated on the South Coast of England which is located within the Arun District. The study incorporates a 1.57 Ha area of Littlehampton's public realm incorporating the town centre and a collection of surrounding streets and spaces as demonstrated by the adjacent plan.

Littlehampton has been a major visitor destination for families since the Victorian era and caters for a family oriented, day tripper market throughout the summer season. The seafront offers a wide expanse of open space which along with the town's riverfront has been the town's unique selling points. The award winning beach is made up of shingle and sand and offers an RNLI Lifeguard service.

The River Arun acts as a backdrop for visitors as they proceed along the newly enhanced East Bank Riverside Walkway. The Harbour and Edwardian Pier head have been prominent features in the Town since the 17th Century, with ship building and fishing trades once vital to the Town's economy and contribute to the town's identity.

Throughout the winter months the traditional seaside town becomes a more peaceful and tranquil seaside destination.

Littlehampton has a historic High Street which has served at the heart of the Town Centre for centuries which includes retail, restaurants and cafes. The town centre area displays a splendid architectural heritage with many buildings displaying intricate detail with well crafted materials typical to this part of the Sussex coast such as unknapped & coursed flint, exposed timber and ornate cornicing. These intricate layers of architectural heritage, that can be easily overlooked, demonstrate the longevity of the town which dates back to prehistoric and Roman times and appears in the Domesday Book of 1086.

Compared with South East averages, the Sussex Coastal area has higher levels of multiple deprivation, lower earnings, and higher levels of unemployment, lower rates of business start-up, a relatively less well qualified workforce and an ageing population. In contrast, it also has areas of great affluence. An understanding of the local demographic is important and this project has the opportunity to

build on the success of East Bank by encouraging both locals and visitors to seamlessly mingle between river, town and sea. At East Bank, the improvements have reportedly seen increased visitor numbers and spend. In 2012, prior to implementation, around £1.06m day visitors came to Littlehampton and the enhancements have been estimated to increase visits by a minimum of 5%, with a minimum spend increase of 3% based on longer dwell times within the improved space. This is estimated to represent an additional £2.8m into the local economy each year.

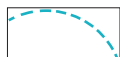
A wayfinding plan was produced for Littlehampton in 2014 with the intention of improving the visitors experience and interconnect pedestrian movement through directional signage. Improved signage was then installed in 2015 to offer a navigational route through the Town Centre to the Seafront and Riverside.

Subsequent to this, Arun District Council (ADC) reviewed the connectivity of the town and associated environmental, economic and social opportunities. The outcome of this was titled the '9 Big Ideas for Littlehampton'. This document presented solutions to how the Town Centre, Seafront and Riverside should connect more fluidly and to improve the overall pedestrian experience and stimulate economic regeneration. Three projects were clearly identified which fall within the study area and help to form a basis for the future public realm improvements:

- 1 **Project 1 - High Street links. St. Martin's, Terminus and Beach Roads;**
A severed pedestrian link which forms a crucial link to the town centre.
- 2 **Project 2 - This way to the beach. Beach Road – New Road.**
An opportunity here to extend a new public realm treatment into Beach Road in order to deliver a stronger connection between the town and seafront.
- 3 **Project 3 - Beach Road – War Memorial.**
Beach Road crosses Maltravers and New Road where there is a large 6 spoke roundabout creating a significant interruption to pedestrian links.



Public realm study area



'9 Big Ideas for Littlehampton' projects

1.2 LITTLEHAMPTON'S PUBLIC REALM

It is in this context that Arun District Council commissioned *LDA Design* to explore opportunities of how to enliven and regenerate the public realm within the town centre. *LDA Design* has been appointed to recommend practical methods for enhancing the town's pedestrian connectivity through a holistic approach and high quality design. The proposals intend to improve the arrival experience into the town and reinvent the public realm as a welcoming and enjoyable place that is comfortable. Encouraging visitors and locals to spend more time and contributing to wider commercial benefits.

There is a desire to create more meaningful connections between the Riverside, Seafront and Town Centre. The public realm has seen recent investment in the implementation of the transformational East Bank Riverside Walkway; which has become a highly popular destination for locals and visitors. These proposals will aim to create meaningful connections between the Town Centre and Riverside as currently the relationship between the two is poor. ADC have also recently commissioned *LDA Design*, as part of a future piece of work, to explore innovative designs for the Seafront green, Promenade and Pier to complete a fully joined up cyclical route to stitch the key parts of the town together and create a fundamentally more legible place. For the avoidance of doubt this report refers to the town centre only; shown as yellow on the adjacent plan.

Crucial to the success of the area is the creation of reorganised public spaces, improvement in the quality of its public realm and it's transformation into a great place to spend time. By way of explanation, public realm is a term used to describe 'the spaces between buildings' amongst other things, this includes the pavements we walk on, the streets we drive down, the seats we sit on and art we look at; places to work and places to relax. Successful public realm typically comprises streets and spaces with clear roles that can be used comfortably and safely, with well-considered arrangements of paving, lighting, signage, planting and street furniture adding to the identity of the place.



1.3 PROJECT OBJECTIVES

The Littlehampton Town Centre Public Realm Project has the following objectives:

- The improvements to Littlehampton will create a place that people want to visit and that businesses want to locate to, attracting both local people and visitors to visit, relax and spend money.
- The key pedestrian route between Littlehampton Train Station, High Street, Beach Road and Surrey Street linking to the Riverside should be strengthened.
- A distinctive relationship to the town's maritime setting and history.
- An environment that is inspiring and promotes the very best image for Littlehampton.
- Enhancing pedestrian movement by reducing vehicle dominance.
- Creating opportunities for families to spend longer in the town and chances for play.
- Creating a vibrant and attractive centre to the town with space for al fresco eating, seating for shoppers, markets, high quality concessions and street entertainment.
- Raising the quality of the town centre environment and experience.
- Improved public realm to stimulate a sense of community pride.
- Creating an attractive town centre that is distinctive from others destinations.
- Attract more and higher spending customers to the town centre.
- Creating a town that is more easily navigated on foot.
- Variety of leisure activities for all ages, increasing visitor numbers and a thriving economy.
- Flourishing seasonal and all year round business and employment opportunities.

It is intended that the overall proposal can be broken down into a number of smaller projects or phases. Importantly, the projects need to be developed in such a way that they capitalise on potential sources of funding.

1.4 PROJECT TEAM

Client: Arun District Council

Consultant: LDA Design
(Public Realm and Urban Design)

1.5 PURPOSE OF THIS DOCUMENT

The purpose of this document is to set out in detail the analysis, vision, area wide strategy and projects that can be used by the Council as detailed concepts for the projects going forward. The report aims to provide a clear narrative that charts the process of design development, including community and stakeholder involvement.

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2.0 SITE ANALYSIS



2.1 HISTORICAL CONTEXT

INTRODUCTION

The aim of the historical analysis is not to provide a detailed history of this well-documented town nor repeat previous historic character studies. Instead it explores the past in order to understand the present condition and form richer, more layered responses to the design problems with which we are faced.

The analysis helps us understand why some parts of the modern environment are degraded and establish which locations are the key to change. Some of these key areas aren't necessarily of the highest heritage significance but instead offer the opportunity for the highest impact in terms of improving the setting of nearby heritage assets and improving the wider environment for residents and users of the town.

The character of Littlehampton is typical of many seaside resort towns along this part of the Sussex coast which developed rapidly in the late 18th century of which the town owes much of its intrinsic personality & quality. The older fabric of the town is of a rich tapestry of building materials and traditional methods of construction; we see flint both as cobbles and in knapped form, brick and stucco; these are interesting features in themselves but can often be lost/recessive with the now competing and busy public realm.

The following describes an outline of the historical context of the area and the opportunities these present for the public realm today.

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2.1.2 LESSONS FROM HISTORY

LANDMARKS AND WAYFINDING

Image① displays a view along the High Street to St Mary's Church. Although later built form has blocked this particular vista we can still understand how this relatively clear/uncluttered view draws the pedestrian along a street, how a space is created in front of the building allowing for easier orientation and how an altogether more legible place is presented.

PEDESTRIAN DOMINANT

Image② shows a reasonably comfortable mixing of pedestrians and vehicles. In this image we start to understand how vehicles would have been forced to be wary of nearby people. Clearly, vehicles would have moved much slower and been much less frequent; however, there are modern interpretations of similar scenarios that improve the environment for all and handover much more space and dominance to the pedestrian.

Although the street layout itself has not largely changed, evident in early mapping, the dominance of motor vehicles and space for vehicles has significantly increased over the past 100 years creating greater severance between different parts of the town ultimately making it more difficult for pedestrians to freely move throughout Littlehampton. The 20th century highway focussed alterations had a number of negative impacts upon the pedestrian;

- A one-way system throughout the town was established meaning that vehicle users felt they were able to move faster without the risk of anything getting in their way.
- Some carriageways were widened and, where felt necessary, split into two lanes which dominates crossing points and junctions; this effect is felt particularly along Surrey Street, West High St, High St./East St. Junction and at the War Memorial roundabout.
- Pedestrian movement management techniques utilised throughout the town provide negative messages to the pedestrian and create vehicular dominated spaces which limit movement, in some cases can, become a hazard in themselves; for example, pedestrian guard railing blocking desire lines and raised curbs presenting trip hazards at junctions.

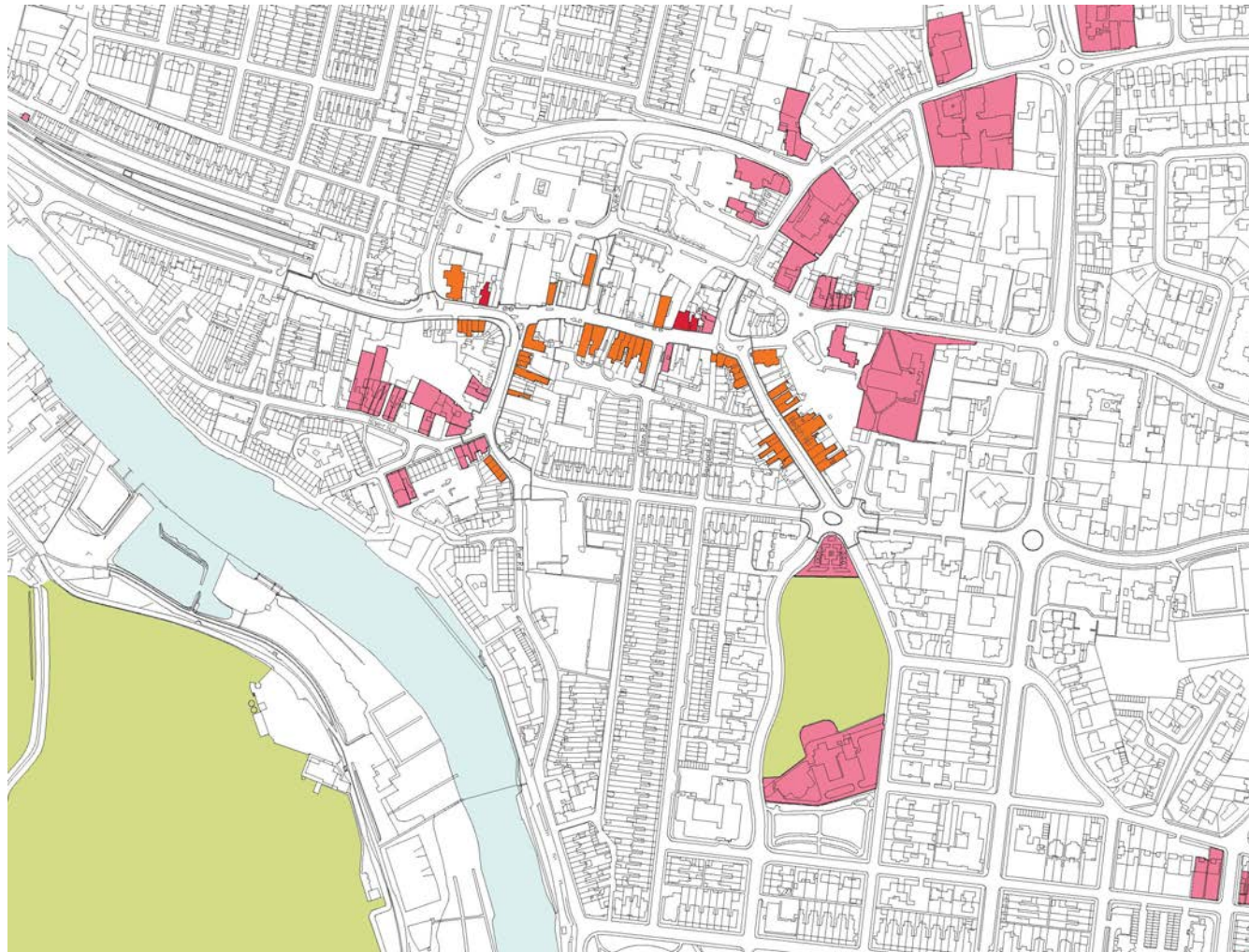
COORDINATED BUILDING FRONTAGE




Typically, Victorian town centre shopping streets would have displayed a harmonious palette of colours and styles using finely crafted materials which contributed to a vibrant and distinctive sense of place. In image③ we see awnings regularly decorating the shop fronts on the sunny side of the street and can clearly identify characterful branding. Painting large signs and adverts on blank facades was a frequent occurrence providing visual stimulation in a genuine way.

This coordinated approach to the style of shop frontage, where towns tended to have a distinctive character was primarily as a result of skilled local sign manufacturers who produced work throughout a particular town or area. This character of shop frontage using traditional techniques and styles is seeing a renaissance in popularity with many successful examples of captivating shop frontage being found across UK's towns and cities.

FLEXIBILITY

Image④ shows just how hard the streets were forced to work; the relatively clear cross section allowed maximum flexibility for events and performance while permitting regular daily activity to take place. The modern town centre street is inherently more restricted with expectations and desire for crucial street furniture, greenery and essential vehicular access. However, to enable the town centre to be a hub of activity and a bustling/vibrant place capable of hosting a whole programme of events; the arrangement of items within the streets will need to be carefully considered to allow maximum flexibility.



-  Significant Historic Buildings
-  Grade II Listed Buildings
-  Notable Architecture

2.1.3 HERITAGE ASSETS AND HISTORIC FRONTAGE

The Littlehampton Historic Character Assessment, Sussex Extensive Urban Survey (EUS) Report provides a thorough archeological and historic urban character assessment of Littlehampton and has been used to understand in detail the morphology of this area of the town informing of the valuable historic assets within the study area.

Much of the town centre's 'Historic Character Type' is classed as having 'Irregular Historic Plots' which can be mapped as early as 1600. This has contributed to its rich, complex and often tight urban grain. Places that display these characteristics often have opportunities in their enclosure to encourage discovery. It provides great opportunity in defining the relationship between the fronts of buildings and the street to benefit their respective uses. The current scenario of clutter and obstructions within the street scene, go some way to prohibiting and conflicting with how the built form would otherwise form a positive relationship with the public realm.

Littlehampton has a wealth of listed buildings, 72 in total, (all Grade II). However, the study area contains very few. The EUS identified further buildings within the study area as having 'Significant Historic Merit' one 16th-century house & one 18th-century house. Our own subjective assessment identified many more building frontages within the town centre that we singled out as having a positive impact on the quality of the environment, value in their detailing/craftsmanship and contributed to the feeling of a historic town core.

2.1.4 CONSERVATION AREAS

Detailed conservation area appraisals exist for the various parts of the town. However, large parts of the study area fall outside conservation areas. The study area encroaches small amounts on two ‘Conservation Areas’ and one ‘Area of Special Character’. There is one Scheduled Monument close to the town, covering the mid-19th-century fort on the west side of the mouth of the River Arun well outside the study area where no potential visual impact will be possible.

Detailed descriptions on each of the conservation areas can be found within the ‘Conservation Areas Supplementary Planning Guidance’. Adopted by ADC October 2000. The report offers an insight into why a specific area is deserved of conservation classification and suggests recommended opportunities for improvements. Below are extracts from the guidance.



- 1 East Street Conservation Area
- 2 River Road Conservation Area
- 3 South Terrace Area of Special Character

EAST STREET CONSERVATION AREA

RELEVANT CRITERIA

- Significant Groups of listed buildings some of which are imposing.
- Demonstrates important historic eastward growth of the town.
- Character derives from great variety of age, style, function and materials.
- Buildings constructed in the local vernacular
- Significant flint boundary walling visually unifying the area.

RELEVANT RECOMMENDED OPPORTUNITIES

- Re-surfacing of pavements would improve the street scene.
- Replace inappropriate 1960's/70's concrete street lighting

RIVER ROAD CONSERVATION AREA

RELEVANT CRITERIA

- The listed buildings of Hampton Court to the east at Surrey Street previously known as Seaview.
- Original stone and flint gable ends are important.

RELEVANT RECOMMENDED OPPORTUNITIES

- Generally improve the appearance of the area and integrate development within the East Bank, River Road, Pier Road through provision of high quality surfacing, street lighting and furniture, boundary/footpath treatment, etc.
- Pedestrianise section in front of 31-37 Surrey Street.
- Improve pedestrian access to the river.

SOUTH TERRACE AREA OF SPECIAL CHARACTER

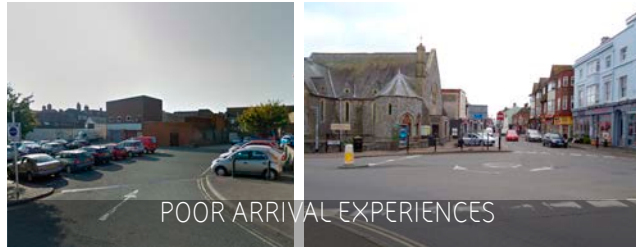
RELEVANT CRITERIA

- Characterised by large, mostly Edwardian, detached and semi-detached properties.
- A mature tree line surrounds Caffyns Field marking a contrast between the open space of Caffyns Field and the surrounding streets.
- The area has a recognisable and distinctive special character worthy of protection.

Areas Of Special Character Description SPD does not offer recommended opportunities for enhancement.



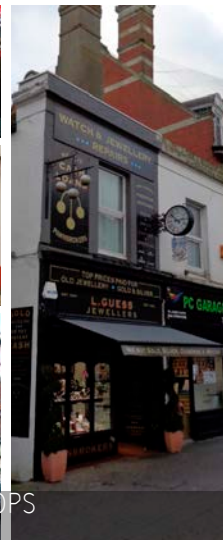
2.2 STRENGTHS AND WEAKNESSES AT A GLANCE



A RICH AND VARIED TOWNSCAPE

POOR ARRIVAL EXPERIENCES

OVER-SIZED JUNCTIONS



INDEPENDENT SHOPS

DISTINCTIVE HISTORIC ARCHITECTURE

A CLUTTERED STREET SCENE



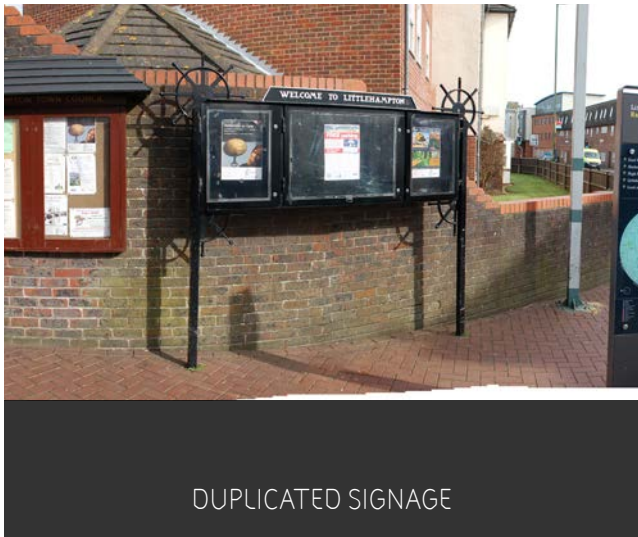
A MIX OF POOR QUALITY MATERIALS



OUTDATED MARITIME THEME BUT CHERISHED SENSE OF IDENTITY



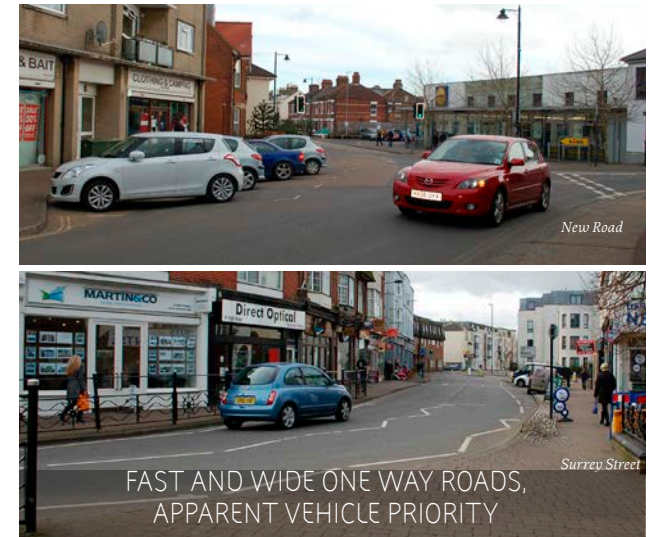
A CULTURE OF WORLD CLASS ARCHITECTURE AND DESIGN



DUPLICATED SIGNAGE



NEGATIVE MESSAGES



FAST AND WIDE ONE WAY ROADS, APPARENT VEHICLE PRIORITY

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- 4.0
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2.3 ASSESSMENT OF EXISTING FABRIC

- The Capstan is positioned in the High Street at the junction with Duke Street.
- Potentially valued.
- May cause an obstruction.
- Does not dominate this part of the High Street.
- May contribute to legibility.



- The clock tower is positioned at the junction between the High Street and Surrey Street.
- Valued by some groups and individuals.
- Offers a presence within the space helping to define this location.
- Contributes to wider legibility.
- Dominates this space.
- Installed as part of the millennium celebrations but provides an impression of something much older.
- A pastiche emblem for the town which demeans those features within the town with genuine historical merit.
- Provides an outdated appearance.
- Has an awkward relationship with the carriageway and disrupts pedestrian movement causing an obstruction.
- Materials and construction gives the impression of something temporary.



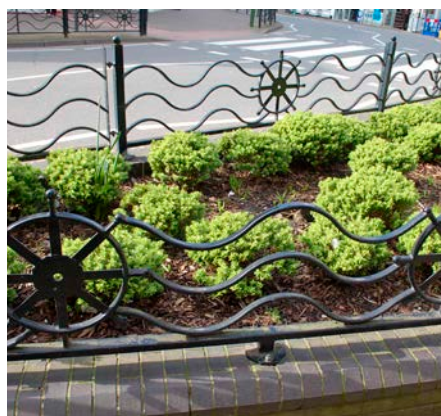
- There are a dwindling number of characterful ghost signs that remain throughout the town.
- Offer a genuine insight into the past.
- Aid in legibility and reinforce a sense of arrival into the town centre.
- Add interest to otherwise blank facades.
- Provides a distinctive sense of place and local character.





- Littlehampton contains a vast collection of characterful and historic architecture (see section 2.1.3 - Pr6).
- Currently little is done to improve their setting or celebrate them as valuable built form assets.
- Throughout the town imitation artefacts that replicate historic items and reproduced elements have the effect of cheapening the significance of these genuine assets.
- In some circumstances interesting and characterful architecture is hidden by ill placed objects such as trees, vast collections of street clutter and other structures.

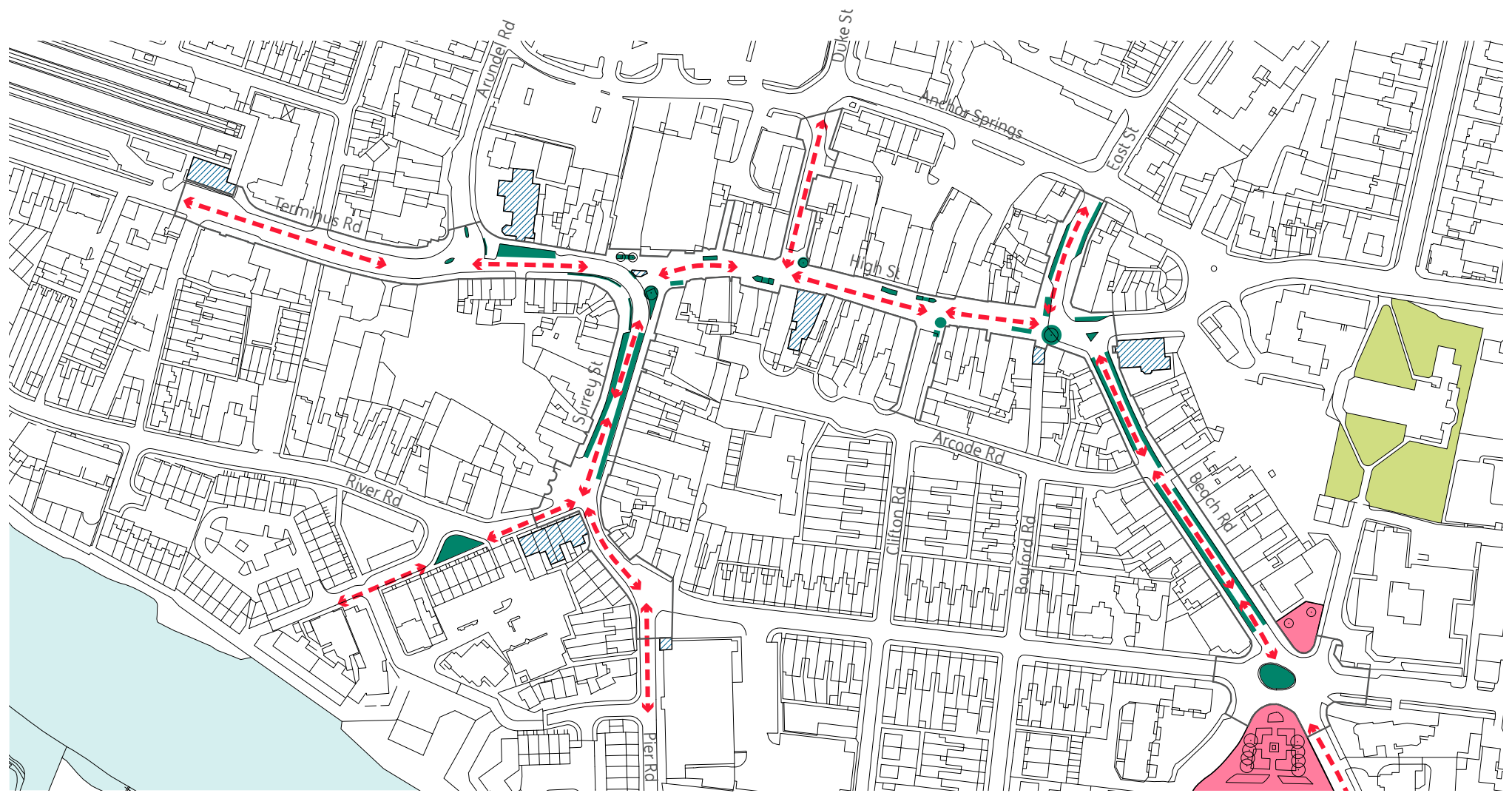
- The current pavement surfaces throughout the town centre are of poor quality and in some cases are in a very poor state of repair.
- The legacy of repairs has left the town centre with frequent patches of uncoordinated materials and detract from the overall street scene.
- The language of materials does little to cohesively stitch the town together. The exception to this rule is throughout the High Street where a fairly consistent use of material highlights this area as a single, joined up space. However, material quality is poor and typical of many other similar towns.
- Throughout the town there is evidence of hazardous surface materials; broken concrete paving surrounding the War memorial and raised cobbles at junctions which degrade the environment and restrict movement.







Outside LDA Design Studio, Exeter

- Littlehampton's population is extremely proud of its maritime heritage and quite rightly so. The street furniture found throughout the town centre is adorned with ship wheel emblems and connotations of connections to the coast.
- This style of furniture extends, in excess, to all benches, hanging basket supports and bollards. There are a number of substantial obstructions in the form of large brick planters which are decorated with railings carrying the same ship wheel emblem.
- The intention with the existing street furniture is to provide a unique sense of identity and distinguish the town's character from other coastal settlements.
- The unfortunate truth is that this furniture is typical of many coastal areas and can be found in frequent abundance throughout the UK. It may imply a proximity to the coast but is not unique and does not satisfy the intention of creating a distinctive identity.
- The excessive use of this furniture style creates an overload of the desired identity and the intended message is lost through its over use.





-  Poorly connected pedestrian routes
-  Important buildings with a weak setting
-  Barriers to views and obstructions to pedestrian movement
-  Existing defined spaces



Unsatisfactory pedestrian movement throughout the study area

2.4 PEDESTRIAN MOVEMENT & LEGIBILITY

Currently, as a pedestrian, the town centre provides confusing messages of how to get from one part to the next.

As a journey from the train station through the town, the pedestrian is immediately confronted with a substantially wide road and very narrow footway along Terminus Road. From the outset it is clear that the road network within the town centre dominates and overwhelmingly severs the study area reducing the opportunity for comfortable and enjoyable routes into and throughout the town.

Road width, traffic dominance and few crossing opportunities continue to be a problem along the western end of the High Street until you reach the existing clock tower at the start of the pedestrianised precinct, until this point there is little respite and few opportunities to stop and pause.

Once within the precinct it is more obvious that you are in the town centre, however views along the street are frequently blocked and physical barriers obstruct the most obvious and direct routes. It is unclear if side streets and passages lead to anywhere interesting or if they are a part of the town centre 'offer' and there is an unmistakable feeling of "where next?"

To the east of the High Street at the junction with Beach Road, the quick moving one-way traffic, once more, dominates the junction and contributes to a

hostile and confusing environment. Crossing this space is restricted to a few narrow signalised crossing points and further restricted by areas of hazardous raised cobble stones.

Moving south along Beach Road the pedestrian experiences difficulty moving from east to west due to the substantial car parking lining either side of the street. As with Terminus Road and Surrey Street much of the street cross section is dominated by vehicular use and little is available to the pedestrian. One way vehicular access along Beach Road feels very much unimpeded and as a result fast moving vehicles further disrupt east/west pedestrian movement.

At the far end of Beach Road, we arrive at the War Memorial roundabout. This six spurred junction is incredibly vehicle dominant and an intimidating space to cross on foot due to the substantial area of asphalt and the potential number of different directions vehicles can approach. From here there is little to suggest where to go and what else Littlehampton has to offer.

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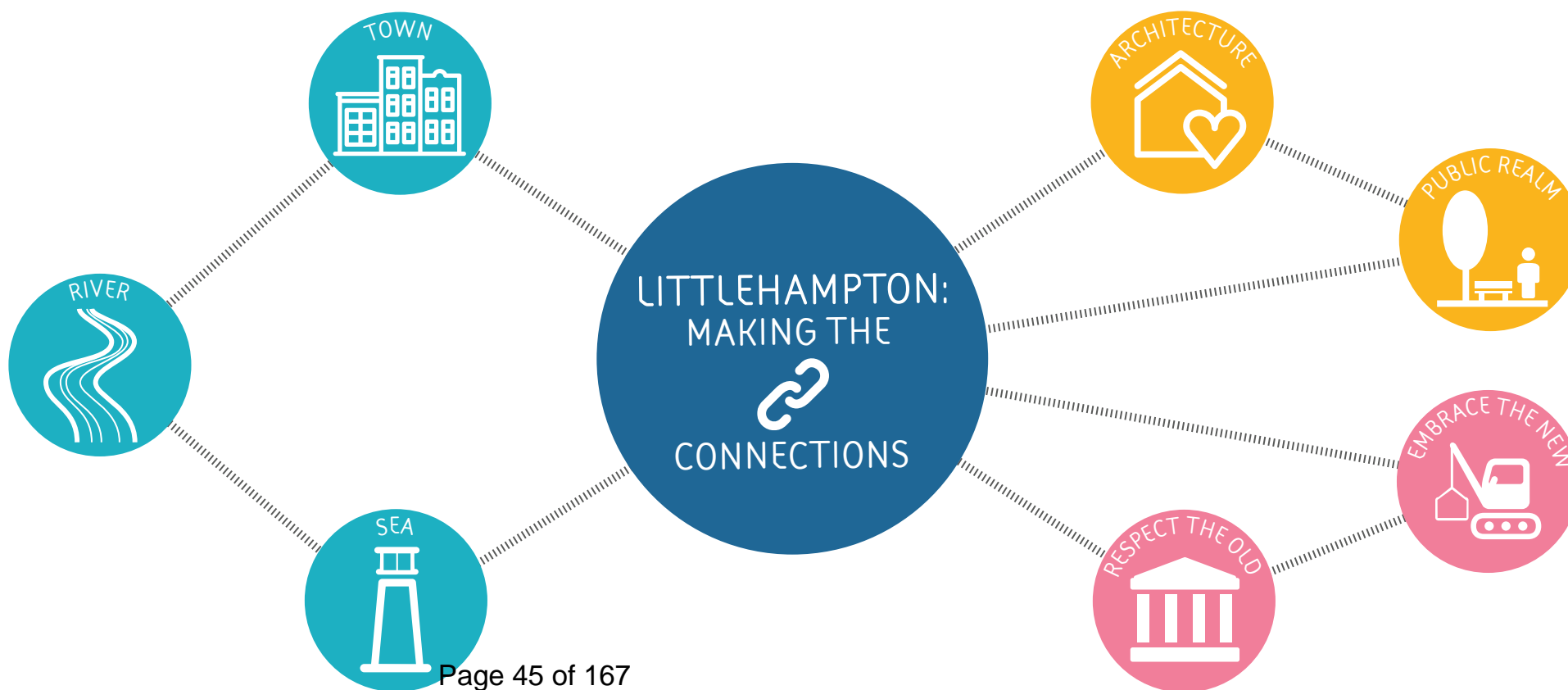


3.0 THE VISION
AND PUBLIC REALM
STRATEGY

3.1 WHY A VISION

Littlehampton town centre’s public realm needs a compelling vision that everyone is behind, it is at the heart of the project. The vision needs to reflect true ambition and provide the opportunity for major transformation. It will provide an overarching framework and benchmark that options can be measured against to ensure the level of aspiration is genuinely achieved. Importantly, it needs to be deliverable.

3.2 THE VISION FOR LITTLEHAMPTON’S TOWN CENTRE





REFERENCING NATURAL PATTERNS TO PROVIDE A TIMELESS IDENTITY



DETAILS REFLECT BOAT BUILDING & CRAFTSMANSHIP



PAVING TO PROVIDE SUBTLE CUES OF THE SEASIDE



A COLOUR PALETTE TO REFLECT THE SEASIDE

3.3 OVERARCHING PRINCIPLES

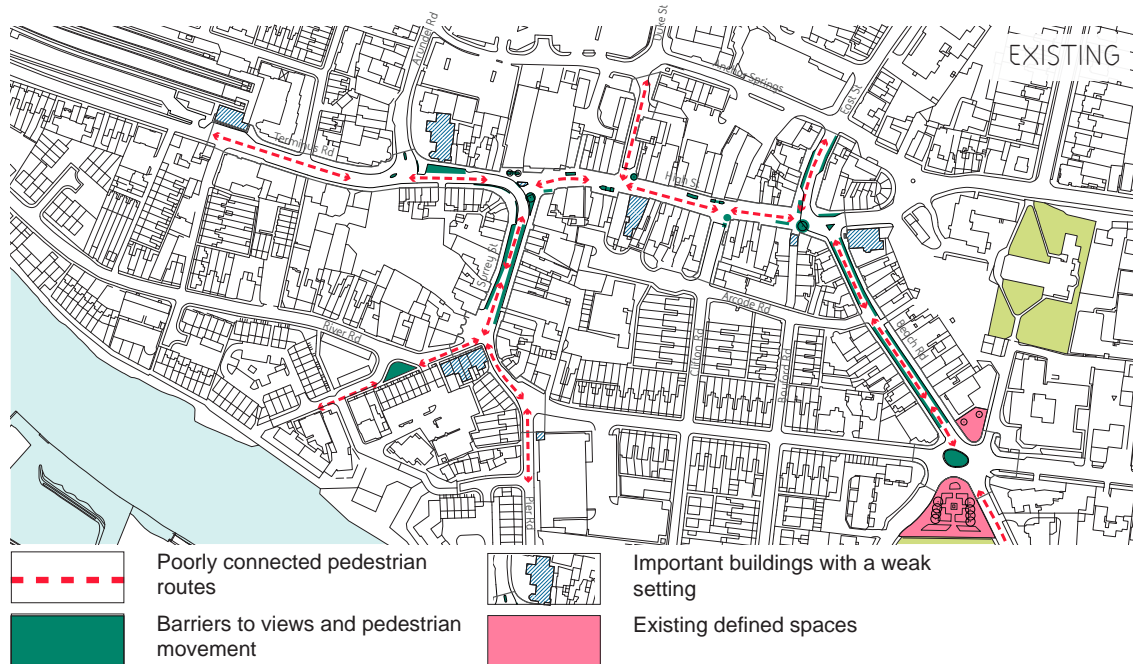
Seven themes have been identified that underpin the vision. They are as follows:

3.3.1 CELEBRATING THE SPECIAL QUALITIES OF LITTLEHAMPTON
 The community of Littlehampton is proud of its maritime identity and history. This is currently portrayed in the town through street furniture. However, initial discussions with stakeholders and at public consultation felt that this is now outdated. Indeed, the ship's wheel icon is visible in other seaside towns throughout the country and is not unique to Littlehampton. It was also felt that the often cluttered arrangement of planters, signs, telephone boxes and street furniture detracts from attractive historic buildings.

The new proposals for public realm aim to reflect the materials, colours and textures which characterise Littlehampton's fishing and boat building heritage and coastal environment in a well-crafted, subtle and contemporary way. This builds on the successful approach adopted at the recently completed East Bank Riverside Walkway, tailored to the town centre environment. This will offer cues to the pedestrian that the town centre forms a tangible link with the river and coast.

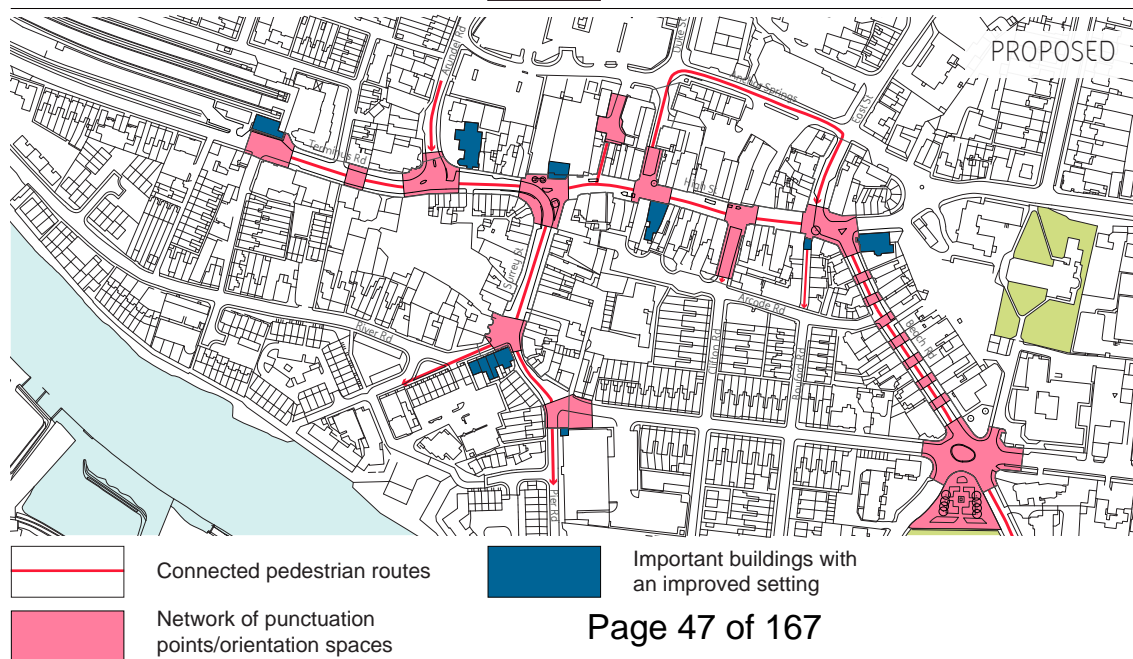
It is important that the way Littlehampton 'brands' itself is not too literal which can become outdated quickly. Therefore, the arrangement and use of trees, furniture, lighting and paving materials will be unique to Littlehampton, as well as being well-crafted and high quality. This collective identity will draw visitors through the town and can be appreciated from a distance as well as offering a richness in the detail. Importantly, this identity should help local businesses by encouraging people to spend longer in the town and move easily through the different areas.

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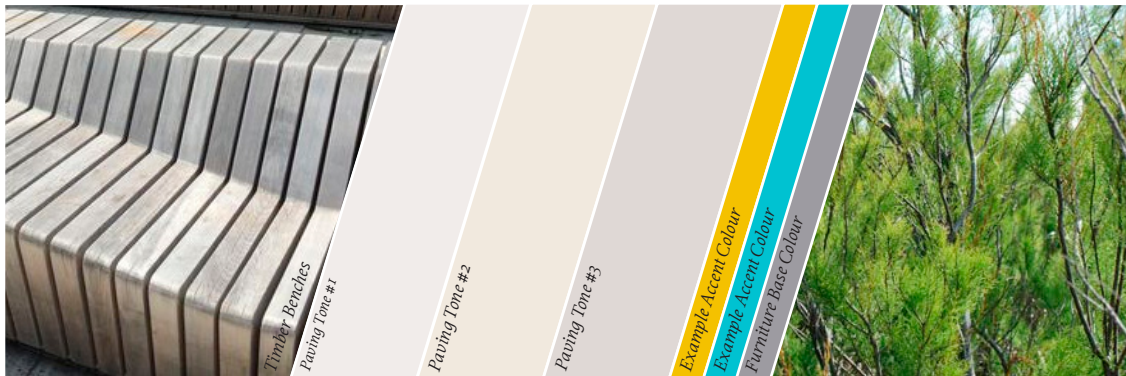
3.3.2 CREATING A SEQUENTIAL EXPERIENCE

- Currently, as a pedestrian, the town centre provides confusing messages of how to get from one part to the next. Views that would naturally draw you through are blocked and physical barriers obstruct the most obvious and direct routes.
- A sequential experience aims to allow for a natural method of moving throughout a place. Views towards landmarks, spaces and points of interest provide a legible and logical route to follow.
- A crucial strand of the overarching design proposal is to improve legibility and to stitch the town centre together with a consistent and unified design language.
- 'Orientation spaces' or 'punctuation points' forming a network of coordinated spaces throughout the town are noticeably lacking. The design proposal aims to provide a series of these spaces which create defined destinations or points that are intervisible and lead from one to the next allowing routes between them to be unhindered, drawing the public throughout the town, a mechanism for subtly improving legibility and making the town's structure more understandable. Locating a space to coincide with an important/notable buildings will heighten its status within the overall street scene hierarchy and in-turn celebrate the architecture with an improved setting.





UNCLUTTERED SIMPLICITY



RESTRAINED PALETTE OF COLOUR AND MATERIALS

3.3.3 LESS IS MORE

- The public realm should not visually compete with the wealth of distinctive and varied architecture found within Littlehampton. It should provide an appropriate setting for historic buildings.
- The collection of elements within the street scene should provide a simple uncluttered arrangement that do not impede pedestrian movement.
- There should be a purposeful yet restrained use of colour accents from a carefully selected palette to reinforce character and to put emphasis on key locations or elements.





Market Place, Brentford High St

Square Renaissance, Oullins

Wilhelmina Square

CREATING BEAUTIFUL SPACES TO STOP AND REST

3.3.4 CREATING SPACES

- Re-assigning under utilised space to create new public spaces for sitting in comfort, outside dining and town centre events.
- Encouraging people to spend longer in the town by creating attractive and comfortable spaces for both day and night.
- Spaces should have a clear role and consistent identity.



Middlehaven

Canary Wharf

Town Hall Sq Solingen

PROVIDE NEW OPPORTUNITIES FOR COMFORTABLE SEATING





EXISTING ARRIVAL INTO LITTLEHAMPTON

3.3.5 CELEBRATING THE ARRIVAL EXPERIENCE

- First impressions count; the towns arrival points by road, rail and on foot need to perform better and work harder in setting the scene and improving the initial perception of Littlehampton.
- Arrival spaces should play a gateway role and welcome people in, creating a strong message of what to expect from the rest of the town.
- Use of clear and unified signage to orientate visitors and direct them into town.



CREATING POSITIVE AND WELCOMING GATEWAYS

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PRIORITISING PEDESTRIAN MOVEMENT OVER VEHICLE DOMINANCE



PROBLEM STREETS

3.3.6 SLOWING TRAFFIC

- Our proposals provide messages to vehicle users that, at key locations, they are entering a pedestrian priority environment. Subtle cues such as raised tables/flush surfaces and pedestrian type materials on carriageways will encourage vehicle users to slow down and be more cautious.
- The proposal will aim to reduce vehicle dominance where motorists will feel as though they are entering a pedestrian area and in-turn feel forced to slow down and be more cautious. This will force motorists to travel slowly and allow the pedestrian to reclaim maximum space. Refer to 4.0 Projects for a more technical description as to how this is achieved.
- It will be appropriate in some circumstances to narrow carriageways to allow pedestrians to reclaim maximum footpath space and reduce vehicular dominance. In other locations, where this can't be achieved but slowing traffic is desirable, mechanisms will be put in place to provide an illusion of a narrower carriageway. Narrower streets will encourage slower speeds.
- Slowing traffic within the study area will complement and support wider traffic plans being considered throughout the surrounding area of Littlehampton.
- The design proposal will however provide clarity between pedestrian only areas and places where vehicles are allowed ensuring the town is safe for all.



A COLLECTIVE IDENTITY TO FRONTAGES

3.3.7 A SPECIAL SHOPPING AND DINING EXPERIENCE

- Cafe, restaurant, pub and shop frontages should comprise a coordinated colour palette and a brand identity that allows for individuality but stitches the street scene together as a united family.
- Simple improvements such as painting and lighting could be made to the existing arcade to improve quality and reinforce this unique place as an attractive destination.
- There is an existing legacy of ‘ghost signs’ on blank facades and gable ends within the town, these depict the faded paintwork of old shop signs. This enduring identity could be strengthened by introducing new signs as part of a coordinated art strategy.



BREATHING LIFE INTO THE ARCADE



ARTS PROJECTS - NEW 'GHOST SIGNS' ON BLANK FACADES

1.0

2.0

3.0

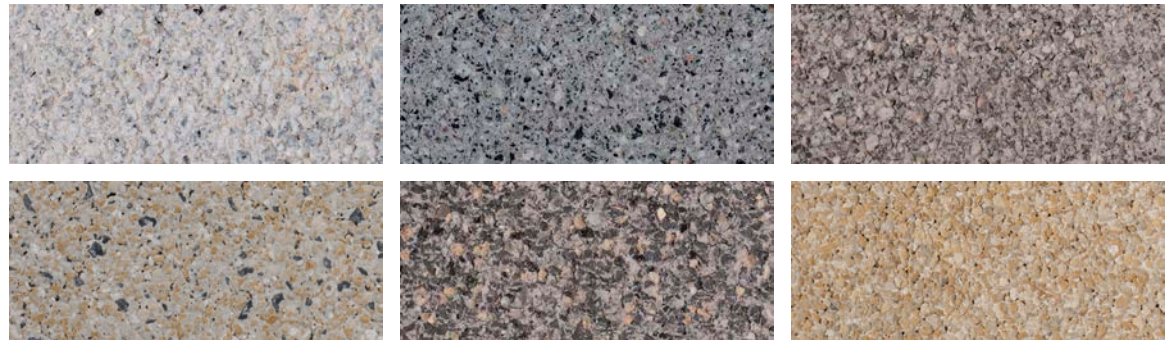
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3.4 MATERIAL PALETTE

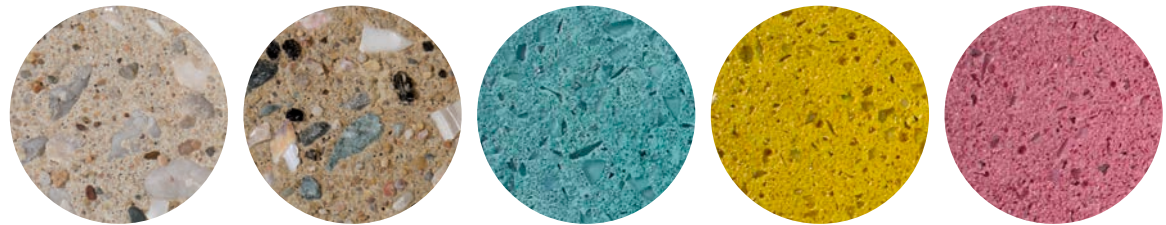
The following material palette has been chosen to create a street scene that feels of high quality, that is distinctive and creates a great setting for the existing architecture and various assets but is deliverable and realistic given the anticipated project budgets.



Appropriate mixture of high quality concrete setts to create a rich, interesting and distinctive surface to unite the Town Centre



Randomised laying patterns providing a characteristic mixture of texture and a unique appearance whilst being structurally capable as performing it's desired functions



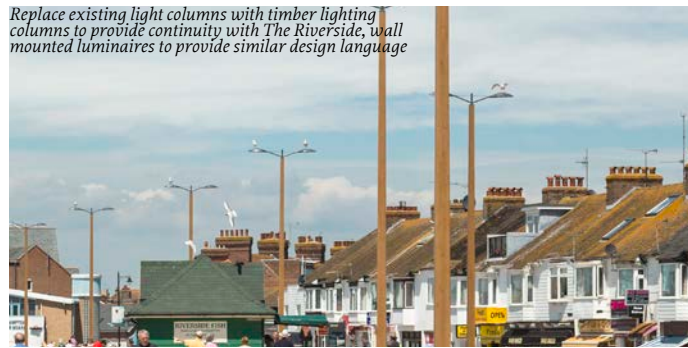
Small quantities of 'feature' paving to contribute to the character and to lift key spaces within the public realm hierarchy i.e. The 'Orientation spaces/punctuation points'.
 -Paving containing broken shell and other coastal eroded deposits
 -Recycled glass paving units providing a splash of colour



Paving pattern- changing intensity (using 'feature paving')



Homogenous surface to carriageways at junctions or primary crossing points – Resin bound aggregate or buff colour-tone asphalt



Replace existing light columns with timber lighting columns to provide continuity with The Riverside, wall mounted luminaires to provide similar design language



Tactile paving to meet current guidance



somm upstand kerb edge at junctions



Bespoke bench design referencing boat building construction techniques - construction information to allow for backs



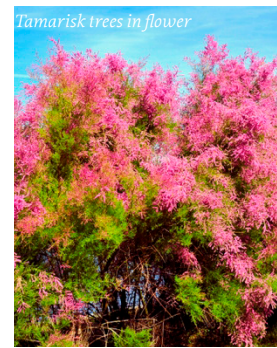
Arun branded litter bins to provide continuity with The Riverside



Bespoke Tree Grille- abstract fish scale patterning



Benches to provide organic shapes and a unique identity



Tamarisk trees in flower

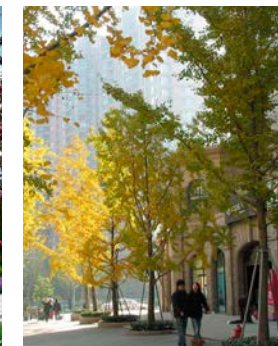


Tamarisk as street tree: Porth Teigr, Cardiff

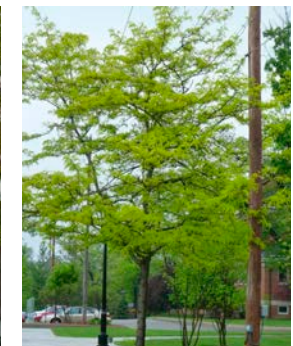
The use of street trees within the Littlehampton Town Centre public realm masterplan area should display a distinctive character and reinforce a unique sense of place. On this basis, the proposals demonstrated the use of Tamarisk in a tree form to draw inspiration from the local context and provide a dramatic display of colour when in flower. Tamarisk, not normally used in this way, is a viable street tree if specified correctly; the specimens would need to be contract grown by a specialist supplier to provide the desired aesthetic, the necessary canopy size, and clear stem (2.2-2.5m). Following public consultation, it was felt that Tamarisk should be one option of a wider street tree palette including *Crataegus laevigata*, *Ginkgo biloba* and *Gleditsia triacanthos*. Trees will be planted using suitable soil mixtures/quantities and will utilise appropriate tree pit infrastructure including underground guying, irrigation, aeration, root protection and root directors eliminating potential damage to new pavement surface and allowing the new trees to be a success and thrive.



Crataegus laevigata



Ginkgo biloba



Gleditsia triacanthos

- 1.0
- 2.0
- 3.0
- 4.0
- 5.0
- 6.0



1. Littlehampton Train

Station: New identity to arrival at Littlehampton. Taxi rank moved westwards to create a new arrival space with seating, lighting and tree planting.

2. Arundel Road

Roundabout: New raised and paved crossings to infer pedestrian priority. Parking rationalised and pavements widened to create new pocket plaza outside the United Church. New seating, lighting and tree planting.

3. The High Street:

A beautifully simple street at the heart of Littlehampton, with a de-cluttered environment and new high quality materials and furniture. New clusters of special seating and distinctive trees provide shoppers a place to stop and sit. Clear sight lines along the High Street are reinstated and combined with a series of welcoming comfortable spaces draw people into and through the town.

4. Reinforced connection with Riverside Walk:

A stronger more defined connection to the East Bank Riverside Walk will be introduced by utilisation of a palette of materials, consistent with the rest of the town centre and a commonality of design language.

5. Beach Road

Roundabout: New raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting.

3.5 THE MASTERPLAN

An ambitious yet feasible masterplan has been developed to maximise the aspirations of the vision. The proposals seek to create comfortable and attractive streets for walking, shopping and spending time. There has been significant focus on creating a more legible and cohesive Town Centre which demonstrates a 'joined-up' approach to its design. The intention is to create stronger walkable connections within the town centre and to make wider links with other popular parts of the town more viable.

1.0

2.0

3.0

4.0

5.0

6.0



MUSEMENTS

William Hill

MOVIEMANIA

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www.moviemaniauk.co.uk

LOCA

4.0 PROJECTS



4.1 PHASING OF PROJECTS

INTRODUCTION

The masterplan area has been sub divided into 5 separate projects.

The rationale has been to sensibly phase the construction of the proposals into meaningful chunks that cause minimal town-wide disruption and are financially manageable. Each individual phase should provide positive transformation, enabling a powerful catalyst for change throughout the project area and the wider town.

It is not intended that these projects must take place in numerical sequence, the overall project is intended to be flexible enough to be delivered whichever way the client team feels most appropriate. Although the delivery of the total plan is the ultimate goal, each of the phases provide transformation in their own right and can stand alone as a series of smaller projects progressively building up to form the whole.

1. Train Station to Arundel Road Roundabout

2. The High Street

3. East Street through High Street Junction, Beach Road

4. Surrey Street to Look and Sea Centre, Pier Road and New Road

5. War Memorial Roundabout

1.0

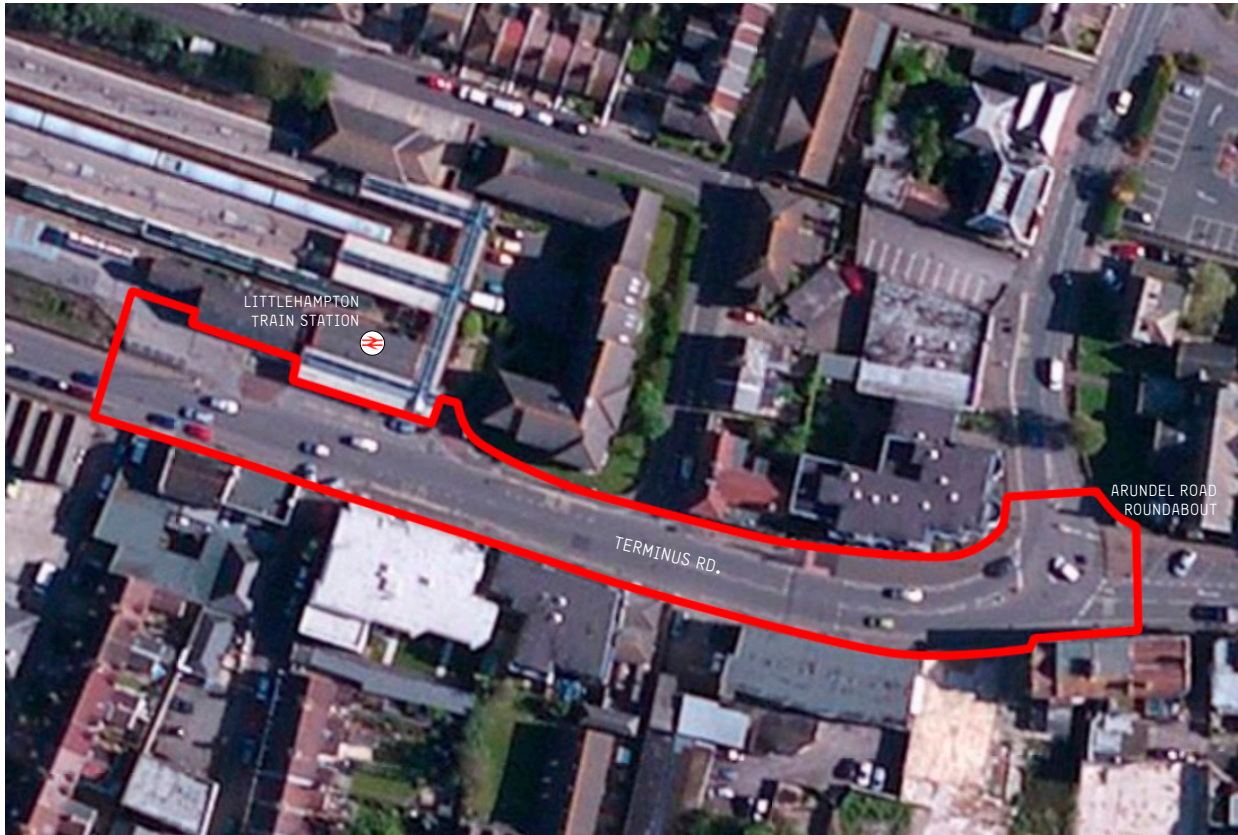
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Aerial image of existing

PHASE 01
TRAIN STATION TO ARUNDEL ROAD ROUNDABOUT
Project Area : Approx. 3100m²

CONTEXT

- This project area serves as a primary vehicle route taking traffic from the A259 in the west through to Littlehampton town centre in the east. The area is overwhelmingly vehicle dominant and minimal space is afforded to the pedestrian.
- Arundel Road Roundabout provides a particularly traffic dominated space with extremely long and narrow crossings creating a formidable separation between this area and the main part of the town centre. The abundance of traffic signage, pedestrian barriers, signalised crossing points reinforce the feeling of a place for cars not people.
- Littlehampton Train Station's 'front door' opens onto Terminus Road
- A high volume of pedestrians use this route, in particular those travelling to and from the train station to the town centre.
- There are few activated ground floor uses to buildings providing little motivation to pause/dwell along this route. Ease of movement and allowances for people to get to their desired location easily and unhindered is paramount.

EXISTING PUBLIC REALM

- The public realm is unwelcoming and the quality is poor. It does not reflect the importance of the street as a strategic pedestrian connection.
- The space outside the Train Station does not provide an appropriate setting for what is, for many, their first impression of Littlehampton.
- Street furniture comprises of utilitarian light columns, pedestrian barriers and strategically placed bollards of different styles, while a confusing collection of directional signage and information notice boards are immediately outside the train station. There are few opportunities for seating with people making do with a low plinth wall outside the station and railings on other walls suggest that sitting is actively discouraged.
- The surfaces present are a mixture of poor quality asphalt grey in some areas and buff/red in others A small area of brick pavers are present surrounding the train station.

SNAPSHOT FROM COMMUNITY CONSULTATION

“make the approach to the town from the west more attractive. A view of trading estates and the station wall are not inspiring”

“absolutely agree that the routes into Littlehampton look terrible”

“not sure how you will change Arundel Road roundabout; it has always been difficult to cross, cars fly around the bend”

“I strongly agree that we need to show visitors that arrive by bus or train that there is more to Littlehampton than the immediate area around the bus interchange and the train station”

“the paving should be plain and the same all around the town, too many different types of paving”

“I agree that the design should be timeless with a subtle colour palette”

“train station area is ugly; needs a facelift”

WATCH POINTS TOWARDS CONSTRUCTION

- Some disruption to taxi drop-off and pick-up, early dialogue with taxi services recommended to understand alternative short term arrangements to minimise difficulties.
- Highway disruption during entire phase.
- TRO will be required.
- Careful pedestrian management during construction required.
- Some disruption to traders although this should be minimal.
- Landowner consent.



Poor arrival experience. Few opportunities for seating. Minimal space afforded to the pedestrian.



Negative sense of arrival to town centre.



Confusing mixture of signage Does not make clear the 'best route' to take.



Pedestrian barriers, abundance of highway signage and narrow crossing points create a feeling of traffic dominance.



Narrow footpath links along Terminus Road. Poor quality materials.



Wide roads and fast flowing traffic creates a hostile environment.



*Poynton, Cheshire;
Material use to indicate most appropriate crossing*



*Fishergate, Preston;
Shallow kerb to highlight pedestrian 'safe-zone'.*



*Bognor Regis, Train Station;
Improved arrival experience.*

THE PROPOSAL

1. Taxi drop-off/pick-up relocated westwards to allow easy taxi disembarking/embarking from western exit of station, facilitating the reconfiguration of this inefficient use of space and enabling the creation of an arrival space immediately outside Littlehampton Train Station.
2. The creation of a beautiful arrival space will immediately improve the initial impression visitors will have of Littlehampton. As discussed previously in 3.3.2 (P28) this space is vitally important in setting up the first 'orientation space'. From here visitors will start to understand the design language of the public realm and the hierarchy of space throughout the town instantly aiding in the creation of a more legible place.
3. Trim unnecessarily wide carriageway to provide modestly wider pavements;
 - Rationalising to provide a consistent footpath width and a more comfortable journey, emphasizing the key route towards the town centre.
 - Carriageway width reduced from an average of approx. 10m to 7.5m allowing for existing highway function and reducing carriageway dominance.
4. Arundel Road Roundabout will aim to reduce the feeling of vehicle dominance at this busy junction. Materials more commonly associated with the pedestrian environment will be present in the carriageway and the road level itself will be raised close to footpath height. Vehicle users, through these subtle cues, will feel as though they are entering a pedestrian area and in-turn feel forced to slow down and be more cautious. Pedestrians will be afforded better opportunity to follow desire lines and experience a less impeded route towards the town centre following the removal of pedestrian guard rails, which provide an unpleasant feeling of restraint, and rationalised/wider crossing points.

ACCESSIBILITY

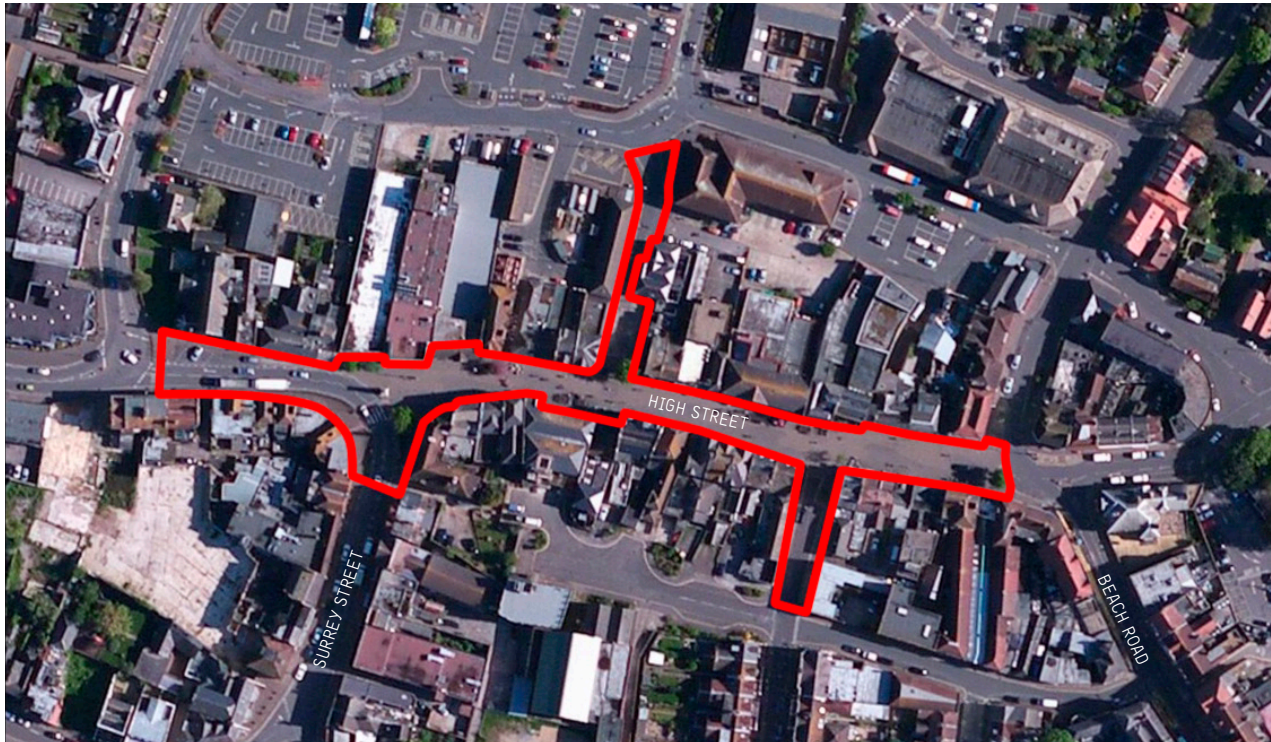
- More space will be provided to the pedestrian which will serve to improve the overall experience to those on foot and those less abled.
- Care will be taken to minimise level changes; on level surfaces, gradients will not exceed/become steeper than 1 in 40 but will not become less/shallower than 1 in 60 which would allow for ponding hazards.
- Careful consideration will be paid to the organisation of the reconfigured Arundel Roundabout.
 1. A 'safe-zone' will be provided to the pedestrian footpath by a shallow, contrasting upstand kerb clearly defining this area and physically separating vehicles from people. i.e. Although the materials in the carriageway are more akin to a pedestrian environment, a kerb edge will be supplied to separate the different users
 2. Although the overall appearance will be that of a pedestrian plaza that allows vehicle movement, sensible uses of material changes and drop kerbs will encourage crossing points where visibility and desirable connections are best
 3. Vigilant use of tactile paving and contrasting colours will be employed to indicate that vehicles may be present and to guide the visually impaired to the most appropriate crossing points.

COST

Estimated £668k (including 20% contingency)

Further breakdown and explanation of costs can be found at the end of this section





Aerial image of existing

PHASE 02
HIGH STREET
Project Area : Approx. 5100m²

CONTEXT

- The High Street is an important, if not the most important, east west pedestrian connection within Littlehampton's town core.
- This area forms the retail, dining and activity heart of the town centre. Weekly markets and events are held within the pedestrianised precinct and cafés spill out onto the street forming an active street scene. Yet, given its location and potential it is currently under utilised and lacks encouragement for people to dwell and spend more time in this part of the town.
- The High Street is adorned with a number of attractive and historic buildings including two

Grade II and one 'Significant Historic'. Little is done to reference genuine heritage, provide a historic legacy or highlight features of historic merit.

- The High Street is connected to the Victorian Arcade which, from public consultation, was revealed as a much loved and cherished location but has seen neglect and a lack of investment. Although excluded from the project area, suggestions are made for its improvement.
- The wide trafficked one-way section of the High Street/Surrey Street provides two lanes, however, two cars travelling side by side are rarely seen along this section as vehicles approaching from the south travel in single file due to cars parked on both sides of the street. Once clear of the parked cars along Surrey Street, vehicles tend to weave between lanes before approaching Arundel Road Roundabout.

- The size of road and little in the way of obstruction encourages vehicle users to travel at unimpeded speed.
- Although the High Street is physically well connected to other parts of the town centre, poor legibility and the lack of making these connections understandable results in the locations of other nearby attractions or destinations being unclear.

EXISTING PUBLIC REALM

- Although the vast majority of the area is defined as a pedestrianised precinct the surface material is of low quality and its colour does little to enliven the street scene. To the west, surrounding the carriageway, areas of raised cobbles as a mechanism for controlling pedestrian movement cause an uncomfortable surface to walk on and at worst provide a trip hazard.
- The visually busy public realm, confusing arrangement of furniture, features and lack of consideration to the setting of notable architecture means that distinctive built form appears recessive in the street scene.
- A number of raised brick planters can be found which cause bulky obstructions throughout the High Street blocking desire lines and views along the street and reduce flexibility for events.
- The arrangement of street furniture and raised planters in some locations provide the opportunity for secluded pockets of isolation where anti-social behaviour can occur; a specific issue identified by a number of attendees at public consultation.
- Although anti social behaviour is an issue, a very obvious negative message is offered to visitors when entering the precinct in the form of a dominating CCTV column and 'Alcohol Prohibited Zone' sign.
- The existing street furniture (railings, benches, hanging basket stands and bollards) intends to portray the town as having a unique coastal, seafaring heritage of which the community is inherently proud. Quite rightly so! Unfortunately, this off-the-shelf style can be found in many coastal towns and cities and does not offer a distinctive identity. Therefore, having the reverse effect and creating a fairly commonplace coastal character.



Wide two lane carriageway allows fast movement of vehicles and a hostile crossing environment for pedestrians. (note how vehicles travel in centre of street)



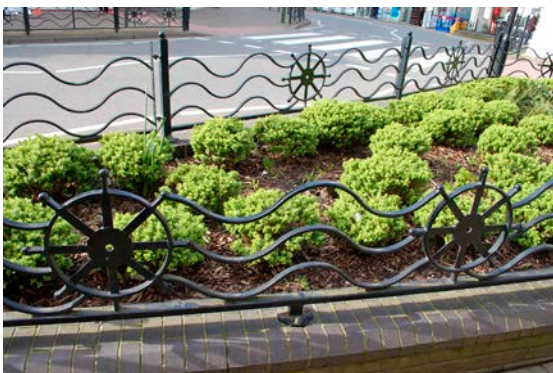
Arrangement of furniture items in key locations providing opportunities for antisocial behaviour i.e. street drinking.



Pedestrian barriers and other obstructions limits pedestrian movement and forces those determined to follow desire lines into potentially hazardous situations.



A wealth of beautiful architecture not provided with the setting it deserves.



Over exuberant use of ship wheel emblem results in coastal identity message becoming lost in the street scene. Large brick planters causing physical and visual obstructions. Railings discourage seating opportunity.



A hidden gem suffering from neglect and a lack of investment.

SNAPSHOT FROM COMMUNITY CONSULTATION

“the existing maritime theme is ugly, prolific and outdated/twee. The planters are mind bogglingly bad in terms of position”

“the paving should be plain and the same all around the town, too many different types of paving including the pebble tarmac looks awful!”

“brighter the better please”

“as well as tamarisks, other broader leaved (and flowering) trees, especially in the High Street area”

“need to keep our heritage; boat building theme is great”

“more trees. A very good idea as long as roots will not pose expensive problems in the future”

“need to consider the design of public spaces carefully to minimise potential negative consequences and inappropriate uses e.g Public drinking and anti social behaviour”

“don’t leave us looking the same as every other seaside town who shoves a fake anchor here or there”

“Ghost signs will look cool, not sure about clock tower, looks a little out of place”

WATCH POINTS TOWARDS CONSTRUCTION

- Disruption to traders including weekly markets is unavoidable, recommend early liaison and investigate possibility of night working to lessen impact.
- Highway disruption to western end of project.
- TRO will be required.
- Extreme care to be taken with pedestrian management during construction.
- Detailed surveys to be carried out to understand the underground condition to further realise any limitations for tree locations, foundations etc.
- Landowner consent.

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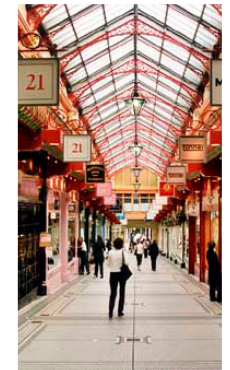
Koch Square, New York City; Maximised footpath widths and a more pleasant pedestrian experience.



Fishergate, Preston; Wide channels providing the illusion of a narrower carriageway.



Neue Meile (New Mile) Böblingen, Germany; A carefully organised yet uninform and distinctive arrangement.



Coordinated strategy for breathing life into the Arcade.

THE PROPOSAL

1. A more defined public space created outside Littlehampton Church to provide an improved setting to the building. Also creating second 'orientation space' following on from the arrival at the train station contributing to a much improved journey towards the town centre. The carriageway has been narrowed from a two to a one lane carriageway which reflects observations of current vehicular habits and usage (detailed assessment from traffic engineer will be required). The current car parking quantity has remained as existing but reconfigured as parallel parking and paved. Narrowing of the carriageway and realigning parking has provided a greater area of pavement to be reclaimed by the pedestrian.
2. The crossing space where High Street enters Surrey Street will again, similar to Arundel Road Roundabout, reinforce the attitude of vehicles entering a pedestrian space and not the other way round. The narrowed carriageway will carefully use materials that share qualities, colours and textures with other pedestrian areas. The carriageway will comprise of two wide paved channels capable of vehicular overrun either side of the homogenous primary trafficked surface, having the visual effect of narrowing the carriageway further, then bounded by shallow upstand kerbs. The much narrower carriageway with naturally slower moving traffic will vastly improve this connection and walking experience for the pedestrian.
3. A more open and flexible space is provided at the junction with High Street and Duke Street allowing greater functionality and less opportunity for anti-social behaviour as discussed on the previous pages. The splashes of feature paving, see 3.4 (P34) will clearly identify this as another orientation point continuing the language of a series of focal spaces aiding in orientation and legibility. The capstan will remain in this space but it may be necessary to reposition to maximise usage and flexibility.

4. Side streets, namely St. Martin's Lane, Duke Street and Clifton Road will be included as part of the improvements and act as fingers extending out to nearby streets and spaces. The intention is to intuitively improve legibility from surrounding areas especially from car parks to the north, bus stops along Anchor Springs and Arcade Road in the south towards the town centre. Views from Duke Street and Clifton Road will terminate at orientation spaces contributing to a sense of arrival on approach to the High Street and improve onward legibility.
5. The Arcade is recognised in this report as a valuable asset to Littlehampton's urban fabric. It is a window to the past and a unique structure within the town. Improvements to its roof, lighting and internal facades would be beneficial. Its pavement surface appears to be in reasonably good condition. It would benefit from a coordinated shop frontage strategy to provide a character akin to the rest of the High Street but distinctive in its own right promoting it as a destination. Extending life and activity into the evening may also be considered appropriate.
6. General:
 - Promote the use of 'ghost signs' continuing a legacy of those that remain and those that have been lost to help highlight features of historic merit and/or form a tangible link with the past.
 - Move CCTV cameras to buildings if possible, if signs are required to enforce alcohol prohibition then these should be wall mounted thus removing these overwhelming negative messages for visitors to the town centre.
 - Pop-Up-Power should be installed at two key locations along the High Street to service events removing the necessity for dangerous cabling and noisy generators. It is assumed these locations will be at the junction of Duke Street with High Street and Clifton Road with High Street. Further

detailed survey/utility information is required to understand the possible precise locations and to determine the type of unit required.

- High Street shops would benefit from a coordinated shop frontage strategy where a common palette of colours and styles will be adopted creating an attraction and stimulating economic regeneration.
- ACCESSIBILITY
- More space will be provided to the pedestrian which will serve to improve the overall experience to those on foot and those less who may require mobility aids.
 - Care will be taken to minimise level changes; gradients will not exceed/become steeper than 1 in 40 but will not become less/shallower than 1 in 60 which would allow for ponding hazards. The intention will be to further reduce level changes between buildings where these currently occur specifically where Surrey Street meets the High Street supplying a level access throughout. (detailed topographic survey information is required to better understand how this can be achieved).
 - Materials and the arrangement of the carriageway cross section will follow similar rules to the reconfigured Arundel Roundabout to allow a consistent design language throughout all trafficked crossing points within the scheme creating a safe pedestrian environment mindful of less abled users.

COST

Estimated £1.62m (including 20% contingency)
Further breakdown and explanation of costs can be found at the end of this section



Aerial image of existing

PHASE 03
EAST STREET THROUGH HIGH STREET
JUNCTION AND BEACH ROAD

Project Area : Approx. 3650m²

CONTEXT

- This area forms an important southbound link for vehicles and a vital north south link for pedestrians.
- For pedestrians, who are aware, this is most likely to be the principle link from the High Street to the Seafront from the east. It is a well used connection for those travelling to and from Arun District Council Offices and other employment or residence to the south east.
- Beach Road has a strong retail character distinctively different from the High Street with a rich mixture of largely independent shops, specialists and eateries contributing to a very active ground floor.
- Collectively, the built form provides a rich tapestry of texture and colour throughout the area and displays various layers of history, most significantly there is one listed building at the north western corner of the East Street, High Street and Beach Road junction.
- The junction between East Street, Beach Road and High Street East forms a wide and formidable traffic dominated space with confusing pedestrian movement.

- The junction is configured to over-provide vehicular space and works to constrain pedestrian movement with use of awkward crossing points and outdated movement management systems such as raised cobbles.
- The junction space, undoubtedly, is a gateway to the core of the town centre but does little to highlight the area as such. Furniture, trees and other elements are ill placed and form a cluttered and confused environment to navigate. Very obvious negative messages in the form of a dominating CCTV column and 'Alcohol Prohibited Zone' sign welcomes visitors.
- The surfaces present are a mixture of poor quality grey and buff asphalt. Small sections of brick pavers are present along Beach Road.

EXISTING PUBLIC REALM

- Parking dominates both sides of Beach Road, although important to local retail, forms a difficult space to cross from east to west and hides oncoming traffic forcing pedestrians to make a dangerous dash to cross.
- The setting to important architecture, in particular the listed building, is poor and detracts from these valuable assets.
- Little is done to meaningfully attach the Museum to the town centre.

SNAPSHOT FROM COMMUNITY CONSULTATION

“when deciding on pavement materials, please be aware of disabled people who hurt when walking on uneven surfaces. Put the lumps and bumps out of the way”

“I think that whatever is decided it should include a stronger connection between the town and the seafront”

“agree with creating a pedestrian priority environment, especially along Beach Road”

“slowing traffic: let’s not forget the need for large delivery lorries to access our town centre”

“giving pedestrians/cyclists more space and time to move in town. Pedestrians are more ‘valuable’ than cars, but not given the space”

“visitors arriving by bus get a very poor aspect of the town from the stops at Anchor Springs”

“the phone boxes in the town are very scruffy, I guess they are no longer used. Can they be removed?”

WATCH POINTS TOWARDS CONSTRUCTION

- Disruption to traders, recommend early liaison and investigate possibility of night working to lessen impact.
- Highway disruption throughout whole project area.
- TRO will be required.
- Extreme care to be taken with pedestrian management during construction, considerable areas where pedestrians will be diverted onto carriageway.
- Detailed surveys to be carried out to understand the underground condition to further realise any limitations for tree locations.
- Landowner consent



Extremely constrained crossing opportunities.



Crossing points do not necessarily tie in with pedestrian desire lines.



Raised cobbles to control pedestrian movement cause an uncomfortable surface to walk on a dangerous a trip hazard.



Very few opportunities to cross Beach road through limited breaks in car parking and limited visibility of oncoming vehicles.



Expansive areas of asphalt handed over to the motor vehicle



Poor views and limited incentive to draw pedestrians from East Street towards the High St. Blocked view of The Arcade, which would otherwise be a powerful landmark.



Mount Street, Mayfair;
Narrowed carriageway, car parking on paved surface.



Charenton-le-Pont, France;
Car parking paved to exaggerate width of footpath.



Eastgate Street, Chester
Reduced vehicle dominance.

THE PROPOSAL

1. The scheme proposes to provide an enhanced route for pedestrians moving from the bus drop off points along Anchor Springs, south towards the High Street. This is achieved through a rationalisation of the carriageway width; making it a consistent width of 3.6m (a generous width for a one-way carriageway), pulling the existing taxi pull-ins closer to the centre of the street and allowing for ample footways. The fundamental improvement will be in the surface treatment which will be consistent with the wider town centre palette, the use of trees and distinctive bespoke tree grilles. The tree that dominates the frontage of The Arcade will be removed and replaced with a more appropriate sized specimen away from the immediate building façade allowing this asset to provide a focal point drawing pedestrians towards it.
2. The road junction between East Street, Beach Road and High Street East will be reduced in size to maximise the space and movement afforded to the pedestrian. It will provide a much improved setting to built form assets that surround the space and create a much more welcoming approach to the High Street while ensuring necessary vehicle movement and volume is catered for. The space will resemble a public plaza rather than a highway junction allowing maximum flexibility of movement for pedestrians. Materials more commonly associated with the pedestrian environment will be present in the carriageway and the road level itself will be raised close to footpath height. The carriageway will comprise of wide paved channels to the edges of the trafficable area surrounding a homogenous surface bounded by shallow upstand kerbs with drop kerbs and sett paving to encourage crossing at the most appropriate locations. The much narrowed carriageway with naturally slower moving traffic will vastly improve the legibility of this space and the walking experience for the pedestrian.

3. The high quality town centre palette of materials will continue to the east and extend towards the entrance of Littlehampton Museum. This will naturally indicate to the pedestrian that there is a destination beyond the junction to the east and in turn draw pedestrians in towards the town centre from the east.
4. The proposal recommends a rationalisation along the length of Beach Road for both the motorist and pedestrian. The current scenario provides a carriageway width that, for the most part, over compensates for a one-way street but does not provide sufficient width for two vehicles to pass (in the common occurrence of cars parked on both sides). It is proposed that the kerb alignment will be tweaked to provide a plentiful carriageway width along its length no narrower than the existing narrowest point; Approx. 3.2m. This will supply an overall reduction in carriageway width whilst maintaining the current usage. The feeling of a narrower carriageway will be further exaggerated by the implementation of wide, paved channels either side of the carriageway suitable for vehicular overrun. The current quantity of car parking will largely remain either side of the carriageway; however, small breaks in parking and build outs opposite one another will allow for enhanced cross movement along the street. Car parking will be paved to exaggerate the width of the pavement and the dedicated footpath area will see an overall increase along its length following carriageway reduction. The build outs will allow for tree planting which will enhance the overall look and feel of the street.

ACCESSIBILITY

- More space will be provided to the pedestrian which will serve to improve the overall experience to those on foot and those less abled. Hazards in the footway will be removed such as the raised

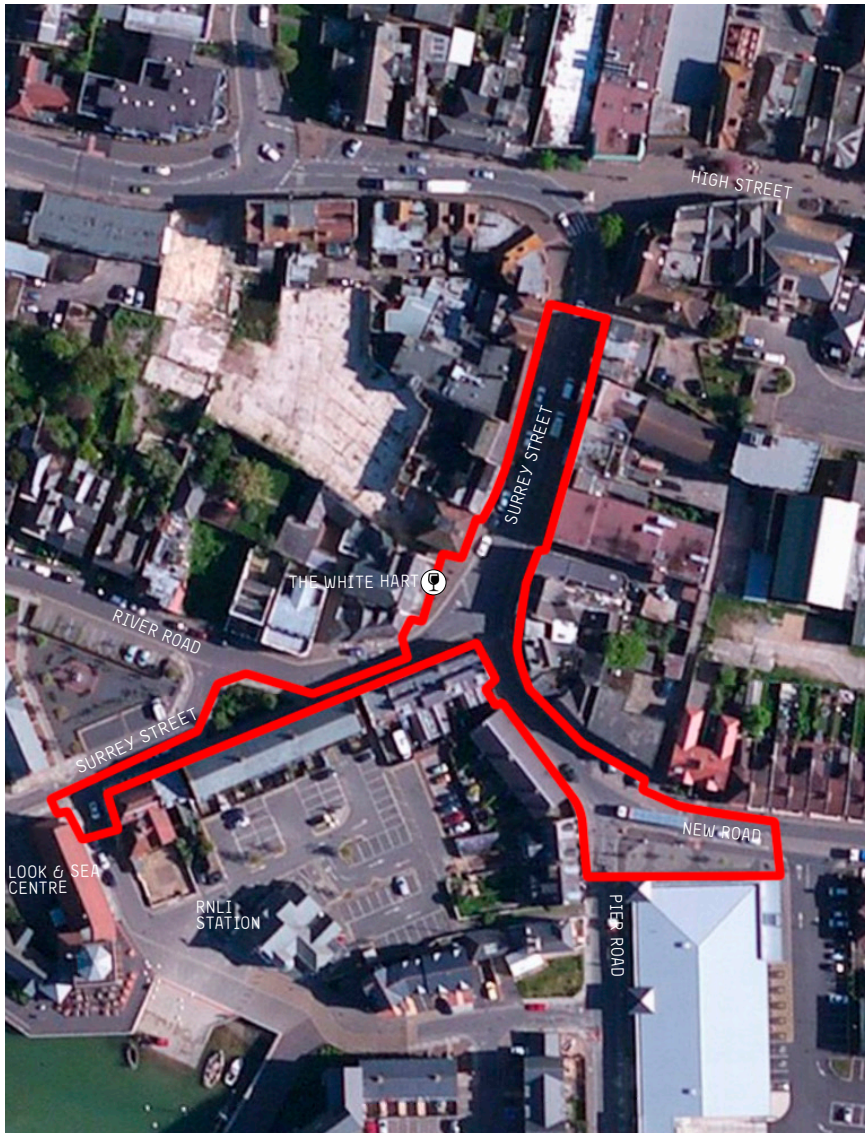
cobbles and associated uneven pavement.

- Care will be taken to minimise level changes; on level surfaces gradients will not exceed/ become steeper than 1 in 40 but will not become less/shallower than 1 in 60 which would allow for ponding hazards.
- Careful consideration will be paid to the organisation of the Rationalised junction. 1. A ‘safe-zone’ will be provided to the pedestrian footpath by a shallow, contrasting upstand kerb clearly defining this area and physically separating vehicles from people. i.e. Although the materials in the carriageway are more akin to a pedestrian environment, a kerb edge will be supplied to separate the different users 2. Although the overall appearance will be that of a pedestrian plaza that allows vehicle movement, sensible uses of material changes and drop kerbs will encourage crossing points where visibility and desirable connections are best 3. Vigilant use of tactile paving and contrasting colours will be employed to crossings to indicate that vehicles may be present and to guide the visually impaired to the most appropriate crossing points.
- Defined crossing points and build-outs along Beach Road will improve safety for pedestrians wishing to travel east to west across the street by ensuring a short walk from one side to the other and allowing maximum visibility along the street.

COST

Estimated £1.07m (including 20% contingency)
Further breakdown and explanation of costs can be found at the end of this section





Aerial image of existing

PHASE 04
SURREY STREET TO LOOK AND SEA CENTRE, PIER
ROAD AND NEW ROAD

Project Area : Approx. 3400m²

CONTEXT

- This area forms an important link for vehicles heading north and leaving Littlehampton. It provides a key link for pedestrians between the High Street and the Riverside (although this is not clearly legible). It is an important link connecting employment uses along Pier Road and residential areas in the south west with the town centre.
- The northern section of Surrey Street contains a varied mixture of food, retail and charity shops including a supermarket and Weatherspoon Pub contributing to an active ground floor. Surrey Street becomes a much quieter residential area between The White Hart and the Look & Sea Centre on the riverside. Extending along Pier Road to the junction with New Road, the area begins to feel much more residential. Lidl Supermarket holds this corner behind a small public space.
- Collectively, the built form provides a rich tapestry of texture and colour displaying various layers of history. This phase sees the highest concentration of listed buildings within the masterplan area, the western portion of Surrey Street beyond The White Heart Inn falls within the River Road Conservation Area.
- The junction between Surrey Street and Pier Road forms a wide and formidable traffic dominated space with confusing pedestrian movement and minimal footpath space.

EXISTING PUBLIC REALM

- Parking dominates both sides of the northern section of Surrey Street. Although important to local retail dominant parking either side of a wide fast moving street forms a difficult space to cross from east to west and hides oncoming traffic forcing pedestrians to make risky crossings.
- The western side of Surrey Street experiences unexpected level changes in the form of a tall stepped arrangement which makes crossing the road very difficult and a hazard to the pedestrian.
- The setting to important architecture, in particular the collection of listed buildings, is poor and detracts from these valuable assets.
- Dwell spaces within the town centre are rare and must function well/supply important and attractive places to pause and spend time and/or form gateways/indicate thresholds to different parts of the town. The area outside Lidl Supermarket is an anonymous space which provides little refuge or comfort and could be considered a missed opportunity.
- Generally, the carriageway width is extremely wide and over-provides space to the car throughout. As with Beach Road the width is too wide for one vehicle but not wide enough for two vehicles to pass (in the common occurrence of cars parked on both sides). This results in fast moving traffic, narrow footpaths and a poor experience for those on foot.
- The surfaces present are a mixture of poor quality asphalt; grey in some areas and buff/red in others. Small sections of brick and concrete pavers are present along Surrey Street.



Pavements feel narrow and movement feels constrained. Materials look tired and do little to lift/enhance the street scene.



Unexpected level changes potentially causing hazards to the pedestrian and reducing movement opportunities.



Road feels like a formidable obstacle to cross from one side to the other.



Most direct and appropriate link to The Riverside obstructed and unwelcoming.



Carriageway width very wide and pavement very narrow. Poor setting to Grade II Listed Buildings.



Nondescript and under performing space formed at junction between New Road and Pier Road.

SNAPSHOT FROM COMMUNITY CONSULTATION

“paving needs to be disabled friendly, it will be ok if it isn't bumpy”

“there is potential for a single delivery lorry to block the entire town up if measures are not correct”

“giving pedestrians/cyclists more space and time to move in town. Pedestrians are more ‘valuable’ than cars, but not given the space”

“Hate the cobbles, twisted my ankle, please please improve shops”

“giving pedestrians/cyclists more space and time to move in town. Pedestrians are more ‘valuable’ than cars, but not given the space”

“traffic needs to be slowed to 20/25 mph in central Littlehampton”

“creating spaces sounds like a good idea”

WATCH POINTS TOWARDS CONSTRUCTION

- Disruption to traders, recommend early liaison and investigate possibility of night working to lessen impact.
- Project area extends into conservation area
- Highway disruption to the majority of the project.
- TRO will be required.
- Extreme care to be taken with pedestrian management during construction.
- Detailed surveys to be carried out to understand the underground condition to further realise any limitations for tree locations, foundations etc.
- Topographic information to further inform the potential for resolving current level changes.
- Landowner consent.





Mount Street, Mayfair;
Paved car parking to exaggerate width of footpath



Fishergate, Preston;
Wide channels providing the illusion of a narrower carriageway.
Shallow upstand kerb to define pedestrian only zone.



Small pocket plazas to provide refuge, dwell spaces and improve the setting of immediately adjacent buildings.

THE PROPOSAL

1. The proposal recommends carriageway width along Surrey Street remains the same. Existing parking quantities will be retained but paved with similar material to footways to exaggerate pavement width. The current scenario provides, what feels like, an overly generous road width, the solution will be to line with wide channels which to reinforce a narrowing effect. These subtle cues will provide messages to the motorist that they are in a pedestrian dominant environment and encourage slower speeds. Pavement will be resurfaced with the consistent palette creating a more connected route towards the town centre. The intention will be to adjust levels throughout Surrey Street and raise carriageway height to diminish stepped level change on western side of the street. This will allow a more comfortable and accessible street cross section from building front to building front.
2. The road junction between Surrey Street and Pier Road will be reduced in size to maximise the space and movement afforded to the pedestrian and provide a much improved setting to built form assets while ensuring necessary vehicle movement and volume is catered for. The space will resemble a public plaza rather than a highway junction allowing maximum flexibility of movement for pedestrians. Materials more commonly associated with the pedestrian environment will be present in the carriageway and the road level itself will be raised close to footpath height. The carriageway will comprise of wide paved channels to the edges of the trafficable area surrounding a homogenous surface bounded by shallow upstand kerbs with drop kerbs and sett paving to encourage crossing at the most appropriate locations. The much narrowed carriageway with naturally slower moving traffic will vastly improve the walking experience for the pedestrian and the creation of a space will improve overall legibility.

3. Opportunity for a more welcoming space that encourages chances to dwell. This attractive space will end the view from further east along Pier Road drawing people towards it. This will begin the language of a sequence of spaces (explained in 3.3.2 - P28). This defined orientation space will, from this location, be the first in a family of spaces to direct the pedestrian throughout the town. This space will be intervisible with the next described in '2' naturally aiding legibility and wayfinding.
4. The most straight-forward and enjoyable route to the Riverside is along Surrey Street to The Look & Sea Centre. Currently the surface materials make this area feel separate to the town centre and very residential dissuading pedestrians to travel along this route. A substantial grouping of vegetation along this route causes a visual obstruction so views beyond to the riverside are impeded. The proposal seeks to extend the town centre material palette to the Look & Sea Centre to provide a physical and legible connection. The impenetrable grouping of vegetation is removed and replaced with a further orientation space visually connected with the space identified in 'proposal point 2'.

ACCESSIBILITY

- The intention to remove the stepped level change along Surrey Street will provide a significant improvement to the accessibility, functionality and safety of this environment. Detailed topographic information and input from structural engineers will be required to further understand how this can be achieved.
- Care will be taken to minimise level changes; on level surfaces gradients will not exceed/become steeper than 1 in 40 but will not become less/shallower than 1 in 60 which would allow for ponding hazards.

- Careful consideration will be paid to the organisation of the Rationalised junction where Surrey Street meets Pier Road.
 1. A 'safe-zone' will be provided to the pedestrian footpath by a shallow, contrasting upstand kerb clearly defining this area and physically separating vehicles from people. i.e. Although the materials in the carriageway are more akin to a pedestrian environment, a kerb edge will be supplied to separate users
 2. Although the overall appearance will be that of a pedestrian plaza that allows vehicle movement, sensible uses of material changes and drop kerbs will encourage crossing points where visibility and desirable connections are best
 3. Vigilant use of tactile paving and contrasting colours will be employed to crossings to indicate that vehicles may be present and to guide the visually impaired to the most appropriate crossing points.

COST

Estimated £800k (including 20% contingency)
Further breakdown and explanation of costs can be found at the end of this section



Aerial image of existing

PHASE 05
WAR MEMORIAL ROUNDABOUT₂
Project Area : Approx. 2200m

CONTEXT

- This project area primarily serves as a complex vehicular junction which distributes traffic from all directions. The area is overwhelmingly vehicle dominant and footpath users are constrained to narrow footpaths surrounding the area.
- The War Memorial Roundabout signifies the arrival to the town centre from the south east and for those approaching from this direction signifies the threshold to this part of the town.
- The War Memorial is the only listed structure within this phase, the area immediately surrounding this structure falls within the South Terrace Area of Special Character.
- The area is bounded to the north by the buildings to Beach Road, Arun District Council's Civic Centre to the east, residential properties to the west and the War Memorial to the south. The space between these boundaries provides a substantial area approximately 40 – 50m wide. The area beyond the War Memorial, Caffyns Field, provides an open prospect to the south.
- There are few activated ground floor uses to surrounding buildings meaning this space is primarily transient in its nature, so ease of movement and allowances for users to get to their desired location easily and unhindered is paramount.
- A small, raised public garden space is positioned to the north between Beach Road and Church Road containing a fountain, seating, planting and trees.

EXISTING PUBLIC REALM

- The public realm is hostile and the overall quality is poor. It does not reflect the importance of the space as a strategic pedestrian connection. The oversized road junction provides a confusing space for motorists and pedestrians alike. The large odd shaped and raised roundabout causes a visual and physical separation between different sides of the junction meaning pedestrians and vehicles struggle to see each other as they approach and it's physical presence restricts movement for both.
- The War Memorial feels isolated and separated from the town centre by the surrounding carriageway structure. It's immediate setting is degraded by it's existing context and the potential to cater for large groups is reduced though it's proximity to carriageways.
- The raised garden space is a valuable asset for this part of the town, it's positioning allows greatest opportunity for sunshine and a welcome refuge from the busy junction. However, it feels semi-private due to the surrounding low wall only accessible from a single narrow stepped entrance off Church Approach forming a noticeably separated impression from the surrounding public realm.
- Street furniture comprises of utilitarian light columns, a confusing collection of highway signage, limited seating opportunities and a single finger post to aid in pedestrian legibility. The surfaces present are a mixture of poor quality asphalt; grey in some areas and buff/red in others, broken and uneven in-situ concrete surrounding the war memorial and a small area of brick pavers within the raised garden.

SNAPSHOT FROM COMMUNITY CONSULTATION

“currently, the town does feel disjointed and open space is under utilised as it feels disconnected. Also we have a consistent stream of day trippers outside our house in the summer, who are moments from the sea front”

“the arrival points are diabolical at present

“slowing traffic is fine as long as access by vehicle will not be diminished”

“Beach Road roundabout is dangerous, hate crossing it and the roundabout is massive”

“Arundel and Beach Road roundabouts are dangerous.”

“Beach Road roundabout is very much in need of new crossing arrangements”

“creating spaces sounds like a good idea”



Large inaccessible, raised roundabout blocks views, hiding approaching vehicles.



Desire lines blocked and movement restricted.



Odd shaped roundabout provides complication for vehicle users and pedestrians alike.



Wide and intimidating road structure segregates the war memorial from the rest of the town.



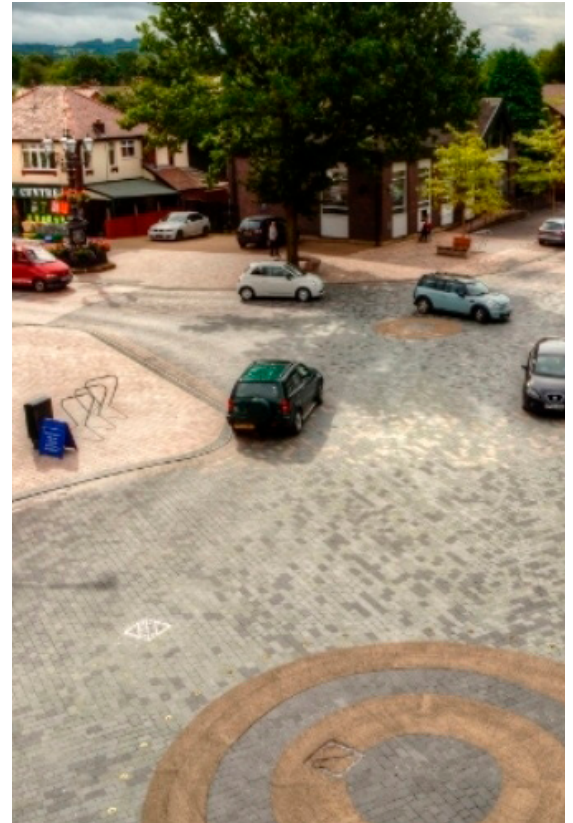
Fountain space physically separated from surrounding public realm and imposes the feeling of a semi-private space.

WATCH POINTS TOWARDS CONSTRUCTION

- Disruption to traders should be minimal. However, recommend early liaison with Beach Road tenants.
- Highway disruption.
- TRO will be required.
- Extreme care to be taken with pedestrian management during construction, with on road diversions anticipated.
- Detailed surveys to be carried out to understand the underground condition to further realise any limitations for tree locations, foundations etc.



Terrace seating, step edge and distinctive planting



Fountain Place, Poynton, Cheshire; Reduced dominance and slowing of multi directional junction/roundabout

THE PROPOSAL

1. This project intends to provide the most dramatic transformation to vehicular access within the masterplan area. The access in terms of two-way and one-way streets will remain as the base line but there will be a rationalisation of road widths to reduce the amount of space afforded to the motorist whilst allowing for a full range of vehicular movement and turning, importantly allowing for emergency access including fire engines. The result will be more generous surrounding footpaths. The materials used will follow a similar language to other junctions within the masterplan area where an overall reduction in the feeling of vehicle dominance is proposed. This will further reinforce the relationship between the users in all these spaces where pedestrians will appear as the primary mode of transport giving the impression of vehicles encroaching into pedestrian space. The carriageway, raised close to footpath level, will comprise of wide paved channels to the edges of the trafficable area surrounding a homogenous surface bounded by shallow upstand kerbs with drop kerbs and sett paving to encourage crossing at the most appropriate locations. The raised roundabout will be removed improving visibility throughout for all users and make desirable connections for the pedestrian possible and more straight forward. The much narrowed carriageway with naturally slower moving traffic will vastly improve the legibility of this space and the walking experience for the pedestrian.
2. The garden space will continue to play an important role a place of refuge; a calming place to sit, pause and relax. Level changes will be less obstructive and utilised in the form of terraces surrounding the area capitalising on the existing sunny aspect creating maximum opportunities for seating. Access into the space will be permitted by shallow accessible ramps, detailed topographic information will be

required to further understand the opportunities available for lessening the impact of the current level change. Within the space there will be opportunities for characterful planting and materials used will be part of the same family as used in the surrounding public realm to visually link the area forming an orientation space to naturally aid in legibility, the fountain will remain as a distinctive feature and as a centrepiece for the space.

3. The War Memorial's immediate setting lies outside the site boundary and would remain respectfully untouched. However, its wider context would be vastly improved. The monument would be given increased separation from vehicular movement and wider footpaths will supply more surrounding space allowing greater functionality for remembrance and large gatherings. It's new setting will be vastly improved giving the appearance of being sited to the edge of a large plaza enhancing it's justified significance.

ACCESSIBILITY

- More space will be provided to the pedestrian which will serve to improve the overall experience to those on foot and those less able. Hazards in the footway will be removed and replaced such as uneven and broken pavement surrounding the War Memorial.
- Care will be taken to minimise level changes; on level surfaces gradients will not exceed/become steeper than 1 in 40 but will not become less/shallower than 1 in 60 which would allow for ponding hazards. The most significant level changes occurs in the area surrounding the garden space containing the fountain. This space currently allows one hidden point of access which is up two uneven steps onto a lawn which is difficult to negotiate for the elderly or any with disabilities. The proposal will work to supply two obvious points of access via paved ramps with shallow gradients (less than 1 in 21)

to meet current accessibility standards.

- Careful consideration will be paid to the organisation of the Rationalised junction space.
 1. A 'safe-zone' will be provided to the pedestrian footpath defined by a shallow, contrasting upstand kerb visibly and physically separating vehicles from people. i.e. Although the materials in the carriageway are more akin to a pedestrian environment, a kerb edge will be supplied to separate the different users
 2. Although the overall appearance will be that of a pedestrian plaza that permits vehicle movement, sensible uses of material changes and drop kerbs will encourage crossing points where visibility and desirable connections are best
 3. Vigilant use of tactile paving and contrasting colours will be employed to crossings to indicate that vehicles may be present and to guide the visually impaired to the most appropriate crossing points.

COST

Estimated £682k (including 20% contingency)
Further breakdown and explanation of costs can be found at the end of this section

4.2 COST ESTIMATE

INTRODUCTION

These costs use *LDA Design's* drawings for reference and are derived from a selection of other recent similar scale projects and supplier quotes.

- 20% Contingency is shown.
- No allowance for Preliminaries, Offices and Welfare or professional fees has been included.
- No allowance is included for stats diversions, night working or structural work to cellars.
- Thickness of paving an assumption at this stage, further structural work required to ascertain final thickness, in particular for over-run and loading areas.
- Assumption that existing drainage can be utilised.
- No allowance for any required imported material for adjustment of levels
- Costs intended to cover materials and contractor installation.

The total masterplan area, all phases combined, gives an estimated total construction cost of £4,845,222 (including 20% contingency)

PHASE I

Description	Activity Rate	Unit	Quantity	Total Activity Price
Break out and removal	£90.00	sqm	1900	£171,000.00
New paving including special paving and accessories	£140	sqm	1570	£219,800.00
New Kerbing	£75	Linm	315	£23,625.00
Allowance for resurface of asphalt (approx.)	£35	sqm	1204	£42,140.00
Homogenous surfaces to junctions and crossings	£45	Sqm	251	£11,295.00
Trees including accessories and bespoke grilles	£6,000	no.	8	£48,000.00
Furniture allowance	.	.	.	£11,000.00
Lighting improvement allowance	.	.	5 replacement columns	£30,000.00
Project specific special features allowance

Total (£)	556860
Contingency at 20% (£)	668232.00

PHASE 2

Description	Activity Rate	Unit	Quantity	Total Activity Price
Break out and removal	£90.00	sqm	5100	£459,000.00
New paving including special paving and accessories	£140	sqm	3640	£509,600.00
New Kerbing	£75	Linm	150	£11,250.00
Allowance for resurface of asphalt (approx.)	£35	sqm	365	£12,775.00
Homogenous surfaces to junctions and crossings	£45	Sqm	460	£20,700.00
Trees including accessories and bespoke grilles	£6,000	no.	36	£216,000.00
Furniture allowance	.	.	.	£65,000.00
Lighting improvement allowance	.	.	3 replacement columns, wall mounted	£45,000.00
Project specific special features allowance; Metal disks to show café spill out and market arrangement, relocation of CCTV	.	.	.	£13,000

Total (£)	1352325
Contingency at 20% (£)	1622790.00

PHASE 3

Description	Activity Rate	Unit	Quantity	Total Activity Price
Break out and removal	£90.00	sqm	3650	£328,500.00
New paving including special paving and accessories	£140	sqm	2220	£310,800.00
New Kerbing	£75	Linm	1000	£75,000.00
Allowance for resurface of asphalt (approx.)	£35	sqm	780	£27,300.00
Homogenous surfaces to junctions and crossings	£45	Sqm	300	£13,500.00
Trees including accessories and bespoke grilles	£6,000	no.	13	£78,000.00
Furniture allowance	.	.	.	£11,000.00
Lighting improvement allowance	.	.	3 replacement columns, wall mounted	£45,000.00
Project specific special features allowance; Relocation of CCTV	.	.	.	£5,000

Total (£)	894100
Contingency at 20% (£)	1072920.00

PHASE 4

PHASE 4

Description	Activity Rate	Unit	Quantity	Total Activity Price
Break out and removal	£90.00	sqm	2650	£238,500.00
New paving including special paving and accessories	£140	sqm	2045	£286,300.00
New Kerbing	£75	Linm	300	£22,500.00
Allowance for resurface of asphalt (approx.)	£35	sqm	250	£8,750.00
Homogenous surfaces to junctions and crossings	£45	Sqm	200	£9,000.00
Trees including accessories and bespoke grilles	£6,000	no.	12	£72,000.00
Furniture allowance	.	.	.	£11,000.00
Lighting improvement allowance	.	.	3 replacement columns	£18,000.00
Project specific special features allowance;

Total (£)	666050
Contingency at 20% (£)	799260.00

PHASE 5

PHASE 5

Description	Activity Rate	Unit	Quantity	Total Activity Price
Break out and removal	£90.00	sqm	2200	£198,000.00
New paving including special paving and accessories	£140	sqm	1330	£186,200.00
New Kerbing	£75	Linm	220	£16,500.00
Allowance for resurface of asphalt (approx.)	£35	sqm	250	£8,750.00
Homogenous surfaces to junctions and crossings	£45	Sqm	620	£27,900.00
Trees including accessories and bespoke grilles	£6,000	no.	12	£72,000.00
Furniture allowance	.	.	.	£11,000.00
Lighting improvement allowance	.	.	8 replacement columns	£48,000.00
Project specific special features allowance;

Total (£)	568350
Contingency at 20% (£)	682020.00

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- 2.0
- 3.0
- 4.0
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5.0 COMMUNITY
AND STAKEHOLDER
ENGAGEMENT

LITTLEHAMPTON REGENERATION - TOWN CENTRE PUBLIC REALM
I. INTRODUCTION

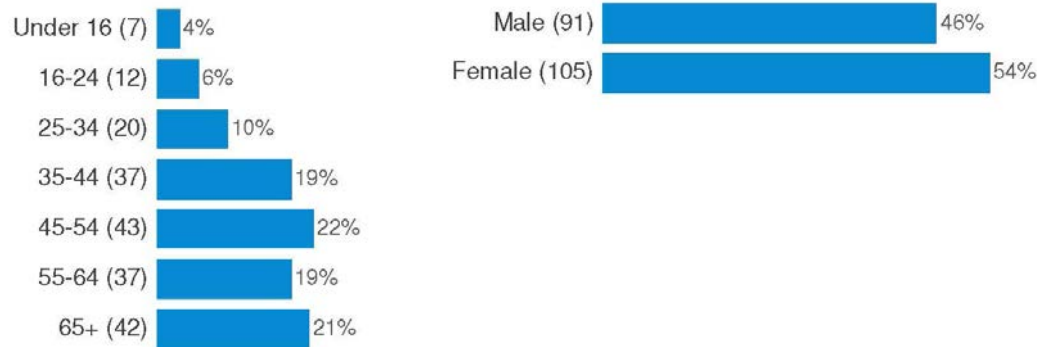


5.1 STATEMENT OF PUBLIC CONSULTATION

INTRODUCTION

It has been identified through Public Consultation that making improvements to the quality of the public realm in Littlehampton Town Centre will be an important step towards boosting economic regeneration in the town. Design proposals to improve the town's public realm were produced and presented for public comment during a consultation period between 25th April and 15th May 2016. Results of the consultation have been collated and reviewed to produce a revised version of the proposals as demonstrated subsequently in this document.

RESPONSE

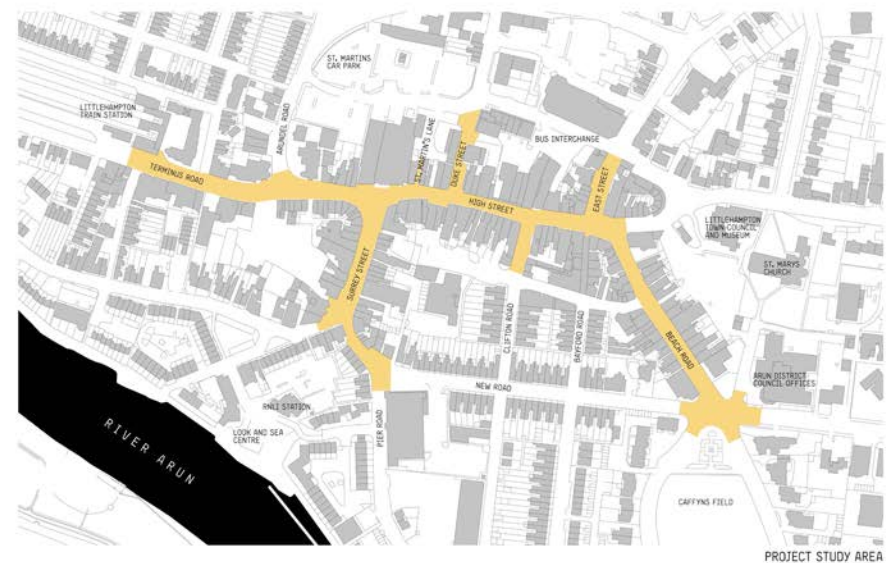


WELCOME

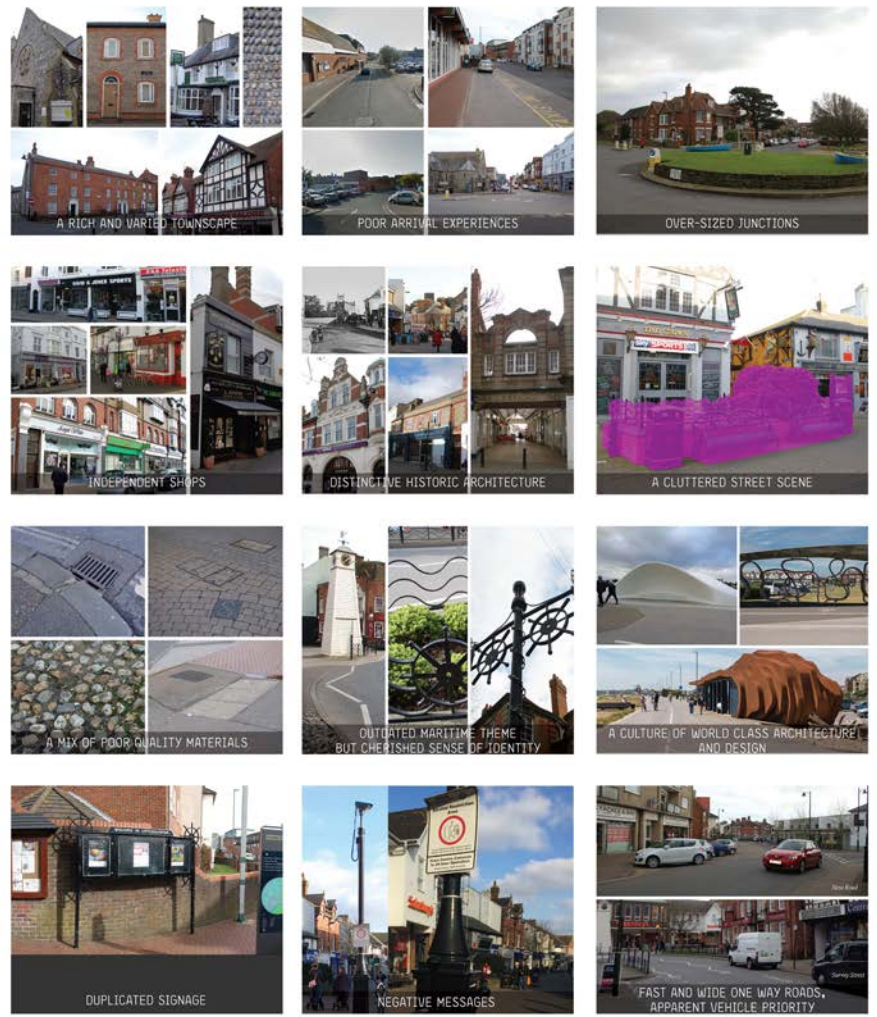
Welcome to this public exhibition. We would like your thoughts on our emerging vision, principles and design plan for publicly owned existing town centre streets and spaces including Terminus Road, Surrey Street, Beach Road and the High Street. Arun District Council has identified, through previous studies the apparent disconnect between The Seafront, East Bank Riverside Walkway and Town Centre.

By way of explanation, public realm is a term used to describe 'the spaces between buildings' amongst other things, this includes the pavements we walk on, the streets we drive down, the seats we sit on and art we look at.

LDA Design has been appointed to recommend practical methods for enhancing the town's pedestrian connectivity through a holistic approach and high quality design. The proposals intend to improve the arrival experience into the town and reinvent the public realm as a welcoming and enjoyable place that is comfortable and encourages visitors and locals to spend more time within the town centre. The plan below highlights the study area for the work.



LITTLEHAMPTON REGENERATION - TOWN CENTRE PUBLIC REALM
 2. OBSERVATIONS AND OPPORTUNITIES



LITTLEHAMPTON REGENERATION - TOWN CENTRE PUBLIC REALM
 3. THE VISION & OVERARCHING PRINCIPLES



D Celebrating the Special Qualities of Littlehampton

The community of Littlehampton is proud of its maritime identity and history. This is currently portrayed in the town through street furniture. However, initial discussions with stakeholders felt that this is now outdated. Indeed, the ship's wheel icon is visible in a number of other seaside towns throughout the country and is not unique to Littlehampton. It was also felt that the often cluttered arrangement of planters, signs, telephone boxes and street furniture detracts from attractive historic buildings.

The new proposals for public realm aim to reflect the materials, colours and textures which characterise Littlehampton's fishing and boat building heritage and coastal environment in a well-crafted, subtle and contemporary way. This builds on the successful approach adopted at the recently completed East Bank riverside walkway, tailored to the town centre environment. This will offer cues to the pedestrian that the town centre forms a tangible link with the river and coast.

It is important that the way Littlehampton 'brands' itself is not too literal which can become outdated quickly. Therefore, the arrangement and use of trees, furniture, lighting and paving materials will be unique to Littlehampton, as well as being well-crafted and high quality. This collective identity will draw visitors through the town and can be appreciated from a distance as well as offering a richness in the detail. Importantly, this identity should help local businesses by encouraging people to spend longer in the town and move easily through the different areas.

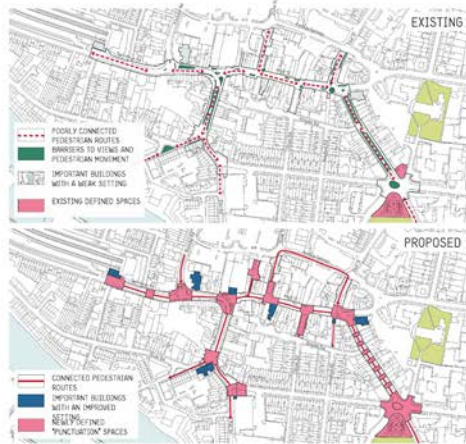


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LITTLEHAMPTON REGENERATION - TOWN CENTRE PUBLIC REALM
4. OVERARCHING PRINCIPLES

2 Creating a Sequential Experience

- A crucial strand of the overarching design proposal is to improve legibility and to stitch the town centre together with a consistent and unified design language.
- Currently, as a pedestrian, the town centre provides confusing messages of how to get from one part to the next. Views are blocked and physical barriers obstruct the most obvious and direct routes.
- The design proposal aims to provide a series of 'punctuation' spaces, drawing the public through the town. Each space will be clearly visible and routes between them unhindered providing a sequence of well linked orientation points.



3 Less is More

- The public realm should not visually compete with the wealth of distinctive and varied architecture found within Littlehampton. It should provide an appropriate setting for historic buildings.
- The collection of elements within the street scene should provide a simple uncluttered arrangement that do not impede pedestrian movement.
- There should be a purposeful yet restrained use of colour accents from a carefully selected palette to reinforce character and to put emphasis on key locations or elements



UNCLUTTERED SIMPLICITY



RESTRAINED PALETTE OF COLOUR AND MATERIALS

4 Creating Spaces

- Re-assigning under utilised space to create new public spaces for sitting in comfort, outside dining and town centre events.
- Encouraging people to spend longer in the town by creating attractive and comfortable spaces for both day and night.
- Spaces should have a clear role and consistent identity.



CREATING BEAUTIFUL SPACES TO STOP AND REST



PROVIDE NEW OPPORTUNITIES FOR COMFORTABLE SEATING

LITTLEHAMPTON REGENERATION - TOWN CENTRE PUBLIC REALM
5. OVERARCHING PRINCIPLES

5 Celebrating the Arrival Experience

- First impressions count; the towns arrival points by road, rail and on foot need to perform better and work harder in setting the scene and improving the initial perception of Littlehampton.
- Arrival spaces should play a gateway role and welcome people in, creating a strong message of what to expect from the rest of the town.
- Use of clear and unified signage to orientate visitors and direct them into town.



EXISTING ROUTES INTO LITTLEHAMPTON



CREATING POSITIVE AND WELCOMING GATEWAYS

6 Slowing Traffic

- Our proposals provide messages to vehicle users that they are entering a pedestrian priority environment. Subtle cues such as narrowed vehicular space, raised tables/flush surfaces and pedestrian type materials on carriageways will encourage vehicle users to slow down and be more cautious.
- The design proposal will however provide clarity between pedestrian only areas and places where vehicles are allowed ensuring the town is safe for all.



PRIORITISING PEDESTRIAN MOVEMENT OVER VEHICLE DOMINANCE

7 A Special Shopping and Dining Experience

- Cafe, restaurant, pub and shop frontages should comprise a coordinated colour palette and a brand identity that allows for individuality but stitches the street scene together as a united family.
- Simple improvements such as painting and lighting could be made to the existing arcade to improve quality and reinforce this unique place as an attractive destination.
- There is an existing legacy of 'ghost signs' on blank facades and gable ends within the town, these depict the faded paintwork of old shop signs. This enduring identity could be strengthened by introducing new signs as part of a coordinated art strategy.



A COLLECTIVE IDENTITY TO FRONTAGES



BREATHING LIFE INTO THE ARCADE

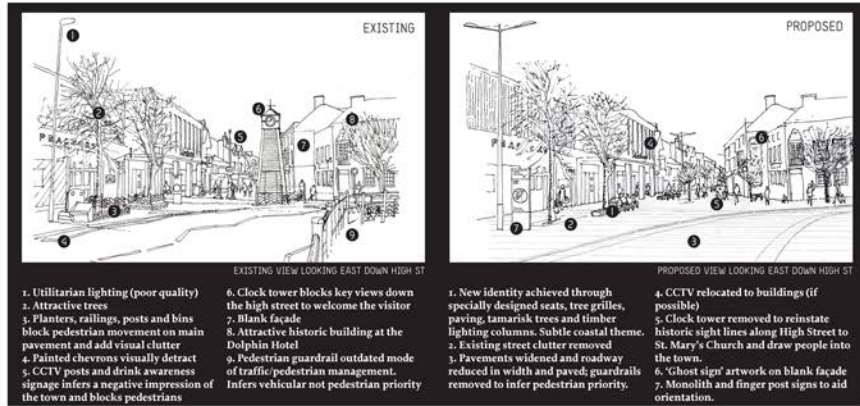


ARTS PROJECTS - NEW 'GHOST SIGNS' ON BLANK FACADES

LITTLEHAMPTON REGENERATION - TOWN CENTRE PUBLIC REALM
 6. EMERGING ILLUSTRATIVE DESIGN PLAN

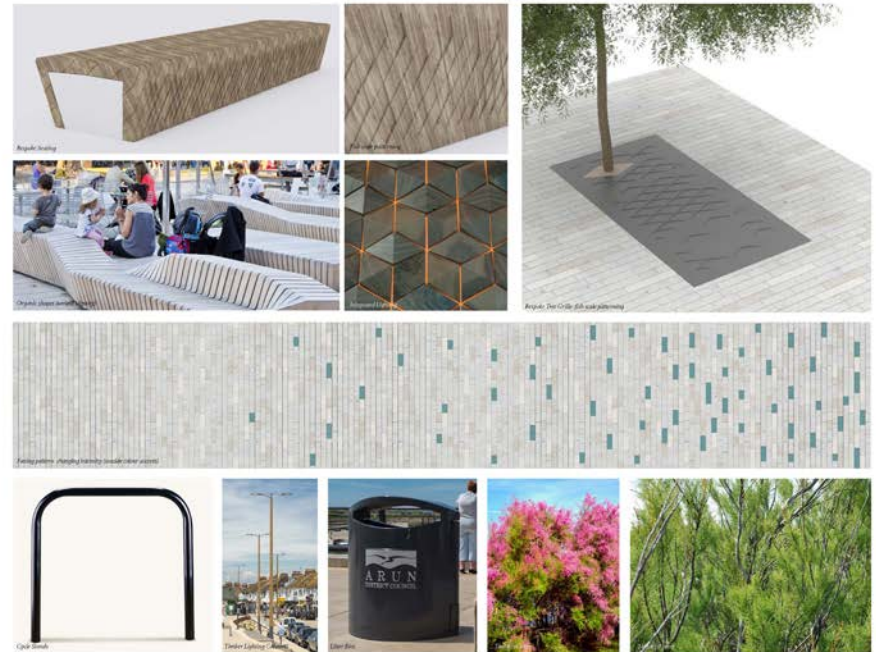


- 1. **Littlehampton Train Station:** New identity to arrival at Littlehampton. Taxi rank moved westwards to create a new arrival space with seating, lighting and tree planting.
- 2. **Arundel Road Roundabout:** New raised and paved crossings to infer pedestrian priority. Parking rationalised and pavements widened to create new pocket plaza outside the United Church. New seating, lighting and tree planting.
- 3. **The High Street:** A beautifully simple street at the heart of Littlehampton, with a de-cluttered street scene and new high quality materials and furniture. New clusters of special seating and tamarisk trees provide shoppers a place to stop and sit. Historic sight lines along the High Street to St. Mary's Church are reinstated to draw people into the town.
- 4. **The Arcade:** Refurbished to its former glory. Outside new seating and tamarisk trees provide an improved and more visible setting for the Arcade. New raised and paved crossings to infer pedestrian priority along with widened pavements.
- 5. **Beach Road Roundabout:** New raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting.



- 1. Utilitarian lighting (poor quality)
- 2. Attractive trees
- 3. Planters, railings, posts and bins block pedestrian movement on main pavement and add visual clutter
- 4. Painted chevrons visually detract
- 5. CCTV posts and drink awareness signage infers a negative impression of the town and blocks pedestrians
- 6. Clock tower blocks key views down the high street to welcome the visitor
- 7. Blank façade
- 8. Attractive historic building at the Dolphin Hotel
- 9. Pedestrian guardrail outdated mode of traffic/pedestrian management. Infers vehicular not pedestrian priority
- 1. New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Subtle coastal theme.
- 2. Existing street clutter removed
- 3. Pavements widened and roadway reduced in width and paved; guardrails removed to infer pedestrian priority.
- 4. CCTV relocated to buildings (if possible)
- 5. Clock tower removed to reinstate historic sight lines along High Street to St. Mary's Church and draw people into the town.
- 6. 'Ghost sign' artwork on blank façade
- 7. Monolith and finger post signs to aid orientation.

LITTLEHAMPTON REGENERATION - TOWN CENTRE PUBLIC REALM
 7. PROPOSED MATERIALS & STREET FURNITURE



- 1.0
- 2.0
- 3.0
- 4.0
- 5.0
- 6.0

What Happens Next?

Following consultation all feedback will be collated and the design proposals amended to reflect the comments made. The revised design plans will be presented to the Littlehampton Regeneration Sub-Committee on 6th July 2016 (a committee of Arun District Council, Elected Members). This will enable the committee to consider the proposals and agree recommendations. These recommendations will then be considered further by Arun's 'Full Council' before a final decision can be made on the project. Should the detailed designs be supported by the Council it will then assist Officers when applying for external funding to help deliver the scheme.

When Will The Project Be Delivered?

The delivery of the project is dependent on whether the Council can secure external funding. Without detailed designs in place, opportunities to secure external funding to deliver the project may not be possible.

5.2 FEEDBACK

The following feedback was generated on 16/05/16, giving the results for 198 respondents.

Detailed results from the survey and individual comments can be Obtained from ADC.

Overwhelmingly, the feedback was considered reasonably positive. Feedback was used to inform the progress of the proposals to arrive at the scheme as outlined in this report.

Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)? (A design reflecting Littlehampton's maritime heritage and history)



Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)? (A restrained colour palette to reflect the seaside)



Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)? (The use of Tamarisk trees; a quintessential seaside tree)



Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)? (The use of paving to provide subtle cues of the seaside)



Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)? (Details that reflect boat building and craftsmanship)



Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)? (Referencing natural patterns to provide a timeless identity)



Do you agree or disagree with the following underlying objectives of the design schem (shown on board 4)? (Creating a sequential experience: Using a sequence of spaces to lead people through the town; new 'punctuation' spaces, sight lines, and a unified character)



Do you agree or disagree with the following underlying objectives of the design schem (shown on board 4)? ("Less is more": Un-cluttered simplicity, not impeding pedestrian movement; the public realm should create a setting for the existing distinctive and varied architecture, not compete with it; restrained use of colour)



Do you agree or disagree with the following underlying objectives of the design schem (shown on board 4)? (Creating spaces: Turning underutilised streets and spaces into new public spaces; pocket plazas, pocket parks for sitting in comfort, outside dining, and town centre events)



Do you agree or disagree with the following underlying objectives of the design schem (shown on board 4)? (Celebrating the arrival experience: Setting the scene for Littlehampton; town arrival points that give strong messages of what to expect from rest of the town)



Do you agree or disagree with the following underlying objectives of the design schem (shown on board 5)? (Slowing traffic: Creating a pedestrian priority environment with subtle cues to slow traffic throughout the town centre - such as narrowed vehicular space, flush surfaces, pedestrian type materials in the carriageway)



Do you agree or disagree with the following underlying objectives of the design schem (shown on board 5)? (A special shopping and dining experience: Celebrating the independent shops and community spirit; regenerating shop frontages; unified shop frontages strategy; breathing life into the arcade; ghost signs on blank façades)



Do you agree or disagree with the following proposals for specific areas of the town (shown at the top of board 6)? (1. Littlehampton Train Station: New identity to arrival at Littlehampton. Taxi rank moved westwards to create a new arrival space with seating, lighting and tree planting)



Do you agree or disagree with the following proposals for specific areas of the town (shown at the top of board 6)? (2. Arundel Road Roundabout: New raised and paved crossings to infer pedestrian priority. Parking rationalised and pavements widened to create new pocket plaza outside the United Church. New seating, lighting and tree planting)



Do you agree or disagree with the following proposals for specific areas of the town (shown at the top of board 6)? (3. The High Street: A beautifully simple street at the heart of Littlehampton, with a de-cluttered street scene and new high quality materials and furniture. New clusters of special seating and tamarisk trees provide shoppers a place to stop and sit. Historic sight lines along the High Street to St. Mary's Church are reinstated to draw people into the town)



Do you agree or disagree with the following proposals for specific areas of the town (shown at the top of board 6)? (4. The Arcade: Refurbished to its former glory. Outside new seating and tamarisk trees provide an improved and more visible setting for the Arcade. New raised and paved crossings to infer pedestrian priority along with widened pavements)



Do you agree or disagree with the following proposals for specific areas of the town (shown at the top of board 6)? (5. Beach Road Roundabout: New raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting)



Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)? (Existing street clutter removed (planters, railings, and posts))



Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)? (New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lightin columns. Using a subtle coastal theme)



Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)? (Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority)



Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)? (CCTV camera relocated to buildings (if possible))



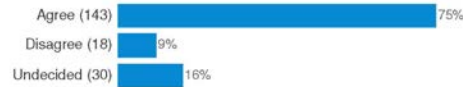
Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)? (Clock tower removed to reinstate historic sight lines along the High Street to St. Mary's Church and draw people into the town)



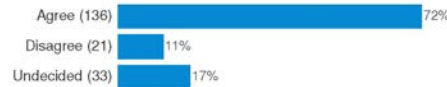
Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)? ('Ghost sign' artwork on blank façades)



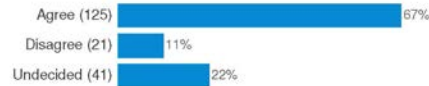
Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)? (Monolith and finger post signs to aid orientation)



Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Bespoke seating)



Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Organic shapes (unique identity))



Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Paving pattern - changing intensity (seaside colour accents))



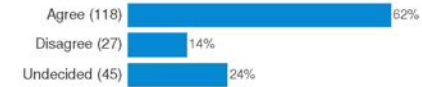
Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Fish scale patterning)



Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Integrated lighting)



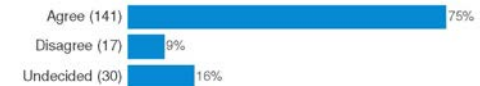
Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Bespoke tree grilles - fish scale patterning)



Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Cycle stands)



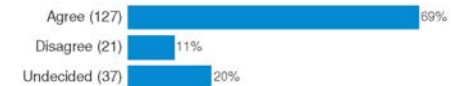
Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Timber lighting columns)



Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Litter bins)



Do you agree or disagree with the proposed materials and street furniture (shown on board 7)? (Monolith signage)



1.0
2.0
3.0
4.0
5.0
6.0

6.0 NEXT STEPS

OVERVIEW OF NEXT STEPS

The realisation of this project is dependent on a successful bid for external funding.

Should the design plans for Littlehampton Town Centre be supported by Littlehampton Regeneration Sub-Committee (LRSC) and ratified by Full Council. The Council will then await a decision in August 2016 from Coastal Community Funding (CCF) as to whether or not it has been invited to submit a Stage 2 application. Technical assessments will be essential throughout this period to ensure the project meets required criteria.

A critical element of the project is that West Sussex County Council (WSSCC) are willing to support the scheme initially by way of a letter of support for the scheme to be delivered on their land and later with a Section 278 agreement. Furthermore, a small section of the project must be supported by Network Rail as land owners.

If the ADC are successful on the CCF bid it is anticipated that following the technical design and tender stages, the delivery of the scheme will commence in 2017 for completion in December 2019.

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Survey results:

Littlehampton Town Centre Public Realm Improvements Survey Report

June 2016



1. BACKGROUND

- 1.1 Arun District Council appointed landscape consultancy LDA Design to create conceptual public realm designs to improve the appeal, connectivity, look and feel of Littlehampton town centre. The project study area includes: Littlehampton Train Station to Arundel Road Roundabout; Littlehampton High Street; East Street through to High Street junction and Beach Road; Surrey Street to the Look & Sea, Pier Road and New Road; and the War Memorial Roundabout, Littlehampton.
- 1.2 Following a series of focus groups with stakeholders (including community groups, local businesses and Town, District and County Councillors) conceptual designs were created in the form of seven exhibition boards. These were used at manned and unmanned public exhibitions as well as being available on the ADC website. Consultation questions were based on these boards. The paper questionnaire guided survey respondents to which board each question referred; online questionnaires included links to electronic versions of the boards.
- 1.3 The consultation period ran from 25th April until 15th May 2016 and was promoted in the following ways:
- An unmanned exhibition in Arun Civic Centre Reception for the duration of the consultation period
 - A manned exhibition between 5th and 7th May inclusive at Hunnies Café, Littlehampton
 - The local press, including the front page article in the Littlehampton Gazette on 12th May
 - Social media (Facebook, Twitter etc)
 - Arun District Council's website and staff intranet
 - The Council currently does not have a residents' consultation panel, however as part of a recent survey, respondents were asked if they would be interested in participating in consultation with Arun. 114 respondents who expressed interest were sent a link to the survey
 - The Tamarisk Centre, Littlehampton
 - The Littlehampton Academy was invited to run the consultation with their students
- 1.4 201 survey responses were received¹. 99 via PC/laptop, 39 via tablet computer, 23 via smartphone, and 40 as paper questionnaires.

Table 1 – Survey format used by respondent age group

	Total [Base: 201]	Under 35 [Base: 39]	35 to 54 [Base: 82]	55 or older [Base: 80]
Paper version [Base: 40]	20%	0%	6%	44%
PC/laptop version [Base: 99]	49%	51%	56%	41%
Tablet computer version [Base: 39]	19%	23%	23%	14%
Smartphone version [Base: 23]	11%	26%	15%	1%

- 1.5 Table 1 illustrates the importance of providing a range of survey formats in order to attract responses from all ages. All responses from under 35s were via electronic formats, with a quarter using their smartphone; in contrast, almost half of responses from 55+ year olds were paper-based, with negligible smartphone use.

¹ This is subject to a maximum standard error of +/-6.9% at the 95% confidence level on an observed statistic of 50%. Thus we can be 95% confident that if the whole population had responded the actual figure would lie between 43.1% and 56.9%.

2. EXECUTIVE SUMMARY

- 2.1 There are high levels of agreement with each of the scheme proposals, ranging from 87% agreeing with ‘a design reflecting Littlehampton’s maritime heritage and history’ down to 73% agreeing with ‘the use of tamarisk trees’.

In order of agreement these are (percentage agreeing in brackets):

- ‘A design reflecting Littlehampton's maritime heritage and history’ (87%)
- ‘A restrained colour palette to reflect the seaside’ (80%)
- ‘The use of paving to provide subtle cues of the seaside’ (79%)
- ‘Referencing natural patterns to provide a timeless identity’ (79%)
- ‘Details that reflect boat building and craftsmanship’ (76%)
- ‘The use of Tamarisk trees; a quintessential seaside tree’ (73%).

- 2.2 High levels of agreement with the underlying objectives² of the scheme, ranging from 94% agreeing with ‘creating spaces’ down to 72% agreeing with ‘slowing traffic’.

In order of agreement these are (percentage agreeing in brackets):

- ‘Creating spaces’ (94%)
- ‘Celebrating the arrival experience’ (88%)
- ‘A special shopping and dining’ (88%)
- ‘Creating a sequential experience’ (81%)
- “Less is more” (79%)
- ‘Slowing traffic’ (72%).

- 2.3 High levels of agreement with the five proposals for specific areas of the town, ranging from 86% agreeing with proposals for ‘the arcade’ down to 77% agreeing with proposals for ‘Arundel Road roundabout’.

In order of agreement these are (percentage agreeing in brackets):

- ‘The Arcade’ (86%)
- ‘Littlehampton Train Station’ (84%)
- ‘The High Street’ (84%)
- ‘Beach Road Roundabout’ (84%)
- ‘Arundel Road Roundabout’ (77%).

- 2.4 There are generally high levels of agreement with proposals that would change the view looking along Littlehampton High Street, ranging from 81% agreeing with ‘a new identity achieved through specially designed seats etc’. However the least supported proposal is the removal of the clock tower, with just 42% agreeing³.

In order of agreement these are (percentage agreeing in brackets):

- ‘New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme’ (81%)
- ‘CCTV camera relocated to buildings (if possible)’ (76%)
- ‘Existing street clutter removed (planters, railings, and posts)’ (74%)

² Note these objectives were two questions in the survey to tie in with the exhibition boards.

³ With 30% disagreeing and 25% undecided.

‘Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority’ (72%)
 ‘Monolith and finger post signs to aid orientation’ (72%)
 ‘‘Ghost sign’ artwork on blank façades’ (62%)
 ‘Clock tower removed to reinstate historic sight lines along the High Street to St. Mary’s Church and draw people into the town’ (42%).

- 2.5 Generally high levels of agreement with the proposed materials and street furniture, ranging from 85% agreeing with ‘integrated lighting’ down to 50% agreeing with ‘fish scale patterning’.

In order of agreement these are (percentage agreeing in brackets):

‘Integrated lighting’ (85%)
 ‘Paving pattern - changing intensity (seaside colour accents)’ (77%)
 ‘Cycle stands’ (77%)
 ‘Tamarisk trees’ (73%)
 ‘Timber lighting columns’ (71%)
 ‘Bespoke seating’ (69%)
 ‘Monolith signage’ (64%)
 ‘Organic shapes (unique identity)’ (63%)
 ‘Bespoke tree grilles - fish scale patterning’ (59%)
 ‘Fish scale patterning’ (50%)

- 2.6 Although there are high levels of agreement with the design proposals, the open response questions did highlight a number of concerns with some of them. Principally amongst these are mixed views about removing the clock tower in the High Street; the use of Tamarisk trees in the High Street; and concerns over comfort of the proposed seating designs.

- 2.7 Along with the high percentages agreeing with these design proposals, a high number of positive comments were received. A small selection of general comments is provided below:

“The recent work done on the river side is outstanding. I'd like to see future work done to that finish and to key in with that aesthetic to create a coherent feel that unifies the different areas.”

“I am encouraged by the designs. Money does need to be spent on the town to enhance the offer and encourage visitors to stay longer and spend money. Littlehampton is a hidden gem but needs help.”

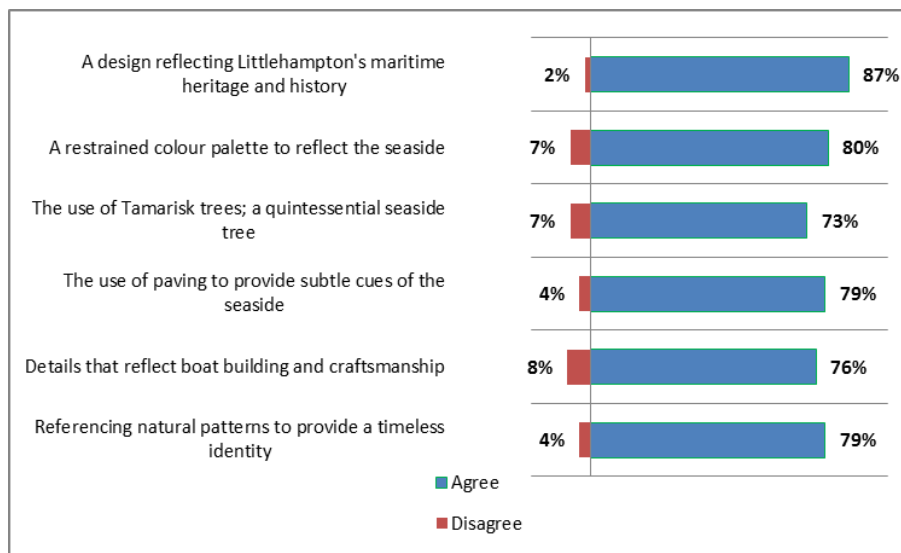
“I would LOVE to walk into a nice new town. I would definitely come into my home town a lot more often!”

“Love the plans!! A fantastic town which rightly deserves some real TLC. Thank you.”

3. KEY FINDINGS

- 3.1 Exhibition boards 1 and 2 provide the introduction, observations and opportunities. Respondents were recommended to view these boards as they explain the reasons for the project and highlight the proposed study area. There were no questions specifically relating to these; the survey questions relate to boards 3 to 7.
- 3.2.1 Board 3 is titled ‘The vision and overarching principles’. Survey question 1 asks respondents whether they agreed or disagreed with a number of underlying scheme proposals. Chart 1 highlights the high level of agreement with each of these, ranging from 87% agreeing with ‘a design reflecting Littlehampton’s maritime heritage and history’ down to 73% agreeing with ‘the use of tamarisk trees’. The chart also shows percentages who disagree with each proposal⁴.

Chart 1 – (Q1) Agreement/disagreement with the underlying proposals



- 3.2.2 Full cross tabulations have been produced and are available on request. Analysis shows that the main differences in views tend to be by age of respondent, therefore tables 2 to 7 in this report show percentages agreeing split by broad age group⁵.

⁴ The percentages who agree and who disagree do not add up to 100% - the balance is accounted for by those who ticked ‘undecided’ and the very small percentage who did not provide a response.

⁵ Where other factors appear to be significant, these are referred to in the text of the report.

- 3.2.3 Table 2 shows under 35s are less likely than average to agree with designs reflecting maritime heritage, or details reflecting boat building and craftsmanship, but more likely than average to agree with referencing natural patterns to provide a timeless identity. Respondents aged 55 or older are less likely than average to agree with a restrained colour palette to reflect the seaside; the use of tamarisk trees; the use of paving to provide subtle cues of the seaside; or referencing natural patterns to provide a timeless identity. Those aged 35 to 54 are more likely than average to agree with a restrained colour palette to reflect the seaside, and details that reflect boat building and craftsmanship.

Table 2 – (Q1) Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)?

	Total [Base: 201]	Under 35 [Base: 39]	35 to 54 [Base: 82]	55 or older [Base: 80]
A design reflecting Littlehampton's maritime heritage and history	87%	74%	91%	89%
A restrained colour palette to reflect the seaside	80%	79%	87%	73%
The use of Tamarisk trees; a quintessential seaside tree	73%	79%	77%	66%
The use of paving to provide subtle cues of the seaside	79%	87%	84%	69%
Details that reflect boat building and craftsmanship	76%	69%	80%	74%
Referencing natural patterns to provide a timeless identity	79%	95%	79%	71%

- 3.2.4 66 respondents provided their views on these underlying proposals (question 2). These are shown in full in the appendix.
- 3.2.5 A selection of responses is shown below:

A design reflecting Littlehampton's maritime heritage and history:

"Glad you are protecting the town's history."

"The existing maritime themed street furniture is attractive and suitable for the town's heritage."

"You state that you wish to reflect maritime history etc but you wish to remove a lot of the signage and poles which have always shown this clearly, surely this contradicts itself?"

A restrained colour palette to reflect the seaside:

"Colour palette should be bold, bright, and colourful."

"I agree that the design should be timeless with a subtle colour palette."

"The prominent use of natural colours and materials are evidently successful - already in use on East Bank and Bognor Regis public realm work."

The use of Tamarisk trees; a quintessential seaside tree:

"As well as tamarisks, other broader leaved (and flowering) trees, especially in the High Street area."

“Tamarisk is more commonly found growing as a shrub. Is it suitable to use as a tree? It is a very lax shrub and not tidy.”

“Tamarisk trees tend to look very scruffy when they are not flowering. Perhaps some other varieties could be considered?”

“We need more trees, more planting, to provide oxygen.”

The use of paving to provide subtle cues of the seaside:

“Paving needs to be disabled friendly, it will be ok if it isn't "bumpy".”

“The paving should be plain and the same all around the town, too many different types of paving looks awful!”

Details that reflect boat building and craftsmanship:

“Need to keep our heritage; boat building theme is great.”

Referencing natural patterns to provide a timeless identity:

“I think design cues can come from all aspects of the above areas. I agree that the "ships wheel", overly traditional motifs are a bit dated however there is a danger that being overly bold could appear dated even more quickly.”

“Ideally a blend of traditional and modern architecture. Littlehampton should be leading the way, as has been done with East Beach Cafe, Longest Bench and Pier Road etc.”

“Please consider the strength of a timeless design which will not date as opposed to an ultra-modern design which may have initial novelty impact, but which people may tire of after a short period of time.”

Other comments:

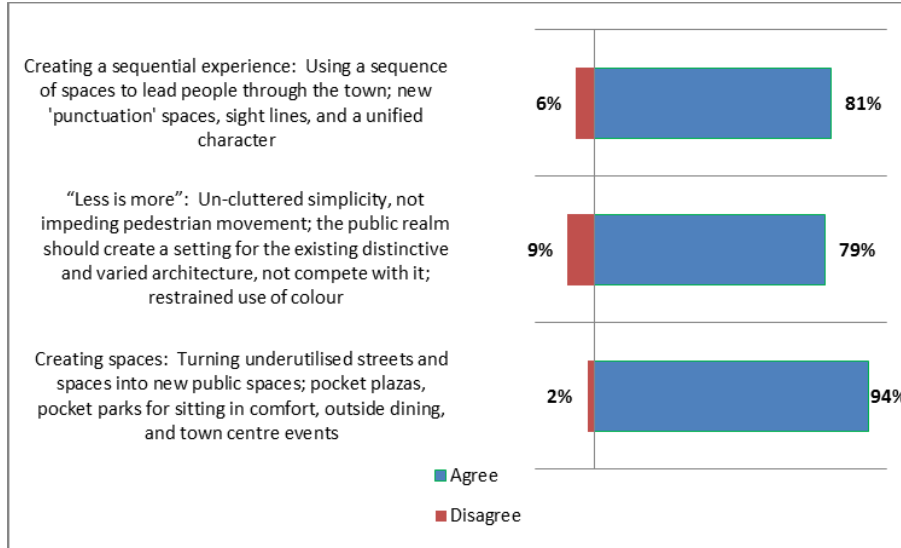
“Littlehampton is a small seaside resort. Many of the proposals, though beautiful designs in themselves, threaten to turn it into a theme park, if overdone.”

“The recent work done on the river side is outstanding. I'd like to see future work done to that finish and to key in with that aesthetic to create a coherent feel that unifies the different areas.”

“These ideas are OK but avoid change for the sake of change. Remember that some "old fashioned" things are good and worth preserving. Don't get carried away!”

3.3.1 Boards 4 and 5 are titled ‘Overarching principles’ and cover six objectives of the scheme. Question 3 refers to board 4 and asks respondents whether they agree or disagree with each of objectives 1 to 3 of the design scheme. Chart 2 highlights the high level of agreement with each, ranging from 94% agreeing with ‘creating spaces’ down to 79% agreeing with ‘less is more’.

Chart 2 – (Q3) Agreement/disagreement with the underlying objectives (1 to 3)



3.3.2 Table 3 shows under 35s are more likely than average to agree with ‘creating a sequential experience’ whilst those aged 55 or over are less likely than average to agree with this objective. 67% of respondents aged 65+ agreed with ‘creating a sequential experience’ and 72% with ‘less is more’.

Table 3 – (Q3) Do you agree or disagree with the following underlying objectives (1 to 3) of the design scheme (shown on board 4)?

	Total [Base: 201]	Under 35 [Base: 39]	35 to 54 [Base: 82]	55 or older [Base: 80]
Creating a sequential experience: Using a sequence of spaces to lead people through the town; new 'punctuation' spaces, sight lines, and a unified character	81%	92%	84%	71%
“Less is more”: Un-cluttered simplicity, not impeding pedestrian movement; the public realm should create a setting for the existing distinctive and varied architecture, not compete with it; restrained use of colour	79%	74%	83%	78%
Creating spaces: Turning underutilised streets and spaces into new public spaces; pocket plazas, pocket parks for sitting in comfort, outside dining, and town centre events	94%	92%	93%	95%

- 3.3.3 65 respondents provided their views on these objectives (question 4). These are shown in full in the appendix.
- 3.3.4 A selection of responses is shown below:

Creating a sequential experience:

“People coming to the town are here for the beach not to tramp through the town.”

“People will walk where they want to go. Trying to lead people may be a wasted effort.”

“Less is more”:

“Less is more is a good option if it encourages shops to remove the vast array of 'A' boards etc. that clutter the High Street, but not to remove attractive street furniture.”

“There is plenty of space already, why get rid of what we have? I do not agree with the clock tower removal, and if you remove bins then there will be more of a litter problem. And please do not replace with benches like the ones on the seafront as they are so uncomfortable!”

“Yes, to keeping things uncluttered but don't make it bland. We need to stand out from the surrounding towns, we can't compare for shopping etc so let's be eye catching....think fun and young”

Creating spaces:

“Any new seating or any that is replaced should be comfortable with backs. Littlehampton residents and many visitors are elderly and would like to sit down to rest.”

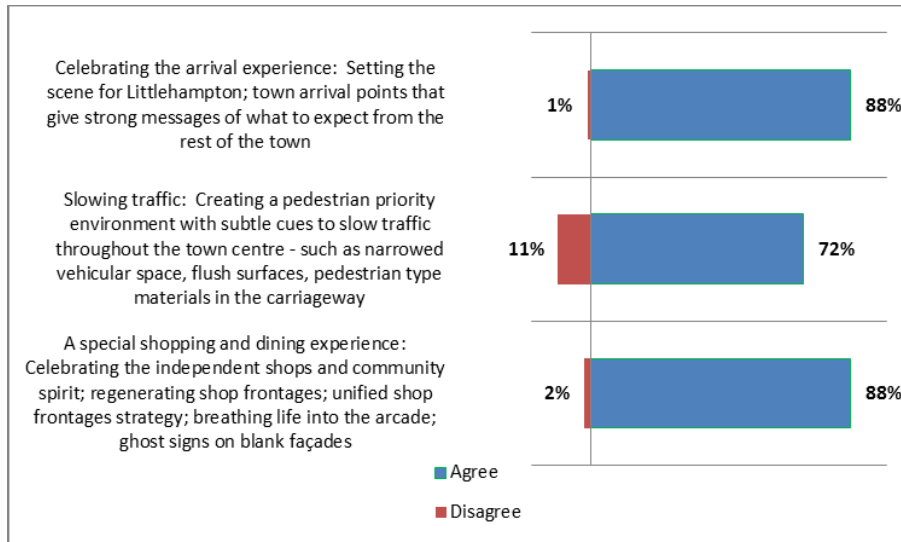
“Creating spaces sounds like a good idea, but not if they will attract street drinkers etc to hang out there and make it a "no go area" for the rest of the community.”

“Like the idea of pocket plazas, however the high street can be a bit of a wind tunnel.”

“Outside Dining is surely a contradiction of what the scheme is looking to provide by cluttering the areas up with more table and chairs.”

3.4.1 Board 5 covers objectives 4 to 6 of the design scheme. Question 5 asks respondents whether they agree or disagree with each of these. Chart 3 highlights the high level of agreement with each, ranging from 88% agreeing with both ‘celebrating the arrival experience’ and ‘a special shopping and dining experience’ down to 72% agreeing with ‘slowing traffic’.

Chart 3 – (Q5) Agreement/disagreement with the underlying objectives (4 to 6)



3.4.2 Table 4 shows under 35s are less likely than average to agree with ‘slowing traffic’. 79% of male respondents agreed with ‘slowing traffic’ compared with 65% of female respondents.

Table 4 - (Q5) Do you agree or disagree with the following underlying objectives (4 to 6) of the design scheme (shown on board 5)?

	Total [Base: 201]	Under 35 [Base: 39]	35 to 54 [Base: 82]	55 or older [Base: 80]
Celebrating the arrival experience: Setting the scene for Littlehampton; town arrival points that give strong messages of what to expect from the rest of the town	88%	87%	85%	90%
Slowing traffic: Creating a pedestrian priority environment with subtle cues to slow traffic throughout the town centre - such as narrowed vehicular space, flush surfaces, pedestrian type materials in the carriageway	72%	64%	73%	74%
A special shopping and dining experience: Celebrating the independent shops and community spirit; regenerating shop frontages; unified shop frontages strategy; breathing life into the arcade; ghost signs on blank façades	88%	92%	89%	84%

- 3.4.3 64 respondents provided their views on these objectives (question 6). These are shown in full in the appendix.
- 3.4.4 A selection of responses is shown below:

Celebrating the arrival experience:

“Definitely need to improve the area around the station - what a shock to people arriving for the first time.”

“The first impression one gets is OK, but not great, and there is an impeded view of the high street from the train station area. It is not clear at first that the main shopping area is directly in front of you.”

Slowing traffic:

“I don't think changing the road surface will do anything to deter the large number of road users who drive too fast.”

“Making roads look more like pedestrian areas can only cause a hazard, particularly for the elderly, disabled, partially sighted and young children who will be confused as to whether it is pedestrianised or has vehicular priority.”

“Please remember not all drivers can 'read' subtle cues.”

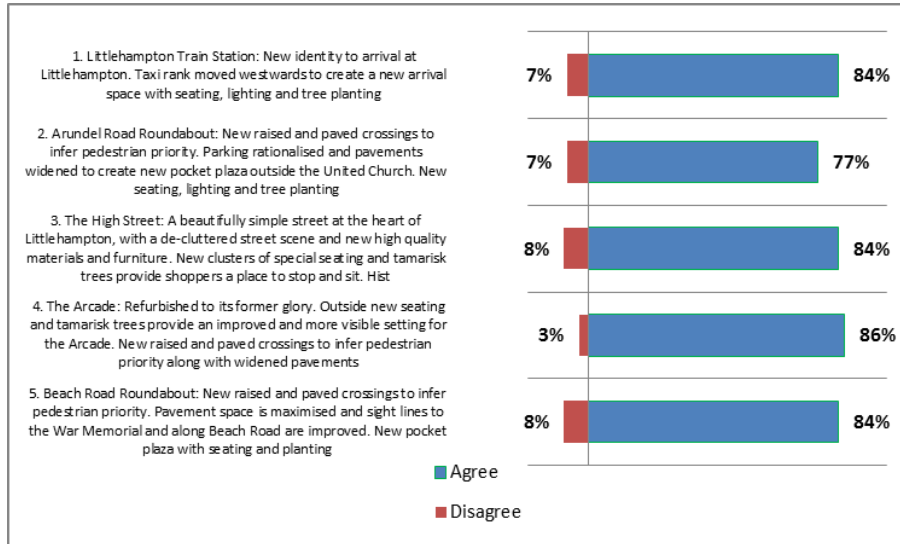
A special shopping and dining experience:

“I am positive about all of these proposals in principle, however unifying the shop frontages would seem highly impractical and unlikely.”

“There needs to be something to draw people in so that they will be more willing to come back and visit. We get so many visitors to our beach and it would be great if the town and riverside/beach could be more integrated for people to enjoy and explore.”

- 3.5.1 Board 6 is titled ‘The emerging illustrative design plan’, the top of which covers five proposals for specific areas of the town. Question 7 asks respondents whether they agree or disagree with each of these. Chart 4 highlights the high level of agreement with each, ranging from 86% agreeing with proposals for ‘the arcade’ down to 77% agreeing with proposals for ‘Arundel Road roundabout’.

Chart 4 – (Q7) Agreement/disagreement with the proposals for specific areas of the town



- 3.5.2 Table 5 shows under 35s are more likely than 55+ year olds to agree with proposals for ‘the High Street’. Respondents aged 35 to 54 are more likely than those aged 55+ to agree with proposals for ‘Beach Road roundabout’.

Table 5 – (Q7) Do you agree or disagree with the following proposals for specific areas of the town (shown at the top of board 6)?

	Total [Base: 201]	Under 35 [Base: 39]	35 to 54 [Base: 82]	55 or older [Base: 80]
1. Littlehampton Train Station: New identity to arrival at Littlehampton. Taxi rank moved westwards to create a new arrival space with seating, lighting and tree planting	84%	85%	88%	79%
2. Arundel Road Roundabout: New raised and paved crossings to infer pedestrian priority. Parking rationalised and pavements widened to create new pocket plaza outside the United Church. New seating, lighting and tree planting	77%	79%	80%	71%
3. The High Street: A beautifully simple street at the heart of Littlehampton, with a de-cluttered street scene and new high quality materials and furniture. New clusters of special seating and tamarisk trees provide shoppers a place to stop and sit. Historic sight lines along the High Street to St. Mary’s Church are reinstated to draw people into the town	84%	92%	85%	78%
4. The Arcade: Refurbished to its former glory. Outside new seating and tamarisk trees provide an improved and more visible setting for the Arcade. New raised and paved crossings to infer pedestrian priority along with widened pavements	86%	87%	89%	83%
5. Beach Road Roundabout: New raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting	84%	87%	90%	75%

- 3.5.3 82 respondents provided their views on these proposals (question 8). These are shown in full in the appendix.
- 3.5.4 A selection of responses is shown below:

1. Littlehampton train station:

“Taxis need to be outside the station for easy access.”

“This would create a much better initial impression.”

“Too cramped up by the station, don't make parking more difficult if you move the taxi rank.”

2. Arundel Road roundabout:

“Arundel Road roundabout - this is a very busy junction for vehicles; if it becomes geared towards pedestrians where do vehicles go?”

“Creating pedestrian priority on the roads won't slow drivers but will encourage pedestrians to just walk out into the road.”

3. The High Street:

“Completely agree with the de-cluttering of the High Street but do not agree with the removal of the Clock Tower. This is part of Littlehampton's fabric, it's used as a meeting place, is a central point, and the suggestion of a sight line along the High Street to St. Mary's Church is tenuous at most, since you can barely see it and the view is really not spectacular enough to justify removing the Clock Tower.”

“Dislike the "special", ugly, uncomfortable, not fit for purpose new seating ideas. Leave the clock tower alone, it's something to make for and meet at when you come out of the station.”

“Do not spend money on fancy seating. The existing benches are satisfactory.”

“High street: seating ideas look costly and not comfortable or practical.”

“The sight line to St. Mary's is not significantly impeded at present. Some decluttering of street furniture would be a benefit.”

4. The Arcade:

“Definitely do something to the arcade, it looks so dated and dingy, not inviting at all.”

“These are all very good, forward thinking ideas. I particularly like the improved arcade as it is becoming a rather run down area of the town and needs changing.”

“To make the arcade work would require something very special. Arcades rarely work.”

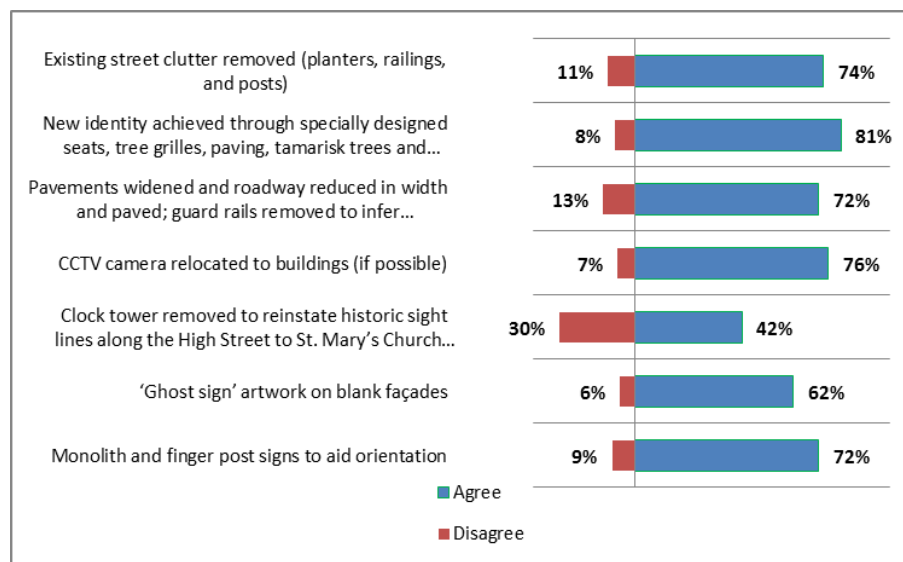
5. Beach Road Roundabout:

“Beach Road roundabout is currently a busy traffic route, so would need measures to reduce volume of traffic entering this road junction.”

“Beach Road roundabout is very much in need of new crossing arrangements. These sound feasible.”

- 3.6.1 The foot of board 6 covers proposals that would change the view looking along Littlehampton High Street. Question 9 asks respondents whether they agree or disagree with each of these. Chart 5 highlights the high level of agreement for most, ranging from 81% agreeing with ‘a new identity achieved through specially designed seats etc’. However just 42% agree with ‘the clock tower to be removed’.

Chart 5 – (Q9) Agreement/disagreement with proposals that will change the view looking along Littlehampton High Street



- 3.6.2 Table 6 shows respondents aged 55+ seem less likely than average to support ‘removing existing street clutter’; ‘achieving a new identity’; ‘widening pavements’; ‘removing the clock tower’; and ‘ghost sign artwork’.

Table 6 – (Q9) Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)?

	Total [Base: 201]	Under 35 [Base: 39]	35 to 54 [Base: 82]	55 or older [Base: 80]
Existing street clutter removed (planters, railings, and posts)	74%	77%	82%	64%
New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme	81%	92%	82%	74%
Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority	72%	64%	82%	65%
CCTV camera relocated to buildings (if possible)	76%	67%	80%	76%
Clock tower removed to reinstate historic sight lines along the High Street to St. Mary’s Church and draw people into the town	42%	41%	50%	35%
‘Ghost sign’ artwork on blank façades	62%	69%	67%	53%
Monolith and finger post signs to aid orientation	72%	62%	78%	71%

- 3.6.3 75 respondents provided their views on these proposals (question 10). These are shown in full in the appendix. The word in figure 5 highlights that the proposal to remove the clock tower brought the greatest response, both for and against.

- 3.6.4 A selection of responses is shown below:

Existing street clutter removed (planters, railings, and posts):

“It is felt that some form of planters should remain as flowers add interest all year round and would supplement trees.”

New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme:

“Architecture of East Bank (new flood defences, steps, planters, seating) should be extended and replicated. DO NOT introduce new designs as this will just replicate the current mish-mash!”

Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority:

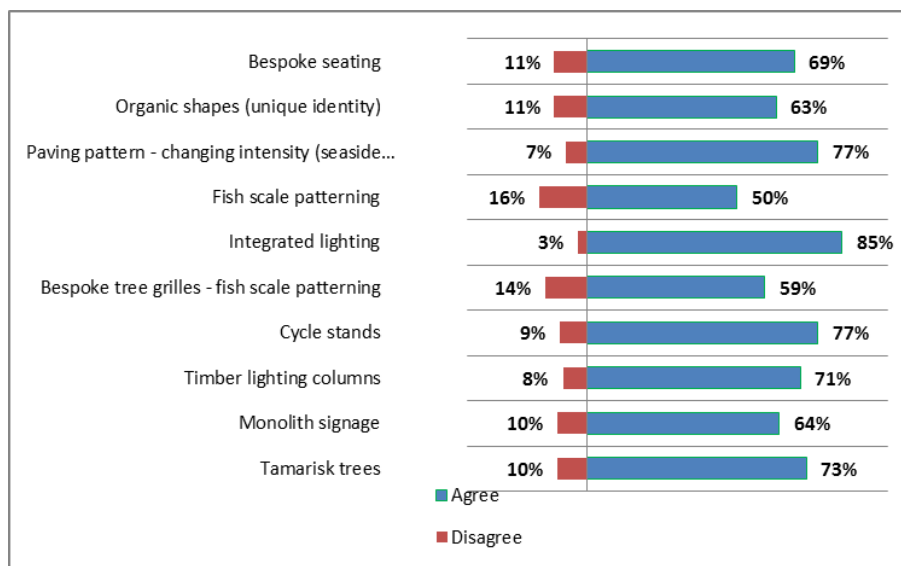
“Pedestrian priority is unachievable unless something else is done more widely to reduce town centre through traffic.”

“Removing railings could compromise safety for young children.”

“The worry whether you are on the road or pavement area has to be considered.”

- 3.7.1 Board 7 is titled 'Proposed materials and street furniture' and covers eleven proposals. Question 11 asks respondents whether they agree or disagree with each of these. Chart 6 highlights the high level of agreement with each, ranging from 85% agreeing with 'integrated lighting'. However just 50% agree with 'fish scale patterning'.

Chart 6 – (Q11) Agreement/disagreement with proposed materials and street furniture



- 3.7.2 Table 7 shows that respondents aged 55 and over appear less likely that average to agree with any of these proposed materials or street furniture (apart from cycle stands).

Table 7 – (Q11) Do you agree or disagree with the proposed materials and street furniture (shown on board 7)?

	Total [Base: 201]	Under 35 [Base: 39]	35 to 54 [Base: 82]	55 or older [Base: 80]
Bespoke seating	69%	79%	79%	53%
Organic shapes (unique identity)	63%	72%	77%	44%
Paving pattern - changing intensity (seaside colour accents)	77%	90%	83%	64%
Fish scale patterning	50%	54%	59%	40%
Integrated lighting	85%	95%	90%	74%
Bespoke tree grilles - fish scale patterning	59%	69%	65%	49%
Cycle stands	77%	77%	79%	74%
Timber lighting columns	71%	79%	82%	55%
Monolith signage	64%	64%	73%	55%
Tamarisk trees	73%	77%	78%	66%

- 3.7.3 69 respondents provided their views on these proposed materials and street furniture (question 12). These are shown in full in the appendix.
- 3.7.4 A selection of responses is shown below:

Bespoke seating:

“Any seating should be designed with comfort in mind as well as any bespoke design.”

“I think the type of seating has to also be practical. A lot of older people will not find the sort of seating shown on board 7 to be comfortable.”

“Most seats should have backs for older residents.”

Organic shapes (unique identity):

“Just make sure any unique shapes of furniture are practical for use.”

Paving pattern - changing intensity (seaside colour accents):

“I like the idea of different paving materials so long as they are good quality and will last well.”

Fish scale patterning:

“Fish scales do not look like the illustration!”

Integrated lighting:

“Like the idea of integrated lighting.”

“Need better lighting; not very welcoming after dark.”

Bespoke tree grilles - fish scale patterning:

“The tree grilles have the disadvantage of collecting rubbish.”

Cycle stands:

“Could they be in steel not black?”

“Encourage cycling more, it would improve health in the town if more people cycled, however there are theft concerns.”

Timber lighting columns:

“Why timber lighting columns, surely they would be expensive and cost a lot to maintain?”

Litter bins:

“Litter bins - ugly - much needed but would wooden slats blend in more?”

“New bins are not large enough, but like design.”

“The bins look very out of place with the rest of the materials. They could be timber clad, organic shaped or have fish scale patterning to match the other furniture.”

Monolith signage:

“The new monoliths can't be read until up close; finger posts with contrasting colours can be clearer.”

Tamarisk trees:

“Aren't tamarisk trees high maintenance? Costly to manage.”

“Need some trees in town.”

“Please think about alternative trees to tamarisk.”

“Tamarisk trees are very bushy and become very bedraggled looking very quickly. Are they right to have in an urban setting?”

Other comments:

“ADC has done wonders with Bognor Regis and Rustington and needs to stop ignoring this town.”

“Like them all. It's all stylish, understated and modern without feeling it will date quickly or appear odd in the future built environment.”

“Littlehampton can look as nice as can be, but it will be ruined with drunks and druggies.”

3.8.1 Question 13 invited respondents to provide further comments on the proposals. 99 responses were received and are shown in full in the appendix.

3.8.2 A selection of responses is shown below:

Positive:

“Don't be scared to make it fun. No one remembers a dull place and if you don't remember it you won't come back. Be bold. Be fun. Be young (it revitalizes the older generation to feel young again). Use colour and hidden gems to discover. MAKE LITTLEHAMPTON MEMORABLE.”

“I am encouraged by the designs. Money does need to be spent on the town to enhance the offer and encourage visitors to stay longer and spend money. Littlehampton is a hidden gem but needs help.”

“I would LOVE to walk into a nice new town. I would definitely come into my home town a lot more often!”

“Love the plans!! A fantastic town which rightly deserves some real TLC. Thank you.”

“This is great news for the town following the great development by the river.”

“Really exciting design ideas which have great potential to enhance Littlehampton, and draw people in from the Esplanade and Riverside. As London Road in Bognor has already demonstrated, the ambience and public perception of a place can be transformed by these projects. Good luck!”

Negative:

“There are no facilities for disabled people shown on any plans. This includes all types of disability.”

“This is a seaside resort where people come for a day out and locals to shop. Ideas must be fit for purpose. We already have (along the front) uncomfortable seating and shelters which offer no protection from the elements. Abstract designs are all very well in an art gallery but this is a place for people, not grand designs.”

Anti-social behaviour issues/street drinkers:

“A great proposal, so long as an absolute zero tolerance of the street drinkers is adopted and actually enforced in the town centre.”

The clock tower:

“Feel you don't realise how much effort was made to put up the clock tower. If you decide to pull it down, I for one will be joining the protesters!”

“I am broadly in favour of most of the suggestions with the exception of the removal of the Clock Tower and also have concerns about the type of seating suggested.”

Shops:

“The ideas are fine but I think they will make little difference unless there is also some change in the shops in the town centre and surrounding area that make it a viable destination for those visiting the town.”

Funding:

“Hopefully you can get the finance to see this through.”

“Not sure where the money will come from but good luck anyway.”

A restrained colour palette to reflect the seaside:

“A restrained colour palette may cause the town to look extremely glum and just generally a bad place to be in; it may also deter people from using public places to show things off due to the lack of variety making the entire town look like just one massive blob of certain colours.”

“Brighter the better please... Littlehampton was once called the children's paradise; let's make it fun and young while keeping traditional themes... Don't turn Littlehampton into another 'God's waiting room'.”

“Colour palette should be bold, bright, and colourful.”

“Colour: we are a seaside town, not bland, boring colours.”

“I agree that the design should be timeless with a subtle colour palette.”

“I think the Council needs to stop only concentrating on the seaside/riverside being the only thing that Littlehampton is about. Bognor Regis and Rustington have been successfully regenerated and Littlehampton largely ignored. Many people live here, many people who work and need shops and places to go, maybe nice wine bars and not just pubs for example. Concentrating on Littlehampton as a seaside resort is too seasonal, the people who live here

live here 12 months of the year, not just the summer.”

“Littlehampton is lacking in colour to make it look more cheerful and inviting.”

“The colour is needed as there now isn't as much along the river and beach. The quaintness of the town would be destroyed with the decline of colour.”

“The design elements all sound a little bland and based on the past and not particularly unique on the south coast.”

“The prominent use of natural colours and materials are evidently successful - already in use on East Bank and Bognor Regis public realm work. The future maintenance / management of these areas - clearly defined future roles / responsibilities will play a large factor in their success.”

“Unlike the new river defences which are bland and boring (with awful plants, if you want to even call them plants) we need to introduce colours which reflect the seaside, as Littlehampton is a seaside town. Being post-modern doesn't make something up to date, I think traditional with a modern, up to date flair will help regenerate the town and its uses.”

The use of Tamarisk trees; a quintessential seaside tree:

“As well as tamarisks, other broader leaved (and flowering) trees, especially in the High Street area.”

“For planting perhaps consider Escallonia, also used by the sea and makes compact hedging as a contrast to Tamarisk trees.”

“I agree on the use of more trees but will the blossom from the Tamarisk cause more mess than the benefits it will bring as an attractive tree?”

“I definitely think trees are good, but maybe some more 'beachy' in appearance, tall with large fronds etc.”

“I do agree to the use of Tamarisk trees which could be used prominently, however it should not be limited to their use - other seaside species will be suitable and appreciated.”

“More trees. A very good idea as long as roots will not pose expensive problems in the future.”

“Not an expert on trees so did not feel I could agree.”

“Not just Tamarisk trees.”

“Not sure about Tamarisk trees. Are there any other choices?”

“Not sure about the Tamarisk tree as it can be invasive, isn't native to the UK, and is usually found in hotter climates.”

“Not sure about using Tamarisk trees - not keen on the colour of the blossom.”

“Not sure of the point of only mentioning Tamarisk trees - perhaps a variety would be preferable?”

“Not to replace existing trees - why waste money?”

“Pine trees, coconut type, on the seafront near the wall on the green.”

“Tamarisk is more commonly found growing as a shrub. Is it suitable to use as a tree? It is a very lax shrub and not tidy. I remain to be convinced that it is suited to this situation.”

“Tamarisk trees etc OK if kept maintained properly and not allowed to trail all over the place.”

“Tamarisk trees really depend on their location.”

“Tamarisk trees tend to look very scruffy when they are not flowering. Perhaps some other varieties could be considered?”

“There are much nicer trees than Tamarisk which would be suitable for the town centre.”

“Trees to add to a friendly relaxed seaside town.”

“We need more trees, more planting, to provide oxygen.”

The use of paving to provide subtle cues of the seaside:

“How about pavements that show up writing when it’s wet? How about involving local artists with getting them to make the sculptures? Involve the schools regarding artwork and design that could be incorporated into paving. Please don't waste all the money on consultants or employing a big name artist, let's keep this local. Embrace local artists and their work.”

“It is a shopping area not the beach, please no glaring white as in Bognor new shops area. Also seating is very uncomfortable there and blends in too well with paving! Please not too many obstacles, especially on market day, for the less mobile with walking aids etc and those with pushchairs. Too many cafe chairs etc at present.”

“Paving needs to be disabled friendly, it will be ok if it isn't "bumpy". What about refurbishing and cleaning up the footpath which runs from almost opposite the Station into Surrey Street, and leads tourists down past the Look and Sea centre and Lifeboat Station on down the harbour side and

down the newly regenerated East bank to the beach??? The obvious route for tourists wanting a day on the beach when they have arrived by train. Not everyone wants to go into town; the beach is the big attraction to tourists.”

“Re paving - the current 'pebble-dash' pavements are uneven and can be difficult to negotiate (especially if you wear heels!) Can this be given some consideration when designing any new pavement material?”

“Small paving can become dislodged and may need more maintenance.”

“The paving should be plain and the same all around the town, too many different types of paving, including the pebble tarmac, looks awful!”

“When deciding on pavement materials, please be aware of disabled people who hurt when walking on uneven surfaces. Put the lumps and bumps out of the way.”

Details that reflect boat building and craftsmanship:

“Need to embrace the harbour into designs.”

“Need to keep our heritage; boat building theme is great.”

“Specific references become outdated or lost if not relevant (Tamarisk/boat building). An interesting theme not endorsed is day trips - most people experience Littlehampton initially on a day trip.”

Referencing natural patterns to provide a timeless identity:

“A "timeless" identity is a non-entity!”

“Aim for traditional rather than over-modern style.”

“I do not understand the last item (referencing natural patterns) - what does it mean?”

“I think design cues can come from all aspects of the above areas. I agree that the "ships wheel", overly traditional motifs are a bit dated however there is a danger that being overly bold could appear dated even more quickly. There is also the danger of the council and designers sitting around for days and days getting anal about details that no one will really care about. All this stuff about "moving through areas" can quickly turn into nonsense that makes no difference in the long term. Understated and stylish is the way to go.”

“I think the idea of recognising the town's sea-side locality is essential and you have clearly embraced this. I do however have one concern. Such major changes will incur considerable financial and other costs and therefore, once installed, will remain in situ for a protracted period of time. Please therefore consider the strength of a timeless design which will not date as opposed to an ultra-modern design which may have initial novelty impact, but which people may tire of after a short period of time.”

“Ideally a blend of traditional and modern architecture. Littlehampton should be leading the way, as has been done with East Beach Cafe, Longest Bench and Pier Road etc.”

“The seafront is a natural reflection of our place - we don't need to get too carried away with artificial designs.”

Other comments - positive:

“About time!”

“Crackin' ideas.”

“Great proposals.”

“Love them.”

Other comments - negative:

“Are you sure in times of shortage of money you want to stir up local taxpayers for what they will say is an unnecessary expense?!”

“Items 4 (subtle cues) and 6 (timeless identity) are meaningless phrases. What is intended by whoever thought them up? Sounds like a scam somewhere!”

Other comments:

“How about more seating and picnic benches on the green by the seafront?”

“Leave design details to those with the appropriate expertise. Build on the positives identified in the town centre enhancements in Bognor Regis.”

“Littlehampton is a small seaside resort. Many of the proposals, though beautiful designs in themselves, threaten to turn it into a theme park, if overdone.”

“Modernisation, gentrification, well designed town would be welcomed.”

“Please do not spend taxpayers' money on purely cosmetic changes. There are more important needs in this community e.g. elderly care, youth facilities, clean drains.”

“Street musicians...”

“The recent work done on the river side is outstanding. I'd like to see future work done to that finish and to key in with that aesthetic to create a coherent feel that unifies the different areas. There are some great buildings, but a lot of them are very run down so people concentrate on the crumbling plasterwork rather than the overall design. Overall the quality of materials used in the past has been poor and the

“Less is more”: Un-cluttered simplicity, not impeding pedestrian movement; the public realm should create a setting for the existing distinctive and varied architecture, not compete with it; restrained use of colour

“Absolutely object to the proposal to remove the clock tower. It was put there to mark a special occasion - the millennium - and has become part of the character of the town. People I have spoken to are fond of it, plus it is useful. I would HATE to see it disappear. It would be a bad day; we would lose a landmark.”

“Do we need to get rid of what we have now?”

“Don't get rid of the clock tower, instead make it more of a feature.”

“I do not feel the town is cluttered.”

“I feel that the clock tower should be included in a more appropriate place, perhaps in Terminus Road near the station?”

“I like the flower borders. Benches that are needed should remain as well as the ship's wheel and the clock tower all should remain it is a waste of money taking away good seating that fits into the rest of the town.”

“I like the use of public space described and do think "less" is more". Get that right and you get the foundation of spaces that people want to be in.”

“Keep the clock tower.”

“Less is definitely more - particularly when compared to the existing cluttered spaces that feature in Littlehampton at present.”

“Less is More is a good option if it encourages shops to remove the vast array of 'A' boards etc. that clutter the High Street, but not to remove attractive street furniture.”

“‘Less is more’ is not necessarily ideal, but obviously too much clutter can destroy an overall view.”

“Less is more: how will 'A' boards be controlled?”

“Please keep the clock tower, even if it is to be re-sited.”

“The removal of the flowerbed, seating and bin outside the Crown would help decluttering (and

perhaps save some gardening costs) but the seating is used (and would, presumably, be missed by those who use it, and the bin (or at least some sort of litter repository) is clearly necessary unless we are prepared to tolerate more litter. The main clutter problem in the High Street is caused by tables, chairs and screens outside coffee bars etc (eg the Contented Pig) which restrict pedestrian access to the public space. On Market Days this almost brings movement to a halt and adds to the increasing risk of collision between pedestrians and mobility buggies which are growing in number almost as rapidly as the tables, chairs etc. Surely the point of a pedestrian precinct is to allow the public to walk, shop, and go about their business safely? As it is we must compete for space with ever spreading cafe furniture and vehicles which are often driven without due care and attention.”

“There is plenty of space already, why get rid of what we have? I do not agree with the clock tower removal, and if you remove bins then there will be more of a litter problem. And please do not replace with benches like the ones on the seafront as they are so uncomfortable!”

“Use of colour must be restrained - the pictured paving in Middlehaven is unpleasant and in Solingen too stark.”

“We can achieve most of this with working with what we have got. The nautical theming of the 90s is still relevant today and should be worked with and built on NOT destroyed and replaced with a minimalist, sterile, irrelevant, one size fits all alternative. You do not buy a house full of character and improve it by ripping all the character, history and its heart out. DON'T DO IT TO OUR TOWN.”

“Yes, lose the cheesy emblems (ship's wheels, shellfish recipe bollards etc) but DON'T destroy heritage (e.g. clock tower).”

“Yes, to keeping things uncluttered but don't make it bland. We need to stand out from the surrounding towns, we can't compare for shopping etc so let's be eye catching....think fun and young”

Creating spaces: Turning underutilised streets and spaces into new public spaces; pocket plazas, pocket parks for sitting in comfort, outside dining, and town centre events

“Agree. BUT - the town's street drinkers and undesirables need to be discouraged from colonising these spaces.”

“Any new seating or any that is replaced should be comfortable with backs. Littlehampton residents and many visitors who are elderly and would like to sit down to rest.”

“But what is the point when shops will continue to have hideous shop frontages? Their priority being their shop and not the town.”

“Close Pier Road and turn it into an outdoor café experience.”

“Creating spaces sounds like a good idea, but not if they will attract street drinkers etc to hang out there and make it a "no go area" for the rest of the community.”

“Creating spaces: where is the outside dining expected to be?”

“I agree with creating space etc, but yet again you are trying to remove history from the town. The clock tower in Littlehampton High Street is iconic. It seems such a shame to remove an item such as this to create a big empty space. I would be very upset to see something like this be removed.”

“I don't object to the creating spaces idea, however I think it would have to be thought about in depth of where these spaces are going to go as you wouldn't want to create areas for gangs of teenagers to hang around in.”

“I think creating the right spaces and parks is a very good idea.”

“Like the idea of pocket plazas, however the high street can be a bit of a wind tunnel.”

“Lots of space for restaurants and bars to have outdoor seating. Limited public seating as tends to be hogged by alcoholics and drug addicts.”

“Need space for events; would be great to see more music in the town centre.”

“Need to consider the design of public spaces carefully to minimise potential negative consequences and inappropriate uses e.g. public drinking and anti-social behaviour.”

“Opportunities to encourage a 'café culture' would be nice. The current use of pedestrian walkways to spread tables and chairs out onto can hinder passage through the town, especially on market days. However, the use of these outdoor facilities indicates that people like them and would use them.”

“Outside Dining is surely a contradiction of what the scheme is looking to provide by cluttering the areas up with more table and chairs.”

“The pocket plazas etc will only work if they are not commandeered by the street drinkers, as are a lot of the current seating areas. Better management of anti-social behaviour is required if any of these improvements are to make Littlehampton a nicer place to visit.”

“The problem you then have is filling them with people that don't drop copious amounts of litter, don't act like morons and aren't shouting abuse whilst drinking their Special Brew. The other issue is not the architectural design framework but having a town centre that has viable shops and is not just full of small chain outlets and 50 coffee shops. A boarded up town is never pretty. Unfortunately the economic climate and stupid business rates do prevent the growth of a vibrant town full of independent shops that will attract visitors. I bet most visitors currently come to the sea front and never venture into the town centre as it hardly offers much of interest compared to any other boring high street.”

“The town is not only for dining, what we need is more shops with a wider choice of them, eg menswear, shoe shops etc.....”

“These spaces should be fully maintained and regularly cleaned.”

“Unless a massive overarching project to direct traffic away from town centre routes is undertaken, I don't see how this can work. The idea of a 'pocket plaza' next to the United Reform Church, for example, is completely pointless unless a massive reduction in traffic flow from Terminus Road and Franciscan Way is achieved because no one would ever want to spend time there next to traffic. Littlehampton's town centre, despite the by-pass, remains a massively used thoroughfare and unless someone can magic away all of that traffic, trying to create new public spaces next to busy roads seems pointless.”

“You are contradicting yourselves somewhat, either you want outdoor dining facilities, or an uncluttered town to walk through?????”

“You seem to use the term pocket plaza a lot without explaining what it is. Also, the clock

tower is key to many of the town's parades. For example, the Remembrance parade forms up there every year. It is also used by tour groups as a key meeting place, as it can be seen from far away.”

Other comments - positive:

“Really like the plans, the town is looking very tired and attracting street drinkers.”

“This is a super idea, and must be high on the agenda if not all proposals can be met.”

“This makes a lot of sense and would be welcome.”

“Town centre is looking tired.”

Other comments - negative:

“More meaningless jargon. No actual objectives or aims.”

Other comments:

“Any water features proposed?”

“Clues from other European coastal towns/cities are reflected in the designs.”

“Doesn't appear to make it more accessible, still the usual pedestrian pinch points, i.e. Floyds Corner footpath. Also more table and chair arrangements for smokers, shouters, etc to negotiate. Please, please, no more uncomfortable seating as on the prom and majority of river frontage i.e. no backs to the benches, no wind shelters that actually work, wooden benches covered in chip fat. Those of the older generation would really appreciate seats of the old design with backs and some proper wind and rain shelters, not the ugly longest bench which is rarely sat on as it needs cushions (listen to visitors comments). There is usually a rush to get to the few remaining wooden benches on the front to enjoy the sea views. Hope the pavements in the whole area will be upgraded to save all the accidents from tripping, etc. at present.”

“Eliminating anti-alcohol in the streets signs. Only OK if there's a plan for how to deal with anti-social drinking in the centre of Littlehampton.”

“Encourage local residents to improve, especially their front gardens.”

“I have concerns about losing current parking spaces e.g. Beach Road. Also many shops need viable access for unloading/loading supplies.”

“I would like to see a café culture promoted down Pier Road by shutting the road off to traffic at the height of the summer. The tree planting in recent years by the Town Council is much appreciated. The derelict site in front of the health centre in Fitzalan Road if landscaped, even simply with grass, would improve the area greatly.”

“More effort should also be made to ensure that the parks and open spaces which do exist do not become areas for the congregation of large groups of adults for daytime drinking.”

“Perhaps the town could introduce free Wi-Fi? That could collect information on how many people are in the town. And how many visitors we are getting. Also could be used as a mail list to promote future events.”

“PLEASE no sculpture like the hideous one in Bognor Regis High Street/London Road. "Free" is not always good.”

“Roads and paths leading from the car parks behind the High Street should be made more attractive. The patched tarmac makes it very unattractive. Plant more trees and have more flower boxes around the car park. Release some of the tarmac area and make it into a park with areas for sitting.”

“Some of the side streets in Littlehampton are underused- if removing the areas for parking

"I note the reference to the bus interchange as one of the featured arrival spaces - however the proposed scheme does not quite extend to this area. Part of this area (e.g. car park) is in ADC ownership and may more easily be included in the scheme than some other private or WSCC owned/managed land. It could be included if only by way of street furniture / bus shelters."

"I totally agree with the 'arrival experience' - currently, coming in from the bridge/Tesco's roundabout, the town looks old, dirty and in desperate want of a facelift! I love the old signal box at the railway but its charm is ruined by the horrible metal fencing around the railway. The half demolished/constructed buildings (market site and old Locomotive pub) will hopefully be completed soon and the hoardings removed."

"Make the approach to the town from the west more attractive. A view of trading estates and the station wall are not inspiring."

"The arrival points are diabolical at present. I remember when I first arrived in Littlehampton and parked in the car park of the derelict supermarket: I didn't know where to go, or even if I had arrived at the town centre. I walked down the High Street, and down Beach Road, still looking for the main shopping area!"

"The one way traffic system is the wrong way round. Arrivals by car only see the riverside (if they do at all) only after circumnavigating the town."

"The railway station itself is good. Once outside the buildings opposite are dreary. It is a pleasure to see the clock tower. I think the taxi rank could be moved and some trees - not bushes planted to soften the buildings. Just seen this in the next question."

"The station area really needs updating and making attractive."

"The station arrival point certainly needs improving - the first impression visitors get is that of a Gasometer, an undertakers, flats and a busy road."

"The views from the train station are horrid, hardly inviting. Must do more as the town could be really nice."

"There is a big problem in the summer that visitors who come by car are not properly directed to car parks, they spot the opportunity to park on residential streets for free and take it, meaning that we and our neighbours are the ones parking in the beach front car parks rather than the tourists. It costs us a fortune, and in a street with so many family houses it means that small kids are being dragged across busy roads to the beach from cars parked outside our houses and we are having to drag small kids and shopping across busy roads from the beachfront car parks to get home."

"Train station area is ugly; needs a facelift."

"We need more clear positive messages to give to visitors coming into the town."

Slowing traffic: Creating a pedestrian priority environment with subtle cues to slow traffic throughout the town centre - such as narrowed vehicular space, flush surfaces, pedestrian type materials in the carriageway

"Agree with creating a pedestrian priority environment, especially along Beach Road. Would like to see more restricted parking outside Beach Road shops."

"As stated in the previous comment space, I do not see how cues to slow traffic will have much effect without a project to reduce the amount of traffic as well."

"By making roads look more like pedestrian areas can only cause a hazard, particularly for the elderly, disabled, partially sighted and young children who will be confused as to whether it is pedestrianised or vehicular priority. The barriers by the clock tower serve as a means of protection

to prevent these residents from wandering into the road and causing accidents."

"Do not think the traffic should be slowed any further or that there should be more pedestrianisation than there already is."

"Don't forget the buses that need to drive through parts of town so need the space, and it is a busy town, with lots of traffic and hold-ups already. You need alternative routes if you want to cut down on traffic in town."

"For the elderly, vehicle traffic on non pedestrianised roads can be a real problem given the reluctance of some drivers to give way when attempting to cross the road."

“Fully pedestrianise Pier Road. This was on the agenda once. One of the best ideas for the town!”

“Giving pedestrians/cyclists more space and time to move in town. Pedestrians are more 'valuable' than cars, but not given the space.”

“I am all for slowing traffic, but with the one way system in place and the roads not especially wide in places already, there is potential for a single delivery lorry to block the entire town up if measures are not correct. Re visibility of shops and services, a lot of the town has a problem in that you simply cannot see what the shops are unless you are standing on the pavements. When driving through, all you see are the parked vehicles and the people trying to run out from between them to cross the road. You are too busy trying not to run someone down to spot a nice cafe.”

“I don't think changing the road surface will do anything to deter the large number of road users who drive too fast. Narrowing the road with regular zebra crossings would do more to slow traffic than encouraging pedestrians to just walk out into the road, in my opinion.”

“I feel you missed an opportunity by not making Pier Road pedestrianised after the flood defences were completed.”

“I hope that this does not mean you want to include motorised traffic in what is now the High Street.”

“I worry that removing kerbs will lead to more pavement parking. The end of the High Street, near the station is often blocked by parked cars using the take away food shops in that area.”

“No controlled parking zones!! They would kill the town's shops. Good band wagon for some councillors to get on but not good at all for the wider community!! People who buy houses in towns know parking is at a premium.”

“On slowing traffic: I like your ideas providing shops retain viable access as mentioned above. Also access for the disabled.”

“Pedestrian friendly streets are, of course, an excellent idea, but where has provision for safe cycling been factored in? One of the reasons I

had for coming to live in Littlehampton was that it's flat and perfect for cycling. The proposals for Surrey Street don't appear to cater for cyclists at all.”

“Please remember not all drivers can 'read' subtle cues.”

“Rather than slowing traffic, priority should be given to replacing this space with plaza style areas and all traffic diverted around the edge of the town centre area. As much as the independent shops can be heralded as 'hipster' and 'kitsch' the lack of real motivations/purpose to visit the town centre for a wider audience would be significantly diminished.”

“Re the flow of traffic - I presume when you say "throughout the town centre" you are not suggesting removing the pedestrianisation areas?”

“Slow traffic? You don't remember the awful traffic jams in Littlehampton years ago. It put off people coming to the town. You are obviously very young!”

“Slowing traffic down in Surrey Street is a must.”

“Slowing traffic is fine as long as access by vehicle will not be diminished. Especially important in the area Surrey Street towards High Street where there is no rear access for shops deliveries etc.”

“Slowing traffic: let's not forget the need for large delivery lorries to access our town centre.”

“There is currently no provision for crossing Pier Road or South Terrace safely near the river and arcade and there is an awful blind corner there.”

“Traffic needs to be slowed to 20/25 mph in central Littlehampton.”

“Why does someone want to slow traffic? It is all 30mph anyway. Why make it even more difficult for deliveries etc? The existing pavements are more than adequate. More meaningless jargon.”

“Would like road narrowed when leaving town centre to single lane and the pebbled bit by Peacocks removed.”

A special shopping and dining experience: Celebrating the independent shops and community spirit; regenerating shop frontages; unified shop frontages strategy; breathing life into the arcade; ghost signs on blank façades

“A lot more needs to be done to bring to town a better class of shop, i.e. Next, M&S etc. Have a look at Rustington - different class.”

“Anything would be an improvement to the town centre! I find the centre of Littlehampton a very depressing place to shop and choose to shop elsewhere and know other people who do the same.”

“Arcade could be beautiful. Shop frontages could be more stylish.”

“But the rents for small businesses will have to be lower to encourage independent shops.”

“Can't compete with superstores, so make the most of bars and restaurants.”

“Celebrate our small shops by letting them be individual and quirky....think how much people love the fun of the Contented Pig...or Way Out There and Back in Evans Gardens. Be bold, not bland.”

“Don't just make the whole High Street about dining; we need a bigger variety of shops.”

“Don't need messages that imply this is a boring, uninteresting uniformly sanitised town with all the charm of a vast public toilet. Regenerate some shop fronts - but people like "quirky" and expect surprises that please. "Hidden" places and spaces to explore where they will want to stop and engage and sit and stay, not homogenised, boring "unification".

“Evans Garden (off Arcade Road) prioritised for a makeover - new grass/planted area i.e. a garden feel.”

“Ghost signs great; unified shop fronts unachievable and boring. Restoring the arcade - yes please.”

“I am positive about all of these proposals in principle, however unifying the shop frontages would seem highly impractical and unlikely.”

“I think the 'A special shopping and dining experience' is vital as when I walk through the town, nothing draws me in. I just go to the places I need to - not that I visit a lot any more. I get what I need and leave. There needs to be something to draw people in so that they will be more willing to come back and visit. We get so

many visitors to our beach and it would be great if the town and riverside/beach could be more integrated for people to enjoy and explore.”

“Is it possible to control how traders present their frontages? The three shops near the station that are painted grey look awful!”

“Littlehampton is not a "posh" place and as much as it would be nice to raise the bar, you need to not only be attracting the right shops and restaurants but also have a town capable and willing to support them. Business rates and business neighbours are big barriers to this.”

“Need to attract different types of shops and get rid of alcohol drinkers. Superficial changes won't create the changes you are talking about. This has been said for such a long time and nothing seems to really change.”

“Not sure about 'ghost signs' - unless they are recreations of those originally in Littlehampton it could give the town a 'DisneyWorld' feel!”

“Not sure developing the arcade is important as since the main Post Office went from here it is a rather dead area. The main part of the town is High Street/Surrey Street.”

“Please do not make the town look like every other town - it's happening with main traders already i.e. Card Factory, Greggs, etc etc arriving and killing off the individual feel of the town.”

“Re shopping: Littlehampton needs to decide its focus. The High Street can never meet the needs of local people for groceries, DIY goods, pet supplies etc, they will always go to superstores for this one. The High Street must accept this. Furthermore tattoo parlours and vaping supplies shops are not going to encourage other quality 'independent' shops. The town centre needs to evolve a specialism that people travel for e.g. artisan foodie shops, seafood, fish, chandlery and nautical stores, vintage shops, individual and different clothing shops. You need to hear local people saying "Ah, Littlehampton is really good for??" ”

“Special shopping experience: who is going to fund the new matching shop signage and persuade the national companies to be involved?”

“The town centre is full of betting shops and charity shops; unless that changes then visitors are better off heading to the river and beach.”

“Visitors would enjoy sitting outside and the experience of being near the sea or river, but there must always be places for rubbish to be placed, not only to keep Littlehampton litter free and clean but to discourage the seagulls from annoying visitors while eating or scavenging any for discarded rubbish.”

“We need to encourage more than simply charity shops, estate agents.”

“What shops! We have very few independent shops due to the out of town shops which this Council has allowed and therefore killed the town. Littlehampton is just full of food outlets, banks/building societies, and charity shops.”

Other comments:

“All of those questions are so loaded that you could tick all 3 to cover all elements of the question.”

“Be discreet - NOT a lot of clutter please.”

“Need a good demographic study to ensure residents and who you are trying to encourage to visit are a good fit!”

“Why is the White Hart allowed to look so unkempt? Littlehampton market next door is never open. Smarten up the beautiful arcade.”

“With regard to the arcade, it would be super to upgrade it. There are some fabulous examples around the country, particularly the one in Southport.”

“Would be great to see the arcade improved, like the lovely one in Norwich.”

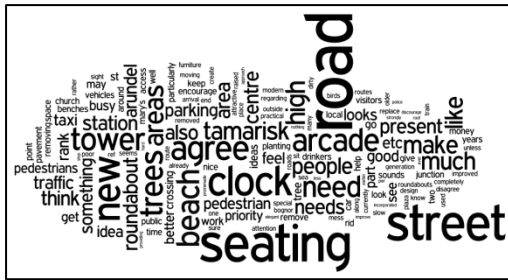
“Yes, life into the arcade is excellent! What are “ghost signs”?”

“You need more big name shops in town. It was disappointing when Waitrose left.”

“Seaside towns do tend to follow the same theme of poverty but some are just stunning like Torquay and Swanage. The natural West Beach should never be changed it looks so lovely from the pier side. Would love to see the Amusements on the seafront take a more American approach with good ideas.”

Q8. Views on proposals for specific areas of the town (Littlehampton train station; Arundel Road roundabout; the High Street; the arcade; Beach Road roundabout) [Base: 83]

Figure 5 – (Q8) most frequently mentioned



1. Littlehampton train station: New identity to arrival at Littlehampton. Taxi rank moved westwards to create a new arrival space with seating, lighting and tree planting

“A better arrival experience with more Sunday and later evening trains. More late night buses.”

“Areas around train stations are too frequently used for anti-social behaviour. I applaud the sentiment but feel that ne'er-do-wells will make the space most unwelcoming for most people and create a poorer impression of Littlehampton for incomers.”

“Arrival at Littlehampton station is a most dispiriting experience! The footpaths on both sides of Terminus Road are filthy with fag ends, chewing gum and rubbish. Two large puddles have been there for years and the facades of the flats opposite the station are dirty and discoloured. Money spent on enhancing this area will be wasted unless the cleanliness issue is addressed. Moving the taxi rank westwards will probably create more problems than it solves.”

“I'm concerned as to where the taxi rank would be positioned as the bicycle stands should be retained where they are at present. The present taxi rank is ideal for local people arriving home in the evening/late evening. Minimal seating is all that is required.”

“Moving the taxi rank westwards could necessitate removal of wall alongside station. Would it be possible to widen the pavement at the same time as it is very narrow at present?”

“Moving the taxi rank, not clear how much further people would have to walk with bags.”

“Taxis need to be outside the station for easy access.”

“The road into Littlehampton should be made more attractive with flower boxes and trees.”

“The taxi rank serves mainly the needs of locals who appreciate the convenience of its present location, with easy access from the station.”

“This would create a much better initial impression.”

“Too cramped up by the station, don't make parking more difficult if you move the taxi rank.”

“Too much attention paid to the train station. How many visitors now arrive by train?”

2. Arundel Road roundabout: New raised and paved crossings to infer pedestrian priority. Parking rationalised and pavements widened to create new pocket plaza outside the United Church. New seating, lighting and tree planting

“All sounds o.k. BUT DON'T FORGET THESE ARE THE MAIN ROUTES THROUGH THE TOWN, i.e. Beach Road and Surrey Street, also East Street and Arundel Road give access to car parks. Slow these down or go too car unfriendly and you will turn shoppers and visitors away. Also how are buses going to fare if their routes are slowed too much? We have a poor enough service to many area of town already. Also present access from High Street (via Surrey Street) offers poor

visibility to car drivers turning into Arundel Road to go north - railings posters, etc.”

“Arundel and Beach Road roundabouts are dangerous.”

“Arundel Road roundabout - this is a very busy junction for vehicles; if it becomes geared towards pedestrians where do vehicles go?”

“Creating pedestrian priority on the roads won't slow drivers but will encourage pedestrians to just walk out into the road.”

“I continue to refer to the point that trying to make changes to somewhere like the Arundel Road roundabout is pointless unless virtually all traffic is removed from the town centre.”

“No space for a "plaza" outside the United Church. “

“Not sure how you will change Arundel Road roundabout; it has always be difficult to cross, cars fly around the bend.”

“Raised areas could prove hazardous.”

“Re pedestrian priority, these areas can be notoriously busy for vehicles already. Restricting this even further, although it may look nice it would not be practical.”

“The junction of the High Street, Terminus Road and Arundel Road carries far too much traffic for pedestrians to be given priority over vehicles. It might help if the two sets of pedestrian lights were re-sited to make crossing easier and discourage pedestrians from crossing the road at the mini roundabout. It is a bad idea to make this area a sitting area. Think about the traffic fumes that would be breathed in!”

“The roundabouts are designed for traffic therefore pedestrians cannot have priority.”

3. The High Street: A beautifully simple street at the heart of Littlehampton, with a de-cluttered street scene and new high quality materials and furniture. New clusters of special seating and tamarisk trees provide shoppers a place to stop and sit. Historic sight lines along the High Street to St. Mary's Church are reinstated to draw people into the town

“Agree with everything in this section except the tamarisk trees. Decorative smaller versions of birch trees would be more attractive.”

“All new seating areas must be drink and drugs free!”

“All of these ideas sound very appealing but, again, I have a concern that areas of new seating will be taken over by street drinkers, and unfortunately Littlehampton has a lot!”

“All sounds good but will not work unless something is done to deal with drunks/drugs in the centre.”

“Completely agree with the de-cluttering of the High Street: new furniture, special seating, and tamarisk trees, but do not agree with the removal of the Clock Tower. This is part of Littlehampton's fabric, it's used as a meeting place, is a central point, and the suggestion of a sight line along the High Street to St. Mary's Church is tenuous at most, since you can barely see it and the view is really not spectacular enough to justify removing the Clock Tower.”

“Disagree if it means getting rid of the clock.”

“Dislike the "special", ugly, uncomfortable, not fit for purpose new seating ideas. Leave the clock tower alone, it's something to make for and meet at when you come out of the station. All for more plantings; flowers as well as trees.”

“Do not spend money on fancy seating. The existing benches are satisfactory.”

“Don't get rid of the clock tower, it is an integral part of Littlehampton.”

“Get rid of the tamarisk tree idea - far too many mentioned. Does the author of this report have a vested interest in selling tamarisk trees?”

“Get rid of the tamarisk tree idea - they belong at the beach. Can St Mary's church actually be seen from the High Street?”

“Greater efforts to replace Waitrose by Aldi/M&S Simply Food.”

“Happy about High Street being updated.”

“High Street. Sounds good but rather conflicts with the 'less is more' concept.”

“High street: seating ideas look costly and not comfortable or practical.”

“I agree very strongly with point 3 but there needs to be a greater presence of Wardens to police this street and stop street drinking.”

“I agree with the overall objective but wish for the clock tower, benches, and ironwork to remain. These are fairly new and do not need to be replaced and they are the same throughout the town.”

"I am against removing the clock tower from our high street as this is an iconic piece for Littlehampton."

"I feel it would be very sad to totally lose the clock tower - perhaps re-site it?"

"I know some will object to clock tower going but I approve of all the features and think it will have a marked effect on how the town is perceived and works."

"I like the ideas of improved seating and the tamarisk trees but am concerned this just creates new areas for street drinkers to congregate which would deter residents and visitors from using them."

"I like the seating and street furniture that we have. It is reflected throughout the area: on approach roads, with lovely flowers. DON'T move the clock."

"I think it is a mistake to remove the clock totally. Can it be re-sited?"

"I would like tamarisk trees incorporated with existing benches and maritime ironwork which is new and it would be a waste of money to replace."

"I would like to keep the clock tower and public seating etc. kept clear of street drinkers."

"Keep the clock tower."

"Mostly agree, but the whole Tamarisk tree idea is wrong. These trees have a place along the promenade, but not in the town."

"Not removing clock tower."

"Not so sure about the trees... as much as this may look nice by design it may not be in realisation as this can attract birds, people feeding birds. Do we want the mess which birds cause? Not only this but it could also cause vermin and flies etc etc. Cleanliness is the way forward not mess!"

"One cannot improve sightlines by planting trees along them. Which moron thought this up?"

"Only fear is these 'new seating pockets' will give the drinkers of Littlehampton more spaces to sit and scare off the tourists!"

"Please don't make the pavement colours too light as it will become so dirty very quickly (like the new pier road walkways). Bognor Regis town

centre had new lighter pavements and seating and it looks absolutely dreadful now it's dirty."

"Public alcohol laws would have to be enforced in the seating areas - as there are often 'delinquents' in the area currently - having a detrimental effect on the overall feel of the town."

"Seating should not be too modern, it quickly gets dated. Traditional is best and comfort over looks. The present seats are fine but we need more."

"Seems a real shame to remove the town clock and not replace it with another land/town marker."

"Tamarisk trees are all very well on the seafront but are not suitable for the town centre. I don't agree with the proposal to remove the clock tower as it does give the High Street some character. The present seats are very nice and I don't think benches without backs are very practical at all."

"The clock tower is a key part of Littlehampton's heritage (The Look and Sea centre or the Littlehampton Museum can tell you its history) and should not be pulled down."

"The High Street could certainly be decluttered. Uncertain what is meant by "reinstating" historic sight lines."

"The sight line to St. Mary's is not significantly impeded at present. Some decluttering of street furniture would be a benefit."

"The tamarisk tree does not feel particularly elegant for the town and there are other more hardy and elegant trees which could be used for example Acer Streetwise."

"The tamarisk tree sales pitch is hard to fully understand - this is not a tree for public spaces, it belongs at the edge of sand dunes."

"There is no sightline to St Mary's Church from the High Street. It is impossible to see it as there is a Bank that obscures the view."

"This sounds fine but, as already stated, it appears to ignore the clutter outside coffee bars etc. While these can be desirable and atmospheric, and welcomed by visitors, the spread does not appear to have been controlled and they sprawl across ever increasing areas."

“Trees - same comment as earlier regarding mess from blossom but agree on more greenery.
Seating - the modern seating looks good from a design perspective but low level seating with no backs or arms is uncomfortable and can be harder for older people to sit comfortably or to get up, this discourages the older generation from spending time in the town centre if seating is less welcoming.”

“We need to encourage better quality shops in Littlehampton. If this can be provided, then excellent.”

“Would refer to earlier comment regarding style of seating - if attractive, comfortable seating around plaza style would encourage, however if similar to the unattractive concrete and wood lumps in Bognor, the Riverside walkway or the impractical shelters and longest bench on the promenade then I would strongly discourage it.”

“Yes but keep the clock tower and make it more of a feature.”

4. The Arcade: Refurbished to its former glory. Outside new seating and tamarisk trees provide an improved and more visible setting for the Arcade. New raised and paved crossings to infer pedestrian priority along with widened pavements

“A refurbished arcade with exotic indoor plants and narrowed gated entrances. A new wrought iron roof fitted with solar panels discreetly on one side.”

“Arcade is dismal. I agree something needs doing, particularly with the pigeon population and ugly spikes etc.”

“Definitely do something to the arcade, it looks so dated and dingy, not inviting at all.”

“See above re Norwich.”

“The arcade does need attention but I cannot tick agree or disagree because I disagree with the raise paved crossing idea.”

“The arcade does need to be improved but no seating is needed as there's sufficient seating in the precinct, providing the drunks can be removed from the town centre.”

“The arcade is a cherished place that needs much love and attention, we are lucky as a town to have such a beautiful area and it is completely under-utilised.”

“The arcade is such a novel thing for people to visit. It's part of the history and needs to be revamped with new architectural styles with creative, old fashioned styles incorporated in. I think a brilliant idea would be to take what it

looked like in the past (20-30 years ago) and replicate it with a modern twist. This is something I think people would thoroughly enjoy walking through as it's not something you get to see everywhere you go.”

“The arcade is very much in need of a facelift, but keep the designs as they were - historic value.”

“The arcade needs a new floor and paint job, new glass as well.”

“The arcade needs something to perk it up, especially since the loss of the Post Office. Also, how about a lower curved strengthened plastic roof? With lighting installed mainly to deter roosting pigeons.”

“The arcade: as lease is soon to run out how can this be achieved?”

“These are all very good forward thinking ideas. I particularly like the improved arcade as it is becoming a rather run down area of the town and needs changing.”

“To make the arcade work would require something very special. Arcades rarely work. The premises in Bognor arcade are half empty despite it being a busy pedestrian route and in previous years adorned with beautiful hanging baskets. Also two have closed in Chichester in recent years!”

5. Beach Road Roundabout: New raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting

“Agree - hard to cross as a pedestrian, but make sure the fire engines can get through.”

“Beach Road roundabout is currently a busy traffic route, so would need measures to reduce volume of traffic entering this road junction.”

“Beach Road roundabout is dangerous, hate crossing it and the roundabout is massive.”

“Beach Road roundabout is very much in need of new crossing arrangements. These sound feasible.”

“Beach Road, Arundel Road should be priorities.”

“Beach Road. I think this may be a little too much pedestrian priority.”

“Don't agree on the location of seating in Beach Road. I think this plaza space would be better utilized in other areas of the town such as the sea front.”

“How will cyclists be catered for? Important!”

“If it were not possible to drive and park in Beach Road personally I would no longer use this part of the town.”

“It seems somewhat pointless trying to improve the area around the war memorial; Beach Road is

the poor cousin of the town centre and there is nothing there for people to go to, so creating a nice space at the end of it seems like a waste of time. The only time it is ever busy there is on Remembrance Day!”

“Need to do more in the retail end of Beach Road itself, currently the worse part of town. Parking on one side only, wider pavement, themed identity as route to park and sea.”

“Pedestrians should not be given priority at this roundabout - it is too busy. However, better defined pedestrian crossings would help.”

“Removing parking from Beach Road in particular will aid a better feel, but the present proximity of parking to the centre at St Martins and the Town Hall should be kept.”

“Rumble strips/speed cushions to slow down through traffic.”

“The trouble with the raised pavement idea is that it looks good when new but after wear it is repaired with a completely different material and then looks tatty.”

“There is nothing wrong with our large roundabouts.”

Other comments:

““Classic”, “traditional”, “restrained”. This will come across as dull, bland, boring, and old. Give us personality, individuality, fun places for the younger generation to discover and for the older generation to feel revitalized in.”

“Again loaded questions to remove local feel and heritage, if it aint broke enhance it!”

“Again, no controlled parking zone!”

“All good.”

“Avoid silly language - 'beautifully simple' & 'former glory' - insist the design brief is realistic and described in plain un-flowery language.”

“I agree with all these; only problem is keeping all the drunks, drug addicts etc away from these

areas. Need a bigger police presence to stop all this.”

“In terms of focusing on places of arrival I would much rather see the emphasis placed on car parks. Town and Banjo Road as well as the areas where cycle routes join the town.”

“It's no good rationalising parking when there is insufficient public parking provision.”

“Like it. But you also need shops and businesses that reflect the raised bar.”

“More parking restrictions. Encourage pocket gardens. Grassroots involvement of local people in greening Littlehampton.”

“More ramps for disabled users.”

New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme:

“A seaside town is NOT made of subtle colours.”

“Architecture of East Bank (new flood defences, steps, planters, seating) should be extended and replicated. DO NOT introduce new designs as this will just replicate the current mish-mash!”

“As per previous comments - some provision of colour - planting / lamp post banners. There would need to be allowance of seasonal decoration of street scene - summer and Christmas - plus any other festivals...”

“Disagree with tamarisk trees.”

“Do NOT spend money replacing old clutter with new clutter.”

“I don't think Tamarisk trees are suitable there; are other trees more appropriate? They look ugly when out of leaf, they are lax and untidy in habit.”

“If you put in seats, avoid being too clever (see Longest Bench - impossible to sit on it comfortably). Seats must have backs and rails to help the elderly population. Before spending all this money, provide shelters which are shelters.”

“Maybe stainless steel lighting columns instead of timber.”

“Not over impressed with the continued use of Tamarisk, it gets unruly and soon looks tatty and shabby. Look at how it has developed down by

the public toilets at the back of the coast guard building.”

“Put in some obstacles to stop cyclists tearing down the precinct. Provide doggie bins. Provide comfortable seating and good access to shops. Don't forget in the winter the wind howls through the precinct and it is not a place to linger, it is by the sea after all.”

“Seating areas must be drink and drugs free!”

“Tamarisk trees again, are you serious?”

“Tamarisk trees are either flowering or not. Other trees can be more seasonal.”

“The existing maritime theme is ugly, prolific and outdated/twee. The planters are mind bogglingly bad in terms of position.”

“The new concrete seating designs along pier road should be adopted - don't pay architects to create new themes, re-use the successful ones already in place.”

“Work with the existing seating and maritime signage.”

“Yes to the maritime theme but not subtle. Our past fishermen were true distinctive personalities and our history is not bland. Take ownership of our past by being bold; don't leave us looking the same as every other seaside town who shoves a fake anchor here or there.”

Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority:

“Happy for guard rails to be removed but concerned about the junction becoming pedestrian priority. If road reduced in width in Surrey Street presumably that means no street parking? This could affect shops in the area since there is little other parking near, and if St Martins car park is built on then where do people park? If there is no easy access to shops people will go elsewhere, Rustington for example where one can park right outside of the shops.”

“I continue to say that pedestrian priority is unachievable unless something else is done more widely to reduce town centre through traffic.”

“I have concern over the boundary between pedestrian areas and the roadway where the pavement and road levels may be the same - I have been confused in other towns where this has been used, even though change of colour or materials indicate the boundaries it is not always obvious and for the unfamiliar visitor or elderly person. The worry whether you are on the road or pavement area has to be considered.”

“My only reservation is that there are often lots of delivery lorries on Surrey Street so if the road is narrowed, will these cause the whole one way system to stop functioning? However, widening those pavements would have a great effect on

the look of the town, and the appeal of all those shop units.”

“Narrowing the road may lead to traffic backing up to New Road. This happens already with badly parked cars.”

“Removing railings could compromise safety for young children.”

“The whole town centre and the surrounding residential streets needs a proper assessment of

traffic implications of these designs before any decisions are made that might reduce roadways.”

“There are a large number of children that visit Littlehampton, has their safety been considered if railings are removed?”

“There is no "roadway" on the High Street!”

“There will need to be very clear delineation of car/pedestrian areas and speed restrictions.”

CCTV camera relocated to buildings (if possible):

“CCTV cameras on buildings have a more limited view than on posts.”

“CCTV cameras were put there for a reason, does it really matter if they are attached to buildings or on poles?”

“CCTV should be placed where it is of most use rather than a position to look attractive.”

“Security of people must remain a priority. So what is the view of the Police, PCSOs, Business Wardens, and shopkeepers, especially in relation to anti-social behaviour?”

“Wherever the CCTV cameras are located it would be helpful if they were kept in working order!”

Clock tower removed to reinstate historic sight lines along the High Street to St. Mary's Church and draw people into the town:

“Are you planning to dispense with the clock tower, or relocate it?”

“Can clock tower be kept but moved to somewhere more suitable?”

“Clock to be moved to crazy golf in Norfolk Road.”

“Clock tower is a bit out of date, can we have some modern artwork?”

“Clock tower is a little big just to tell the time. We need to keep the cut - protects local people.”

“Clock tower to be relocated in the general area of the Green.”

“Clock tower waste of space, is it plastic?”

“Clock tower where it is; a meeting point.”

“Could the clock tower be moved off of the corner where it is at present and placed elsewhere?”

“Do not remove the clock tower.”

“Don't take away our clock tower. If you need more line of site then move it to the centre of the High Street and make a big feature of it.”

“Get rid of clock tower or move it near train station. That area is really run down.”

“I do not agree with removal of the clock tower.”

“I don't disagree with the clock tower being moved, but struggle to see how it currently diverts people away from the town centre.”

“I think removal of the clock tower might be unpopular and there isn't really much of a view down the High Street to St Mary's anyway as it is obscured by Barclays!”

“I want to keep clock tower.”

“I'm not so sure about removing the clock tower - it's an iconic piece of the town, everyone knows where the clock tower is, it's a meeting point, an orientation point etc.”

“In my personal opinion the clock tower should not be moved, it is a part of Littlehampton and should still be there for generations to come.”

“Is the clock tower an historic item in an original position? If yes then not sure it should be moved ... if no then move it!”

“It is helpful to have a clock somewhere in the High Street.”

“Just to point out, it seems to most of us that it wasn't so many years ago that the clock tower was put there at great cost. A lot of people made an effort to make sure the clock was put there as it gives identity to Littlehampton.”

“Move clock tower to where?”

“Move the clock tower, but don't REMOVE it. I like the seats we have.”

“Need a clock in the town somewhere prominent.”

“Not sure about clock tower, looks a little out of place.”

“Perhaps move the clock tower to a new welcome area at the rail station. I don't like it, but many do.”

“Please don't remove our clock tower. At least maybe find it a new location?”

“Please keep the clock tower, it is where everyone meets, is pretty and is iconic... As are the metal nautical wheel signs.”

“Put the clock tower on the seafront. Have another wall mounted clock.”

“Removal of clock tower - there is a need for a focal point to indicate that you have arrived in Littlehampton town centre so maybe remove the clock tower but create a centre piece elsewhere along the high street that will also become a point of interest.”

“Remove the clock tower - why? When walking down from the train station it hides the bare wall and can you actually see all the way to the church?”

“Retain the clock tower, it adds rather than detracts from the view.”

“Someone is having a laugh and lying. The clock tower is not in the sight line from along the High Street. It is also a meeting point.”

“The clock tower does not impede the sight-line towards St. Mary's. It would be an act of vandalism to remove it. It is attractive and hints at a pretty little town beyond when first glimpsed from the station.”

“The clock tower doesn't obscure the line of sight... are you deliberately misleading people with this comment because whoever did this plan doesn't like the clock tower? You risk undermining this otherwise excellent proposal.”

“The clock tower is a well-established feature of the High Street, and as a familiar landmark would be missed by locals if removed.”

“The clock tower is an iconic part of Littlehampton town, it would be weird for it to be removed.”

“The clock tower is part of Littlehampton's history, I don't think this would be a necessary loss. It's something for people to look at if they are visiting Littlehampton for that purpose.”

“The clock tower is part of the character of the area and should remain.”

“The clock tower is quite attractive, could it be relocated?”

“The clock tower needs to be moved from where it is; but could be redesigned to look more attractive and placed somewhere else in the town or near the seafront as it is a good meeting place. It is good to have a large clock in a pedestrian area.”

“The clock tower should be preserved, perhaps augmented by a plaque to Anita Roddick?”

“To view St Mary's along the High Street, you would have to demolish many buildings so that I consider that proposal totally inappropriate.”

“Would not like to see the clock tower totally removed - perhaps re-site it.”

“You cannot see St Mary's church from anywhere on the High Street, it's not possible!! Street clutter can be removed now.”

'Ghost sign' artwork on blank façades:

"'Ghost signage' can be challenging. I like the black and gold signage currently used."

"Ghost signs will look cool."

"I remember the ghost signs in the town, really gave it a unique feel. Be great to have them back near the Dolphin Hotel."

"What is 'ghost sign' artwork?"

Monolith and finger post signs to aid orientation:

"Disagree with signage on the basis this is likely to create the clutter you are clearing out. Let's use maps and apps as tools for way finding."

"Finger post signs - not with glass as some along the promenade were soon destroyed and had to be replaced."

"I have to be honest and say that I think the monoliths were a waste of money and are unsightly horrible looking things. Bring back the nice ornate finger posts."

"Maybe the monolith signs could be active advertising with priority given to town traders and up coming events? And any money made could help to keep parking free."

"Monolith and finger post signs to aid orientation maybe need to be very modern."

"Monolith signs have only just been installed at high cost so are these being kept?"

"Signage should be easily read by all, including those with dyslexia, etc."

"Some of language used in this is a bit technical - will everybody understand what a 'monolith' sign is for example?"

"The directional signs there at the present time are fine. Why change them?"

"The existing monolith signs that have already been put around town are modern, unattractive and out of character to the existing town. Also the existing signs seem to have missed some of the town's main attractions such as the Windmill Cinema & Theatre."

"There are already plenty of finger posts. A waste of resources. People often take pleasure in asking for information and in giving directions. Encourage a friendly atmosphere in the town."

"Thought signs for tourists that we have are OK as they are quite new, but need one to point to the cinema/theatre."

"You have new signs in town why do you need any more? I like the monolith signs, they look really modern."

Other comments:

"Don't let this be a back door to controlled parking zones!!"

"Hate the cobbles, twisted my ankle; please, please improve shops."

"Have these proposals been costed by Arun?"

"No mention of a segregated cycle lane through the centre of town and along the seafront."

"This is getting more and more like a desk exercise carried out by someone who knows little about the place but has got to produce something to offer for consultation. Another waste of public money. This has all been done, the answers well documented, and the results for all to see. Work with it, don't remove it!"

“Over modern designs: who is the target audience to visit? Families. a traditional seaside

resort with a view to the future.”

Paving pattern - changing intensity (seaside colour accents):

“Did like the paving ideas but wonder if it is necessary to change?”

“Paving to be flat and not bumpy like current cobble effect.”

“I like the idea of different paving materials so long as they are good quality and will last well.”

“Seaside colour accents are OK as long as they are not too pale - see the new 'yellow' pavement in Pier Road.”

“I like the idea of seaside design, but subtle rather than glaring.”

“The paving should be kept as large as possible (600mm minimum) this would provide a much more open and cleaner look to the town, i.e. York stone, a pale colour should also be adopted to keep it fresh and light.”

“It would look a mess again within a short period as the repairs to the paving will always be completed differently, so it's a waste of money.”

“Patterning needs to be restrained.”

“Paving that stays even, even when uprooted for works is essential, and that does not settle to leave uneven surfaces.”

Fish scale patterning:

“Fish scale - why fish scale? There is fishing in the town but it is not a main industry.”

“Like the fish scale patterning.”

“Fish scales do not look like the illustration! Have a look at them!”

Integrated lighting:

“Integrated lighting or timber lighting columns? I prefer street lights to be unobtrusive - lamps fitted to walls of shops etc. But a line of well-designed lights could be acceptable.”

“Need better lighting; not very welcoming after dark.”

“Like the idea of integrated lighting.”

“Need modern lighting in town.”

Bespoke tree grilles - fish scale patterning:

“The tree grilles have the disadvantage of collecting rubbish and a more open and cleaner

look can be achieved through good base planting.”

Cycle stands:

“Black is too harsh and metal seems wrong when everything else is so warm, inviting, natural and tactile.”

“Cycle stands - ugly, there is a need to encourage the use of cycling but could they be in steel not black?”

“Cycling is dangerous.”

“Encourage cycling more, like in Holland. It would improve health in the town if more people cycled, however there are theft concerns.”

“Having cycle stands near the railway station (like Chichester railway station) could encourage more cycling in the town.”

“Stainless steel cycle stands.”

Timber lighting columns:

“Costs and ability to maintain timber lighting columns.”

“Maybe stainless steel lighting columns, not timber.”

“Timber lighting columns may not be hard wearing enough for a seaside atmosphere.”

“Why timber lighting columns, surely they would be expensive and cost a lot to maintain?”

Litter bins:

“I have heard that there aren't enough litter bins near public parks for dog walkers.”

“I think that the bins should be timber clad or look like timber to match the natural look of the other furniture and the same for the cycle stands; they need to stand out less/be more natural looking.”

“Litter and recycling intelligent bins that email collections when full. Expensive but worth the money.”

“Litter bins - ugly - much needed but would wooden slats blend in more?”

“Litter bins are vital. There aren't enough along the river and at the end of a busy day the street looks a mess which isn't something you would be willing to come back to. I think minimising the amount of litter on the floor would make the whole town look far more appealing.”

“More litter bins please.”

“New bins are not large enough, but like design.”

“Please can we have recycling bins too (unless litter bins are already sorted though of course).”

“The bins look very out of place with the rest of the materials. They could be timber clad, organic shaped or have fish scale patterning to match the other furniture.”

“The flood/development work along Pier Road is fantastic and the area is so much more inviting and to be proud of as a result. However the increase in trade to the area has left the bins always overflowing and takes the edge of the great work done. Can we please have more bins to cope with the expected increase in tourist trade?”

Monolith signage:

“Signage - existing monolith signage blocks your view and can block the natural flow of pedestrians in busy areas.”

“The new monoliths can't be read until up close; finger posts with contrasting colours can be clearer.”

“We already have monolith signs!”

Tamarisk trees

“Aren't tamarisk trees high maintenance? Costly to manage.”

“Don't forget there are many other seaside plants - thrift, sea cabbage etc. Take a look at west beach or our own seafront.”

“I especially like the idea of tamarisk trees.”

“More trees, more flowers, on railings.”

“Need some trees in town.”

“Not all tamarisk (list of possibles supplied to Sophie).”

“Please think about alternative trees to tamarisk.”

“Some additional trees would be a welcome addition to the scene, but the emphasis on

tamarisk trees shouldn't be at the expense of other types of tree.”

“Tamarisk trees are fine and more trees of all sorts and flowers.”

“Tamarisk trees are perfect along the prom but in the town would look wispy. Not ideal, however "quintessentially seaside".”

“Tamarisk trees are very bushy and become very bedraggled looking very quickly. Are they right to have in an urban setting? They are great where they would grow naturally i.e. next to the beach.”

“Tamarisk trees/shrubs quickly get tatty, leggy, wood without leaves. OK when short and manicured.”

Other comments:

“As previous - allowance for other planting / colour needs to be included.”

“Be great to have something for the youngsters.”

“Careful here! Expensive and unnecessary.”

“Definitely great ideas. Hope it happens. Thank you.”

“DO NOT re-design the voice and tone already achieved on the East Bank. This street design, the seating and street furniture is good. Use the theme established here to achieve the continuity you are seeking.”

“Don't clutter up the street.”

“I have agreed with all these. Yes it will look very nice - but far more importantly - get rid of the drunks and the druggies in the town. Littlehampton can look as nice as can be, but it will be ruined with drunks and druggies falling about the place as they are now. It's pointless spending money on this if it just won't work. Get the shops back in, do something for the people that live here not just the visitors! ADC has done wonders with Bognor Regis and Rustington and needs to stop ignoring this town. Walk around Littlehampton, it's not just a sink estate - there are beautiful houses here with people living in them that care and love their town. People like

me - but I spend all my weekends and evenings out of town as it has been left to run down.”

“I like the street furniture we have, why change it?”

“I love that Littlehampton will be getting a facelift and that you are asking all of us for input. Should you now, or in the future, be wanting proposals for public art or sculpture from local artists please do not hesitate to contact me :o) <http://www.traci-moss.com/projects/> <http://www.traci-moss.com> I also highly recommend Littlehampton Welding as a fabulous local company.”

“Keep all proposals simple and maintenance at a minimum.”

“Keep the capstan charity collection stand.”

“Let's get the school children to help design these things and local artists to work with them. We want street furniture that is multi-purpose. Sit on it, stand on it, let the kids climb and have fun. The steps/seats on Pier Road are a great example.”

“Like them all. It's all stylish, understated and modern without feeling it will date quickly or appear odd in the future built environment.”

“Make sure whatever materials you use, they are low maintenance and don't forget wheel chair users.”

“No mention of picnic tables especially along the seafront, the river, and possibly sites like Evans Garden.”

“People come to the High Street primarily to shop. It needs to be pleasing/restful to the eye, but not a work of art.”

“Please keep designs simple using generic materials that can be easily replaced if damaged/worn.”

“Street furniture should not encourage our friends with drink and drug problems to hang out in town.”

“The styles shown are unattractive and unsuitable for the town. It appears the developers (and I fear the ADC Cabinet made up of no-Littlehampton residents) want to turn Littlehampton into another characterless bland and modern clone, stripping us of our traditional character.”

“We are already under criticism for the longest bench, east beach "poo" cafe and the small bandstand from a lot of people. Why do we have to go all arty? Just have normal things please. And why spend soooo much money? Are you really expecting that much of a return from it? All you need is a better choice of shops!”

Q13. Any further comments on the proposals. [Base: 99]

Figure 8 – (Q13) most frequently mentioned words



Positive:

“Don't be scared to make it fun. No one remembers a dull place and if you don't remember it you won't come back. Be bold. Be fun. Be young (it revitalizes the older generation to feel young again). Use colour and hidden gems to discover. MAKE LITTLEHAMPTON MEMORABLE.”

“Having moved from Leicester very recently, I love living here in Littlehampton. It has everything one could wish for and although it does need a face lift, and your proposals would certainly affect this, please don't make it too "avant garde". It is a lovely seaside town that just needs a little updating not a massive makeover. Thank you for giving everyone the opportunity to voice their opinions.”

“Hope to see it happen.”

“I agree entirely with the proposals regarding entry to the town; the train station in particular is very unwelcoming to visitors. Also with making it clearer how to move around the town and making it more pedestrian friendly, rather than

cars getting priority. Lighting very important particularly for night time movement.”

“I am encouraged by the designs. Money does need to be spent on the town to enhance the offer and encourage visitors to stay longer and spend money. Littlehampton is a hidden gem but needs help.”

“I am pleased to see the new design you will be bringing to the town centre and hope this will benefit both visitors and residents. Good seating, trees and open spaces will be very important to create a friendly relaxed and interesting experience for everyone coming into Littlehampton.”

“I have been resident in Littlehampton for just 3 years and have been very happy here. The people are friendly and speak to anyone even if they do not know them. I have seen an increase in visitors, particularly this year (so far) and welcome any initiative that increases this number. I strongly agree that we need to show visitors that arrive by bus or train that there is

more to Littlehampton than the immediate area around the bus interchange and the train station. I strongly agree that we need to improve the pedestrian access to areas in the town that are currently dangerous, particularly the Beach Road / War memorial roundabout and any other areas like this. I am very pleased to be able to take part in this study and look forward to the outcome.”

“I like the ghost signs and hope that happens soon.”

“I like the idea of updating and enhancing our seaside town as long as we do not lose its character and quaintness. Littlehampton needs its own identity and not to copy other seaside resorts, therefore if local history and events can be included that would be good. This is great news for the town following the great development by the river.”

“I look forward to the new appearance of this town.”

“I love the ideas to upgrade our town! I've lived here for 29 years (my whole life) and avoid going in to the town centre at all costs - I always choose Rustington over Littlehampton. It would be great to have a town to be proud of and that reflects the lovely atmosphere of the beach/river which in my opinion is the best thing about our town! Thank you for investing back in to our community!”

“I think all I've just looked at looks superb! Tidy this town up, it's just what Littlehampton needs! Since having my son I tend to drive into Rustington nowadays as I feel it's much nicer: better baby changing facilities, cleaner, newer, the list goes on.... I would however LOVE to walk into a nice new town. I would definitely come into my home town a lot more often!”

“I think that regeneration in Littlehampton and the surrounding area is long overdue. I have only been a resident here for 15 years, I very rarely go in to the town centre now as there is nothing to draw me in; most things I can do in Rustington where everything is accessible, parking is substantial and easy to access.”

“I was pleased to speak with the team at the exhibition and found their answers to my queries

most helpful. Therefore at this stage I have no further comments except to add my full support to the next stage. I think the proposals would be great for Littlehampton - a town I grew up in and love.”

“I would be extremely excited and proud to be involved, big or small, with your wonderful new plans for our town (name and contact details supplied).”

“Improvements are long overdue.”

“Littlehampton definitely needs a facelift!”

“Littlehampton town centre has always appeared as a cluttered and not very attractive place. It would be nice to see it in another light.”

“Love the plans!! A fantastic town which rightly deserves some real TLC. Thank you.”

“Overall the ideas look great.”

“Overall, these proposals are excellent and will provide a much needed boost to the town centre. The council should proceed to secure funding for this project as a priority.”

“Proposals appear great. No clear information on what materials will be used.”

“Really exciting design ideas which have great potential to enhance Littlehampton, and draw people in from the Esplanade and Riverside. As London Road in Bognor has already demonstrated, the ambience and public perception of a place can be transformed by these projects. Good luck!”

“The town needs a facelift, so very pleased you are trying to make a difference for the town.”

“These proposals seem very good. We have been waiting 12 years for some improvement in the town. A lot to be done.”

“Very supportive of proposals - future management and maintenance has a large bearing on the long term success of the proposal.”

Negative:

“Although not against change I fear these proposed modernisations will lead to a cold

characterless town centre stripping the town of its links to its heritage and past rather than

enhancing it. The riverside walkway and developments such as the acoustic shells bandstand, longest bench, shelters and East Beach café may be considered by some as having architectural merits, but are generally considered by residents as unsightly and out of keeping with the town's character, so any development needs to be sensitively handled. Certainly the station entranceway to the town would benefit from redevelopment to try and improve first impressions to the town."

"It seems to be expensive, will cause lots of disturbance and probably take far too long. I totally disagree with getting rid of the clock tower. I think there still isn't enough art work or encouragement for small businesses. Lots of the other projects haven't been done to a high enough standard and have major design flaws, the sea stage being a case in point, and the bench is already looking shoddy. Making things that appeal to children to climb on and then covering with signs asking for people not to climb them is ridiculous and this looks like more of the same. The sea stage could have been beautiful as could the bench but just doesn't seem to have been done properly. Could standards be ensured this time?"

"Please don't ruin our town with many of these "ideas" from yet another band of "consultants" who don't know what people want. Ask us for ideas, for FREE. Most of the ideas for street furniture, colouring, planting, etc are incredibly sterile, making the town look cheap, nasty, and unattractive and not worth a visit. Please protect what we have; an old-fashioned seaside town."

"Please listen to the people of Littlehampton, not consultants who don't live in the town. Publish the results to all the questions so the public are aware of the town's people choices."

Disability issues:

"Having lived in Littlehampton all my life I would love to see it brought up to date and more attractive to visitors. However, please keep it user friendly for older and less mobile shoppers - that means being able to drive and park fairly close to shops. Public transport is not always the answer!"

"I am very disappointed with this consultation, for the following reasons: It looks as though this consultation has been put together for the everyday able-bodied person - nothing for the disabled. No mention of toilets or even a

"There is a plan here to make money for someone. My bulls**t detector is in overdrive. So much meaningless jargon. Very few actual proposals, some of them factually incorrect. This has been a waste of money so far and as a taxpayer and ratepayer I resent MY money being wasted in this manner."

"Think you get the drift, willing to discuss further to make sure you do not rip the heart out of our Town!"

"This is a seaside resort where people come for a day out and locals to shop. Ideas must be fit for purpose. We already have (along the front) uncomfortable seating and shelters which offer no protection from the elements. Abstract designs are all very well in an art gallery but this is a place for people, not grand designs."

"Too many "cosmetic changes". Better to stick to functional things in town. Day trippers come for the beach and seaside, not to shop. Need to emphasise clear signposting, clean cafes, good fish and chips, plenty of beaches, easy access to transport."

"What I took from the proposal is that they didn't talk to anyone who actually lives here, and they didn't consider the historical benefits of parts of the town that are to be removed under this proposal. The clock tower has to stay, pedestrian priority areas are a good idea but unlikely to work in reality, and all other ideas seem like a lot of money. Yes it may regenerate the town but how much will the council tax go up to pay for timber column lighting and bespoke seating?"

refurbishment of toilets. As for the disabled I would like to see a properly designed "Toilets" with a hoist, a fold down table for maximum usage so both child and adult can use it. A toilet that can be used by a disabled person on their own. i.e. grab handles and enough room for a wheelchair or mobility vehicle to be allowed to go along side the toilet. For security purposes an "access key" entrance system and a pull cord alarm if there are any difficulties. And an entrance big enough to allow all sizes of mobility wheelchairs, mobility scooters to gain access. I would also like to see Braille for the blind and

hearing loops for the Deaf. We need to be more disabled-focus as the disabled person does exist what I am seeing is no thought for the disabled in any form. I am more than happy for you to contact me and discuss these issues. Councillor (name supplied).”

“Improve dropped kerbs for wheelchair, mobility scooter, baby buggies access, including the gradients of the pavement at dropped kerbs. I would happily scoot around the town with a Littlehampton Town Council representative to

highlight the current difficulties. Improving pedestrian movement also means making it impossible or 'policed' at crossing points to stop vehicles and lorries parking to unload. Look at the challenges outside the White Hart and trying to cross over to Iceland.”

“There are no facilities for disabled people shown on any plans. This includes all types of disability. Also no regard for nursing mothers/ disabled children facilities.”

Anti-social behaviour issues/street drinkers:

“A great proposal, so long as an absolute zero tolerance of the street drinkers is adopted and actually enforced in the town centre. Authorities would need to ensure that the problem is not then just allowed to continue in outlying areas, i.e. not pushing the problem into residential streets or public parks outside of the new zone. Investment in such a large improvement would otherwise seem wasted.”

“Consider 'undesirable' elements of people and ensure these new areas do not encourage them with additional meeting points. Littlehampton needs to be vibrant for healthy shops to flourish. With the number of new properties being built we need to make sure people choose to shop in Littlehampton rather than further afield.”

“If the permanent "residents" are still there shouting at people who walk by then it will still remain unwelcoming. Looking at Rustington the variety of shops and traders makes it a better hub

to go to. Work also needs to be done on improving the other draws to the town centre.”

“It all looks lovely and is very welcoming. But I just hope other Littlehampton residents respect all of this being done. It's sometimes filled with unsavoury characters!”

“It is lovely to have the cafe culture; outside seating at cafes etc; places to sit and watch the world go by. I fear that utopia will not be found as the area has an element of people with social problems and they can inadvertently create a feeling of disquiet. They have to sit and relax and watch as much as everyone, and should be entitled to. That's life, we are all different. Maybe some money could be invested in trying to help these people? It seems to me that most of the help comes from non-governmental organisations.”

Funding:

“Again where would the money come from? The seafront is the only draw to Littlehampton unless big shopping chains come back into the high street.”

“Available funding / budget will clearly be the biggest factor as to whether the scheme proceeds - I expect this has already been thought through - but to divide the scheme into 'project areas' to enable the scheme to progress when / if funding becomes available - to seek to prioritise these spaces at an early stage will be useful for project delivery.”

“Hopefully you can get the finance to see this through.”

“Not sure where the money will come from but good luck anyway.”

“The plans look good but where would the money come from? I hope it isn't from the tax payer. Might the businesses pay towards the costs, after all they are the ones who benefit?”

Shops:

“All very nice but let's face facts, no amount of dressing up will encourage visitors into town when, say for men, there is not even a shop in which to buy a pair of trousers! Without any high street big names the town centre is doomed!”

“Business rates and rents have to be reduced if individual shops are to survive in the High Street. The purchase of a street washer would improve the appearance of the High Street, particularly as there are so many food retail outlets.”

“Make sure the shops are all open and with a good mix, not just all estate agents or charity shops. Include all types for all ages.”

“Overall success will depend on encouraging traders to remain in the town - to remain vibrant!”

“The town centre must attract far more 'quality' retailers like Seasalt for a nautical theme if these physical changes are going to have any long lasting effect. Is it possible to provide incentivised rents to attract the retailers that will raise the image and profile of Littlehampton?”

“There are too many low-end shops in Littlehampton, too many coffee shops and too many supermarkets in Littlehampton and the surrounding area. The Morrisons Express shop was not really needed, there needs to be more independent places to eat out as well as a few regular chains. There are hardly any appealing clothes shops for men or women, no major high street shops and not even independent shops that cater for all ages. Regeneration of the arcade

would be brilliant, the infrastructure is there but drawing people to that end of the town will be difficult if you do not place appealing shops in it.”

“They are fine but I think they will make little difference unless there is also some change in the shops in the town centre and surrounding area that make it a viable destination for those visiting the town. People will come a long distance to visit the seafront and places like East Beach Cafe but would never bother with the High Street. For example, we saw Greg Rusedski on the sea front a while back after eating at East Beach Cafe but can you imagine him going for a wander down the High Street? You also need enough people locally to support local businesses in the town centre to keep them as viable operations. I appreciate it can be a bit chicken and egg but the area has a reputation for being a bit rough, not high end and potentially even unsafe. Regenerating the place is great but there has to be thought given as to how the local businesses can improve and how more independent and higher end businesses can be attracted to locate in the town centre as without that I fear it will be a big white elephant.”

“Unless the character of the town changes, with empty shops, betting and charity shops, smokers, drinkers, etc, then all the best efforts are doomed. Better to direct visitors to the great new river frontage and beach, also to west beach across the river. The town centre holds no attraction for visitors who come in the main for the sea and beach.”

The clock tower:

“Feel you don't realise how much effort was made to put up the clock tower. If you decide to pull it down, I for one will be joining the protesters! Remember you will need room for emergency vehicles and service vehicles to get by when designing pocket parks.”

“I am broadly in favour of most of the suggestions with the exception of the removal of the Clock Tower and also have concerns about the type of seating suggested. A lot of what is proposed is very modern, this in itself is no bad

thing but we do want to be careful about changing everything just for the sake of it and it's really important to get it right in terms of what the people of Littlehampton want.”

“The clock tower should be repositioned rather than just removed.”

General suggestions/requests:

“A criticism is, although the scheme is pointing towards the links to the sea (an important aspect of the scheme), there are no clear direct links - though it is appreciated that signage etc. will point the way. Perhaps elements of the design can be used to help provide links / spaces on route to the sea? I was unable to come to the stakeholder meetings where discussion on these points may have been had.”

“Any chance of having a nightclub?”

“Bus interchange is a disaster - needs sorting ASAP.”

“Can we have more toilets in the town?”

“I agree with the aim to lead the way through to the town from the station and to improve the street environment for the pedestrian along Beach Road but there needs to be a completed pedestrianised link to the river and the sea along Pier Road otherwise there are just dead ends arriving at the Council buildings and Lidl.”

“I am surprised that River Road has not been included in these proposals as it would benefit from one way only and no parking.”

“I cannot believe that you have paid someone to come up with this proposal. The bus arrival point in Anchor Springs definitely needs attention. Could it be relocated to the road where Carpetright is and use some of the car park there used for seating and planting. This would also allow cars to exit the car parks without having to negotiate the buses. Have you considered car drivers at all which is surely how most visitors arrive? I believe that Surrey Street should be one way in the other direction giving visitors a tempting glimpse of the High Street leading visitors to Pier Road and showing off our lovely new river frontage and the prom. Showcasing what we have to offer rather than taking them round the town centre. Street parking in Pier Road, including disabled, should not be allowed. Allocate some spaces in the road by the fish hut for disabled drivers. Has anybody ever considered roofing over the High Street to make it more like a mall? (doors on each end) making shopping more pleasant on windy and wet days. The wind does blow fiercely down there and makes sitting out unpleasant.”

“I feel the benches should be kept as new anyway and are the same as others around the town. These fit in with the other new maritime metal planters. The new memorial bench outside town

council is also created to match the maritime benches. It would be a waste of money to replace what is new anyway.”

“I think a feature of a fountain in the centre of Littlehampton would bring joy and peace to many. The sound of water being very 'calming' and in character with the river and the sea. Christine Lee is a renowned sculptor and her beautiful sculpture of the swans of Avon in Stratford-upon-Avon is stunning. Maybe a smaller version (without the base which is huge) depicting the swans on the River Arun?”

“I think we should have an electronic notice board where town events can be publicised. Town wardens should look out for speedy disabled scooter riders and warn them to slow down. All shop owners must decorate their shop fronts to keep the standards up.”

“If the millions needed to implement these far-reaching proposals are raised, should not the council set up a regeneration forum involving the town council, civic society, WSCC, local councillors and interested/active citizens, and the tourism officer? May I suggest the council draws up a list of 7/8 of the most popular proposals and the work is done in phases starting with perhaps the arcade, slowing traffic, dedicated cycle lanes, more grassed and picnic areas to attract families and younger children, especially during the summer. Taken as a whole the entire package would be too ambitious in times of austerity. I am sure many locals would like to see the results of the consultation, and how they can participate in Littlehampton's future. I can be contacted at (contact details supplied)”

“It doesn't seem that long since the last refurb. Can this one be better and last longer please?”

“It's good to see the High Street busy and crowded on Friday and Saturday but the presence of cafe clutter makes the area difficult to navigate and this is becoming a serious problem. It would help if the caterers were required to keep the furniture inside on Friday which is the worse of the two days.”

“Let's have free Wi-Fi to complement use of apps for promotion and way finding. [Although a PO19 postcode, a regular visitor and resident of Littlehampton for 20 years so my views should count equally]”

“Littlehampton is trying to attract visitors and should aim to give them a nice experience and

reason to visit. Littlehampton is a seaside town with the added advantage of the river. Many residents and visitors enjoy the sea front promenade walk. Parking the car at The Green near Norfolk putting green and then walking. You enjoy the experience of walking next to the sea with also the freedom of allowing any children the enjoyment to use a scooter or ride bicycles with no traffic, this continues when you reach the end and you continue the walk along the river. All this enjoyment and freedom ends when you reach Pier Road with the constant danger of cars driving along this road with the road reduced to one lane with cars parked all along this road; people, both young and old, in danger of being run over while trying to cross the road. Pier Road should be closed to all cars and traffic with no parking of any kind allowed to make a completely pedestrian area at weekends and public holidays from South Terrace (Nelson pub to Harbour master's office) maybe between 10am and 8pm. Pier Road is already tarmacked in a different colour from the other nearby roads so this would help with the restriction. Parking for Blue Badge holders could be made in Arun Parade or Windmill Road. Littlehampton High Street is already a pedestrian only area and the council is trying to encourage more visitors to the High Street. Parking for Blue Badge holders is in St Martins Road and this works very well. Littlehampton is trying to encourage visitors by rail and the experience of a completely car free area would be something to be enjoyed."

"More cycle stands on the promenade and cycling allowed on the river walkway."

"More needs to be done for the teenagers of Littlehampton to make them want to stay within the town - visitors are more prominent during the summer months but the teenagers are here all year round."

"More trees in Maltravers Drive. More signs advertising and pointing to the beach and harbour as you drive into Littlehampton. Walking route, bike route, and car route."

"Overall there is much to be said in favour of the proposals. There is an overdue need to smarten up the town centre, but perhaps what is being suggested is weighted towards what might impress visitors rather than meet local needs. Local residents are likely to appreciate most a bright, uncluttered, pedestrian friendly town centre created with the minimum of disruption."

"People will only visit Littlehampton if there is something to come here for. We already have enough contemporary designs that don't work

(see Stage by the Sea - not thought through regarding kids climbing over it, I have never seen any event advertised using the area, it appears to be a waste of money). We should make the town an area to visit for crafts/artists/retro areas and studios. It is no good copying Bognor or Worthing, Littlehampton should be made a destination, not just nice to walk through to the beach."

"Perhaps there could be a series of signposted walks that would link various areas of the town centre and potentially the riverside and seafront together? There could be a competition open to members of the public to name the different walks."

"Please advise when the public can attend Council/Committee meetings (contact details supplied). Has funding been established or will it be to support maintenance of the revitalised areas? Otherwise the whole venture will be wasted. We are new to the area and care about it."

"Please consider the footpath that runs from almost opposite the station. It is a disgrace and certainly would not help tourists to think Littlehampton is a nice town. Most tourists want the beach. I think it is important that you signpost people to the quickest route to the beach, through the said footpath, past the Look and Sea and Lifeboat Station and along the harbour. All that area is now lovely, it is just the footpath from the station that needs attention. The rubbish problem needs addressing too, as often in the evenings the town is awash with rubbish blowing about."

"Please consider the impact of Travis Perkins on the local community and the connectivity of the river and town centre. BIG LORRIES repelling, not good for children and tourists."

"Please think about the cleanliness of the town before spending large amounts of money to change things. If the litter were removed, the gutters swept and the road surfaces repaired (particularly Beach Road), the immediate effect would be better."

"Roads need attention, especially Beach Road which is in a dreadful state. Reinstate the lavatories in Manor car park."

"Take away planting area in Surrey Street (Floyds Corner). Making good paving and road to Youth Hotel with river walk signs. Include New Road in the works and Arcade Road as this is part of a loop around the town."

“Taking the replaced pathways to the Youth Hostel through Surrey Street should give clear instruction on how to get to the river walk to the seafront. Maybe an arch sign reading 'to river walk' should go on entrance between Youth Hotel and the new next to it - maybe lit early evening?”

“The area around the bus interchange requires to be included within the re-generation plans. For a major interchange, the existing infrastructure and facilities are not adequate. Waiting areas are not wide enough and more cover needs to be provided. Cafe and toilets would also be nice. This area is just as important as the train station. After all it is also an arrival point.”

“The East Bank riverside upgrade has proved very popular, so something along similar lines should work well. A well designed upgrade should encourage shopkeepers to upgrade their shop fronts (although it hasn't happened yet along Pier Road!). I would particularly like to see the Beach Road shops area become pedestrian friendly - currently there is parking on both sides of the road and through traffic. Suggest restricting parking mid week and no parking at weekends (with Manor House car park providing free weekend parking).”

“The excellent work completed on the East Bank desperately needs to be complete ended by the improvements suggested by this plan. Currently the riverside walk and Littlehampton town centre feel like two completely different places.”

“The phone boxes in the town are very scruffy, I guess they are no longer used. Can they be removed?”

“The town centre hasn't worked well for years. Encourage more leisure and dining in the evenings.”

“Very little is mentioned about parking. This is already an issue. What is planned?”

“Visitors arriving by bus get a very poor aspect of the town from the stops at Anchor Springs. Remove the Anchor Springs car park and relocate

the bus stands to that site. A modern, attractive "bus station" properly designed would improve the image dramatically. This will get the buses off the road and provide for a 'drive through' platform structure giving the area a more professional appearance. Resurface the exceedingly poor road surfaces that make the town look like a derelict area!”

“We are in the process of moving to Littlehampton and hope to be part of its regeneration. It is a beautiful place but has fallen into disrepair.”

“We need a bigger/better cinema, we need more entertainment i.e. ice rink, roller rink, large chess sets, other than drinking and eating in the evening. Even in the summer months this town is dead in the evening unless you want to drink and eat there is nothing else. This town is boring in the evening if you're not a drinker!!!!!!”

“Whilst airing my views I will add a few other comments. Children living in the areas of St Catherine's Road/Beach Road/Bayford Road have no play equipment and have to go to the Lions Den. Yet in Clun Road there are two playgrounds opposite each other and a gym for adults. Please could we have both on Caffyns field, possibly in the odd space behind the church hall? There are a lot of young and especially older people living in this area.”

“Would be great to see some form of regeneration, i.e. proper bus station area (as of yore) good shops - not all cafes and cheapie/charity shops. Please remember that the town should cater for all age groups not the hale and hearty all the time. Make sure all residents can access the new centre and beach area by public transport and really change some of the routes (new housing estates are really isolated). Also a lot of people do like to walk the ten minutes or so into town from other areas other than the sea front but some of these can also be hazardous with main roads to cross or very uneven pavements, etc or cars parked badly.”

Concerns/warnings:

“Littlehampton has a lot to offer but old reputations are hard to get rid of. From my experience the people who say they think it has nothing to offer don't even live here and are still listening to hearsay and have not actually seen it for themselves in years.”

“Littlehampton is a mish-mash of lost opportunities and half-baked initiatives. DO NOT add numerous further designs, but build on the successful forms and shapes (e.g. East Beach cafe, the seafront shelters and stage, the east bank seats, concrete structures, planting and

railings etc). These themes and designs are sufficient without adding to/confusing.”

“Littlehampton needs some careful planning with a view to making it more attractive and interesting, but the danger is things will be taken too far at huge cost. Important things like a practical bus station will probably be ignored. We don't want more horrors like East Beach Cafe, Longest "non-Bench", ugly non-shelters on the seafront, and impractical "Stage by the Sea". BE CAREFUL PLEASE.”

“On plans you have mentioned 'A CULTURE OF WORLD CLASS ARCHITECTURE AND DESIGN' referring to the east beach café. I would be very embarrassed as a resident if more structures like this were built in the town. Unfortunately this was designed to look like driftwood, however it is locally known as something that a dog may have left behind. Do we really want to be known as the town with giant dog's mess on the seafront?”

“These proposals are all very good but unless Southern Rail are dropping prices, people will be arriving by car and something will need to be done to improve parking facilities around the town centre and seafront.”

“You talk of this being a holistic approach but the nature of the High Street is changing. More thought needs to be given to the impact of the growing number of bars and restaurants and how their clients will enter and leave, giving consideration to residents in the surrounding streets. Public transport throughout the county is not sufficiently good enough to dissuade visitors from using their cars to come into the town. The local authorities need to be either more willing to put more effort into making the case for better public transport or make better provision for parking. I feel very strongly that these matters need to be addressed as part of any regeneration proposals.”

The consultation:

“Improvements survey is a good idea but needs a focused poll/survey of a good demographic fit of residents and targeted visitors to ensure what is done is accepted.”

“This survey was not well advertised. I saw it on social media this week. That is after it had been in

Hunnies for a week so went to the Council offices to view the boards etc.”

Comments on matters outside the scope of this project:

“I spend a lot of time (especially) in the evening walking the dog down the beach which is lovely and so clean, or over Black ditch. Sadly it won't be so easy to walk over these lovely fields with new development coming and I get fed up with having to get in the car to take the dog out! It is a shame the flats on the seafront were turned into tiny bedsits years ago, as the people who live in most of them are vile!!! Get rid of the drunks in the town (shoot them if you must!) and please please keep the short tennis and golf and all the sports - we use them and are great value for a court. One other thing when you build the swimming centre can you lay some netball courts? I play in the Worthing league where over 50 teams play every Monday and Thursday and we need more courts so more teams can play. Hope this is of some help and people should be kinder to Arun they do far more than Worthing do for its people.”

“I think Littlehampton could be much improved, but please do not neglect other parts of the area with huge infrastructure problems such as Angmering where you have decreed an excessive development with little thought to the environment.”

“It is incredibly difficult to get tokens in order to play the crazy golf near the arcade. If you do not have the correct change you either have to pay £1.75 to draw out money or you just can't get the tokens. Make that easier. We tried a few weeks ago and asked ALL around the arcade and there is no other option than the machine to get the tokens and we didn't want to pay to use the cash machine nor walk all the way to a regular one. In the end, we just didn't play golf. I imagine that is a frequently repeated experience.”

ARUN DISTRICT COUNCIL

LITTLEHAMPTON REGENERATION SUB COMMITTEE ON 6 JULY 2016

PART A : REPORT

SUBJECT: Littlehampton Promenade Shelter Project

REPORT AUTHOR: Phil Graham **DATE:** 25th May 2016 **EXTN:** 37858

EXECUTIVE SUMMARY:

The shelter adjacent to Littlehampton Promenade (see location plan attached Appendix 1) is underused, is in a poor state of repair and adds little to the tourism offer of the seafront.

Council officers have identified this building as a possible regeneration site and wish to market it as a business opportunity. The expectation is that there will be interest from commercial enterprises that will want to either alter and refurbish the existing building or redevelop the site thereby bringing new and additional visitor provision to the seafront.

RECOMMENDATIONS:

1. The Sub Committee recommends to Full Council that the Council supports the proposal to market the site of the Littlehampton Promenade Shelter as a commercial development opportunity that will enhance and improve the visitor experience in Littlehampton.
2. The Sub Committee recommends to Full Council that the delegated powers authority of the Head of Finance & Property are utilised to market the Littlehampton Promenade Shelter site for commercial development.

1. BACKGROUND:

- 1.1. The Council are responsible for the shelter adjacent to Littlehampton Seafront Promenade. It is located midway between Littlehampton and Rustington Promenade and opposite the Skate Park (see location plan attached Appendix 1).
- 1.2. The shelter was built in the 1950's and is a traditional brick and concrete structure. It has no distinctive architectural features. It is sited on the shingle beach on a concrete sub-base. The shelter footprint is approximately 16m x 6m in size.
- 1.3. It is in a poor state of repair (see photo's on document attached Appendix 1) and has also suffered from repeated acts of vandalism because of its isolated location. It is rarely used as it was intended, as a sheltered sitting area for visitors and residents. Because of this it is now more likely to be used as a focal point for anti-social behaviour.

- 1.4. The cost to repair the shelter is prohibitive and could not be justified in light of other budget pressures the Council is now facing. If left, it may no longer be safe for the public to access and may need to be closed at some point in the future.
- 1.5. The shelters poor condition and appearance detracts from the improved visitor offer we wish to develop on the seafront. The site does however provide an opportunity to consider other uses that would enhance the visitor experience on the seafront through commercial development.
- 1.6. In recent years the Council has received 3 separate enquiries from interested parties to use the shelter as a commercial venture e.g. a windsurfing shop and café. A planning application had previously been submitted to the Council which was approved in 2010 for the shelter to be converted into a Kite Surfing Centre. This application however was not implemented and has now expired. These unsolicited enquiries and planning application indicate there will be good commercial interest in the site should it be put on the market.
- 1.7. Taking these factors into consideration i.e. the poor condition of the building, its underuse and the commercial interest already shown the Council is proposing to invite expressions of interest and to tender this business opportunity.
- 1.8. Investigations have been carried out to determine the footprint available, the stability of the existing foundations to either renovate or accommodate a new structure and to ascertain if connections to services are feasible. No significant issues were identified.

2. CONSULTATION

- 2.1. The proposal is supported by the Council's Asset Management Group.

3. PROPOSAL(S):

- 3.1. It is proposed that the Littlehampton Promenade Shelter site is marketed and advertised as a business / development opportunity.
- 3.2. The proposal would be offered on a long leasehold and the tenant would be responsible for all development costs and future costs such as business rates.
- 3.3. The new business use would need to enhance the tourism and visitor offer on the seafront of Littlehampton and tender selection would be weighted to meet this objective.
- 3.4. This proposal supports the Councils aim to encourage enterprise, entrepreneurship and job creation in the town.
- 3.5. This proposal has many benefits in so far as a new venture and investment will enhance and improve the tourism and visitor offer on the seafront, it will provide a new revenue stream for the Council and also remove a maintenance liability.

4. OPTIONS:

- 4.1. Littlehampton Promenade shelter is marketed and tenders invited for a new commercial use on the site. This will improve the visitor offer on the seafront, job opportunities in the town and provide a new revenue stream to the Council.
- 4.2. The shelter remains as it is. The building will need some remedial maintenance to make it acceptable for the public to use. This project would need to be prioritised over other maintenance demands and responsibilities. The visitor offer in Littlehampton will not be improved. No new revenue stream will be achieved for the council.
- 4.3. The shelter is demolished. A Budget would need to be identified to action this. However the Council's liability for business rates and maintenance would be removed so this would produce savings in the longer term. The visitor offer in Littlehampton will not be improved. No new revenue stream will be achieved for the Council.

5.0 CONSULTATION:

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	X	
Relevant District Ward Councillors	X	
Other groups/persons (please specify)	Asset Management	
6.0. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	Yes	NO
Financial		x
Legal		x
Human Rights/Equality Impact Assessment		x
Community Safety including Section 17 of Crime & Disorder Act		x
Sustainability		x
Asset Management/Property/Land	Yes	
Technology		x
Other (please explain)		

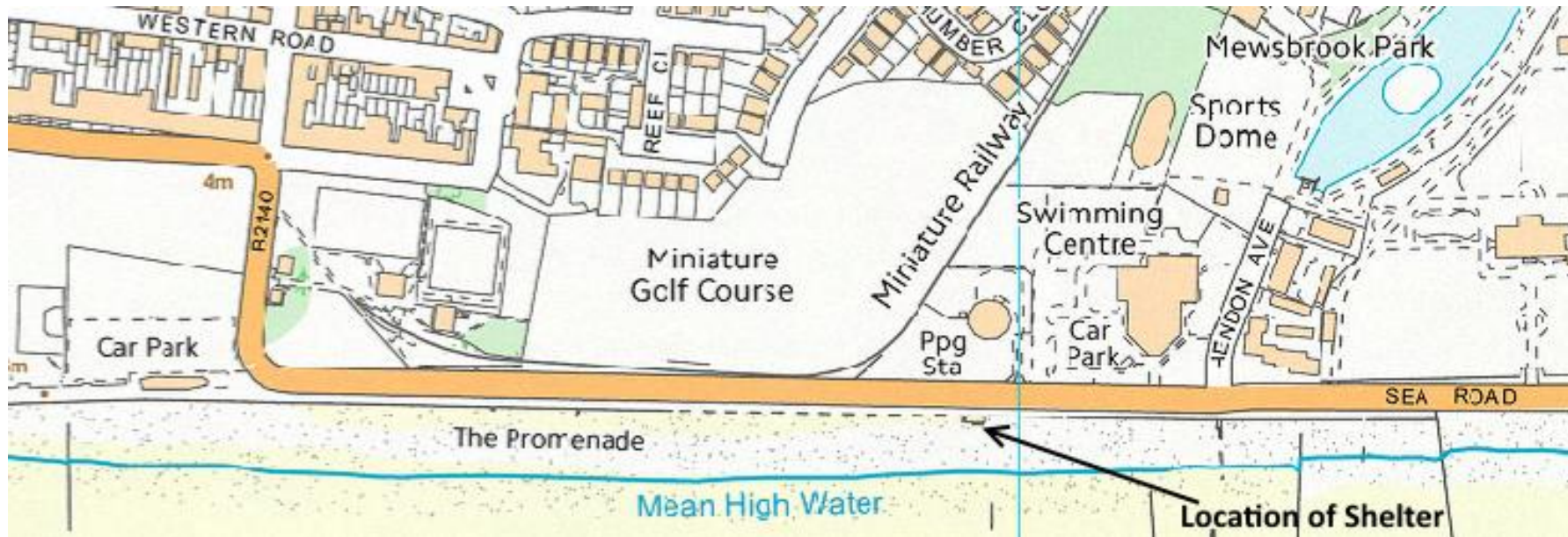
7.0 IMPLICATIONS:

None

8.0 REASON FOR THE DECISION:

Members are asked to consider the report and support officer recommendations.

9. BACKGROUND PAPERS: N/A



(Appendix 1. Photographs of Littlehampton Promenade Shelter and Location Plan)

ARUN DISTRICT COUNCIL

LITTLEHAMPTON REGENERATION SUB COMMITTEE ON 6 JULY 2016

PART A : REPORT

SUBJECT: Littlehampton Economic Growth Area Development Delivery Study

REPORT AUTHOR: Karl Roberts **DATE:** 16th June 2016 **EXTN:** 37697

EXECUTIVE SUMMARY:

This report provides an update on the Littlehampton Economic Growth Area Development Delivery Study which is part of the evidence base studies, which have been commissioned to support the preparation of main modifications to the Arun Local Plan (2011-2031) Publication Version (October 2014), and is for noting by members of the Littlehampton re-generation sub-committee.

RECOMMENDATIONS:

The following are recommended:

1. It is recommended that the Committee note the content of the Littlehampton Economic Growth Area Development Delivery Study.
2. The Committee recommends to Full Council that the Council as landowner supports the principle of residential development in some form on the land identified at Littlehampton Marina and St Martins Car park within the Council's ownership.

1.0 BACKGROUND:

1.1 The Littlehampton Economic Growth Area (LEGA) Development Delivery Study is intended to set out a clear vision for the Littlehampton Economic Growth Area and provide guidance for its future development and to support the emerging Arun Local Plan and to investigate the delivery of beneficial development to the area. LEGA includes the Harbour, large parts of the East Bank, the West Bank and the Town Centre. Littlehampton Harbour is a valuable asset for Littlehampton and the surrounding area. The Harbour area includes both the East and West Banks. The Railway Wharf on the East Bank is safeguarded for the importation of minerals in the adopted West Sussex Minerals Local Plan and has been identified as a key opportunity for regeneration within LEGA. The West Bank area comprises commercial, associated marine engineering and storage, as well as residential communities and is also identified as a key opportunity for regeneration within LEGA.

1.2 The vision for the regeneration of the West Bank is for a comprehensive, mixed use regeneration scheme which provides the area and Littlehampton Harbour with a sustainable long term future. Development proposals will protect and enhance the marine and estuarine heritage, existing businesses and residences and the

surrounding environment and habitats, whilst providing opportunities for new businesses, residents and visitor attractions, improving accessibility and links with Littlehampton town centre and contributing to the town's regeneration.

- 1.3 A consultant team comprising GL Hearn, BACA Architects and JBA Consulting was commissioned by Arun District Council in February 2016 to produce a Development Delivery Study for the Littlehampton Economic Growth Area (LEGA). The LEGA is identified within the emerging Arun District Local Plan as a key location to deliver in the region of a 1,000 homes, together with supporting employment uses.

2.0 PROPOSAL

- 2.1 This 2016 report by the consultancy team is the third report to be produced in recent years, following the 2010 West Bank Regeneration Study led by BACA Architects and the 2012 West Bank Development Delivery Study led by GL Hearn. The aim of the current report is to address the issues raised by the Inspector and provide robust evidence that can enable the LEGA policy to be found sound at the resumed Local Plan Examination.

- 2.2 The study comprises the following main elements:

- Identification of site constraints;
- A review of the planning policy context;
- An assessment of sites in relation to capacity to deliver housing and supporting commercial uses;
- A review of the flood risk position and strategy for protecting development at West Bank;
- Testing the viability of the proposed scheme at West Bank, including the major infrastructure costs;
- Outlining the delivery mechanisms to bring forward development at West Bank, and within the East Bank/Town Centre area, together with a timetable for delivery for the West Bank proposals; and
- Revised Local Plan policy wording.

- 2.3 The Study identifies several parcels of land for possible development as part the work. The following Arun District Council owned land has been identified for development in the study:

- Littlehampton Marina site 1 (West Bank): potential for 90-140 units.
- Littlehampton Marina site 2 (West Bank): potential for 180-240 units.
- St. Martin's Car Park (East Bank): potential for 40-60 units.
- Car Park Depot (East Bank): potential for 40 units but identified as unlikely to come forward.

3.0 CONCLUSION		
3.1 The conclusions and recommendations are set out in detail in Section 8 of the Final Report and include the following key elements: <ul style="list-style-type: none"> • Delivery Mechanism • Flood Risk Protection Strategy • Major Infrastructure Requirements and Costs • Evidence on Viability • Revised LEGA Policy Boundary: • Revised Planning Policy <p>In conclusion, West Bank is a major brownfield redevelopment, with the prospect of delivering a significant quantum of housing and supporting commercial uses to meet the requirements of the Local Plan, especially the revised housing numbers. The consultancy team are of the opinion that the West Bank strategic allocation of 1,000 homes as part of the wider LEGA allocation of 1,100 homes represents a suitable location for development, is available for development and is likely to be viable at the point at which it starts to be implemented in around 5 years' time. Moreover, the proposed allocation has considerable regenerative benefits to protect existing residents and businesses and support the growth of the Littlehampton economy.</p>		
4.0 OPTIONS: The report is for information only.		
5.0 CONSULTATION:		
Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	x	
Relevant District Ward Councillors	x	
Other groups/persons (please specify)		
6.0. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial		x
Legal		x
Human Rights/Equality Impact Assessment		x
Community Safety including Section 17 of Crime & Disorder Act		x
Sustainability		x
Asset Management/Property/Land	x	
Technology		x
Other (please explain)		
7.0 IMPLICATIONS:		
None		

8.0 REASON FOR THE DECISION:

Members are asked to note the content of the Littlehampton Economic Growth Area Development Delivery Study and the Committee recommends to Full Council that the Council as landowner supports the principle of residential development in some form on the land identified at Littlehampton Marina and St Martins Car park within the Council's ownership.

9. BACKGROUND PAPERS:

- **Littlehampton Economic Growth Area Development Delivery Study Final Report** (available, copies of the report can be viewed in the Members' Room, or by viewing the Local Plan Examination page at <http://www.arun.gov.uk/local-plan-examination>.)

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St Martin's Development	It was proposed that an update report would be provided at this (July) meeting. However, due to other project priorities this has not been possible. A report will come to the next meeting.
Big Ideas for Littlehampton	<p>A report to be presented at LRSC on 6th July 2016 seeks approval of the proposed designs for public realm improvements to Littlehampton Town Centre and the steps to be taken to progress delivery of the new schemes.</p> <p>It has been identified through Public Consultation that making improvements to the quality of the public realm in Littlehampton Town Centre will be an important step towards boosting economic regeneration in the town. Design proposals to improve the town's public realm have been produced and were presented for public comment during a consultation period of 25th April and 15th May 2016. Results of the consultation which included 201 completed surveys have been collated and reviewed to produce a proposed Town Centre design that can be delivered in phases over a period of time, in partnership with Littlehampton Town Council and West Sussex County Council, subject to the necessary funding being available.</p> <p>The report also seeks to recommend that a Supplementary Estimate is made available to progress the necessary technical studies the Council is required to complete to apply for a Coastal Communities Fund (CCF) grant to deliver the scheme.</p>
High Street Vitality	<p>There has been a recent rise in vacancy rate around Beach Road area. Work being carried out in large Beach Road unit (formerly Annika's) and in the former Silk Road restaurant in Arcade Road.</p> <p>Former Morrison's store no longer to open as a MyLocal. The site's commercial agents have reported that there has been a lot of interest from food retailers, but no formal offer as yet. Vacancy rate remains low with new businesses opening up in the High Street and Surrey Street.</p> <p>There was a slight spike in vacancies towards the end of summer 2015. However, the trend is moving back towards a very healthy occupancy rate. Mixed reports on the impact of Waitrose departure, with some retailers doing better (particularly food retailers). Reduced footfall is having a negative impact on Anchor Springs business.</p> <p>Vacancy rate is still relatively low as of July 2015. Traders are concerned at Waitrose relocation to Rustington. Store Properties have taken over the lease of the existing site in Avon Road and</p>

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	<p>have advised that it is unlikely to be replaced with another food retailer. No tenant has been secured at this time.</p>
Arcade	<p>A meeting in July has been organised with SSE lighting contractors and WSCC to discuss potential improvements to the Arcade. SSE run the PFI contract for lighting to the Arcade, which is adopted highway and therefore under the Highways Authority.</p> <p>Meeting held with Eddisons, Arcade management agents. Have advised that due to minimum income received by the owners, it is unlikely that they will invest in decorative improvements to the arcade. Leases expire in November 2021. No decision has been made by the owners regarding long term plans for the site.</p> <p>Arcade businesses had full occupancy as of November 2015. The former post office site ground floor has split into two units, occupied by a gym and also a shop selling vintage and collectables. Above shop has been converted into mixed use.</p>
Town Centre Safety	<p>New Public Space Protection Orders (PSPO) proposals currently out to consultation. The PSPO will potentially give police and designated official's stronger powers in relation to anti-social behaviour, including dispersal powers. The consultation started 20 June 2016 and will finish on 11 September. Results of consultation with recommendations will go to Cabinet in December.</p> <p>April 2016 – The business warden's service has now been rolled out to Bognor Regis. The police will review the service in the next quarter, to include a survey of traders. With likely reduction in police resources, it is crucial that the traders continue to work with the wardens and to report issues of crime and anti-social behaviour.</p> <p>A trader and police liaison group has been set up to monitor and address any trend in anti-social behaviour in the town centre. In the period from 1 April to 31 December 2015, there was a 25% reduction in reported incidents of anti-social behaviour in the River Ward, compared with the same period in 2014.</p> <p>Proposals for new Public Space Protection Orders (PSPOs) are being re-submitted to ADC in May. The PSPO potentially gives Council's and the police more powers in dealing with issues such as street drinking and anti-social behaviour. If proposals are</p>

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	<p>agreed at ADC Cabinet, then the proposals will go out to public for consultation.</p> <p>A business warden's service was been launched in as a pilot in Littlehampton (and Eastbourne) to help reduce crime effecting shops and businesses in the towns. It is hoped business wardens will also be extended to Bognor Regis and Arundel during the pilot period.</p> <p>It is being funded by the Home Office until 2017. The Littlehampton Town Centre Regeneration Officer now sits on the Retail Crime Partnership, set up partly to oversee the business warden project.</p>
Town Traders Partnership	<p>In partnership with the Littlehampton Traders Partnership, ADC has launched the Shop Littlehampton Facebook page. Promoting businesses, events and general matters regarding the town centre, the Shop Littlehampton Facebook page will be a vehicle for businesses to e.g. highlight offers, sales, staff achievements, etc.</p> <p>Arun District Council with Littlehampton Traders Partnership is sponsoring the annual Kids Fun Day(s), held in the High Street on every Wednesday in August. The Fun Days will have a number of children's activities free of charge.</p> <p>The Littlehampton Traders Partnership held its AGM on 15 March 2016. The Partnership has a new board, with Simon Vickers and Celia Thomson re-elected as Chair and Vice-Chair. The AGM also agreed and adopted a new constitution. 'Shop Littlehampton Town Map' has been reprinted and distributed. The Partnership is working with the Littlehampton Town Centre Regeneration Officer on a number of marketing and promotion projects.</p> <p>The ADC/LTC and traders funded two-hour free parking disc project continues to be very successful. St Martin's car park averages at around 72% of vehicles displaying the 2 hour free parking disc, the majority of the rest being blue badge.</p> <p>The Littlehampton Traders Partnership have commissioned two Spirit FM radio campaigns; a two week campaign to promote the 2 hour free parking disc took place in October 2015. The other to promote independent businesses in Littlehampton for the fortnight in the run up to Small Business Saturday 5 December 2015. Traders successfully fundraised for new defibrillator in the High</p>

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	<p>Street. This was supported by donations from local residents and a grant from the British Heart Foundation. Due to change in personnel at the Littlehampton Academy, there has been a delay in taking forward the High Street survey.</p>
Markets	<p>The Littlehampton Traders Partnership has given support for a second year of the Artisan Market. The market will run for the first Saturday of each month starting April to Nov 2016. There will be an additional market in December 2016 as part of the festive offer.</p> <p>The Artisan Market finished its pilot run on 7 November 2015. It has continued to attract more stalls and shoppers/ visitors to the town centre. Businesses will be canvassed as to whether we give the market a second run in 2016. Informal feedback has been very positive.</p> <p>The Friday General Market continues to attract footfall into the town centre.</p>
LEGA	<p>West Bank is a major brownfield redevelopment, with the prospect of delivering a significant quantum of housing and supporting commercial uses to meet the requirements of the Local Plan, especially the revised housing numbers. The consultancy team are of the opinion that the West Bank strategic allocation of 1,000 homes as part of the wider LEGA allocation of 1,100 homes represents a suitable location for development, is available for development and is likely to be viable at the point at which it starts to be implemented in around 5 years' time. Moreover, the proposed allocation has considerable regenerative benefits to protect existing residents and businesses and support the growth of the Littlehampton economy.</p> <p>The study is now complete and the next steps are as follows:</p> <ul style="list-style-type: none"> • The study will be presented at member's briefing on 21st June 2016 • The study will be presented at Local Plan sub-committee meeting on 30th June 2016 • It will be reviewed as part of the modifications to the Local Plan

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Littlehampton Promenade Shelter Project	<p>The shelter adjacent to Littlehampton Promenade is underused, is in a poor state of repair and adds little to the tourism offer of the seafront.</p> <p>A report to be presented at LRSC on 6th July 2016 highlights that Council officers have identified this building as a possible regeneration site and wish to market it as a business opportunity. The expectation is that there will be interest from commercial enterprises that will want to either alter and refurbish the existing building or redevelop the site thereby bringing new and additional visitor provision to the seafront.</p>