



# Worthing Retail Core

Development Brief



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# 1 Introduction

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## Introduction

*“This is an exciting stage in the evolution of Worthing – a time of significant opportunity for the town to reconfirm its position as a successful and more competitive sub-regional centre with a range of services, activities and functions. An attractive town with distinctive character, a place where people will choose to live, work and visit”.*(Worthing Town Centre and Seafront Masterplan 2006)

- 1.1 In December 2006 Worthing Borough Council adopted the Worthing Town Centre and Seafront Masterplan. The Masterplan provides a coordinated strategy for the town’s transformation. It highlights the actions required to make the town a more attractive place to live, visit, work and invest and identifies a number of key projects and a phased development programme. A major factor constraining Worthing’s performance as a centre is the scale, quality and range of its retail offer at a time of increasing competition from neighbouring centres such as Brighton, Chichester and Crawley. The extension of Worthing’s retail offer to create a more attractive shopping destination is a priority of the Masterplan.
- 1.2 One of the key development projects is the Retail Core site. The vision for this site is to transform the town’s retail offer through the development of new retail floorspace providing a range of high quality retail units.
- 1.3 This is a unique opportunity to develop a key site in Worthing town centre which will deliver a retail led mixed use development and a step change in Worthing’s retail offer. It is the opportunity to introduce a new vibrancy to this key part of town and to be a significant step forward in Worthing’s evolution.

## Purpose of the Development Brief

- 1.4 The Retail Core Development Brief has been prepared by Donaldsons (now DTZ) and EDAW on behalf of the Council and sets out a clear framework for delivery of the redevelopment of this important regeneration area within Worthing. With reference to relevant planning policies and objectives specific to the site the Brief provides guidance on the form of development and uses that will be acceptable in detailed proposals for the site.
- 1.5 This framework intends to reduce uncertainty and provide a benchmark by which proposals can be assessed by both Worthing Borough Council and the public. The clear objectives that need to be achieved are a step change in the town’s retail provision and to deliver a range of uses within a high quality, comprehensive development that meets the needs of the 21<sup>st</sup> Century.

- 1.6 This Development Brief is the result of a collaborative process which has involved Worthing Borough Council working with its partners, the voluntary sector, local businesses and organisations, developers and the local community to establish shared objectives for this site.

### **Structure of the Development Brief**

- 1.7 The Brief is organised into 5 main sections:

Section 1: Introduction

Section 2: Background – this explains the context of Worthing’s current situation, including its positive and negative aspects and the need for change, and sets out the relevant objectives contained within the Masterplan

Section 3: The Site – this provides the context of the site itself, including a description of its current physical features, opportunities and constraints along with details of occupiers and ownerships.

Section 4: Planning context – this section outlines the national, regional and local planning guidance that is relevant to the site as well as any specific additional guidance that should be considered.

Section 5: Vision and Development Objectives- this sets out the vision for the Retail Core

Section 6: Development and Design Principles – this sets out the detailed development and design principles for the site.

Section 7: Implementation & delivery – this provides a guide to potential developers on the requirements and processes that will be involved in delivering the scheme.

Section 8: References

### **Status of the Development Brief**

- 1.8 This Brief has been prepared in consultation with major stakeholders and the public and will be adopted by Worthing Borough Council therefore giving it weight as a material consideration in future planning applications.

## 2 Background

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### Introduction

- 2.1 The current quality of Worthing's town centre and seafront, existing retail and leisure offer, tourism attractions and visitor facilities and the quality of the environment, are all below the standard that Worthing deserves and aspires to. However, there is significant potential for positive and sustainable change to bring about the renaissance of Worthing as a vibrant town, with a more balanced mix of land uses, a stronger retail offer, economic and commercial growth, a more attractive seaside and leisure destination, and a cultural hub with strong education, arts and learning facilities.
- 2.2 In order to respond to this challenge, Worthing Borough Council commissioned a multi-disciplinary team led by consultants EDAW along with Donaldsons (now DTZ) to draw up a Masterplan to guide development and change in the town centre and seafront area. The result was the Worthing Town Centre and Seafront Masterplan (see Section 8 References) and that document forms the foundation for this Brief. The objectives of the Masterplan were to:
- Establish a comprehensive and integrated strategy for the regeneration of the town over a 15-20 year period;
  - Articulate a shared vision for the town centre and seafront;
  - Provide a cohesive and robust framework for investment for private and public sector bodies;
  - Identify a new range of clear and interrelated projects within an integrated plan to bring about long-term comprehensive change; and
  - Establish an action-plan to implement the Masterplan.
- 2.3 Through technical working and consultation with key stakeholders from Worthing and the wider sub-region, a number of key issues were identified as needing to be addressed in the preparation of the Masterplan for the town centre and seafront area. In identifying the key issues, emphasis was placed on identifying the assets within the town and the need to identify how the key issues and assets are addressed. A vision emerged which is of a town with a variety of functions and roles which will serve the many and varying needs of residents and visitors now and in the future:
- A living town – a place where people will work, invest and visit
  - A sustainable town – a place that will meet current and future needs
  - A well connected town – improved accessibility and linkages
  - An inclusive town – a place with something for everyone
  - A more competitive town – a dynamic economy and a competitive retail and business centre
  - A more attractive destination – enhanced tourism and leisure offer
  - A more attractive town – a high quality environment with a good range of facilities

- A town which looks to the future – whilst respecting its heritage.

2.4 In order to achieve this vision, the Masterplan identified ten objectives:

- Improvements to the seafront
- Better quality and range of shops
- Improved transport and accessibility
- Better management and provision of car parking
- Environmental enhancements
- Improved cultural and arts facilities
- Provision of new leisure facilities
- A range of town centre housing and facilities
- New business opportunities
- Provision of new visitor attractions and facilities

2.5 In delivering the vision and objectives for the town centre and seafront, an overall strategy was developed on key principles which led to a framework for the development of a more extensive range of complementary activities and environmental improvements which will enhance the attractiveness of the town to residents, businesses and visitors. Central to the concept is the definition of a number of distinct but well connected Character Areas to strengthen the mix of uses and activities and to enhance the character and distinctiveness of the town centre and seafront. These areas are:

- Retail Core – a consolidated retail core with potential for new retail development whilst protecting the unique and distinctive retail offer of West End and Warwick Street;
- Station Gateway – a strong gateway to the town centre around the railway station to include a high quality transport interchange and mix of business, leisure and residential uses;
- Cultural Civic Hub – a stronger focus of cultural and civic activities centred on the Town Hall, Assembly Hall and Magistrates Court;
- Central Seafront – the creation of a stronger focus to activities on the seafront focused on the Pier;
- Western Approach – a stronger gateway to the commercial seafront
- Eastern Gateway – a stronger gateway to the town centre and seafront
- Health & Community Focus – integration of the Hospital and development of the site for a range of complementary health / community functions.

2.6 Each of the Character Areas include a number of opportunity sites which offer potential for development in delivering the Masterplan vision and objectives. These are considered in detail in the Masterplan and specific to this Brief, the Retail Core site objectives and principles are outlined in Sections 5 and 6. Finally, the Masterplan sets out the implementation strategy and delivery principles, which are reiterated and expanded for the Retail Core site in Section 7 of this Brief.



## **Property Market Overview**

- 2.7 This Development Brief is underpinned by an assessment of the property market in Worthing which sets out the current provision, demand, values and development pipeline. This subsection provides a summary of the property market assessment to ensure that the development opportunity outlined by this Development Brief is supported by sound property market economics.

## **Retail Market**

- 2.8 Worthing is one of the most important shopping centres in West Sussex with a total retail floor space of circa 103,000 sq m (1.1 million sq ft) and a total managed floor space of approximately 11,150 sq m (120,000 sq ft), which represents circa 8% of total floor space in the town. (Source PMA)
- 2.9 The quality and range of Worthing's current retail offer does not reflect the town's sub-regional status, with a wide and affluent catchment. The town's prime pitch is along Montague Street and South Street and includes JJB Sports, River Island, New Look, Boots and Marks and Spencer. Situated on South Street, are Debenhams, Beales and Robert Dyas. The retail layout is linear in nature.
- 2.10 The managed shopping offer in Worthing is less than would be expected in a town of its size. There are two managed shopping centres. The Montague Centre which opened in 1990, comprises circa 6,500 sq m (70,000 sq ft) gross floor space. The centre is anchored by Beales, TK Maxx and Laura Ashley.
- 2.11 The Guildbourne centre was opened in 1971 and comprises circa 5,400 sq m (58,000 sq ft) gross floor space. The freehold is owned by the Council, subject to a long lease hold interest. Somerfield and Wilkinsons anchor the centre, which otherwise includes mainly discount / secondary retailers. The entire first floor is currently vacant. In addition to retail accommodation, there is office accommodation and several residential units located above the shopping centre. This centre was extended and refurbished in 2001. Rental values achieved within the centre are relatively low in relation to what would normally be expected of a main shopping centre in a town of Worthing's size.

[illegible]

One of the key constraints of Worthing as a retail location is the size and configuration of its existing retail units. There is an under-provision of modern, appropriately sized retail accommodation in the town centre and given Worthing's relatively tight knit street pattern and the fact that the majority of the prime retail area lies within a designated conservation area, providing appropriate sized units is difficult. Retail demand is strong with circa 60 stated retailer requirements for Worthing as at April 2007.

Rents in Worthing for retail space have seen a steady increase in Prime Zone A's since 2003. As at mid 2007, local agents estimated prime Zone A rents in Worthing were at £115 per sq ft which represents no change on the end 2006 level (source: Promis). However, despite being the largest Coastal District centre, Worthing's prime Zone A's are

lower than those recorded in Chichester, Brighton and Crawley, illustrating the potential for significant uplift through new development.

Town / Location	2006	2005	2004	2003
Worthing	£115	£115	£110	£110
Brighton	£190	£175	£170	£165
Chichester	£170	£170	£150	£140
Crawley	£135	£135	£135	£130

Source: Property Market Analysis – as at April 2007

### Retail Development Pipeline

- 2.14 As at April 2007 there were two significant sized development schemes in the pipeline for Worthing which feature in the Masterplan. However both include relatively small amounts of retail accommodation. The largest scheme in the town is planned at Teville Gate and comprises comparison and convenience retail space, restaurants, cafes, a new leisure centre, bingo, multiplex cinema and bowling / bingo facilities along with significant amounts of residential accommodation in two towers. The Council resolved to grant outline planning permission in summer 2007 for the scheme.
- 2.15 The second scheme is located on the Grafton Centre site which will include some retail space, leisure and residential accommodation. A developer has been selected by the Council who has drawn up a scheme that is currently being progressed in partnership with the Council. A planning application is due to be submitted in early 2008.

### Residential

- 2.16 In the past few years there has been significant interest from residential developers in Worthing and a number of new residential developments have been developed, with more in the pipeline. This increased interest and desirability is reflected in the residential sales values being achieved for quality residential development. Demand for housing for those looking along the coast from Brighton has assisted in this interest and the increase in values.

### Residential Values

- 2.17 The average house price in Worthing is currently circa £190,000 (as at April 2007), which is higher than the national average of £180,000. According to research undertaken in April 2007 with agents in Worthing, residential values for quality apartments in the town centre are circa £150,000 - £170,000 for a one bed flat and circa £220,000 - £250,000 for two-bed accommodation, with a 20-25% premium that can be added for a sea view. Worthing's residential market remains strong (as at April 2007) due to a number of

locational benefits including good transport links, its coastal location and the town's easy access to the South Downs Area of Outstanding Natural Beauty.

- 2.18 Examples of sold new residential development in the area include the former Warnes Hotel development, which was marketed as a premier development with secure basement parking, access to a private gym and a swimming pool. Sales of £750,000 were achieved for prime penthouses at this scheme, and 3 bed flats with a sea view were sold for approximately £500,000. The development comprises 72 two and three bedroomed units. A planning application has now been received by Worthing Borough Council for the redevelopment of the adjacent Eardley Hotel to a residential scheme.

### **Residential Development Pipeline**

- 2.19 Three large schemes are currently at planning application stage and these include land at West Durrington, Teville Gate and the Grafton Street car park in the town centre. The West Durrington outline planning application includes 875 new homes, new junior schools, ancillary retail space, medical centre, community and youth facilities, sports facilities, highway works and landscaping. Details of the Teville Gate and Grafton Street schemes are set out above in the retail section.

### **Leisure Market**

- 2.20 The leisure offer in Worthing comprises of 2 small cinemas, a theatre and a significant young adult pub trade. The evening economy for families is therefore currently limited, which is leading to spend being lost to competing centres. The quality evening restaurant economy is expanding with some independent restaurants having opened up west of Montague Street in the last couple of years and good demand from restaurant operators. The growing trend for café culture is also expanding in the town.
- 2.21 The two cinema locations in Worthing are the Connaught and the Dome. It is considered likely that a number of cinema operators would be interested in locating to Worthing town centre given the right opportunity. This may well be provided through the Teville Gate development. A wider consideration of the theatre provision in the town is being undertaken which includes the Assembly Hall theatre as part of the Civic and Cultural Hub site Development Brief.
- 2.22 Health & Fitness provision in the town centre is relatively limited with the majority of provision being made up of independent or small chain operators with the exception of David Lloyd, which is located on the outskirts of the town. Worthing Borough Council run a number of public leisure facilities within the town, including the Aquarena complex on the seafront.
- 2.23 There is a range of hotel accommodation for visitors, which includes hotels, guest houses and B&B's as well as self catering with varying standards and equates to circa 1,200 bed spaces. There has been some investment in the accommodation stock, for example the Chatsworth Hotel has invested over £1.5 million to up-grade all its rooms. However, there

is still a need for significant investment to up-grade and improve the overall standard of the accommodation stock within the town to meet customer's expectations and it is considered likely that demand exists from mid range operators if the right opportunity can be identified.

### **Office Market**

- 2.24 The office market in Worthing town centre is dominated by secondary dated purpose built office space and older or conversion stock. The main cluster of office accommodation in the town centre is located around Liverpool Gardens and also in close proximity to Worthing Train Station with secondary space along Chapel Road. Major occupiers and employers tend to favour edge of town, purpose built accommodation close to the road networks. An Employment Land Review was undertaken in 2005 which has informed the emerging LDF documents as to recommended levels and locations of allocated employment space. This is summarised in Section 4. As at October 2007, it is believed that rents in Worthing for prime space are circa £12 -£14 / sq ft.

### **Retail Development Strategy**

- 2.25 There is a significant opportunity within Worthing to transform the town's retail offer. The West Sussex Coastal Districts Retail Study September 2005 (see Section 9 – References) identifies Worthing as the largest retail centre in the Coastal District with capacity for over 23,000 sq.m. net of new comparison goods retailing in the town centre up to 2013, rising to about. 38,000 sq.m. net by 2017. This is a significant increase in retail floorspace and the study identifies the challenge for the Council as being the identification and delivery of sites capable of accommodating this forecast growth.
- 2.26 The study further states that Worthing is facing increasing competition from competing towns and that 'to do nothing is not an option'. The town centre currently lacks the critical mass and quality of retailing to anchor the town's comparison retail offer. The Union Place car park and the former police station in conjunction with a potentially redeveloped Guildbourne Centre provides 'the best opportunity for comprehensive new high street, retail, leisure and residential development to help meet the identified market demand and forecast capacity for non-food retailing.' The study concludes by stating the following:-

*'For Worthing the key challenge is to create a new retail heart for the town centre. New development is needed to provide the necessary critical mass and quality of retail and leisure uses to help maintain and raise its status as a major sub-regional shopping destination over the longer term, particularly as it will face increased competition from neighbouring centres and out-of-centre developments. Neither the Montague nor the Guildbourne shopping centres currently provide strong or attractive anchor's to the town's retail offer. We therefore consider that there is a unique opportunity to redevelop the Union Place/Police Station site and to link it with the potential redevelopment of the unattractive Guildbourne Centre to create a significant mixed use development in the heart of the town centre, with frontages onto Chapel Road, South Place and the High Street. If development on this site fails to create these linkages, then it will effectively turn*

*its back on the prime shopping area and an opportunity to create a significant retail development will be missed.'*

- 2.27 Given the identified retail capacity for Worthing, occupier demand and growing competition that Worthing is faced with, it is considered that a major department store-anchored scheme will be required. A development of this type and scale will assist in readdressing the negative perception of the town centre, provide a significant draw to the centre, create improved linkages from the train station to the town centre, create a much improved retail circuit and compliment the development at the Grafton Centre Site. It is considered that a scheme of the nature envisaged will need to comprise a department store of 9300 – 14,000 sq.m. (100,000 – 150,000 sq.ft.) and unit shop retailing of 14,000 – 19,000 sq.m. (150,000 – 200,000 sq.ft.) In order to accommodate the size of scheme proposed, it is considered that the Guildbourne Centre, Chatsworth Road, Union Place Car Park, and Former Police Station site should be looked at in a comprehensive manner.

### **Secondary Retail Areas**

- 2.28 Complimenting the proposed modern retailing on the Grafton Centre and on the expanded Guildbourne Centre/Union Place sites will be the specialist independent shopping offer located south and east of Warwick Street and at the western end of Montague Street, which build on the town's heritage and character. These areas will offer an alternative retail environment to that of the more modern developments, with the small scale independent and specialist retail offering a more human scale and diverse retailing experience.

### **Transport & Movement**

- 2.29 Worthing has reasonably good strategic road links to the M25 and London via the A24 as well as Gatwick Airport via the A23. Highway links are also available along the coastal strip via the A27 and A259, serving Brighton (to the east) and Chichester (to the west). Worthing is served by a range of public transport services, including rail, local and long distance buses as well as taxis and private hire vehicles. Transport in the town centre however suffers from a number of difficulties;

- Congestion
- Poor Signage and Links
- Limited Public Transport during Off-Peak Periods
- Poor Interchange Facilities

- 2.30 The Masterplan set out a Transport Strategy containing preliminary ideas for improving the transport network in the town centre. The Transport Strategy is based on three main objectives:

- A more accessible town centre with priority given to pedestrians, cyclists and public transport

- Congestion to be reduced by encouraging alternative modes and discouraging through traffic movements
- Management and coordination of parking to use existing capacity efficiently

2.31 A series of more detailed principles underpin these objectives:

- Reduce traffic within the town centre by discouraging east-west through traffic movements
- Coordinate and manage car parking more effectively by restricting on-street parking, improving the management and utilisation of off street car parks and achieving consistency in management of on and off-street parking
- 'Access for all' including access/parking for disabled
- Improve public transport service provision, as well as providing better information
- Create a pedestrian, cycle and public transport friendly town
- Improve and encourage the use of non-car transport modes so that they are a realistic alternative
- Improve the bus/rail interchange at Worthing Station
- Improve legibility and permeability i.e. effective signing to decrease congestion and re-allocation of road space

2.32 The Masterplan Transport Strategy outlines in further detail how these principles will deliver a sustainable movement framework for Worthing. There are also the following emerging transport schemes and strategies in the programme:

- Road Safety Partnership Grant and Chapel Road and Marine Parade Scheme (same project)
- The Worthing & Adur Strategic Transport Model

#### **Road Safety Partnership Grant Chapel Road and Marine Parade**

2.33 In January 2007 West Sussex County Council secured funding from the Department for Transport (DfT) under its Road Safety Partnership grant for a Road Safety and Mixed Priority Public Realm Scheme for Chapel Road and Marine Parade. The overall aim of the scheme is to reduce the high concentration of vulnerable road user casualties along Chapel Road and Marine Parade – along with wider benefits, including improvements to the public realm, reducing crime and disorder and improving the vitality and viability of the central business district.

2.34 The study involved working closely with West Sussex County Council and Worthing Borough Council on a road safety and mixed priority public realm scheme for Chapel Road and Marine Parade that challenges more traditional and risk-averse traffic engineering techniques. The study considered ways to reduce the number and severity of accidents and improve the public realm and consequently the County Council appointed a team to take forward and develop a viable scheme with works programmed to begin in August 2008 and completed before the busy Christmas period.

### **The Worthing & Adur Strategic Transport Model**

- 2.35 The Secretary of State for Transport requested that the Highways Agency, West Sussex County Council, Worthing Borough Council and Adur District Council develop a strategic transport model for the Worthing and Adur areas, particularly along the A27. The joint study, led by the Highways Agency is now considering options for the A27 that are less environmentally damaging than those previously proposed and that would enable planned development to be delivered.
- 2.36 The study will also help with the examination of possible local development options within the Borough and District Councils' Local Development Frameworks. The transport model is being undertaken by Parsons Brinckerhoff Ltd on behalf of the model steering group. The technical modeling process has involved:
- *Traffic survey and analysis* – involves undertaking a number of roadside interview surveys to identify journey patterns on a number of streets in the Worthing/Lancing, Shoreham and Southwick areas.
  - *Development of a base year highway model* – involves developing an AM peak hour (08:00-9:00); traffic model, using SATURN computer software package. It is anticipated that the inter-peak and PM networks will be developed during later stages.
  - *Development of a future year model* – the model forecast years will be 2016 and 2026 to coincide with planning years in the Local Development Framework's and South East Plan
  - *Public Transport/mode choice model* – public transport will not be modelled explicitly in this first stage. Instead spreadsheets are used to make basic adjustments to the model for public transport schemes.
- 2.37 The model is geared towards testing larger interventions and schemes, such as Park & Ride schemes for trips into Worthing. The model will be useful in the evaluation of traffic impacts associated with development sites.



### 3 The Site

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#### Site Location

- 3.1 The site is located approximately 900m to the south of Worthing mainline station and 300m north of the seafront and comprises a rectangular shaped site bounded by Chapel Road to the west, Ann Street to the south, High Street to the east and Union Place to the north. The site is bisected from west to east by Chatsworth Road, is relatively level and extends to approximately 3.65 ha(9.0 acres). The site comprises a number of individual sites and existing buildings including the Guildbourne Shopping Centre and multi-storey car park constructed in the 1970s. Part of the site and some buildings are currently vacant or underutilised.

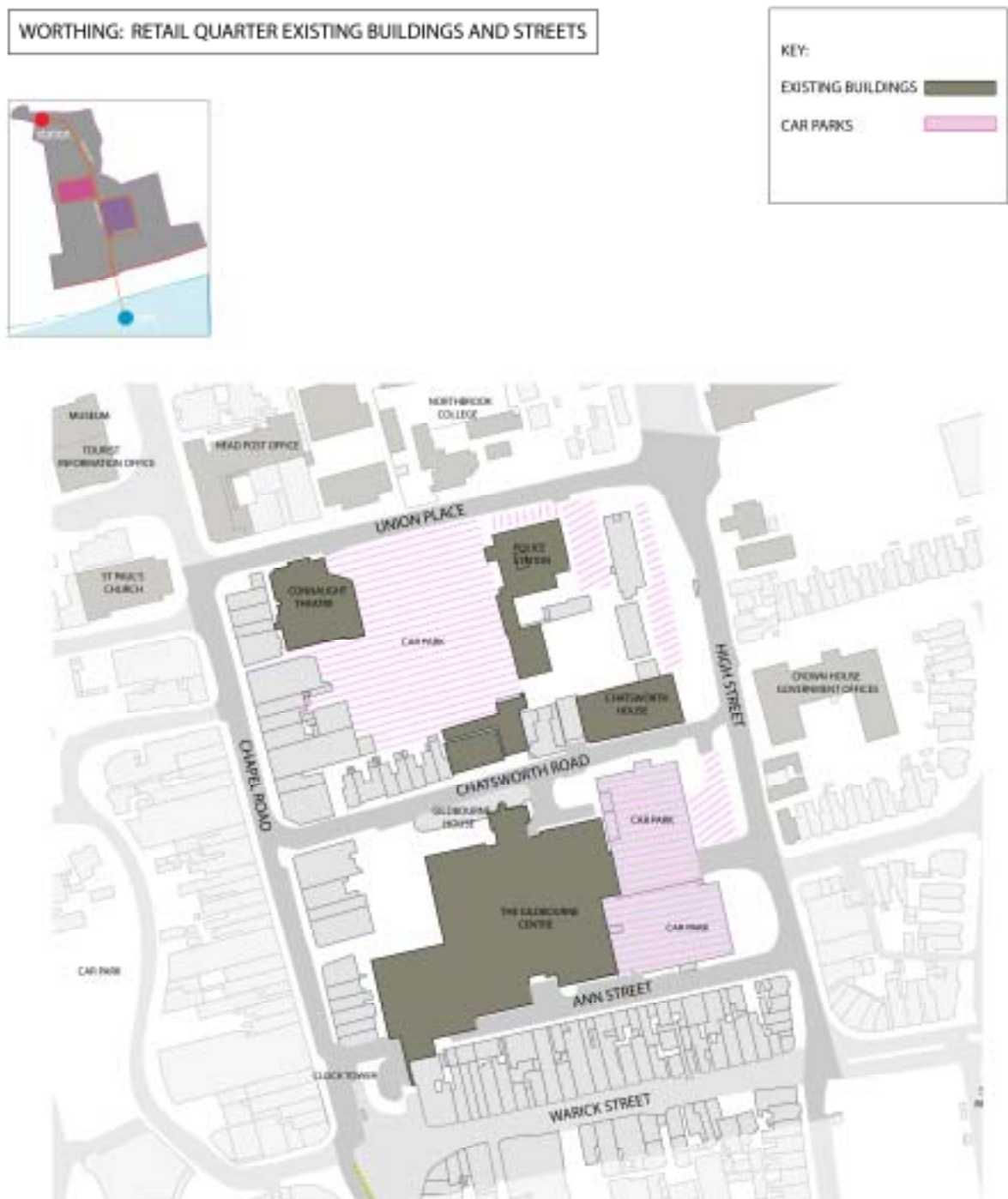
**Fig 3.1 Site Location**



## Existing Buildings and Uses

- 3.2 To the north of Chatsworth Road, the site is essentially back-land and consists of a number of disparate buildings and surface car parking as well as loading access routes. The architecture of the majority of buildings is uninspiring and their age and condition is varied. Frontages of the existing development looking out onto Union Place, High Street and Chatsworth Road are of poor quality which creates uncomfortable street environments.

Fig 3.2 Existing Buildings and Uses



- 3.3 The frontage to Union Place is dominated by a large surface car park which lies between the Connaught theatre at the north west corner and the former police station to the east. The Connaught theatre was originally built in the 1930's and now comprises the original façade with the theatre space arranged over the corner retail unit that fronts Chapel Road. The façade is not listed, however it does add character to the street frontage and is considered important by many Worthing residents. The former police station was constructed in the 1930's but is now vacant and the buildings are redundant. The adjoining car park is now operated by NCP and forms the frontage to Union Place.
- 3.4 At the corner of High Street and Chatsworth Road there is a 4 storey building built in the 1980's known as Chatsworth House which comprises retail at ground floor level and offices above. Further along the north side of Chatsworth Road, there is an office building occupied by the local newspaper and a 1980's office building which is now occupied by the Sussex Police Authority. Beyond these buildings towards the corner with Chapel Road there is a terrace of 2 storey Edwardian buildings comprising secondary retail at ground floor and either secondary offices or residential above.

**Fig 3.3 South Street Square**





**Fig 3.4 Chapel Road East Side**



**Fig 3.5 Union Place and Connaught Theatre**



- 3.5 To the south of Chatsworth Road, the site is dominated by the Guildbourne Centre. The Guildbourne Centre incorporates a multi-storey public car park which has benefited from a relatively recent refurbishment and adjoins the retail centre to the east. Both the Guildbourne Centre and car park were constructed in circa 1970. The Guildbourne Centre comprises a covered shopping centre with retail space at ground and one upper floor and residential and offices above. Above the retail space are 35 residential flats and 5 floors of office space, part of which is currently occupied by the Environment Agency.
- 3.6 The frontage to Chatsworth Road, High Street and Ann Street consists of the various external elevations of the Guildbourne Centre and car park with the entrance extending into South Place on the southern corner of Chapel Road. Access to the car park is via High Street and Ann Street essentially functions as access and loading for the Guildbourne Centre and access to the rear of retail / residential properties fronting Warwick Street to the south.

**Fig 3.6 Chapel Road/ Union Place Junction**



- 3.7 Both the Guildbourne Centre and the surrounding Victorian retail development is occupied by a predominance of 'low-end' retail with the retail space lacking appeal to current occupier requirements. A poor retail circuit adds to the lack of appeal and with growing competition from neighbouring centres, the area is beginning to suffer.

**Fig 3.7 Entrance to Guildbourne Centre**



- 3.8 The Chapel Road frontage consists of three storey buildings with retail or drinking establishments at ground floor and predominantly secondary office space on the first and second floor levels. Many of these buildings are from the Victorian era with some being of character although there are a number of 20th Century additions which have little architectural merit. At present there is a narrow alleyway leading from Chapel Road to the surface car park fronting Union Place

### **Occupiers and Ownerships**

- 3.9 The site is in multiple ownerships and occupations. The major landowners are Worthing Borough Council, Sussex Police Authority and NCP Car Parks/Bishopsgate with the remaining property in numerous private 3rd party ownerships. Worthing Borough Council owns the freehold of the Guildbourne Centre and there is a long leasehold interest on the Centre which is now held by City Securities. Otherwise, retail tenants in the centre include a number of local independent retailers. The residential units are privately owned on long leasehold interests and the office accommodation is occupied predominantly by the Environment Agency along with four other tenants. The Sussex Police Authority owns the former police station and car park on Union Place / High Street and NCP/Bishopsgate own and / or operate the majority of the car parking space on the site.

### **Existing Access, Parking and Public Transport Provision**

- 3.10 The Retail Core site currently enjoys good vehicular and pedestrian access, being located in the heart of Worthing Town Centre. Vehicular access is essential to enable servicing and deliveries for the retail premises and access to the NCP car park on High Street.
- 3.11 Access to the site from the north and A27 coast road is via the A24 Broadwater Road by Teville Gate and the adjoining Worthing Station. The A259 provides an important link from the west (Richmond Road) and east of the town (Brighton Road). Chapel Road, which forms the western border of the site provides the southern continuation of the A27 into the town centre; the road provides a local route for pedestrian, cycle, vehicles (including a high number of bus movements) into the town centre and continues southwards through South Street to meet the Promenade at the Pier. The A259 provides the major link for movements avoiding the town centre retail area via North Street and the High Street. The High Street that forms the eastern border to the site is therefore a major thoroughfare, taking high traffic volumes across the town from west to east.



Fig 3.8 Access and Movement





- 3.12 High Street is a major thoroughfare through the centre of Worthing, taking high traffic volumes across the town from west to east. Chapel Road is an existing pedestrian, cycle and vehicular route and carries a high number of bus and taxi movements.
- 3.13 The site contains three areas of public car parking. These are identified on the following analysis diagrams.
- Union Place surface car park
  - High Street surface car park
  - Town centre multi-storey car park to rear of Guildbourne Centre

### **Access Constraints**

- 3.14 A key concern for vehicular access to the site is the impact of congestion on Broadwater Road, North Street and High Street corridor. The issues are:
- This is the main through route to the east side of the town centre and a key link to the A259 Brighton Road.
  - Signage directing vehicles to car parks is poor. Signing is also poor between the car parks to the town centre; consequently motorists do not realise how close they are to the town centre and try and travel even further in, causing major congestion
  - The road reduces from two to one lane along the High Street, leading to congestion along the High Street and at the junction with the A259, which is another of the major routes into the town centre.
  - Limited capacity at the traffic signals at the junction with A259
- 3.15 For access from the Broadwater Road, Chapel Street and South Street corridor the main issues are:
- General congestion at the junction of Richmond Road / Chapel Road
  - Major modal conflicts at the junction of Chapel Road / South Street, where there are bus stops, taxis ranks, disabled parking and high densities of pedestrians, as this is within close proximity to retail facilities
  - Seasonal drop-off and pick-up congestion at the junction of Chapel Road / Union Place for the Connaught Theatre
  - Pedestrian conflicts in the area with buses, cars, taxi's etc, as this is a busy pedestrian area due to the close proximity of retail and commercial areas.
  - Poor environment for pedestrians and cyclists travelling from the station into the town centre and seafront including little or no cycle lanes and racks.

### **Parking**

- 3.16 At present there are 12 car parks providing 2461 parking spaces serving the town centre and data shows that the 3 multi-storey car parks within the town centre have a fairly low turnover of spaces.

- 3.17 The site is currently directly served by the High Street NCP operated multi-storey car park (644 spaces) and two other ground level NCP car parks along the High Street (48 spaces) and Union Place (145 spaces). As evidenced from the pattern of usage of the multi-storey car park there is some spare capacity to accommodate further parking. Furthermore the low turnover of vehicles per space within the multi-storey car parks suggests that the majority are of a long stay type associated with commuter usage. There is an opportunity to consider the rationalisation and aggregation of car parking on the site and surrounding areas, as well meeting the needs of a new retail development on the site.

### **Public Transport Access**

- 3.18 The current public transport provision serving the site is mostly bus routes concentrated along the Chapel Street corridor. There are problems of congestion on this route due to the high level of bus movements and the need to improve bus interchanges with other modes of travel at Worthing Station.

### **Planning History**

- 3.19 There are no current planning applications or extant planning consents for development of the site. Planning consent was refused by Worthing Borough Council in July 2006 for redevelopment of the former police station site for residential uses with 1000 sq m of retail space at ground floor on the grounds that it would prejudice comprehensive redevelopment of the site. An appeal against the refusal of planning consent has subsequently been withdrawn.
- 3.20 Planning consent has been granted on appeal for the conversion and extension of the existing Listed building on the Northbrook College site on the northern side of Union Place to provide a retirement scheme including 'assisted living' apartments.

### **Public Realm Improvements**

- 3.21 Worthing Borough Council has prepared a Public Realm Strategy which proposes a programme of phased improvements to Chapel Road/ South Street. Improvements are proposed to Chapel Road in the vicinity of the Richmond Road junction as part of the programme of road safety improvements over the period 2007-2009.

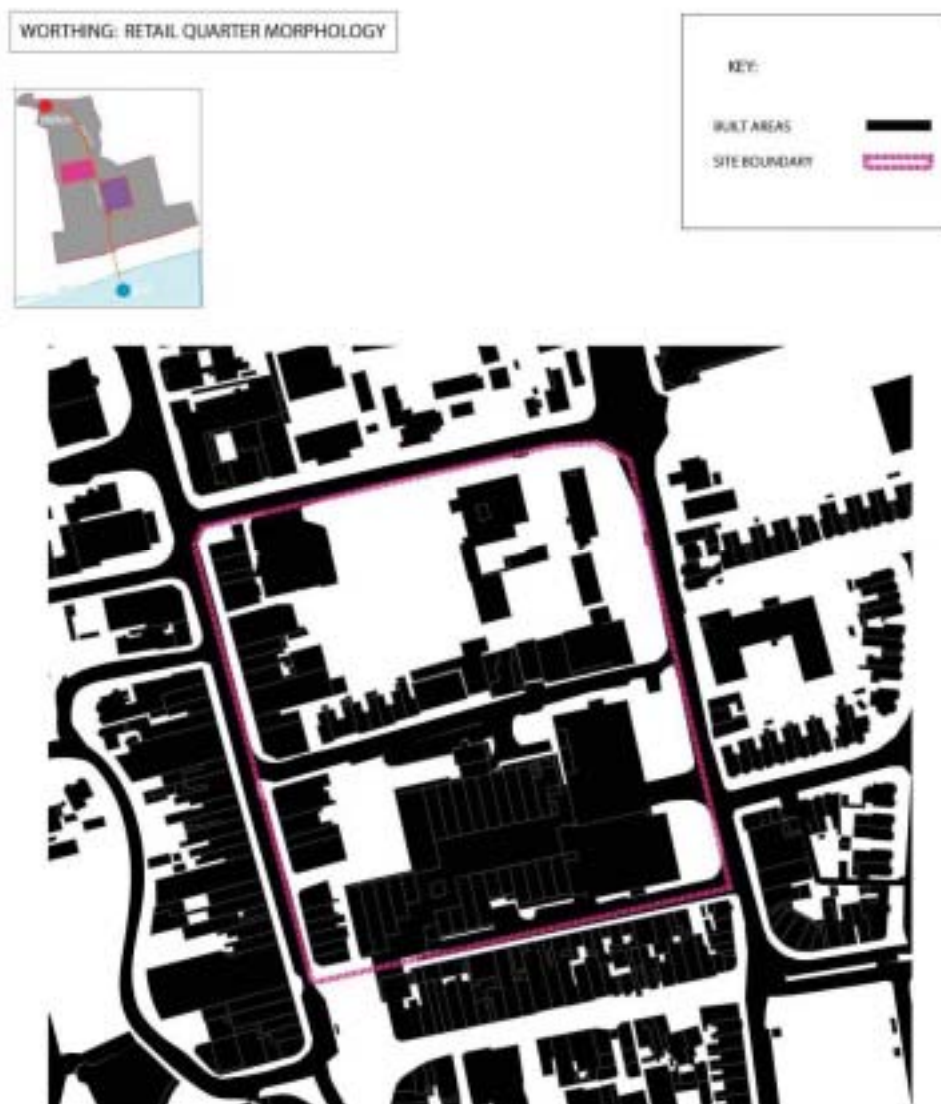
### **Urban Design Analysis**

- 3.22 An urban design analysis was undertaken for the site and surrounding area. The analysis highlighted the vast scale and size of the site, as well as its lack of vitality and vibrancy. It also illustrated that the site has lost its unique feeling of place and respect for the surrounding building form and character.

## Morphology

- 3.23 The morphology of the site area is surrounded by a tight urban grain. This helps to reinforce the town's structure and feeling of place. Our analysis illustrates that not only are there a number of holes in the site but that the Guildbourne is a far larger structure than anything surrounding it.

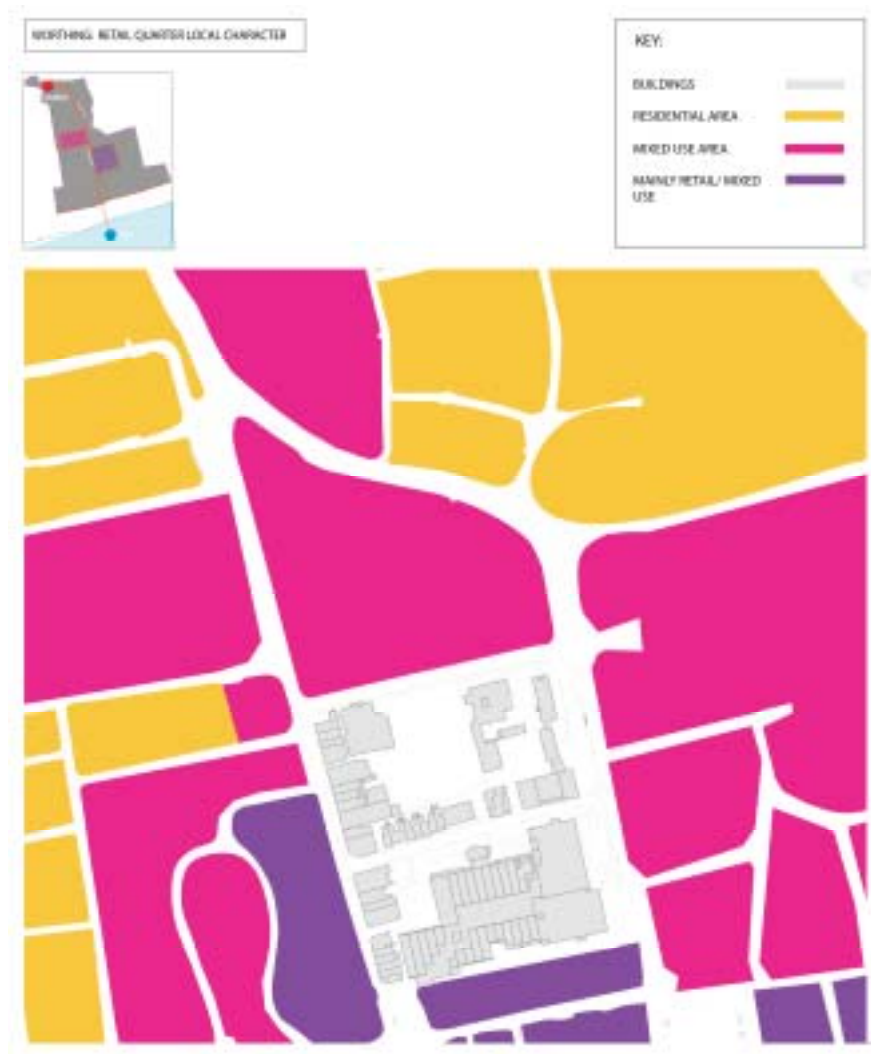
**Fig 3.9 Morphology**



### Character of Surrounding Area

- 3.24 The site is surrounded by predominantly 3 and 4 storey properties with retail at ground floor level and 2 -3 storeys of offices / residential / storage above. The highest building height that exists in and around the surrounding area is the 6 storey Guildbourne Centre and the 7 storey multi-storey that adjoins it.
- 3.25 One of the most attractive qualities of the site is its surrounding context, which should be respected to prevent the replacement of the Guildbourne with a similar style of structure. The buildings in Worthing follow a very attractive building rhythm, which have an architectural quality that should be respected and used with a modern manner. Many of the white buildings have a seaside town feel to them. The combination of their vertical rhythm and repetitious bay windows help to create a place which is 'of Worthing'. This rhythm should be respected and followed in a way which is not pastiche.
- 3.26 A large proportion of development backs onto the site and currently requires rear loading access. There are however some important local buildings that front onto the site including Waitrose, the Crown House Government Offices, Northbrook College and the Head Post Office.

**Fig 3.10 Local Character**



- 3.27 The site itself is largely inward looking and internalised this is due to the size of the Guildbourne Centre, which is poorly integrated with the surrounding area. Views through the site are limited, and when seen from Union Place the site appears unattractive and underutilised. The Guildbourne Centre is a managed centre with blank external walls which present a very unattractive aspect to the surrounding area.
- 3.28 Union Place, Chatsworth Road and Anne Street provide access to the site but are at present poorly integrated with the wider site area. The character and appearance of Anne Street and Chatsworth Road are affected by the unattractive appearance of the Guildbourne Centre and rear servicing areas.
- 3.29 In terms of the overall urban structure, Anne Street is fronted by a number of older retail units on the south side of the street, the Guildbourne Centre presents a blank façade on the northern side and unattractive rear service yards. Chatsworth Road is similarly affected by the open rear service areas and access to the retail centre. As a result both streets lack integrity and a sense of place. Unfortunately, the lack of any frontage on the southern side of Union Place impacts on the overall character of Union Place. The plan below, shows the amount of poor frontage throughout the site and illustrates also that Chapel Road enjoys the best street frontage.
- 3.30 There are a number of buildings on the site that should be retained due to their quality and character. Union Place does enjoy the benefit of listed buildings on the northern side and the locally listed Connaught Theatre and the church provide a key landmark at the western end.

Fig 3.11 Public Space



- 3.31 Public spaces in and around the site need to be improved. There is the potential to provide a space at the heart of the scheme that gives the site a focus. There is the potential to connect the site along Chapel Road towards the Civic Quarter and an opportunity to link the site along the High Street to Waitrose.
- 3.32 Currently the only public space on the site is South Street Square at the entrance to the Guildbourne Centre. This space is not the highest quality, and provides the potential to be an attractive gateway into the site from the southern end.
- 3.33 There is quite a lot of vacant underutilised space along the High Street which provides a further opportunity for development.
- 3.34 Our study of the site as well as the townscape analysis, shows that there are a number of 'Change areas' that provide opportunities for new development and public spaces.

Fig 3.12 Retail Quarter Weak Space





Fig 3.13 Areas of Change



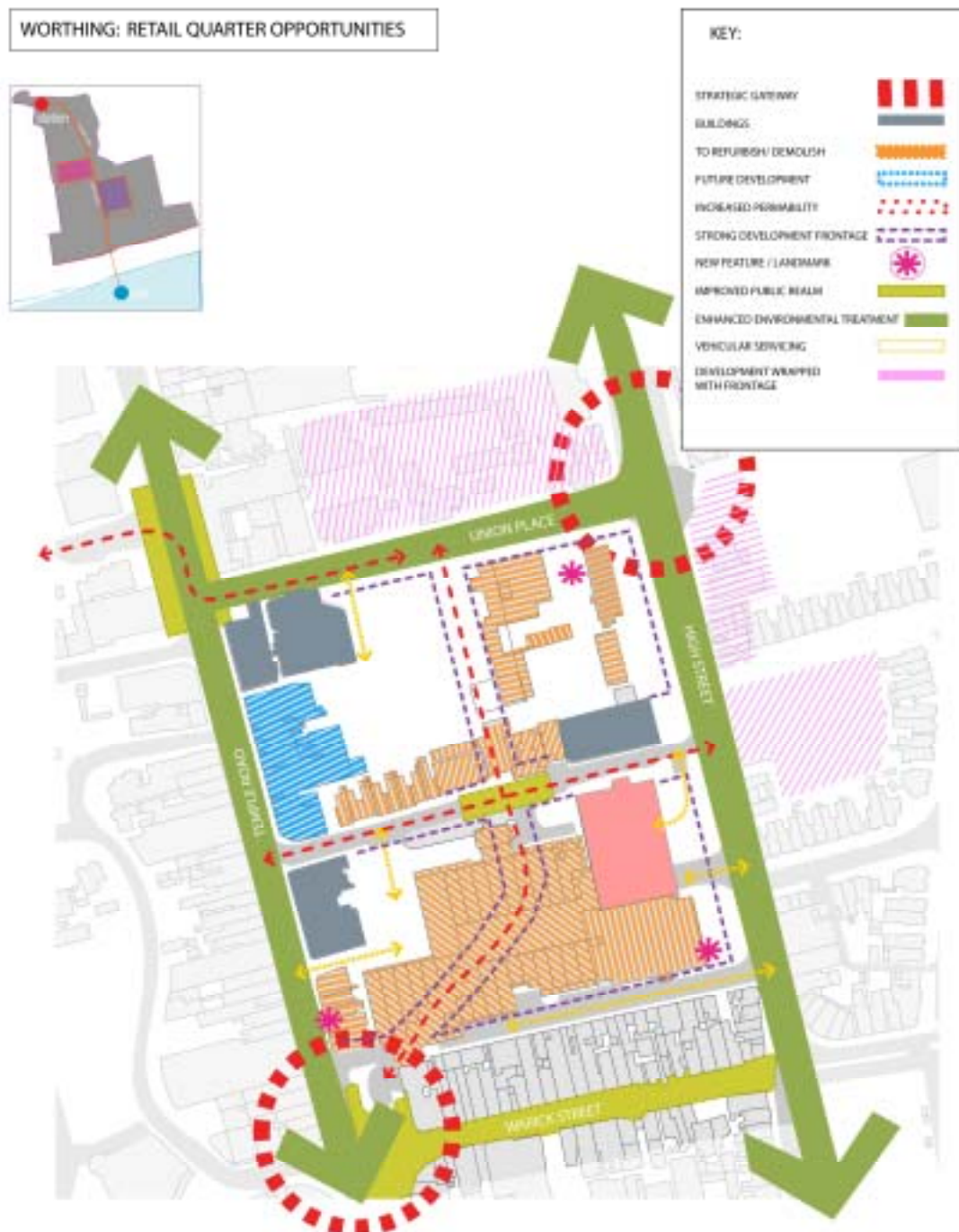
- 3.35 There are a number of key issues which should be addressed in the site redevelopment, namely:
- The poor integration of the site with the wider town centre;
  - Pedestrian linkages are poor;
  - The Guildbourne Centre acts as a barrier between the northern part of the site and the main retail area and seafront;
  - Much of the site is underutilised and there is a lack of vitality, viability and sense of place;
  - The site is inward looking and there is a lack of active frontages and finer grain street pattern which is characteristic of other parts of the town centre;
  - There is an absence of quality enclosed active public spaces.
  - The character and height of the surrounding streetscape has not been respected.

**Fig 3.14 Constraints**



- 3.36 The site presents many opportunities:
- A series of connected public spaces linking the site with the surrounding retail circuit and the town
  - The number of surface car parks, which are located throughout the site, particularly in the north.
  - Potentially an area for an attractive unified frontage along Chapel Road, which respects the scale and vertical rhythm of the street.
  - The Guildbourne Centre itself creates a big opportunity for change.

**Fig 3.15 Opportunities**



## 4 Planning Policy Context

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### Introduction

- 4.1 This section sets out the national, regional and local planning policy context for the site and other material planning documents including the Worthing Evolution Masterplan.

### National Planning Policy

- 4.2 Central Government Planning Policy Guidance is set out in a series of subject specific policy guidance notes referred to as PPS's (or the previous format: PPG).

PPS1 – Sustainable Development: this statement was published in February 2005 and is the overarching guidance and relates to the Government's objectives for Sustainable Development. As well as reiterating these social, economic and environmental objectives, PPS1 promotes the better integration of all strategies and programmes, partnership working, effectively community involvement and the promotion of development that creates socially inclusive communities.

PPS3 – Housing: this statement was published in November 2006 and promotes the re-use of brownfield land in town centres, increased densities, mixed use and tenure, affordable housing, good design and accessibility and sets out how the planning system supports the growth in housing completions needed in England.

PPS6 – Town Centres: this statement was published in March 2005 and promotes mixed use development, diversity, design and environmental quality in planning for the future of town centres, specifically detailing the sequential test for development land.

PPG13 – Transport: this guidance was published in 2001 and sets out objectives to integrate planning and transport at the national, regional, strategic and local level and to promote more sustainable transport choices.

PPS25 – Development & Flood Risk – this statement was published in December 2006 and sets out how flood risk should be considered at all stages of the planning and development process.

## **Regional Planning Policy**

- 4.3 There is a range of policy guidance at the regional and sub-regional level. The key policy documents are summarised overleaf.

## **Draft South East Plan**

- 4.4 The Plan sets out the Regional Spatial Strategy (RSS) for planning and development to the year 2026. It is to replace the West Sussex Structure Plan 2001 – 2016 which was saved under the new planning legislation to remain part of the statutory development plan until the RSS took over. Its core objectives are to balance continuing economic and housing growth with rising standards of environmental management and reduced levels of social exclusion and natural resource consumption. Its vision for 2026 is for a healthier region, a more sustainable pattern of development and a dynamic and robust economy, the benefits of which are more widely shared.
- 4.5 The Plan provides regional policy for the sub-regions in the South East, with Worthing falling within the Sussex Coast sub-region. The strategy for the sub-region aims to:
- Reduce intra-regional disparities and help bring the performance of the sub-regional economy up to the South East average;
  - Respond to the different needs, opportunities and characteristics of each town, or group of towns and all sections of their communities;
  - Build upon and help deliver major improvements to the strategic transport infrastructure and services both to reduce its peripherality and to improve accessibility within the sub-region;
  - Achieve a better balance between the provision of housing and the capability of both the local environment and economy to absorb this in a sustainable way whilst responding as far as possible to the needs of local people (including key workers) for decent homes at a price / cost they can afford;
  - Protect the sub-region's high environmental quality (in both town and country), enhance its cultural and historic assets and promote excellence in the design of new developments in recognition of their importance to economic success and quality of life.

The Plan proposes a regional network of town centres, including Worthing to be the focus for:

- Major retail development;
- Uses which attract large numbers of people including major cultural, tourism, social and community venues; and
- Large scale leisure and office developments.

## **Regional Economic Strategy (2006 – 2016)**

- 4.6 The RES is produced by the South East England Development Agency and sets out a framework for economic prosperity and states that ‘The vision for the South East is to be a world class region achieving sustainable prosperity’.
- 4.7 The RES states that the South East is a World Class Region, with all the prosperity and positive attributes this brings, however, not everywhere in the region is a world class location and that there are threats to the quality of living that is a key competitive advantage for the South East. Three key challenges are set out with their corresponding strategic objectives:
1. The Global Challenge – the South East must maintain its competitiveness in the face of intensifying international competition. The strategic objective for the global challenge is to ‘invest in success’.
  2. Smart Growth – higher levels of prosperity without increasing the region’s ecological footprint. The strategic objective for smart growth is ‘lifting underperformance’.
  3. Sustainable Prosperity – long term regional economic prosperity secured through the principles of sustainable development. The strategic objective for sustainable prosperity is ‘supporting quality of life’.

## **Sussex Coastal Sub-Regional Strategy 2004**

- 4.8 This strategy, which covers the coastal towns from Chichester in the west to Rye in the east, seeks to increase the priority given to the sub-region in investment decisions in both the public and private sectors to secure sustainable economic regeneration that will substantially reduce the social and economic disparities with the rest of the region.
- 4.9 The Strategy stresses that all new development will need to be matched, at the time it takes place, with the full range of necessary infrastructure, services and facilities that it and its community context requires. It also aims to promote the quality of both urban and rural environments and seek high design quality in new development.

## **Local Planning Policy**

- 4.10 The Worthing Local Plan 2003 was adopted on the 4th September 2003 and under the new planning system, was saved for three years and expired in September 2007. The local development documents set out in the Council’s Local Development Scheme (LDS) will provide a new policy framework and replace the Worthing Local Plan 2003.
- 4.11 The Proposals Map which accompanied the Worthing Local Plan 2003 will be replaced by a new proposals map, with new inset maps which will be published alongside the relevant Local Development Documents (LDDs).
- 4.12 The revised LDS informs both the public and stakeholders (those public and private sector bodies who have a role to play in the future of Worthing) of the documents that will enable

the delivery of Worthing's vision within a planning framework (the LDF) and the timeframe for each. It also enables the Council, other agencies and key stakeholders to co-ordinate their investment programmes. Finally it provides a three year project plan to ensure the timely production and review of Worthing's Development Framework.

- 4.13 As required by legislation, the Local Development Scheme is subject to an annual review, and the August 2007 document, which is available to view and download on the Council's website along with all other planning documents (see References in Section 9), sets out a revised schedule that covers the period April 2007 to March 2010.
- 4.14 On 22nd October 2007 the Council submitted its Core Strategy to GOSE. This document provides the planning framework to guide development in the town centre and seafront and will essentially replace the 2003 Local Plan as Council planning policy. As a document which has been approved by the Council and been the subject of extensive consultation, it provides an important context for the consideration of planning applications. It is anticipated that this document will be adopted in 2009.
- 4.15 A further level of policy will be provided by the site by site allocations and development briefs, of which this is one of the first, however, in addition to the Core Strategy, guidance for planning applications can be gained from National Planning Policy Statements 1 and 6.
- 4.16 Most of the 2003 Local Plan policies no longer apply as policies for much of the town have moved forward considerably following the Masterplanning process. (The Masterplan provided key evidence to inform the LDF process and therefore although it is material consideration, it is not a statutory document). There are a number of 'saved' policies and guidance notes from the Local Plan that will continue to be material consideration until such time as they are superseded by new Development Plan Documents (DPD's) or Supplementary Planning Documents (SPD's). The most relevant to the Retail Core site are set out later in this section.
- 4.17 In addition to the Core Strategy, the Council is currently working on the following emerging documents required under the Local Development Framework:

Unlocking Development Potential Document (Site Specific Proposals) - This document will identify those sites where land use development opportunities will be supported within the context of the spatial vision outlined in the Core Strategy. This document will be adopted in 2009.

Planning Contributions Supplementary Planning Document – Key policies contained in the Core Strategy of the LDF will be detailed through a set of general guidance notes. This SPD affords priority, and will bring together various elements of infrastructure requirements placed on developers such as affordable housing, open space and community infrastructure. This and subsequent SPDs will not come forward until the Core Strategy policies they link to are established and adopted. Preparatory work will however be done in advance, ensuring consultation and the adoption process can come on stream as soon as possible, with adoption in 2009.

Area Based Development Briefs and Strategies:

Union Place South & Guildbourne Centre Development Brief (this brief) – to be adopted by the Council as a Supplementary Planning Document in 2009.

Public Realm & Seafront Strategy – to be adopted by the Council and taken forward as a Supplementary Planning Document in 2009.

Sustainable Economy Supplementary Planning Document. - Adoption 2009.

In the meantime, existing approved or adopted documents such as the Worthing Evolution town centre and seafront Masterplan will be material consideration in the consideration of any planning application prior to the production of new documents under the LDF.

### **Saved Local Plan Policies**

- 4.18 A full list of the policies 'saved' from the 2003 Local Plan is available from the Council, however, the most relevant are listed below.

#### *Transport Chapter*

TR9 Parking Requirements for Development -this policy set out that a lower provision than is required by currently adopted parking standards may be permitted for development proposals in the defined town centre and other centres, as appropriate. In such areas a payment to improve transport accessibility in the locality by non car modes of travel, such as a park and ride scheme or on street parking controls, may be sought where such improvement is necessary to justify a lower parking provision.

#### *Shopping Chapter*

S9 Guildbourne Centre – until the SPD is adopted this policy will remain as a material consideration:

An outline of The Guildbourne Centre and its planning context is outlined in the Shopping section of the Local Plan. It is stated that the centre has declined as a shopping centre in recent years, and makes reference in particular to high number of unit vacancies on the upper floor. To fulfil its objective in reversing this trend, the Council is prepared 'to operate a more flexible policy towards change of use of units on the upper floor than elsewhere in the area.' Therefore the Council states in policy S9 that:



'Within The Guildbourne Centre, the following types of development will normally be permitted

- i. the amalgamation of small units into larger units where this will improve the viability and vitality of the Centre;
- ii. the change of use of units on the upper floor of the centre to:
  - a. A1 Shop
  - b. A2 Financial, professional or other services, principally for visiting members of the public
  - c. A3 Food and drink use
  - d. community and leisure uses which contribute to the vitality and viability of the Guildbourne Centre and/or town centre and which create no significant adverse effects.

In terms of the ground floor part of the centre, as part of the same policy above the Local Plan goes on to state that a flexible approach will be adopted within the Secondary Area of the Central Shopping Area.

'Within the secondary area, which include Montague Street to the west of Crescent Road, the southern part of Portland Road, Brighton Road and much of Chapel Road, it is considered that a less restrictive policy should apply.'

### **Affordable Housing**

- 4.19 The Worthing Borough Council Housing Strategy 2005 to 2009 highlighted that the development of new housing is critical to meeting housing needs in Worthing and that there is a clear need to develop more affordable housing options and housing to tackle homelessness, the needs of vulnerable people, key workers, black and minority ethnic needs and to create safe neighbourhoods.
- 4.20 The strategy points out that the Worthing Local Plan 2003 required the provision of 30% social housing on sites of 25 dwellings or above. Given that the percentage of social rented housing in Worthing is very low – the second lowest in West Sussex and less than half the national average, the Council considered increasing the percentage of affordable housing secured through the planning system from 30% to 40% and lowering the site threshold from 25 units to 15 units.
- 4.21 Subsequently, Worthing Borough Council commissioned a Financial Viability Affordable Housing Study to assess the likely financial viability of amending these levels and the result has led to the decision by the Council to set the threshold at 15 units but maintain the percentage of units at 30% within the new policy documents.

### **Employment Land**

- 4.22 The Worthing Employment Land Review (ELR) produced by Step Ahead Research Ltd and dated October 2005 provides a detailed analysis and understanding of the quantity, nature

and quality of existing and allocated employment land and premises, and the extent to which that supply can meet future demands. The conclusions of this report have informed the employment land policies within the emerging LDF documents.

- 4.23 The study suggests that employment growth, coming predominantly from local service-sector organisations, implies a need for an average of at least 4-5,000 sq m of additional employment floorspace to come forward each year of the LDF life (some 50-60,000 sq m in total. Given their analysis, Step Ahead recommend basing the LDF policy on the following 'central' scenario:

'Redevelopment comes forward in each of the locations with vacant redevelopment sites to provide 100,000 sq ft (9,300 sq m) total of new floorspace. Windfall, through change of use provides 20% of projected floorspace need. This implies a need to accommodate at least 30-40,000 sq m (320,000-430,000 sq ft) additional floorspace requirement on allocated or additional development sites.'

- 4.24 The study points out that for land currently in employment use this requirement implies that the LDF will need to preserve existing employment land, permitting and encouraging the redevelopment of these sites for new B-class employment uses. To support this it may be appropriate to be permissive of small losses of employment space during re-development, and relatively flexible about the mix of uses to reflect more complex requirements of modern businesses.

- 4.25 To meet the central scenario identified above, the study suggests it will be necessary to maintain the employment land allocation on the five key allocated employment sites (or find alternative options). These are:

- The Gas Works
- The Sewerage Works
- Lower Northbrook Farm
- Land Adjacent to Southern Water
- The Warren

### **Conservation Areas**

- 4.26 The Retail Core site boundary includes land that is within two Conservation Areas: the Chapel Road Conservation Area and South Street Conservation Area.

### **Flooding**

- 4.27 The Local Plan policy RES11 'Flooding and surface water run off' has not been 'saved' as new policies within the Core Strategy but will provide local guidance. Environment Agency information indicates that the site is not in an area liable to flooding.

## 5 Development Objectives and Vision

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### Introduction

- 5.1 As a retail centre, Worthing fails to offer the quality and range of retail experience expected of a sub-regional centre. The retail centre also suffers from poor permeability and lack of retail circuits.
- 5.2 The Worthing Town Centre and Seafront Masterplan seeks to promote a high quality cohesive development which will meet the following objectives:
- Better quality and range of shops
  - Improved transport and accessibility
  - Better management and provision of car parking
  - Environmental enhancements
  - Improved cultural and arts facilities
  - Provision of new leisure facilities
  - A range of town centre housing and facilities
  - New business opportunities
  - Provision of new visitor attractions and facilities
- 5.3 Development of the retail core is identified as one of the key projects to deliver the vision for Worthing. The Masterplan proposes to transform the town's retail offer through the development of modern new retail space and the strengthening of the existing retail area around Montague Street and niche sectors around Warwick Street and Brighton Road. The town centre will provide a multi-dimensional retail experience, meeting the needs of those who want high quality 'high street' retailers as well as those who seek a more distinctive independent retailing offer.
- 5.4 Central to this transformation is the redevelopment of the Retail Core site to accommodate a significant quantity of new retail floorspace, providing a range of high quality retail units, including a new department/anchor store.
- 5.5 The new development should aim to provide:
- New department/anchor store/s
  - New retail floorspace to accommodate contemporary retailer needs in a range of unit sizes
  - Flexible floorspace which is capable of meeting changing market demands
  - New high quality public spaces with active street frontages
  - Increased permeability
  - New streetscapes and frontages to Union Place and High Street
  - Open 24 hour pedestrian routes through the scheme, providing connections east to west and north to south
  - Enhanced setting of listed buildings and buildings of heritage interest
  - A range of uses to provide a varied town centre offer including residential, commercial, leisure and community uses

- 5.6 In order to meet these aims, it is essential that a comprehensive approach is adopted to development. The preferred approach is to redevelop the existing Guildbourne Centre as part of a comprehensive redevelopment scheme. It is proposed to retain the existing multi-storey car park as part of any future development scheme. Any proposals which retain the structure of the existing Guildbourne Centre will need to clearly demonstrate how the development aims, objectives and principles can be achieved.
- 5.7 The objective is the creation of a high quality retail development and an improved retail environment throughout the town centre which above all respects the surrounding context, (see Figure 5.1).
- 5.8 Good urban design is essential if we are to produce attractive, high quality, sustainable places in which people will want to live, work and invest. There is a general desire for better designed places which will inspire and be valued- places where vibrant communities can grow and prosper. The design principles should be adhered to in the design of all new development in order to achieve higher standards in urban design.

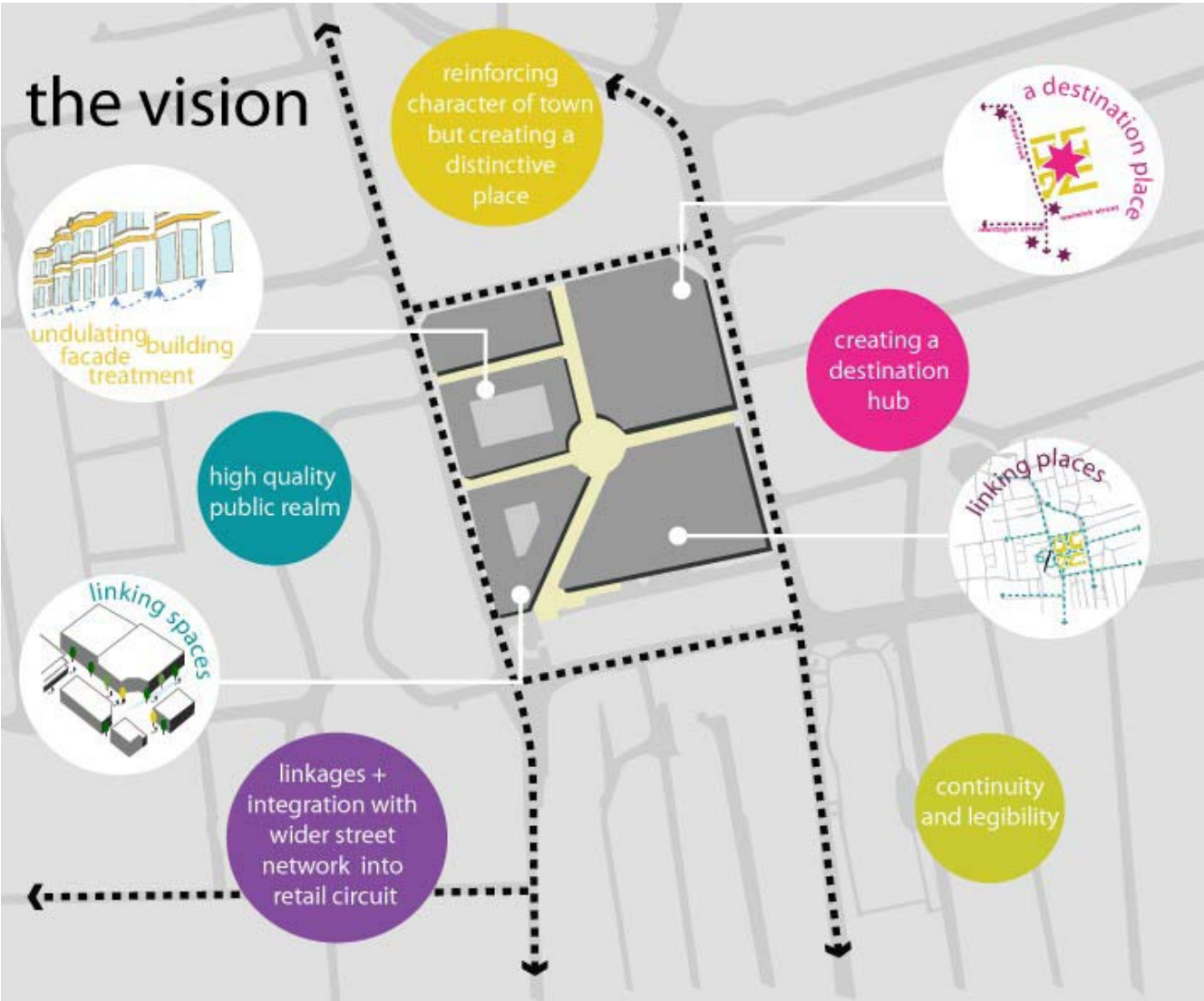
**Fig 5.1 Respecting Context**



5.9 The overall vision (see Figure 5.2) is the creation of a connected pattern of lively streets and spaces that links with the adjoining retail area and wider town centre. The aim is to create a new vibrant mixed use quarter for the town which complements other parts of the town centre. The development should be integrated with other parts of the town and enhance the relationship of existing buildings and create new public spaces. The development will have active frontages and high quality public spaces. Development will respect the character of adjoining areas but will also include contemporary design of the highest quality. Key objectives may be summarised as follows:

- Permeability and legibility- integration with wider area through a network of high quality pedestrian linkages;
- Creation of retail circuit and integration with wider retail area;
- Enhancement of existing character of town- respecting existing building heights and character whilst taking the opportunity to introduce high quality contemporary architecture of an appropriate scale and massing;
- Creation of a vibrant mixed use quarter which is used in daytime and evenings and throughout the year;
- The promotion of sustainable design and construction

Fig 5.2 The Vision



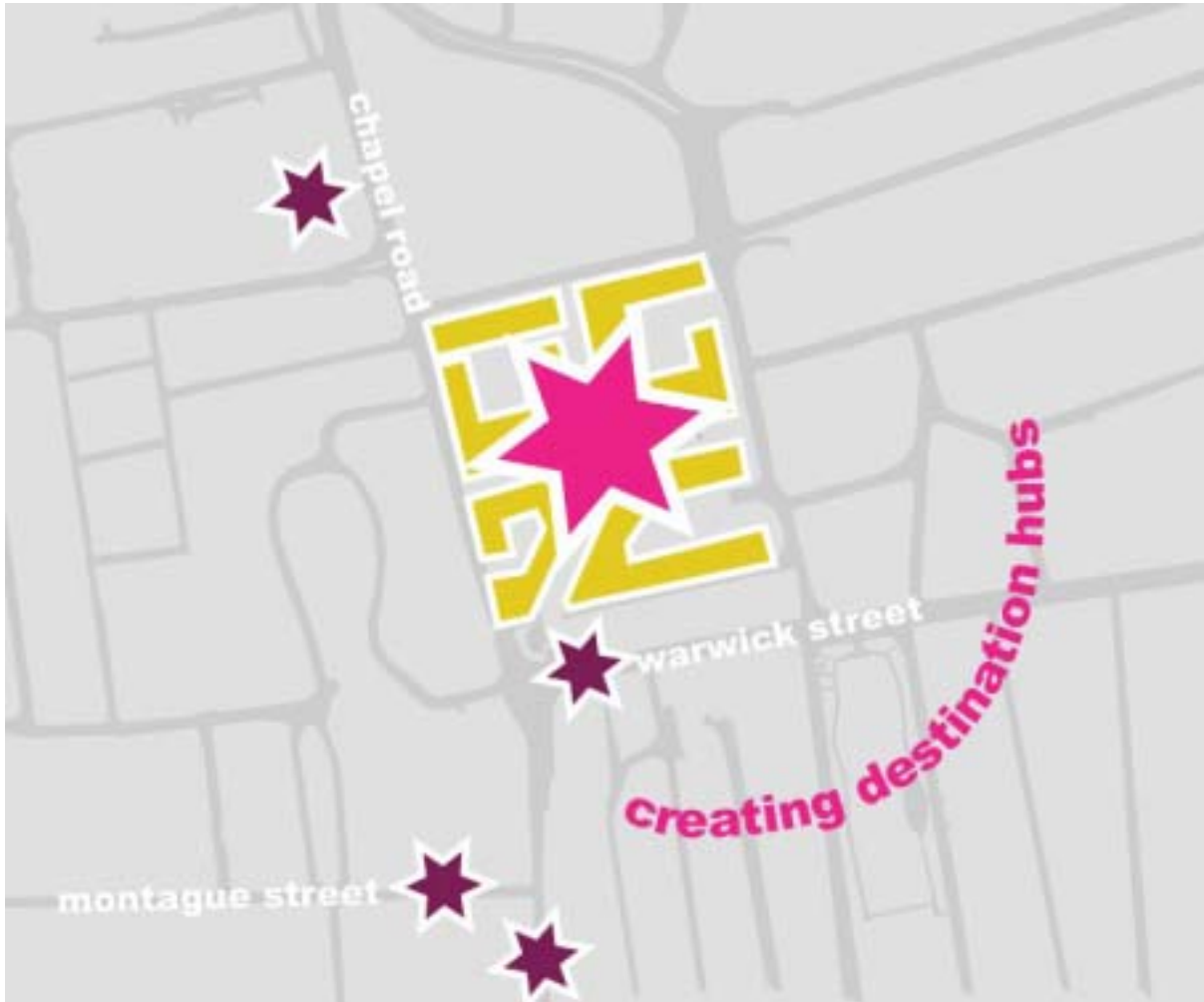
## 6 Development and Design Principles

- 6.1 A comprehensive development is required which integrates the area to the north of Chatsworth Road with the site of the Guildbourne Centre. The demolition and redevelopment of the Guildbourne Centre as part of a comprehensive development scheme is preferred as this is considered to be the best way of meeting the objectives set out in the Masterplan and the aspirations of the community for improved retail facilities and town centre environment. The preferred approach is illustrated in Figure 6.1. Figure 6.2 illustrates the desire to create the site as a key destination hub. Details of the key development components and design principles which any future development will be required to follow are set out below.

**Fig 6.1 Retail Illustrative Plan**



**Fig 6.2 Key Part of the town Centre Destination**



## **LAND USES**

6.2 It is important that in order to maximise the attractiveness, vitality and viability of the town centre a greater mix of uses should be promoted. The development will be retail-led but will include a mix of the following uses:

- Retail
- Cafes and restaurants
- Leisure
- Culture
- Residential



## **Retail**

- 6.3 The development will provide for up to 34,000 sq m of retail floorspace. It is expected that this site will contribute significantly to this retail need through the provision of a range of high quality retail units including a new department/anchor store. The development will be anchored by a department store or other large retail use in the north eastern part of the site with frontage onto High Street and Union Place. It is expected that this store will extend over at least 2 and potentially 3 floors and could be up to 14,000 sq m (150,000 sq ft) in size.
- 6.4 The retail floorspace should provide a range of shop unit sizes to accommodate contemporary retailer needs. It is envisaged that this will be predominantly at ground floor level and should provide active street frontages to the surrounding streets and the new streets and public spaces created within the scheme. First floor level retail space is also encouraged, either accessed externally or internally from within ground floor shop units. As a guide, it is envisaged that the quantity of unit shop floorspace will be in the range of 14,000 – 19,000 sq m (150,000 – 200,000 sq ft)
- 6.5 The Retail Study demonstrates that there should be sufficient retail demand for the redevelopment of this site. The findings of the Retail Study will be a material consideration in determining any planning application for the redevelopment of this site. Within this context, the amount of retail floorspace will be determined in the final analysis by the capacity of the site, the form of development, servicing, access, transport and urban design.
- 6.6 Retail floorplates should be designed in a manner which enables them to be flexible and adaptable to enable meeting changing market demands. Retailing should be predominantly comparison goods (clothing, footwear, electronic goods etc.) with ancillary convenience and cafe, restaurant and bar uses.
- 6.7 The development should aim to attract new retailers not currently represented in Worthing into the town. It should offer retail uses which are complimentary with the rest of Worthing town centre and should seek to strengthen and reinforce the existing retail areas of Chapel Road, Montague Street, Warwick Street, Brighton Road and West Montague Street.

## **Residential**

- 6.8 Residential development should be located on the upper floors in a perimeter block structure.
- 6.9 Residential units should provide for a range of unit types and sizes. Amenity space should be provided via rooftop gardens and balconies. 30 percent of residential units should be affordable. The tenure split between social rented and shared equity units will be finalised through discussion with Worthing Borough Council. Further guidance in relation to affordable housing can be found in the planning section within this Brief.

## **Commercial**

- 6.10 The Retail Core site currently contains an element of office accommodation and in particular the Environment Agency offices above the Guildbourne Centre and other offices uses along Chatsworth Road. Any development on the site should continue to provide an element of office use. This may be located at upper levels above retail uses and there is also the opportunity to develop office accommodation on the land immediately to the east of the High Street car park which would enhance the townscape on the High Street by cloaking the car park elevation.

## **Cultural/Leisure/Community**

- 6.11 The site includes the existing Connaught Theatre and Cinema. The future use of the theatre must be considered in relation to the Council's strategy for future theatre provision in the town. The theatre provides an important cultural facility for the town and the development should make provision for its retention or replacement with suitable alternative provision in accordance with the overall strategy for the town.
- 6.12 The provision of community and leisure uses within the development is encouraged. The inclusion of commercial leisure uses such as bowling and bingo is supported along with any other leisure uses which extend the opening hours of the development and town centre and add to the range and quality of family friendly attractions in the town centre. Cinema use may also be acceptable although it should be noted that the proposed redevelopment of Teville Gate also contains cinema use and is currently the Council's preferred location for this use in Worthing town centre.
- 6.13 Leisure uses may be located at upper levels but should be easily accessible from the main square and street. They should be fully integrated into the new development and provide active public frontages.
- 6.14 Community facilities should include new public conveniences and shop mobility provision. The potential for relocation of the Worthing library to the new development is also encouraged. West Sussex County Council has indicated that it has an in principle interest in considering the relocation of the library, subject to design and funding. It is envisaged that, if included in the scheme, the library would be located in the northern part of the site, with access from Union Place. It would require a prominent ground floor access, although the main floorspace could potentially be provided at upper levels.

## ACCESS AND PARKING

- 6.15 The existing High Street multi-storey car park will provide the main car park for the development. Further car parking may be required to meet the needs of new residents and shoppers. Any new car parking should be provided to the standards required by the Council and include the replacement of spaces currently contained in the Union Place surface car park. The development of new car parking at basement level is encouraged, subject to viability.
- 6.16 The development should seek to achieve the closure of Chatsworth Road to vehicular traffic either completely or for limited service access only. Vehicular access to car parks will be from High Street and Union Place. Service access will be from High Street, Chatsworth Road and Anne Street, see figure 6.4 and 6.5.

**Fig 6.3 Possible servicing and Vehicular Access**

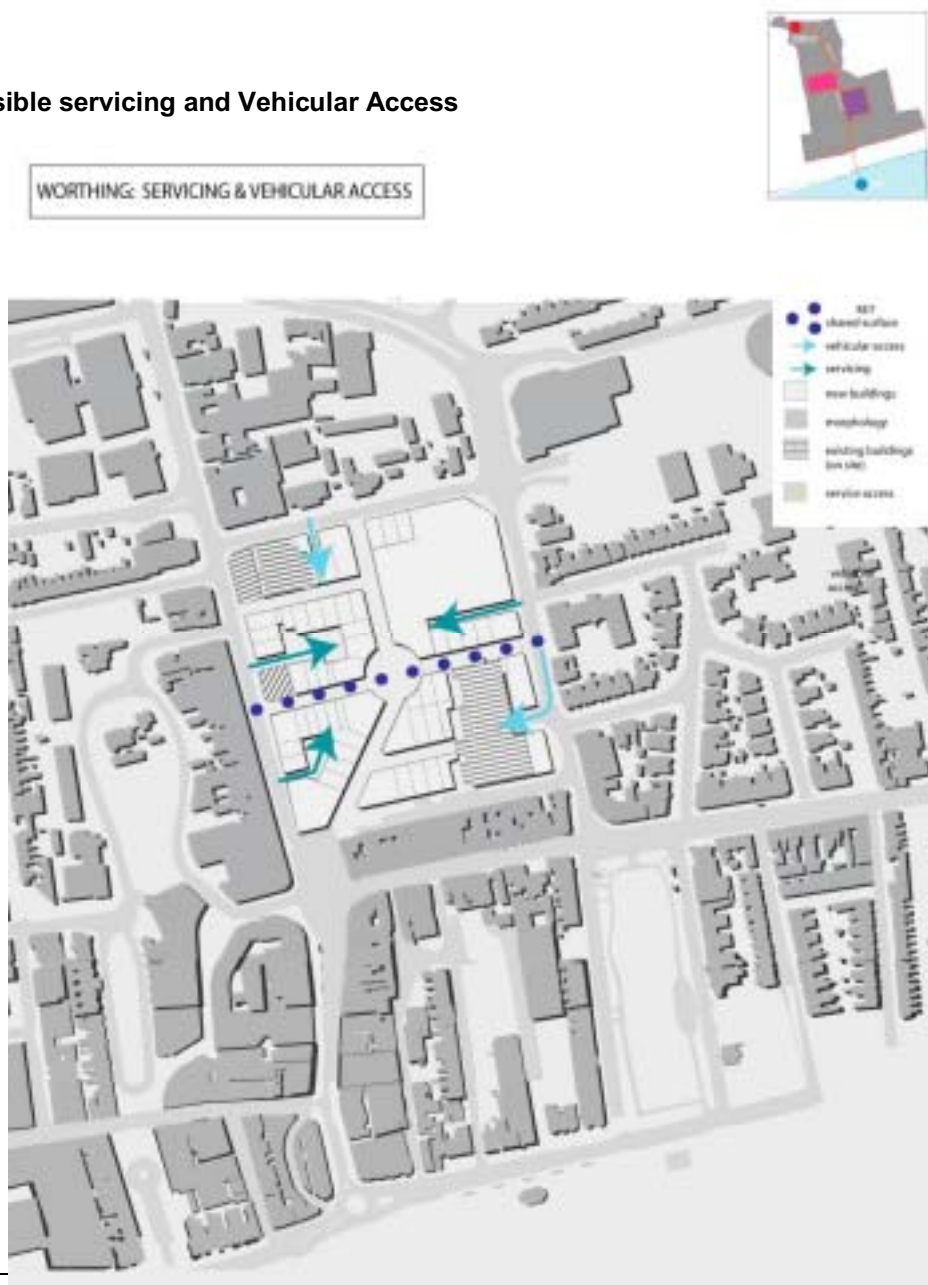
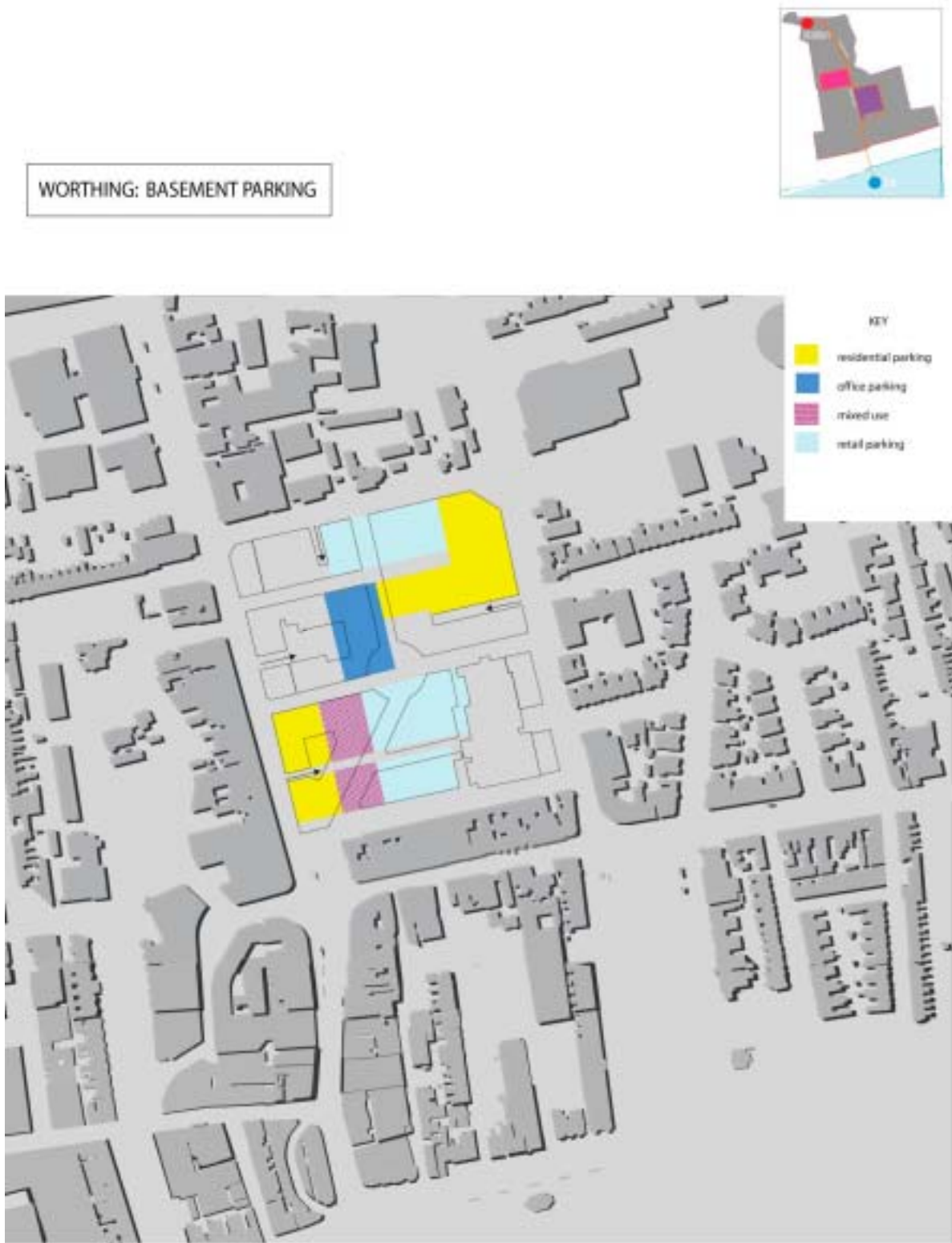


Fig 6.4 Indicative Basement Parking



## DESIGN PRINCIPLES- ACHIEVING QUALITY THROUGH DESIGN

- 6.17 Urban design is about making places for people; it includes the way places work and matters such as community safety; building aesthetics and the connections between people and places, movement and urban form. The principles of good urban design which will guide future change and development in the area may be summarised as follows:

- **Character** – A place with its own identity, which sits within the existing townscape;
- **Continuity and Legibility** - A place that is easy to understand and where public and private spaces are clearly distinguished;
- **Quality Public Realm** - A place with high quality, attractive and successful public spaces and streets;
- **Ease of Movement** - A place that is easy to get to and move through; and
- **Sustainability** – A viable, successful place which minimises resource consumption.

### Character

- 6.18 The 'character' of an area is determined by its form and layout; building types; architectural style and detailing; the age of buildings; the form, appearance and location of open spaces; the mix of uses and activities and how the area is used by people. The following Design Principles should be adhered to, to ensure that any development respects and enhances Worthing's distinctive character:

- A high quality of building and landscape design will be encouraged for the retail development.
- Developers will be required to apply best practice examples in sustainability when submitting planning applications.
- The demolition of several of the existing buildings along Chapel Road and the comprehensive redevelopment of the Guildborne Centre will ensure a high density and high quality retail development is created.
- The Development should relate to the existing urban form and historic context of the surrounding streetscapes.
- The development should create a distinctive place, which relates well to the existing Town Centre and wider retail nodes, particularly Montague Street.
- One of the most attractive qualities of the site is its surrounding context, which should be respected to prevent the replacement of the Guildbourne with a similar style of structure.
- The buildings in Worthing follow a very attractive building rhythm, which have an architectural quality that should be respected and used with a modern manner.
- Many of the white buildings have a seaside town feel to them. The combination of their vertical rhythm and repetitious bay windows help to

create a place which is 'of Worthing'. This rhythm should be respected and followed in a way which is not pastiche (see Figure 6.7).

**Fig 6.5 Built Form Precedents**

## WORTHING: BUILT FORM

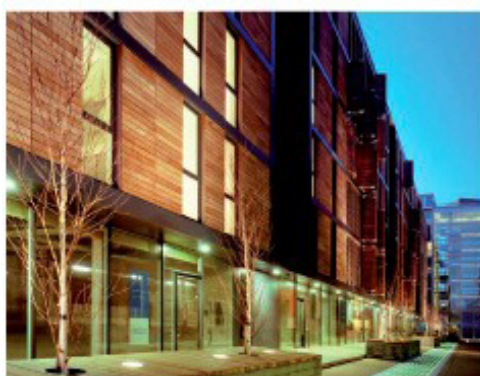
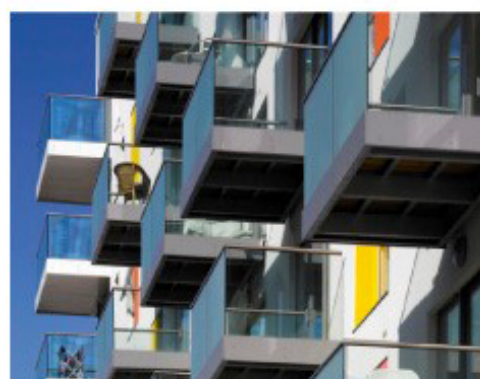
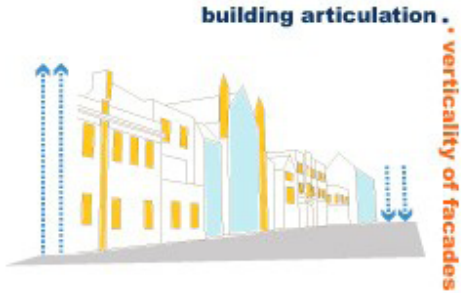
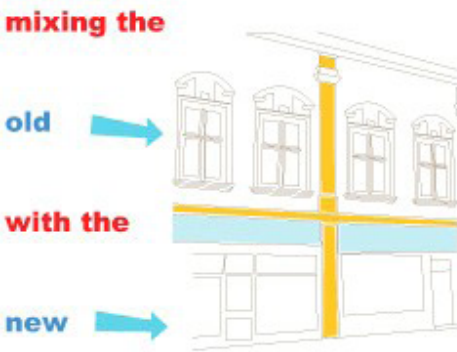




Fig. 6.6 Building Character

WORTHING: BUILDING CHARACTER





## Continuity and Legibility

- 6.19 Urban areas are defined by networks of streets and spaces. The development of a retail core within the heart of Worthing seeks to create well defined street frontages, and strong clear routes running through the site and linking to the surrounding streetscape.
- 6.20 The central public space will be surrounded by active frontages and will sit comfortably into the development (Figure 6.6). The space will be designed for visitors to pause, use and enjoy. The introduction of residential uses at higher levels and retail use together with café/restaurants at lower levels will improve, diversity, surveillance and community safety.
- 6.21 At present the existing building footprints on the site are scattered and do not have a strong relationship with each other. One of the key objectives will be to rationalize the layout of the buildings and to create new flexible development plots ordered by a network of interconnected spaces and a central open public open space. In addition to a central corner anchor on the site; the Guildborne Centre is will be comprehensive redeveloped, to improve the quality of the proposed development and legibility of the site.

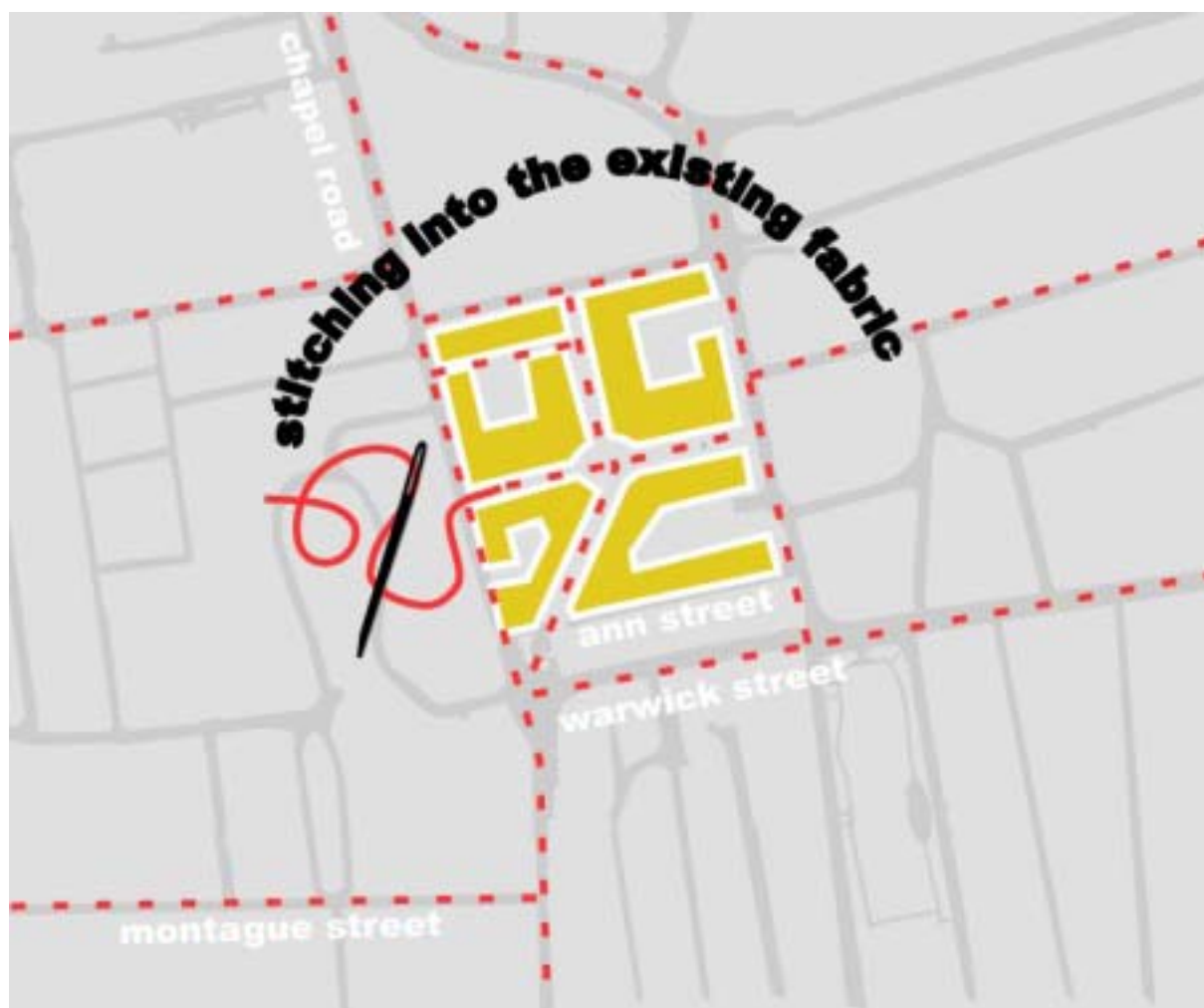
### Design Principles:

- Development should create a strong physical and visual link to the existing town centre.
- Plot sizes at lower floors should be of an adequate size to accommodate larger retail units.
- Development should be built to the back of pavements and must have their primary access and windows overlooking the public realm.
- In general, development across the development should be of an appropriate height taking into account the character of the surrounding area
- Development at the centre of the site should be no more than 6 stories in height.
- Where residential development faces onto the street, a well defined private 'defensible space' should be provided to give a sense of privacy and security.
- Variation in the building line will be allowed to achieve visual richness in the streetscape without fragmenting it.
- The use of high quality and distinctive built form of the anchor department store and the Guildborne Centre linked by public realm and a legible pattern of streets will be used to convey a strong sense of arrival and a sense of place for the new retail heart of Worthing's town centre.
- The central focal public open space should be emphasized and should be clearly defined and seek to provide an exciting and distinctive public realm. Art and water sculptures are appropriate for this environment.
- Entry points to the development should be used to create distinctive environment.
- Where appropriate, imaginative lighting will be used to make a feature of key buildings and within the central square.

- The new development should create a street structure that links the development with the adjoining retail areas and the wider street network.

6.22 The development should provide a north-south link that connects Union Place and South Street Square and an east-west link along the alignment of Chatsworth Road. In addition to these strong north-south and east-west routes the town centre retail circuit would be strengthened by further opening up access into the site from Chapel Road in the northern part of the site and also strengthening the linkages between Waitrose and the town centre, utilising it's potential as a key anchor destination by providing a direct route from the corner of High Street/Union Place diagonally across the site to South Street Square. This route need not necessarily be a 24 hour route and could be provided through the anchor/department store located in the north eastern part of the site.

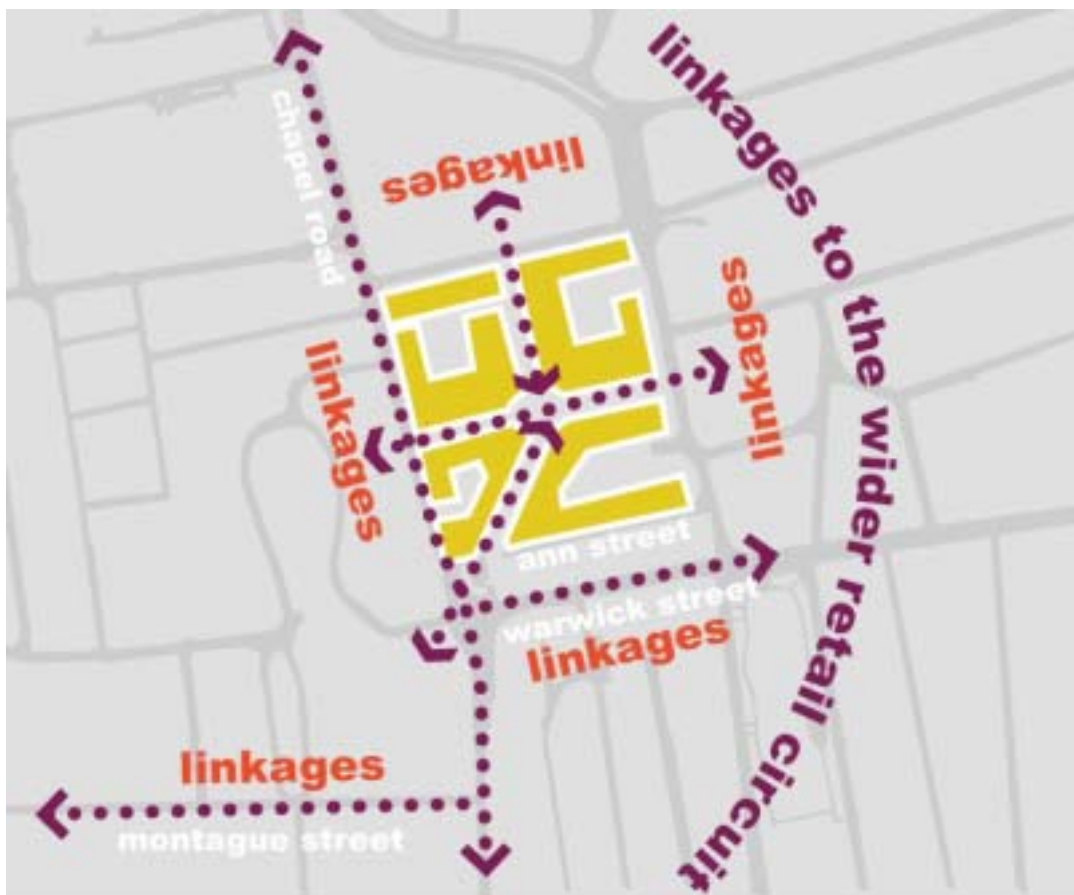
**Fig 6.7 Integrating the site into the existing town centre**



## Ease of Movement

- 6.23 The main north-south and east-west routes through the development should be designed in a street format providing natural light and ventilation and integrating appropriately into the existing town centre. It will be necessary to create new pedestrian linkages with Chapel Road and Union Place in order to create a retail circuit which will also help to strengthen existing retail provision on Montague Street. The development need to stitch in with the surrounding network of streets (Figure 6.7).

**Fig 6.8 Linkages**



6.24 The creation of this new network of streets provides a natural opportunity to create a new high-quality public space in the centre of the development at the intersection of the north-south and east-west routes. This public space will act as a focal point for the new development and the town centre. New retail development blocks fronting onto the Square must address the setting and quality of the public realm surrounding the buildings – successfully integrating active ground floor uses, with the potential for upper floor residential uses to enhance security through passive surveillance throughout the day and night. A series of pedestrianised lanes/paths should be created through the development (Figure 6.9). Chatsworth Road should be treated as a shared surface to cater for the movement of pedestrians, cyclists and some access for service vehicles.

Design Principles:

- The provision of lanes and access points which provide clearly defined connections between the development and the town centre
- Pedestrian movement to be encouraged through active ground floor uses, responsive landscaping, public art and lighting.
- Underground parking should be provided for existing and future needs of car parking, no surface parking except for disabled bays should be provided on the street network.
- Design of the public realm to give priority to pedestrians and cyclists over motor vehicles
- A real choice of travel mode to be offered to all sections of the community with quality sheltered waiting facilities including real time bus information within good proximity to where people want to go.
- The existing multi-story car park, fronting the high street should be ‘wrapped’ around with other uses.
- Parking standards should be reviewed over time to reflect changes in policy and initiatives to reduce the use of the private car and promote a shift to public transport.

Fig 6.9 Pedestrian Movement



## Urban Form

### Frontages

- 6.25 The development provides an opportunity to provide entirely new frontages for the site to High Street and Union Place and make significant improvements in the existing frontages to Chapel Road and Ann Street (Figure 6.10). These frontages should provide strong edges to the site with active ground floor uses creating an attractive environment for pedestrians. The opportunity for development on the land immediately to the east of the High Street multi-storey car park has been highlighted, providing new frontage which masks the façade of the multi-storey car park. This development could either be office use or retail use with residential at upper levels. The new anchor/department store should be located in the north eastern part of the site and provide strong frontages to both High Street and Union Place. There is the opportunity for a landmark entrance at the junction of High Street and Union Place.

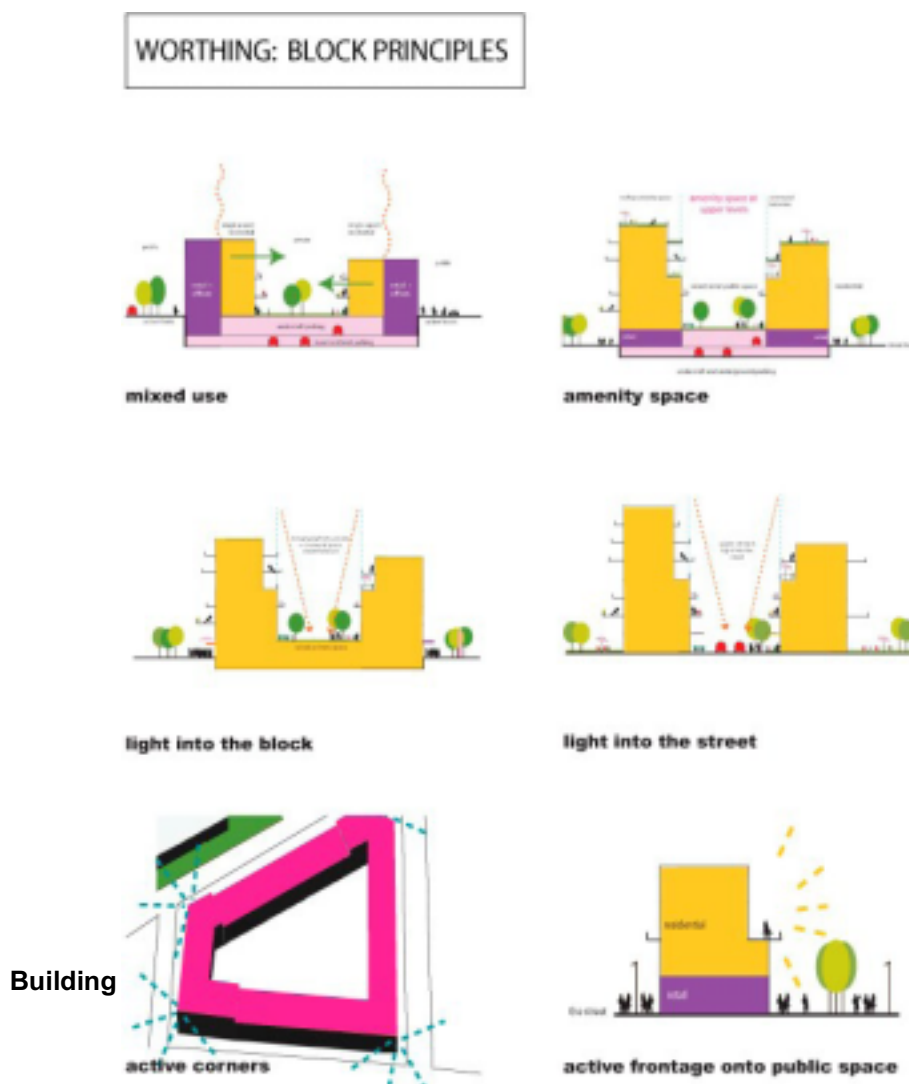
**Fig 6.10 Frontages and Entrances**





- 6.26 Current frontages onto Chapel Road are variable in their quality and the development provides an opportunity to improve and strengthen these frontages through new retail development fronting onto Chapel Road. The Guildbourne Centre presents an inactive, unattractive and unsafe frontage to Anne Street. The new development should provide new active frontages to Anne Street improving the attractiveness and safety of the environment.
- 6.27 The new public space and pedestrian streets within the development should similarly have strong frontages with active ground and first floor uses. Buildings fronting onto the public space should have strong architectural treatment with variation in height to create interest.
- 6.28 Blank or inactive facades should be avoided. The development should provide an open streetscape format which integrates into the existing town centre. Backs of buildings which are retained should be screened by the new development. Figure 6.11 illustrates the block principles.

**Fig 6.11 Block Principles**





- 6.29 Buildings surrounding the site on Chapel Road, Anne Street, High Street and Union Place are generally around 3 storeys in height and any new development to the site's perimeter should respect the height of these adjoining and adjacent buildings. There is potential for building height to increase towards the centre of the site up to 6 storeys (Figure 6.11). Buildings taller than 4 storeys will probably require stepping to minimise their impact on surrounding buildings and spaces. The new development should respect residential amenities including daylight, sunlight and overlooking.

### **Landmarks**

- 6.30 Two potential locations for landmark buildings are identified, see figure 6.12. The first is the entrance to the development from South Street Square, a building of some height (6 storeys) distinctive architectural design and quality would provide a landmark in this location which would identify the entrance to the development and provide excellent views to occupiers down South Street to the Pier and beyond.
- 6.31 At the north eastern corner of the site at the junction of Union Place and High Street, there is the opportunity for another landmark building highlighting the presence of the department/anchor store and announcing the entrance to the development and Worthing town centre to visitors arriving from the north.
- 6.32 Within the scheme the entrance to the department store should also provide a strong, landmark presence and should be visible from Chapel Road and the entrance to the scheme at South Place, drawing shoppers into the development.

Fig 6.12 Built Form and Landmarks



### Architectural Style

- 6.33 As discussed in our analysis section, the architectural quality of Worthing needs to be respected and any new scheme needs to stitch into not only the surrounding street morphology but also the architectural style and scale.
- 6.34 However, architectural variety and distinctiveness is very much encouraged. The development of a number of blocks in an open streetscape format creates the opportunity to introduce architectural variety.
- 6.35 Within the internalised new public space there is the opportunity to create a new treatment to the façade which differs from what is currently 'of Worthing'. Decorative facades with new modern methods of treatments such decorative copper, concrete, and glass could be used as an artistic feature within the centre of the site (Figure 6.14).
- 6.36 Buildings which front onto Chapel Road in particular should be contemporary but relate to the local context. The development should be seen as enriching and complementing the qualities of Worthing town centre.

**Fig 6.13 Scale and Massing**

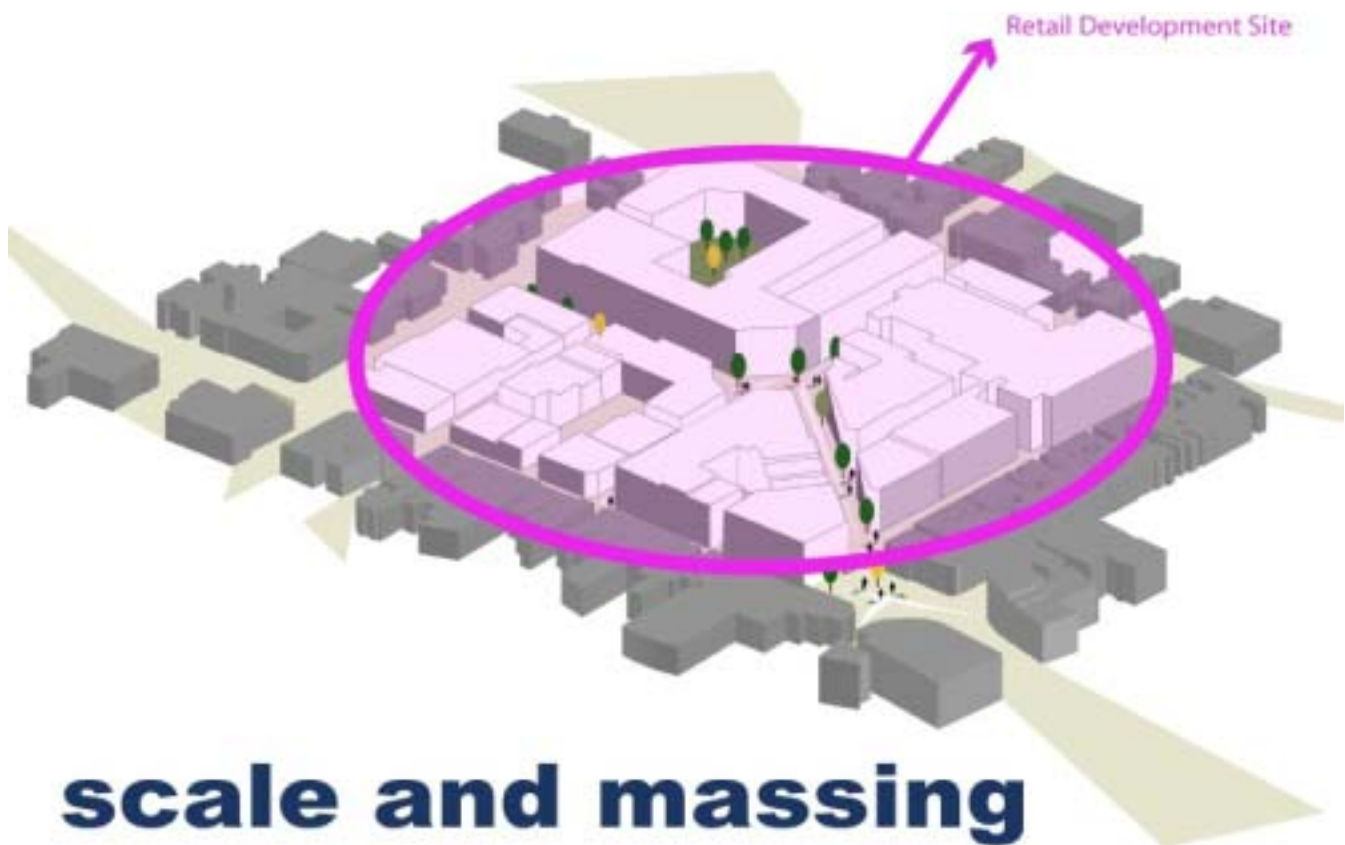


Fig 6.14 Indicative Treatment of Frontages- Central Square

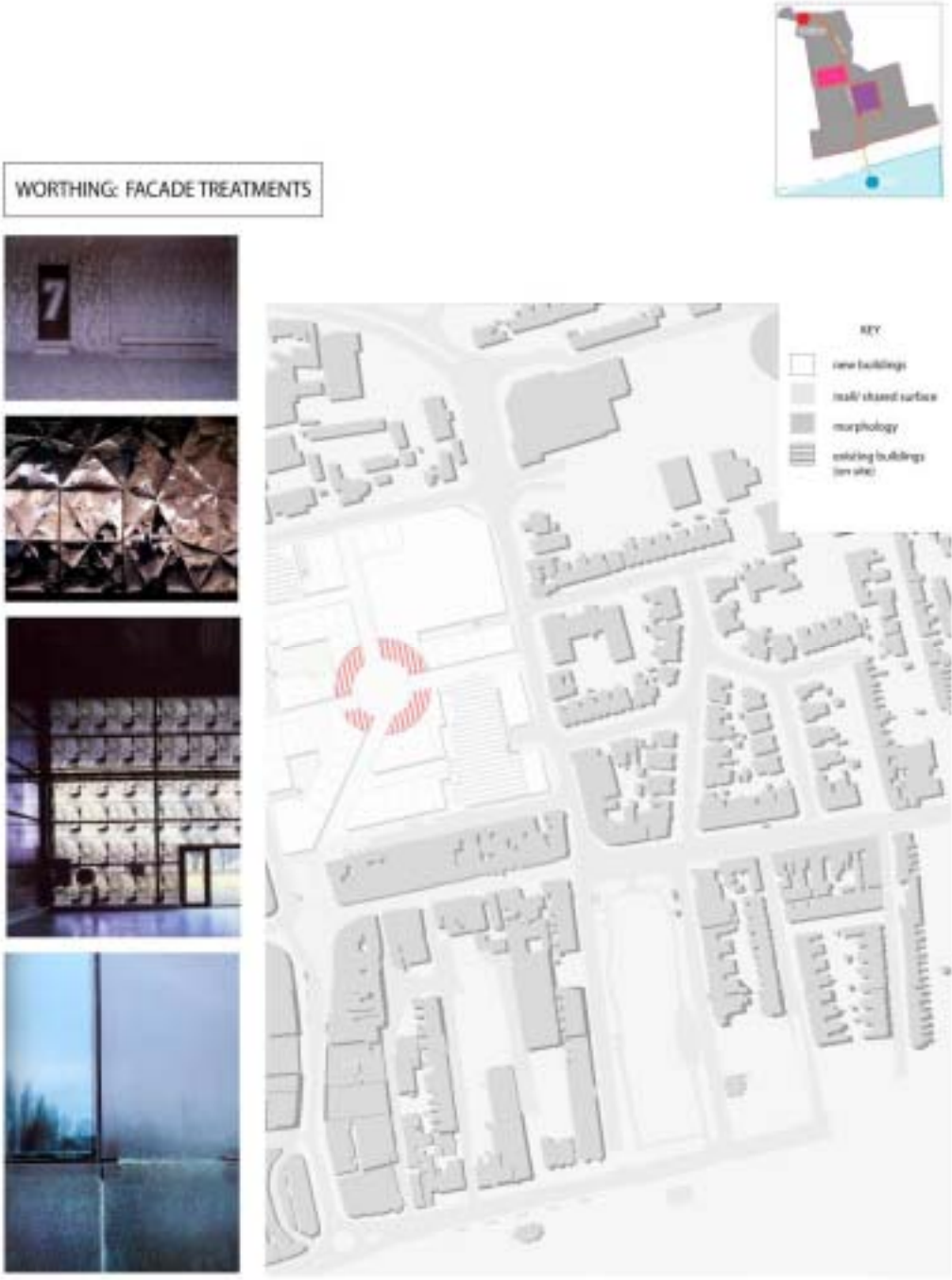
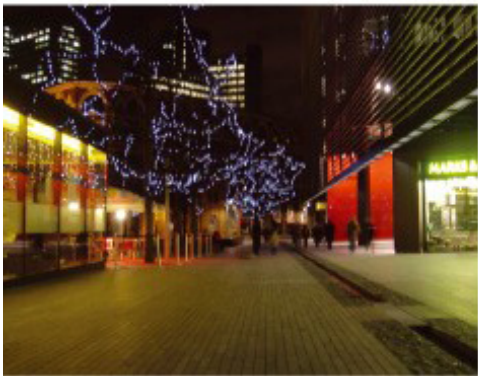
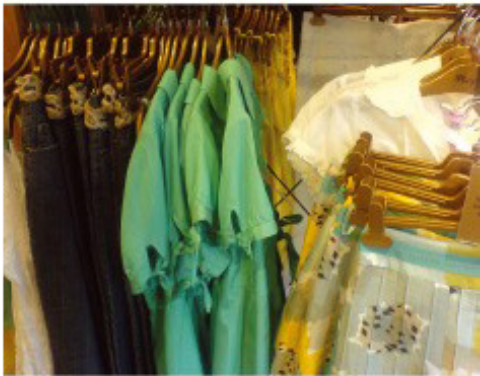


Fig 6.15 illustrative Facade Treatments

WORTHING: USES



## Quality of the Public Realm

- 6.37 The design and layout of the new streets and central square should be designed to the highest quality and sit within the fabric of the remainder of the town centre, see figure 6.13. The layout of the pedestrian orientated streets should be created with high quality paving materials and lead through the development from all approaches into the central square. This approach will create a focal space bounded on all sides by active frontages, which creates a destination point for visitors and residents of the development, see figure 6.14
- 6.38 There are two key public realm projects associated with the Retail Core development. South Place is one of the most intensively used pedestrian areas in Worthing town centre. The reduction in vehicle traffic through this area will enable proposals to be brought forward that reduce the dominating impact of vehicles. The Square will be enhanced to provide space to accommodate events and outdoor performances, strengthening activity and viability in the heart of the town centre. The design of the space will need to reflect the predominant retail uses that surround it and in particular respond positively to the entrance of the new retail development. The intensive pedestrian use of this area will require hard surface materials to be used. The space will need to be well designed to allow people to pass through but importantly to allow people to sit out and enjoy the urban environment. Through the introduction of quality street furniture that responds to the historic setting of Warwick Street and street planting this space will need to be promoted as a key pedestrian thoroughfare, linking key components of the town centre retail offer.

### Design Principles:

- The public realm should create a strong physical and visual connection between the existing town centre and the development, which is easy to use and navigate.
- The new street layout and central open space will be well defined and enclosed by continuous development frontage no less than 3 storeys in height.
- The public realm should promote a sense of safety through active uses at ground level with opportunities for passive and 'natural surveillance' through overlooking from development blocks. Where ground level activities are not appropriate, visual permeability should be maintained.
- The central open space should be flexible, contain an element of play and provide a space to sit, relax and play.
- The new Square within the development will act as a focal point to the development providing an opportunity to introduce new vistas. Surrounded by active retail uses the Square should aid movement through the area and also provide opportunities for shoppers to sit and relax. The Square will also require hard surface materials to be used. However, the pedestrian streets within the development should facilitate good access for all and should incorporate high quality materials that are easy to maintain



Fig 6.16 Creation of new public space

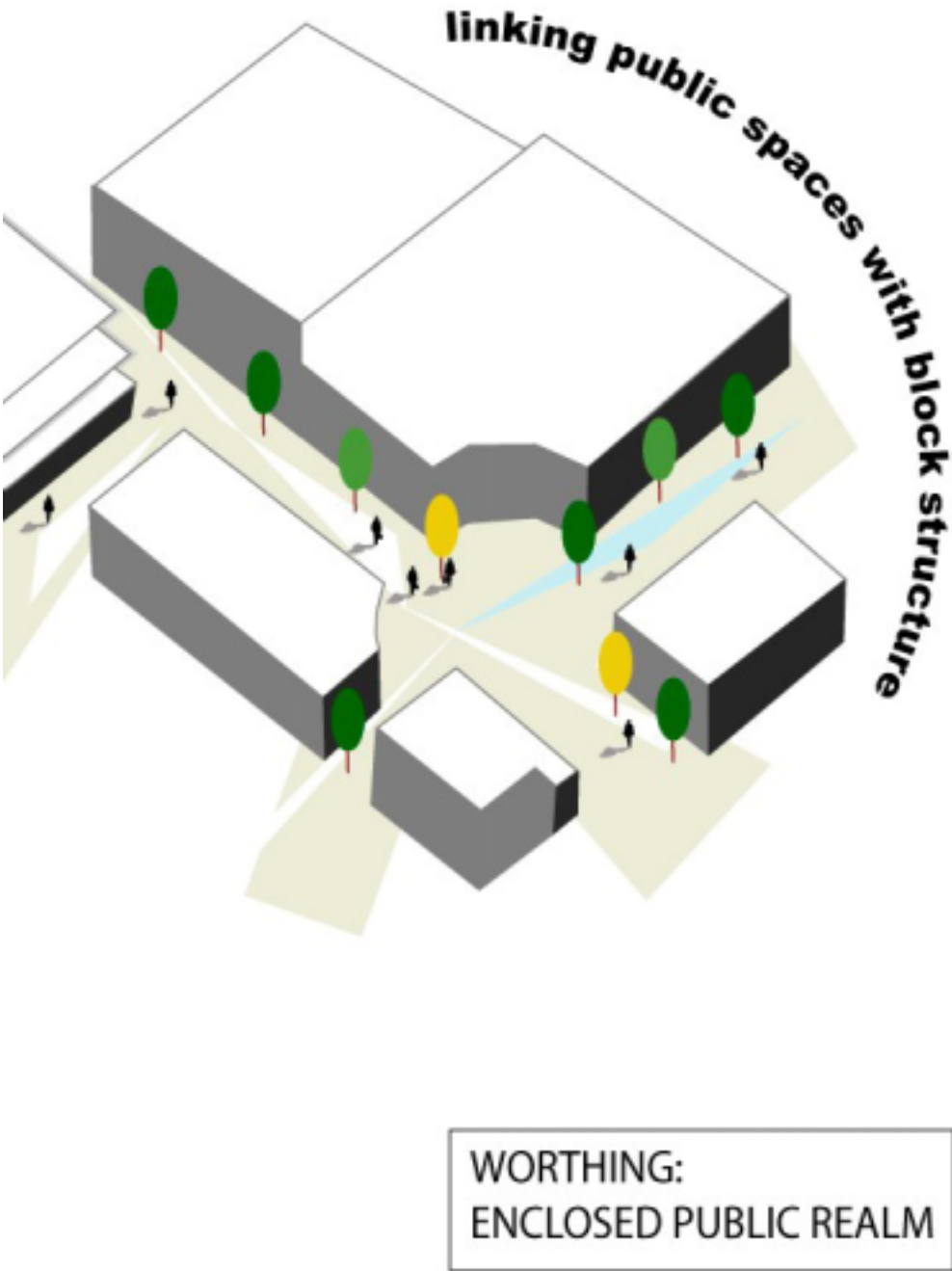
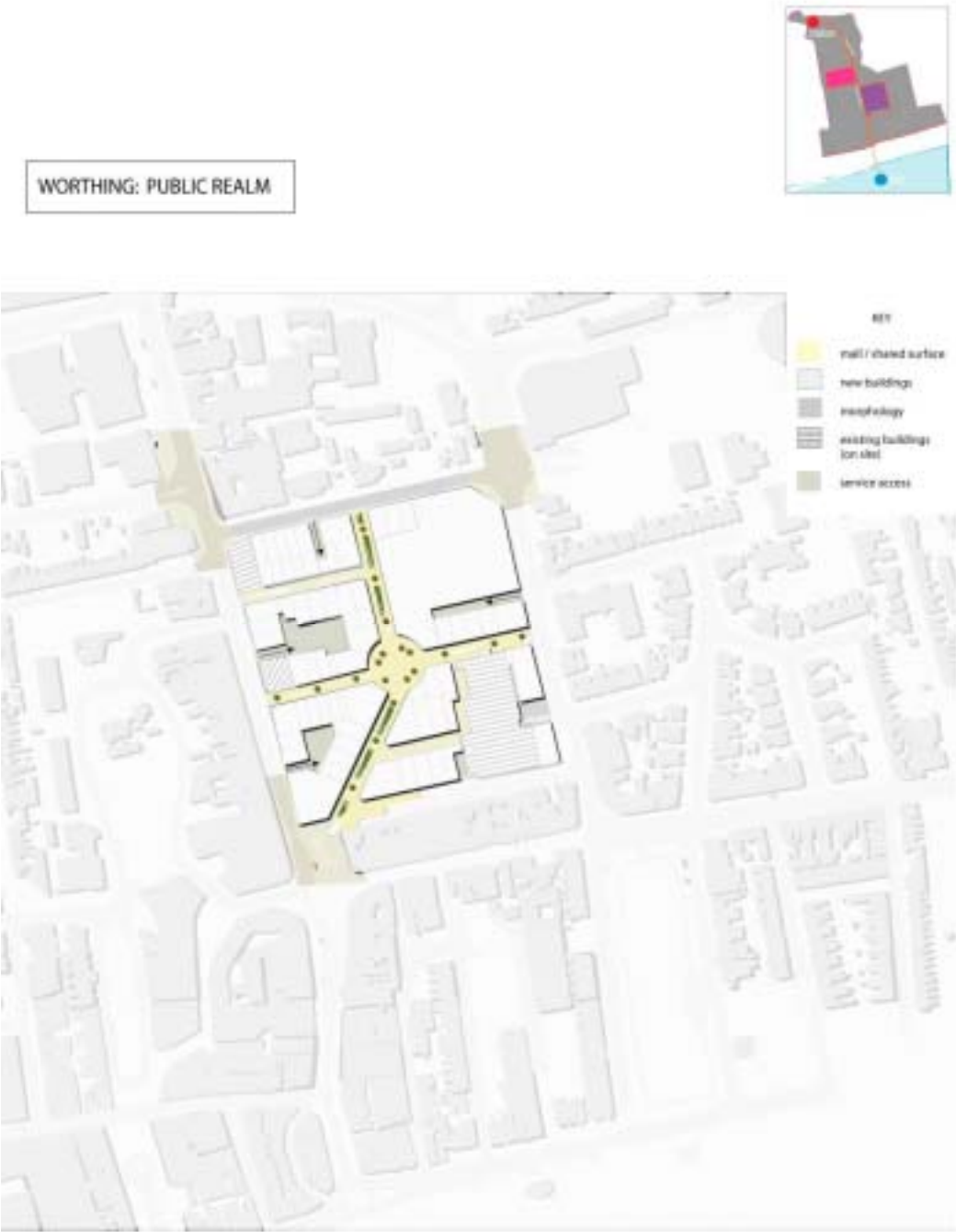




Fig 6.17 Public Realm



- The public realm should include the integration of water, lighting, hard and soft landscape elements, signage, public art, and street furnishings to create stimulating, dynamic, attractive and active public areas.
- Street furniture and lighting should be of good integrated design to reduce street 'clutter' and light pollution.
- The public realm should maximize opportunities for sustainability and low energy use and consumption through material selection and sourcing as well as the detailing and construction of the public realm.
- A cohesive management and maintenance strategy will be developed to provide a comprehensive approach for quality maintenance and to provide initiatives for continued programming of local and regional events.

Fig 6.18 Public Realm Precedents

WORTHING: PUBLIC REALM



## **Sustainability**

- 6.39 The creation of a high quality mixed use, retail lead scheme is fundamental to the continued regeneration of Worthing's Town centre. A key element of the Masterplan vision for Worthing is that of a sustainable town. Sustainability considerations will be incorporated into all new development, such as energy and water efficiency, use of renewable energy, sustainable construction and drainage, building orientation, use of recycled materials, minimisation of waste and prolonging the lifespan of buildings.
- 6.40 Good urban design will promote social inclusion and the growth or strengthening of communities. Good quality living and working environments will help to retain and attract people to the area. Development of the Retail Core site should embrace sustainable best practices:
- During the construction process (Sustainable Management) and ensuring the maximum use of any reclaimable materials derived from the demolition of existing buildings
  - In terms of construction materials (recycling, production, manufacturing, transport etc.)
  - In use and occupation (operating systems, choice of fuel, energy efficiency, renewable energy, passive solar design, water usage, infrastructure and services etc.)

## **Energy**

- 6.41 Development proposals should provide energy efficient buildings and technology in order to reduce energy use and ensure that CO2 emissions are minimised.

## **Water**

- 6.42 Development proposals should incorporate facilities for reducing water consumption and run-off. Sustainable drainage schemes and the incorporation of grey water and rain water recycling are encouraged.

## **Waste and Recycling**

- 6.43 Proposals should incorporate adequate provision for recycling facilities and waste storage for all elements.

## **BREEAM/Code for Sustainable Homes**

- 6.44 Proposals should achieve an excellent BREEAM rating for non residential buildings and Code for Sustainable Homes level 3 as a minimum standard for residential dwellings.

## RETENTION AND REFURBISHMENT OF THE GUILDBOURNE CENTRE

6.45 In the event of a scheme coming forward which is based on the retention of the Guildbourne Centre, it will be necessary to demonstrate that the key objectives set out in the Masterplan can be satisfied. The key principles which must be followed are illustrated in the following figure and may be summarised as follows:

- Creation of active frontages on High St, Chatsworth Road and Anne Street;
- Improved entrance to Guildbourne Centre;
- Reconfiguration of Guildbourne Centre retail units to create larger units;
- Creation of link through Guildbourne Centre to Chatsworth Road and development to north;
- Screening of service areas;
- Improvements to South Street Square

**Fig 6.19 Retail Illustrative Plan**



## **7 Implementation and Delivery**

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- 7.1 The challenge of delivering the development vision for the Retail Core site will require co-ordinated action from the public and private sectors. This following section sets out guidance on the implementation and delivery of the Development Brief.
- 7.2 The Development Brief for the Retail Core site provides a vision and a set of clearly defined principles and objectives for achieving the development. The objectives will provide a basis for partnership working and bringing forward the development opportunity and for the co-ordination of the public and private sector investment. The Development Brief provides a tool to promote and facilitate the development and regeneration of the Retail Core site.

### **Delivery Principles**

- 7.3 A number of principles underpin the implementation of the Development Brief proposals:
- The implementation of the Development Brief must be approached comprehensively, although a phased approach which delivers the comprehensive development would be welcomed
  - Development must accord with the Development Brief, development objectives and principles
  - Development must accord with the wider Retail Strategy for Worthing town centre identified in the Masterplan and must demonstrate that it will not have an adverse impact on other retail areas in the town centre
  - The development must be commercially viable
  - Delivery of built development, infrastructure proposals and public realm improvements are closely linked. The provision of improved pedestrian routes, enhancement to the public realm and public transport improvements are fundamental to achieving the overall development objectives and must be addressed comprehensively
  - Development will be delivered by the Council and it's public sector partners together with a private sector development partner
  - There will be a continued commitment to consultation and community engagement both leading up to and during implementation

### **Implementation Approach**

- 7.4 The Council intends to create a public/private partnership to deliver the development. The Council will lead on the selection and appointment of a suitable development partner to deliver the development. Given the scale and importance of the development proposals it is expected that this will be achieved through an open marketing process based on this Development Brief. The development partner will be required to demonstrate:

- Significant experience in the delivery of major high quality retail led town centre development projects
- A commitment to design and delivery excellence
- A supporting professional team with the appropriate level of skills and experience for the demands of the project
- Development viability
- A commitment to partnership working
- A detailed appreciation of the Retail Core development opportunity and its significance to Worthing
- A commitment to meet the needs of all users and engage in meaningful public consultation

7.5 Once a developer has been selected then they will enter into a Development Agreement with the Council and as appropriate, other public sector agencies. This will provide a legal framework upon which the development will proceed on the basis of a chosen scheme selected as a result of the competition. Under this agreement, the development partner will be responsible for proceeding with the preparation of a planning application, site assembly and construction. The Council and its partners will provide appropriate support to the developer.

#### **Land Assembly**

7.6 The site is currently within a mix of public and private ownerships. The developer will need to acquire a large number of property interests in order to deliver the development. If this site assembly cannot be concluded by agreement then the Council will be prepared to use its compulsory purchase powers to assist the developer in delivering the development. The Council will lend its support and assistance to existing occupiers and will endeavour to assist them in relocating to alternative premises within the town. Compulsory purchase powers will only be used once all alternative routes to acquire property by agreement have been exhausted.

#### **Viability**

7.7 Any development proposed must be commercially viable. The viability of the Development Brief has been assessed based upon the indicative development proposals outlined within this Development Brief. Viability analysis indicates that the Development Brief should represent a commercially attractive and viable scheme. The selected development partner will be required to further demonstrate that their proposals are viable and capable of implementation.



## **Development Brief and Planning Applications**

7.8 It is the intention of the Council to adopt the Development Brief as a supplementary planning document (SPD). All planning applications will be required to be accompanied by the following:

- A design statement
- An environmental impact assessment
- Accessibility statement
- Transport impact assessment/travel plan
- Retail impact assessment
- A sustainability statement

7.9 Applications which are premature or jeopardise appropriate development of the Retail Core site in accordance with this Development Brief will be rejected. Any retail impact assessment should fully consider the potential impact of the proposed development on the other retailing areas of Worthing town centre. The proposals should demonstrate how they seek to mitigate any potential impact.

## **Planning Obligations**

7.10 The Council will seek to secure appropriate planning contributions/obligations through Section 106 agreements. Likely instances where planning obligations will be used include the following:

- Secure contributions towards the provision of new highways
- Secure off site roadworks including traffic reduction measures
- To control the provision and management of car parking
- To enable the provision or improvement of footpaths, cycle routes and associate facilities
- To secure the provision and/or enhancement and subsequent management of public open space
- To secure the provision and/or improvement of social, educational, recreational or other community facilities
- To secure the provision of affordable housing and control it's subsequent occupation
- To secure other town centre enhancements

## 8 References

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Worthing Evolution Masterplan:

<http://www.worthingregeneration.com/regeneration/>

Worthing Borough Council Local Plan, and relevant planning documents including a link to Conservation Area details:

<http://www.worthing.gov.uk/Planning/PlanningPolicy/>

Worthing Borough Council LDF:

<http://www.worthing.gov.uk/Planning/PlanningPolicy/LocalDevelopmentFramework/>

