

## 9. INTRODUCTION

- 9.1 In the early 1980s, consolidation and expansion of businesses in the town, and a relatively low economically active population, resulted in low levels of unemployment compared to regional and national averages.
- 9.2 During the mid-1990s several studies were carried out in relation to the economy of the town. These studies reinforced evidence from other sources, that the local economy had declined during the recession of the early 1990s when compared to other parts of the country. The University of Portsmouth's Centre for Local and Regional Economic Analysis completed a research study of the Economic Profile of Worthing in January 1995. The main findings from this study were:
- (a) The industrial structure of Worthing is unbalanced with 75% of all employment in only 6 sectors.
  - (b) The economy is heavily dependent on the fortunes of a small number of major firms.
  - (c) Employment growth is not keeping up with the demand for new jobs. Opportunities for young people are concentrated in low skilled, part-time, seasonal and casual employment.
  - (d) Firms expect to expand output more rapidly than employment.
  - (e) The main economic problems perceived by companies are a poor relationship between private and public sectors, poor transport links, the poor quality and availability of business premises, and the shortage of some skills amongst the population.
- 9.3 Other weaknesses of the local economy which have been highlighted in Sussex-wide studies include:
- (a) Significant levels of employment in "footloose" sectors of the economy, with major challenges from locations with easier access to markets and suppliers.
  - (b) A lack of high quality business parks.
  - (c) A serious shortage of development sites with good acreage.
  - (d) Outdated industrial estates.
- 9.4 There has been a period of economic growth in the Borough over the last few years, and this has resulted in a rise in employment in the Borough from 37,742 in 1995 to 40,256 in 1997. Nevertheless, it is clear that many of the problems identified in paragraph 9.2 and 9.3 remain. The Borough Council is working in partnership with other organisations to tackle some of the Borough's economic problems. An Economic Development Partnership with representatives from public sector organisations and major local employers sets an Economic Development Strategy for the town which aims to produce a strong and diverse economy with comparatively low rates of unemployment through

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~~sustainable business growth. Included in the Strategy is an action plan, in which initiatives aim to:~~

- (a) encourage the diversification and modernisation of the local economy;
- (b) improve the environment in which business operates;
- (c) improve the skills of the labour force for its social and economic well-being and the needs of business;
- (d) promote Worthing as a business, visitor and retail destination as a means of expanding investment in the town;
- (e) encourage and assist the setting up and growth of viable new business ventures;
- (f) assist businesses in improving their performance through the provision of information and investment.

9.5 The Local Plan is an important element of the Economic Development Strategy. As a land use policy document it cannot tackle all local economic problems, but it does have a vital role to play in:

- (a) providing land and buildings of sufficient quality to meet the needs of business;
- (b) enabling existing businesses to expand and adapt;
- (c) promoting facilities which will support and encourage businesses to invest in the Borough.

These objectives will help to support the growth and retention of business activity across a wide range of economic sectors which will in turn improve the range and quality of employment opportunities for the local population.

9.6 The tourism and retail sectors are both important elements of the local economy and are dealt with in detail in Chapters 10 and 13.

9.7 In the economic research referred to in paragraphs 9.2 and 9.3, the quality of the town's environment and its lifestyle were consistently identified as major attractions to business. Plan policies dealing with the countryside, the built environment and leisure and recreation are therefore important in creating an environment in which it is attractive to work.

9.8 This section of the plan is concerned with business, general industry and storage as defined in the Town and Country Planning (Use Classes) Order 1987. Definitions are included in Appendix 1.

## STRATEGIC FRAMEWORK

9.9 One of the Government's key aims is to encourage continued economic development in a way which is consistent with the objective of maintaining and improving the quality of the environment.

9.10 Government guidance requires development plans to:

- (a) incorporate an understanding of the key local economic issues including any need to broaden the base of the local economy and stimulate employment;
- (b) provide accommodation for the future needs of business, by identifying sufficient land on a range of sites well served by infrastructure, providing choice and flexibility for firms;
- (c) recognise the requirements of differing types of industry and commerce, especially small businesses.

### **West Sussex Structure Plan**

- 9.11 The West Sussex Structure Plan 1993 sets out the level of employment provision for the Borough of 170,000 square metres between 1989 and 2006. This figure is not prescriptive and the Structure Plan explains that local authorities may, if necessary, revise the provision in local plans to ensure that job creation is broadly in step with workforce growth associated with planned house building.
- 9.12 The Structure Plan is currently under review. The review recognises that increasing weight needs to be given to economic issues. It sets out the need to foster the

growth of the economy in a sustainable way, promoting business development that would help advance the economic wellbeing of the County's existing and future inhabitants and increase the prosperity of its business enterprise.

### **COMMERCIAL FLOORSPACE PROVISION**

- 9.13 The Council's approach to the allocation of employment floorspace in the Borough is:-
- (a) to provide for the employment needs of the existing workforce and the growth in the Borough's population over the life of the plan;
  - (b) to create a balanced portfolio of readily available industrial and commercial land that recognises that there is no single market for those users and thereby provides a choice of site by size, location and quality;
  - (c) to recognise that there is a shortage of employment land available for development of high quality in the Borough and in Coastal West Sussex as a whole. This need, which had already been identified by the Council, was reinforced by an independent report commissioned by West Sussex County Council, District and Borough Councils in West Sussex and Sussex Enterprise. The Coastal Sites Study states that:-

“The overall impression is of a very limited provision of high quality, ripe sites that meet modern market standards, especially when compared to the sites on offer elsewhere in the UK”.

- 9.14 The West Sussex Structure Plan 1993 requires 170,000 square metres of employment floorspace to be provided in the Borough. This provision incorporates all forms of business, industry and storage uses.

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9.15 ~~The extent to which the Structure Plan requirement is being met is assessed through its~~ Commercial and Industrial Development Survey. At 1<sup>st</sup> January 2000, the amount of new floorspace constructed since the base date of the Structure Plan (1990), and large sites with planning permission(s) outstanding are shown in Table 4, together with West Sussex County Council's assessment of the amount of development likely to be built on small sites.

**Table 4: Employment Land Supply As At 1<sup>st</sup> January 2000**

	<b>Floorspace sq.m</b>
Employment Floorspace Required 1990 - 2006	170,000
Developments Completed 1990 - 1999	53,110
Existing commitments on large sites (01.01.00)	16,984
Assumed developments on small sites	18,536
Remainder	81,370
Potential of Allocated Sites	46,178
Employment Supply compared with requirement	-35,192

**Table 5: Potential of Allocated Sites**

<b>Site</b>	<b>Floorspace sq.m</b>
B2 - West Worthing Waste Water & BG Site	10,000
B3 - Lower Northbrook Farm & Paddock	9,000
B4 - Land adj Southern Water, Littlehampton Road	4,000
B5 - Land at Dale Road	10,766
B6 - Land east of Faraday Close	800
B7 - Land at Highdown Business Park	11,612
B8 & B9 - Land at The Warren**	10,716

\*\* Floorspace already included under existing commitments

- 9.16 In normal circumstances, the floorspace analysis in Table 4 would also include sites allocated in the Worthing Local Plan 1994 as commitments. Many of the employment land allocations in this document now have the benefit of planning permission for business, industry or storage uses and are therefore already included in the analysis in Table 4, while other sites have been developed for alternative uses. Three sites do not fit into either of these categories, namely: land at Dale Road, land at the east side of Faraday Close and land at Decoy Farm. The first two of these sites are to be included in the list of proposed allocated sites for employment uses in Policy B1. Decoy Farm is a former tip which is emitting methane gas and is subject to settlement. Since publication of the Worthing Local Plan 1994, further survey work has been carried out on this site to evaluate the likelihood of pollution and the costs and methods of remediation. It is now considered highly unlikely that this site will provide a significant contribution to employment floorspace provision in the period up until 2006. For this reason, it is not proposed as an allocation in this Local Plan.
- 9.17 Policy E1 of the Structure Plan allows some flexibility in the amount of floorspace which is to be allocated in local plans. Recent evidence in Worthing has shown that a number of the sites with planning permission for employment have not progressed to development. In some cases, there is a question mark over the viability of development proposals. For other sites, changing intentions of landowners have resulted in alternative development proposals coming forward.
- 9.18 An examination of sites with planning permission by the Borough Council in the autumn of 1998 identified three sites with a combined floorspace of 2,044 square metres, where implementation of the permissions was considered to be extremely unlikely. A number of other sites were also identified where uncertainty surrounded future intentions of landowners. For these reasons, and to ensure that land is readily available to meet the needs of the local economy, the amount of development to take place on land allocations (including those rolled forward from the Worthing Local Plan 1994) is 46,178 square metres
- 9.19 The sites which are identified to contribute to employment land supply are identified in Policy B1.

### **POLICY B1**

**In the period 1995 - 2006, development for employment purposes of the following sites, as shown on the Proposals Map, will be permitted:-**

- ~~(i) part of the West Worthing Waste Water and British Gas sites (B1 use only);~~
- (ii) Lower Northbrook Farm and paddock (B1 use only);
- (iii) land adjacent to Southern Water Headquarters, Littlehampton Road, West Durrington;
- (iv) land at Dale Road;
- (v) land east of Faraday Close.
- (vi) land at Highdown Business Park
- (vii) site A The Warren
- (viii) site B The Warren

9.20 Policy B1 is not a comprehensive list of sites available for business, general industry and storage development. There are other sites with the benefit of planning permission. For sites with planning permission, the principles of development have been established. In the case of sites in Policy B1, they are set out below.

#### **Worthing Waste Water and British Gas Sites**

9.21 The West Worthing Waste Water and British Gas site is now largely redundant. The Goring Trading Area is adjacent to the northern part of this site which is suitable for employment uses. The southern part of the site abuts an established residential area and will be allocated for housing (see Policy H6). To protect residential amenity, uses within Class B1 only will be permitted on the remainder

of the site comprising 2.8 hectares. The area is likely to be subject of some contamination which will require further investigation by the owners or developers, and mitigation measures, as appropriate.

9.22 Access to the whole site should be from the existing Trading Area to the west only. Access via Martletts Way may be possible subject to a developer showing that necessary improvements at its junction with Mulberry Lane can be satisfactorily achieved. Due to the additional commercial traffic generated by the development of this site, the developer will be required to provide a separate lane on Goring Way to allow traffic to turn right into Mulberry Lane, without inhibiting the free movement of vehicles.

#### **POLICY B2**

**Business use (B1) will be permitted on the northern half of the Worthing Waste Water and British Gas site, as shown on the Proposals Map, subject to:-**

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- ~~(i) the provision of vehicular access from Woods Way and/or Martletts Way to serve the whole of the site, subject to the carrying out of necessary highway improvements;~~
- (ii) development not exceeding two-storeys in height; and
- (iii) the completion of a survey into the presence of any contamination within the site and mitigation measures as appropriate.

### Lower Northbrook Farm

- 9.23 Lower Northbrook Farm is used for a number of purposes including residential, kennels and agricultural related uses. Together with the adjacent paddock, the area comprises 3.5 hectares off Titnore Lane. This site is at the very edge of the urban area. Development should retain the predominantly rural character of Titnore Lane and should be of a high standard design, of low density and low rise, principally two storeys. An upgraded access to serve both areas of land will be required. Business uses only will be acceptable due to the sensitive location of this site.

### POLICY B3

**Business use (B1) will be permitted on Lower Northbrook Farm and the adjoining paddock, as shown on the Proposals Map, subject to:**

- (i) access being provided from Titnore Lane; and
- (ii) the rural character of Titnore Lane being maintained by the setting of any building back from the western site boundary, the scale of development, including height, relating sympathetically to the surrounding area and the provision of landscaping in character with the surrounding area.

### Littlehampton Road Adjacent to Southern Water

- 9.24 The Council-owned land, located between the headquarters of Southern Water and Northbrook College on Littlehampton Road is 1.2 hectares in size. Business, industry or storage uses will be acceptable on this site. Access should be from Yeoman Way. Development should be to a high standard of design to reflect the surrounding commercial and educational uses and the open storage of materials will not be acceptable at this location.

### POLICY B4

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~~Business, industry or storage uses will be permitted on land north of Littlehampton Road and adjacent to Northbrook College, as shown on the Proposals Map, subject to:-~~

- (i) vehicular access being provided from Yeoman Way only;
- (ii) development being of a similar density to adjoining educational and commercial uses; and
- (iii) adequate provision being made for surface water drainage and any requirements relating to Ferring Rife being met; and
  
- (iv) an ecological survey of the site.

**The grant of planning permission will be subject to a condition not permitting the open storage of materials and goods on this site, and where appropriate, mitigation measures in respect of the findings of the ecological survey.**

### **Land East of Dale Road**

9.25 The Dale Road site adjoins the Meadow Road Trading Area and is used for a variety of activities. Some land is also vacant. The piecemeal use of this site does not maximise its potential and the environment is poor. The area is also subject to methane emissions. An environmental statement will need to be submitted by applicants and appropriate mitigation may be required. The results of further environmental investigations may limit the type and extent of employment development which could be carried out on this site. In addition, redevelopment may have to include the relocation of existing activities. As a consequence of these constraints, not all of the 2.86 hectare site may be available for development.

### **POLICY B5**

**Business, industry and storage uses will be permitted on land east of Dale Road, as shown on the Proposals Map, subject to:-**

- (i) the completion of a survey into the presence of any contamination, and mitigation measures as appropriate; and
- (ii) any increased traffic generation not resulting in an unacceptable reduction in amenity for local residents.



**Land East of Faraday Close**

- 9.26 This 0.2 hectare vacant site is within the West Durrington Trading Area and is suitable for business use.

**POLICY B6**

**Business use will be permitted on land east of Faraday Close, as shown on the Proposals Map.**

**Highdown Business Park, Yeoman Road, Worthing**

- 9.27 The site lies on the west side of Romany Road immediately adjoining Lloyds TSB and is currently undeveloped. In 1999 the Borough Council resolved to grant planning consent for a B1 (business) development of 11,612 sqm on the site, subject to a S106 agreement. To date the agreement has not been signed.
- 9.28 The site lies within the Highdown Business Park and is considered to be highly suitable for employment use. The car showroom use with servicing is considered to be acceptable in this location due to the number and quality of jobs that can be generated by this type of use. It forms part of a cluster of business uses in a relatively sustainable location, however, any proposals for the development of the site will need to be accompanied by a transport assessment.

**Policy B7**

**Business use (B1) or car showroom with servicing will be permitted on land at Highdown Business Park, Yeoman Road, as shown on the Proposals Map, subject to:**

- (i) the submission of a transport assessment to confirm an acceptable means of access to the site, together with an assessment of the need for any off-site highway works.**
- (ii) the provision of pedestrian and cycle links from the site to the surrounding area**
- (iii) the design, including its height, mass and scale reflecting the character of the site.**

~~No planning application will be determined until an archaeological evaluation of the site has been undertaken to assess the impact of any development on any features or remains of archaeological interest, in accordance with the policies in Chapter 6 of the Plan.~~

**The Warren, Hillbarn Lane**

- 9.29 The two sites form part of the office complex at The Warren, Hillbarn Lane currently occupied by Norwich Union. The complex totals some 8.67 ha and is characterised primarily by large office buildings set in substantial open and landscaped grounds with playing fields at the southern end of the site. Several of the trees are covered by Tree Preservation Orders. The southern section of the complex is identified as an Environmental Area of Special Character (Policy BE25). The complex is also covered by a S106 agreement which restricts those areas which can be developed. Outline planning consent has been granted on the two sites (WB/97/0082) for office development.
- 9.30 The site allocated under Policy B9 adjoins the AONB. Any development proposals will need to take into account the impact on the character and setting of the AONB. A high standard of design will be required for both sites and it is anticipated that the development will be primarily two-storey given the identified constraints. Any proposals for development will need to be accompanied by a transport assessment, as set out in Policy TR3.

**Policy B8**

**Business use (B1) will be permitted on land at The Warren, Hillbarn Lane, as shown on the Proposals Map subject to:**

- (i) the submission of a transport assessment to confirm an acceptable means of access to the site, together with an assessment of the need for any off-site highway works;**
- (ii) the provision of appropriate pedestrian and cycle links;**
- (iii) the design, including its height, mass and scale reflecting the character of the site.**

**No planning application will be determined until a landscape assessment has been undertaken to assess the impact of any development. No planning application will be determined until an archaeological evaluation of the site has been undertaken to assess the impact of any development on any features or remains of archaeological interest, in accordance with the policies in Chapter 6 of the Plan.**

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**Policy B9**

**Business use (B1) will be permitted on land at The Warren, Hillbarn Lane, as shown on the Proposals Map subject to:**

- (i) the submission of a transport assessment to confirm an acceptable means of access to the site, together with an assessment of the need for any off-site highway works.**
- (ii) the provision of appropriate pedestrian and cycle links**
- (iii) the design, including its height, mass and scale reflecting the character of the site, with no significant adverse effect upon the setting of the AONB.**

**No planning application will be determined until a landscape assessment has been undertaken to assess the impact of any development. No planning application will be determined until an archaeological evaluation of the site has been undertaken to assess the impact of any development on any features or remains of archaeological interest, in accordance with the policies in Chapter 6 of the Plan.**

- 9.31 Sites identified in Policy B1 will provide a range of opportunities for generating development across the Borough. In addition, further contributions to employment land supply may be made from other sites where a mix of uses would be appropriate. The following sites fall into this category and are referred to in policies elsewhere in the Plan:
- Northbrook College - Broadwater Campus (Policy MS1)
  - Dairy site, Sompting Road (Policy H8)

**Additional Employment Land**

- 9.32 The Borough Council recognises that economic growth could be inhibited by the non-availability of sites for development. The range of sites identified in Policy B1 is a reflection on the need to provide a variety of locations to meet business needs. A particular area of concern has been the provision of sites with an attractive physical environment, capable of low density development and capacity for long term expansion in good strategic locations. The West Sussex Coastal Sites Study explained that if Coastal West Sussex was to retain existing companies and encourage new investment from businesses in growth sectors of the economy, then the availability of sites with these high quality characteristics will be essential.
- 9.33 Worthing Borough Council is working with other local authorities in Coastal West Sussex to implement the recommendations of the West Sussex Coastal Sites Study. Its

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— success will depend, in part, on the availability of sites of sufficient acreage to meet market needs.

### LOSS OF EMPLOYMENT FLOORSPACE

- 9.34 The Borough Council will seek to maintain the stock of land and buildings which are in use, or available for development, for business, industry and storage uses. There may also be other employment uses of a non-retail nature which are classified as *sui generis* (see appendix for definition) under the Town and Country Planning (Use Classes) Order 1987. It is also important that these uses are retained for employment purposes. This will be achieved by resisting the loss of any site allocated in this Plan, with planning permission, or already in use for these activities. The exceptions will be: small sites not located within any trading area, non-conforming industrial, business or storage uses where there is advantage in removing these uses and developments specifically identified elsewhere in this plan where a commercial use is one of a number of alternative proposals for the comprehensive development of an area. The Council also recognises that the issue of economic and/or practical

viability of the existing use is a material consideration in the determination of a planning application for a change of use from employment purposes and will enter into discussion with potential applicants on this issue

### POLICY B10

**Planning permission will not normally be granted for the development of land allocated, with planning permission or in use for business, general industry, storage or other sui generis commercial uses, of a non-retail nature for other uses, unless:-**

**(i) the development is of less than 300 square metres in floor area, not on an established trading area;**

**(ii) the development removes a non-conforming use causing a nuisance and the advantage of removing the non-conforming uses outweighs the loss of business, general industry or storage use; or**

**(iii) the development is specifically identified in a policy or proposal contained in this Plan.**

- 9.35 Under Criterion (i), a figure of less than 300 square metres in floor area has been used to define a small site, consistent with the approach of the Structure Plan.

### EXISTING TRADING AREAS

- 9.36 There are seven established trading areas in Worthing where many of the town's industrial and storage uses are found. These are Broadwater, Dominion Way, Meadow Road, Ivy Arch Road, Canterbury Road, Goring and West Durrington.

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- 9.37 ~~Many of the premises on Worthing's trading areas no longer meet the modern day requirements of industry and commerce. There are also problems associated with poor vehicle access, limited off-street parking and servicing provision. In many cases, the quality of the environment is also poor.~~
- 9.38 The trading areas are an extremely valuable resource for the local economy and it is essential that the areas are capable of meeting the needs of occupiers. In response to the physical problems of the trading areas, the Council will work with occupiers, agents and landowners to produce and implement action plans for the upgrade of industrial areas. This plan can provide an important part in this process by supporting efforts to modernise and restructure existing buildings and plant in the trading areas which will enhance the competitive position of business.
- 9.39 Parking is a significant problem in many areas due to the design of buildings prior to the adoption of modern standards. Buildings which do not have sufficient parking are less attractive to potential occupiers and for this reason it is important that new developments comply with the required standards set out in Policy TR9.

### **POLICY B11**

**The renewal and regeneration of the existing trading areas, as shown on the proposals map, will be promoted by supporting proposals for the redevelopment and refurbishment of buildings to provide modernised premises for business, industry and storage uses, or other non-retail *sui generis* uses which are considered a suitable use for location within the trading areas.**

**Proposals for new development will be required to provide car parking and servicing in accordance with Policy TR9.**

- 9.40 Parts of all of the trading areas are very close to residential properties and full account has to be taken of the amenity of local residents when assessing proposals for new development, including changes of use. All proposals on the Trading Areas, even for B1 uses, will be judged carefully against Policies RES7 (Pollution) and H18 (Amenity of Residents).
- 9.41 The Ivy Arch Road Trading Area has the problem of being a cul-de-sac with vehicular access only from King Edward Avenue in which commercial traffic conflicts with the residential amenity and needs to be controlled.

### **POLICY B12**

**Development in Ivy Arch Road and King Edward Close will only be permitted where it can be demonstrated that there would be no increase in the number of vehicles using King Edward Avenue. An exception may be made where the development would result in a**

**reduction in heavy goods vehicles which would bring benefits compensating or outweighing the adverse effects of an increase in light vehicles.**

### **BUSINESS USES OUTSIDE THE TRADING AREAS**

- 9.42 Not all development for business, general industry or storage uses will take place on established trading areas. In the total land supply requirement referred to in **Table 4**, West Sussex County Council estimates a contribution of 18,536 square metres of employment floorspace will come forward for development between 2000 and 2006 from small sites. There are very few opportunities for further development in the existing trading areas and a major contribution towards this provision is likely to be made by business uses seeking locations elsewhere in the town. This type of use, by its nature, is not likely to affect the amenity of residential areas.
- 9.43 Government planning policy encourages a mix of uses in retail areas as a means of encouraging vitality. Development for business uses can make an important contribution in encouraging retail vitality and viability by raising the local population during the working week. This could help to maintain the role of Worthing as a sub-regional shopping centre and enhance district, neighbourhood and local parades.
- 9.44 A Town Centre has been defined, as shown on the Proposals Map, in order to maintain and enhance the strong commercial core of the town. Business uses have a key role within the Town Centre and this Plan, therefore, adopts a positive approach towards business developments in this location. There are a number of limiting factors, however. A strong retail function is also vital to the health of the Town Centre and business uses will not be permitted on the ground floor of premises within the Central Shopping Area. Hotel accommodation within the Central Accommodation Area also needs to be safeguarded, under the framework of Policy T2. Another issue concerns potential loss of residential accommodation. Whilst the Town Centre has been defined in relation to its commercial role, a range of residential accommodation does exist within it. This can be valuable in terms of adding to the vitality and viability of the Centre and also often providing a source of affordable housing, such as small flats. A balance needs to be struck, therefore, between the need for business floorspace and availability of residential accommodation. Within the Town Centre, as elsewhere, there will generally be a presumption in favour of retaining dwellings in line with Policy H10. However, an exception will be made where the retention of residential accommodation would

clearly jeopardise the viability of either existing business accommodation or a proposal of clear economic benefit to the Town Centre. Proposals should not adversely affect the character and amenity of the surrounding area.

### **POLICY B13**

**Business uses will normally be permitted in the Town Centre, as shown on the Proposals Map, providing:-**

- ~~(i) the proposal would not involve the use of the ground floor of the premises in the Central Shopping Area as shown on the Proposals Map;~~
- (ii) the proposal would not conflict with Policy T2 in relation to retention of hotel accommodation;
- (iii) there is no loss of residential accommodation in accordance with Policy H10, unless the retention of such accommodation would jeopardise the viability of either existing business floorspace or a proposal of clear economic benefit to the Town Centre; and
- (iv) there would be no significant adverse effect on the character and amenity of the surrounding area.

9.45 When considering proposals for business development beyond trading estates and the Town Centre, more stringent controls are necessary to protect the occupiers of surrounding land and buildings. First, the business use should not result in any unacceptable change to the appearance of the area, either through building works or the location of car parking. Second, the business use should not result in the movement of goods and vehicles of a scale which is noticeably out of character with the area. Third, the amenity of the surrounding area should not be adversely affected and fourth, the roads giving access to the premises should be suitable for the type and number of vehicles which it is envisaged will use them. There are also policies, elsewhere in this Plan which encourage access by public transport to commercial development, retention of residential uses and the retention of retail outlets in District, Neighbourhood and Local Shopping Parades. Business uses outside the Town Centre should comply with these policies.

## **POLICY B14**

**Within the built-up area, business uses will normally be permitted outside the Town Centre, as shown on the Proposals Map, providing:-**

- (i) the proposal would not result in any detriment to the appearance of the area by virtue of unsuitable building works, parking areas or other intrusive development;
- (ii) the proposal would not result in a level of noise or movement of people or vehicles which would be detrimental to the character of the area;
- (iii) there would be no adverse affect to the amenity of the surrounding area;
- (iv) the roads giving access to the premises would be suitable for the type and volume of vehicles;

~~(v) the proposal would not conflict with Policies TR3, H10, S11, S12 and S13 of this Plan.~~

## **GENERAL INDUSTRY AND STORAGE**

- 9.46 The definition of general industry and storage used in this Plan includes activities which may cause a nuisance to neighbouring properties and can be disturbing to any residents nearby. General industry and storage should, therefore, be confined to either those parts of the established trading areas which are not close to housing, or to other land identified in this Plan as suitable for general industry and storage.

### **POLICY B15**

**Planning permission will not normally be granted for general industry and storage development outside the trading areas, other than on land specifically identified for these purposes in the Plan. An exception may be made if the proposal is within the built-up area, would not cause nuisance to neighbouring activities and would comply with other policies in this Plan.**

## **NON-CONFORMING INDUSTRIAL AND STORAGE USES**

- 9.47 Industry and storage can be bad neighbours to residential properties and have been the subject of complaints to Worthing Borough Council. Provided these uses can be successfully accommodated elsewhere in the Borough, thereby retaining benefits to the local economy, it is appropriate to encourage relocation of these uses to more appropriate sites.

### **POLICY B16**

**The relocation of non-conforming general industrial and storage activities to more suitable sites within the built up area will be encouraged where the uses are located within residential areas and cause nuisance to residents; with the redevelopment of existing sites for housing or other appropriate development.**

## **SMALL FIRMS**

- 9.48 The Borough of Worthing has a comparatively high proportion of small firms, with almost 89% of businesses employing less than 25 people. The success of these businesses can play an important role in the diversification of the economy, which is an objective of the Council's economic strategy. It is, therefore, desirable that there is a regular supply of accommodation for small firms, although it is important that the needs of expanding firms which require large premises are not constrained by this intention.
- 9.49 The grant of planning permission for units of 300 square metres or less will be subject to a condition requiring the approval of the Local Planning Authority for the subsequent amalgamation of units in order to retain a supply of small units. This threshold is



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~~consistent with Structure Plan policy. In considering applications for amalgamation, Worthing Borough Council will take into account the needs of expanding businesses.~~

### **POLICY B17**

**Planning permission for two or more units of 300 square metres or less for business, general industry or storage uses will be granted,**

**subject to a condition to prevent their future amalgamation into larger units.**

**In considering applications for amalgamation, the needs of occupiers requiring larger premises will be taken into account.**

### **DESIGN OF COMMERCIAL PROPERTY**

- 9.50 Many of the Town's older industrial and commercial buildings have been constructed with little attention to detail or principles of good design. This is particularly true in the trading areas and has contributed to local environmental problems. A good standard of design in industrial and commercial premises can play an important role in improving the image of the town as a business location, and new development for business, general industry and storage uses will be expected to comply with the policies set out in Chapter 5 of this Plan.

### **HOMEWORKING**

- 9.51 The advance of technology and communication links will result in increasing opportunities for business activity to be carried out from the home during the life of the Plan. Planning permission will not always be required to work from home. In determining applications to change the use of residential property to business use the Borough Council will apply Policy H10 of this Plan. Proposals which will affect the character and amenity of the area as a result of traffic generation and parking will not normally be permitted.