



WORTHING EVOLUTION
TOWN CENTRE AND SEAFRONT
MASTERPLAN

OCTOBER 2006

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Preface

What will a masterplan do for Worthing? Ultimately, it will be a key component in delivering our vision of Worthing as town where people want to live, work and invest.

Modern masterplanning is a complex subject but one that has proven its worth in driving forward regeneration in towns and cities all over the country. It has the power to change places in the way that they want to be changed and to attract investors where they have not previously perceived any opportunity. It also has the power to deliver better standards of living by ensuring that alongside the big commercial developments we deliver real benefits for our community through the creation of facilities for social, cultural, leisure and educational development that will benefit not just us but, more importantly, our sons and daughters.

We believe that the process of consultation has been one of the most inclusive ever undertaken in the town. You will see from the introduction pages that we have put the community at the heart of the process from day one. Following extensive consultation with key stakeholders and the community during the preparation of the Masterplan and on the draft Masterplan in July 2006, we believe we have managed to capture the consensus view of where our community think the town should be going over the next 10 to 15 years. We also took great care in selecting EDAW for the task of developing the plan and we believe that they have produced a vision that is deliverable, sustainable and very exciting. I would like to thank the EDAW team and all those stakeholders and groups who have taken part in the process so far for their hard work and dedication.

Without doubt there is a long journey ahead to deliver all the elements within the plan but we have made sure that there will be early wins that mark us out as a town with the ambition and capacity to create a very bright future! You can keep up to date with our progress on the new Worthing Evolution website at www.worthingevolution.com.



Keith Mercer

Leader and Worthing Evolution Champion



Executive Summary

Worthing faces the challenge of how to reinvent itself in the face of increasing competition from other centres. However, the strengths and assets of the town also present significant opportunities and Worthing has the potential to become a more competitive and successful sub-regional centre, a leisure and cultural destination of choice for visitors and an attractive place to live, work and invest. In order to achieve the vision for Worthing it will be necessary to reassess the role and function of the town centre and seafront.

A successful town centre and seafront will bring significant benefits to Worthing as a whole. However, at the present time Worthing lacks a clear vision and framework for development and change. A coordinated approach to the regeneration and development of these areas provides the best opportunity for the town to:

- Become the location for high quality cultural, civic and commercial facilities and the destination of choice to serve a wide ranging and varied population;
- Secure the capacity for new development to substantially enhance the role and profile of the town as a shopping and leisure destination;
- Improve and extend the housing market – both through new opportunities for town centre and seafront living for a range of household types and by strengthening the market elsewhere in the town, through the provision of quality modern services and facilities in the town centre.

The Masterplan provides a framework to help reverse the decline of the town centre and seafront and to create a town which is attractive to businesses and investors, caters for a wide range of visitors beyond the traditional summer season and provides a high quality living environment for existing and future residents. It articulates the vision for the town centre and seafront which will allow the town to thrive and develop whilst maintaining and enhancing the distinctive character of the area.

The Masterplan provides a co-ordinated strategy to deliver the town Worthing wants - a prosperous and forward looking town that meets the needs of all generations, making the most of its strengths and assets and tackling the problems whilst respecting the many faces of the town. It provides guidance on development and change to bring about a high quality, cohesive urban area that is perceived as a 'place' and not simply a collection of buildings or discrete developments. These actions will enable Worthing to attract future visitors, investors and residents as well as catering to the needs and aspirations of the resident population.

A number of projects have been identified which will contribute to the transformation of the town centre and seafront and a phased development programme and partnership working is recommended to deliver these projects and to maximise the associated benefits for the town. Above all, a comprehensive approach is required to ensure that development needs can be accommodated and the objectives of the Masterplan are not prejudiced by piecemeal uncoordinated

development. This comprehensive approach and a continued commitment to partnership working will enable Worthing Borough Council and its partners to promote the objectives set out in the Masterplan.

An integrated transport, movement and public realm strategy is an essential step in establishing the framework for future development and change. This must be developed within the context of a comprehensive transport strategy for the town. Further work will be required to take forward key development projects including the preparation of development and design briefs and a forward looking marketing and branding strategy. Projects must not be developed in isolation and a broader view must be taken of development opportunities to enhance the character and functions of the town centre and seafront.

Consultation with key stakeholders and the local community has been critical to the development of the Masterplan. Continued engagement will be required to take the Masterplan forward and to achieve positive benefits for the whole community.

This is an exciting time in the history of Worthing- Worthing Borough Council will work with its partners, key stakeholders and the local community in delivering the shared vision for the town and creating a prosperous and attractive town with opportunities for all.

1. Introduction

This 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 a distinctive character: a place where people will choose to live, work and visit.

CONTEXT

Worthing has many strengths and offers a range of opportunities. It has grown to be one of the largest towns in West Sussex, with a population of approximately 100,000. It plays a key role in the network of towns along the south coast and has been an attractive visitor destination since the 19th century. The town is set amongst five miles of idyllic coastline to the south and is a gateway to the South Downs to the north, an area of countryside known for its scenic beauty which is designated as an Area of Outstanding Natural Beauty and is awaiting confirmation of national park status. The town benefits from a relatively affluent catchment and there is significant developer and investor interest in the town. For three consecutive years, 1998-2000 Worthing was voted the most profitable town in Britain, which reflected its strong business/commercial economy. Its present day form is reflective of its diverse and interesting historical development. It is the place where Oscar Wilde wrote 'The Importance of Being Earnest' whilst enjoying afternoons on the beach and whilst it has become more recently type cast as a destination for the elderly and a place to retire, the population dynamics are changing with a younger population now beginning to settle in the town.

The Draft Regional Economic Strategy (RES) highlights the untapped economic potential of the coastal towns in the South East and identifies Worthing as one of the 'string of pearls'- coastal towns which are either transforming themselves or in need of transformation to become major regional assets. In order to realise this untapped economic potential, the RES identifies the importance of locally driven approaches which embrace new interventions to maximise economic growth potential and the differing opportunities presented by such sectors as innovation and creative driven growth, housing-led growth, and culture and leisure-based growth. The RES highlights the importance of investment in an

urban renaissance, redeveloping and regenerating key town centre sites to spearhead the development of the local economy, improved connectivity and releasing the potential of creative and tourism industries.

Worthing is also a member of the 5 Town Network (along with Selsey, Littlehampton, Bognor and Shoreham) which was established to share best practice, skills and knowledge across the coastal strip and to ensure a co-ordinated approach to the long term regeneration and vitality of each of the five towns.

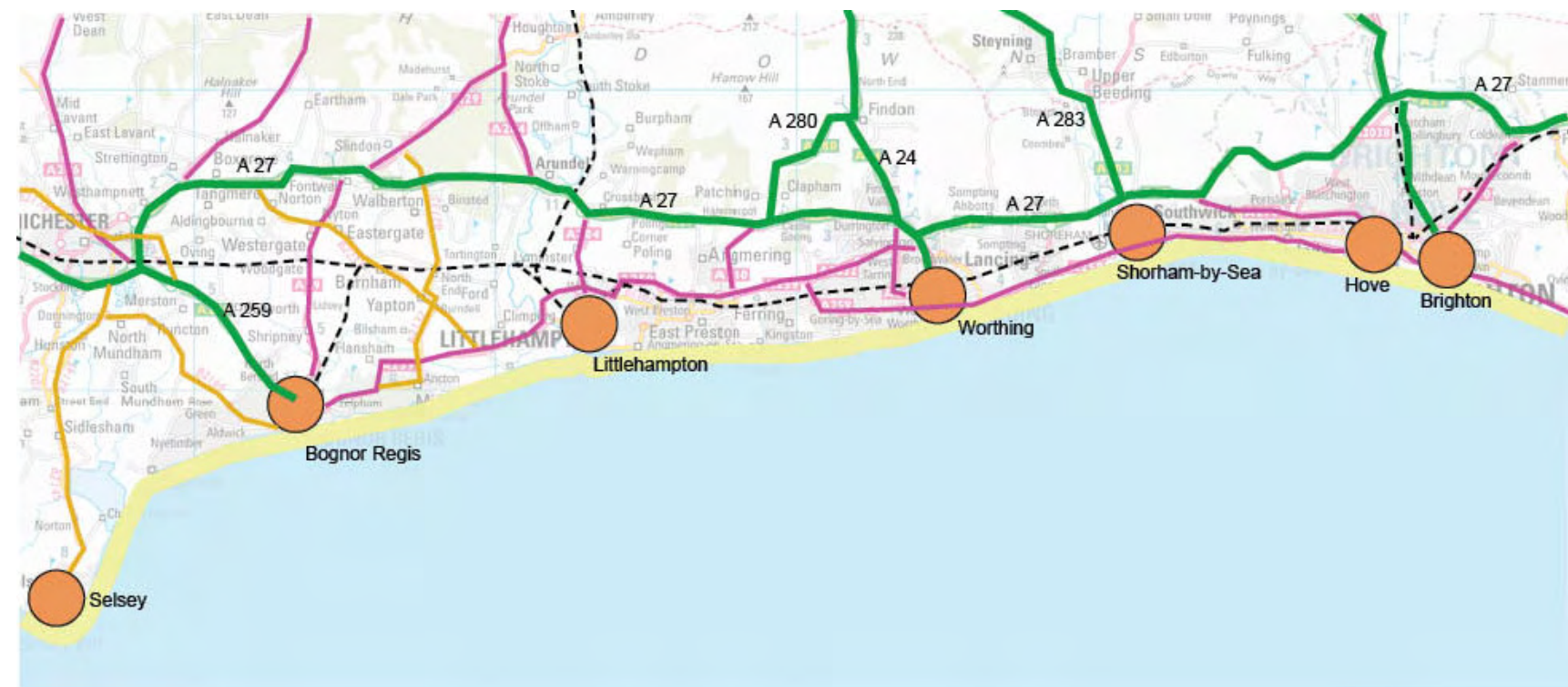


Figure 1.1 Regional Context – Coastal Town Network

However, there seems to be a widely held view that Worthing has lost its way and is no longer sure what it is now or what it would like to be. As such, the town needs to reinvent itself to meet the aspirations of its residents and the needs of a changing visitor market.



Warwick Street: a vibrant mixed-use street

The current quality of the town centre and seafront, existing retail and leisure offer, tourism attractions and visitor facilities and the quality of the environment, particularly the seafront are all below the standard that Worthing deserves and should strive for. 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.



Build on existing quality of the public realm

THE CHALLENGE

A successful town centre and seafront will bring significant benefits to Worthing as a whole. However, at the present time Worthing lacks a clear vision and framework for development and change. A coordinated approach to the regeneration and development of these areas provides the best opportunity for the town to:

- Become the location for high quality cultural, civic and commercial facilities and the destination of choice to serve a wide ranging and varied resident and visitor population;
- Secure the capacity for new development to substantially enhance the role and profile of the town as a shopping and leisure destination;
- Improve and extend the housing market – both through new opportunities for town centre and seafront living for a range of household types and by strengthening the market elsewhere in the town, through the provision of quality modern services and facilities in the town centre.

These benefits are fundamental to the future success of Worthing. Without change, the town will not be able to optimise the potential offered by new investment and a range of development opportunities in the town. The key challenge will be to articulate a vision for Worthing Town Centre and seafront which will allow the town to thrive and develop whilst maintaining and enhancing the distinctive character of the area.

OPPORTUNITY SITES



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Opportunity Sites

PREPARATION OF THE MASTERPLAN

Worthing Borough Council has commissioned a multi-disciplinary team led by consultants EDAW to draw-up a Masterplan to guide development and change in the town centre and seafront area. The process of developing the Masterplan has been intensive, encompassing a wide range of activities aimed at:

- understanding the current national, sub-regional and local perspectives and positions;
- appreciating the trends and forces at work both locally and in the regional, national and global economy;
- identifying the needs and aspirations for the future; and
- setting the direction and mechanisms for getting there.

Key elements of the process have included:

- technical research on a wide range of subjects including sustainable urban growth, design and built form, future transport systems and new approaches to providing civic amenities and facilities;
- analysis of the built form, urban design, public realm, transport, landscape and property;
- consultation with local stakeholders and the local community through workshops and public events to draw out ideas and aspirations and to build consensus;
- Coordination with other initiatives including the Community Strategy, Corporate Plan, emerging Local Development Framework, the work of Worthing First and emerging development proposals for a number of key sites in the town.

The Masterplan 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 a shared vision for the town.

OBJECTIVES OF THE MASTERPLAN

The Masterplan provides a co-ordinating framework to deliver the town Worthing wants- a prosperous and forward looking town that meets the needs of all generations, making the most of its strengths and assets and tackling the problems whilst respecting the many faces of the town. It provides guidance on development and change to bring about a high quality, cohesive urban area that is perceived as a 'place' and not simply a collection of buildings or discrete developments. These actions will enable Worthing to attract future visitors, investors new residents as well as meeting the needs and aspirations of the resident population.

The Masterplan sets out a vision and key development principles and identifies a number of key projects that will continue the transformation of Worthing. The Masterplan also provides a tool for continuing to engage with a range of stakeholders, delivery partners and the local community in bringing forward key proposals.

The Masterplan aims 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 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.

CONSULTATION AND ENGAGEMENT

Central to the preparation of the Masterplan has been the involvement of 'stakeholders' – the local community, users of the town centre and seafront, the Borough Council, public sector agencies, businesses, landowners and developers. An extensive programme of consultation has informed each stage of preparation of the Masterplan and stakeholders have played a key role in establishing the vision and overall framework for development. The consultation outputs have reinforced the spirit and commitment of local people towards the future course of change and development in the town and have been fully addressed in the preparation of the Masterplan.

The consultation programme has included:

- Focus group meetings held in October 2005 with council members and officers, Worthing First and the local business community, school children, the Youth Council and the elderly to understand the key issues facing Worthing;
- A stakeholder workshop held in November 2005 attended by a wide range of organisations and groups to confirm the issues, challenges and opportunities and identify priorities and potential solutions;
- A public exhibition in November 2005 to draw in wider community aspirations and ideas for change within the town;
- A second stakeholder workshop in January 2006 to examine preferred scenarios for the masterplan and identify delivery and implementation measures;
- A further public exhibition in January 2006 to test and examine the potential Masterplan solutions;
- Public consultation on the draft Masterplan in July 2006.



Stakeholder consultation events

This collaborative approach to preparation of the Masterplan has served to build consensus and has also brought together a wide range of organisations and individuals with a role in delivering change in the town. The process has reinforced the need for action and delivery of a range of projects included in the Masterplan. The process recognises the role of Worthing Borough Council and its public and private sector partners and the importance of continuing engagement with the wider community and private sector interests in delivering sustainable change in the town centre and seafront.

RELATIONSHIP TO THE LOCAL DEVELOPMENT FRAMEWORK

Worthing Borough Council is currently preparing a Local Development Framework (LDF) to replace the existing Local Plan which was adopted in September 2003. The LDF will comprise two principal documents: a Core Strategy, which sets out the spatial vision and development objectives for the area, and an 'Unlocking Development Potential' document, which will focus on key development opportunities within the Borough that will deliver social and economic regeneration.

The Masterplan will feed directly into LDF preparation starting with these documents but will also help to inform the need for further documents to come forward through the statutory development process.

The Masterplan has been prepared in accordance with government guidance on the preparation of local development framework documents as set out in PPS12. It is accompanied by a separate Sustainability Appraisal.

REPORT STRUCTURE

The document is divided into the following sections:

- **Key Issues** - an analysis of the constraints and issues to be addressed in achieving the regeneration of the town centre and seafront,
- **The Vision and Key Principles** – the overall vision for Worthing and the key principles which should guide future development;

- **Transport Strategy** – an overview of the key transport and movement proposals;
- **Seafront Strategy** – the introduction of seafront activity zones and underpinning principles to guide the regeneration of the seafront;
- **Public Realm Strategy** – the public realm structure, detailing individual projects including new and improved public spaces;
- **Opportunity Areas** – details of the key opportunity areas and proposals for development and change;
- **Delivery and Implementation**- a strategy for taking forward the key Masterplan projects and the process of transformation of the town centre and seafront.

2. Key Issues

This section sets out the key issues to be addressed in the preparation of the Masterplan for the town centre and seafront area. The key issues set out below have been identified through technical working and consultation with key stakeholders from Worthing and the wider sub-region.

The starting point for the development of a vision and Masterplan must be an understanding of existing constraints and weaknesses and the opportunities for positive change. This has involved a detailed appraisal of the following:

- Current planning policy guidance and objectives;
- Quality of the built and natural environment;
- Property market trends and prospects;
- Changing characteristics of the tourist market;
- Transport and movement;
- Sustainability.

STUDY AREA

Although no specific project area has been established, the Masterplan focuses on the town centre and seafront area of Worthing. The town centre area extends from the Railway Station in the north to the Pavilion Theatre on Marine Parade in south and from Worthing Hospital in the east to the western end of Montague Street. The town centre area incorporates a number of key functions including:

- **The main shopping area** – including the Guildbourne and Montague Centres, Montague Street, Warwick Street, South Street, Chapel Road and Brighton Road;
- **Leisure and cultural uses** – the Connaught Theatre, the Pavillion Theatre, Assembly Hall, the Pier, and bars and restaurants along Chapel Road and Warwick Street;
- **Business uses** – around Teville Gate, Chapel Road, Liverpool Gardens and North Street;



Figure 2.1 Extent of Study Area

Civic and administrative uses – including magistrates court, police station, civic offices and library;

- **Railway Station** – including the station buildings, taxi and bus space, and existing business uses.

The seafront area extends along the promenade from Heene Terrace in the west to New Parade and Brighton Road in the east. The seafront area incorporates a range of activities including:

- **The Pier and Lido** – listed traditional seaside structures incorporating a range of leisure, retail and food uses, including the Pavilion Theatre.



Activity Hub: The Lido

- **Swimming pool and leisure complex** – including the Aquarena swimming pool, open air paddling pool and children’s adventure playground.
- **Gardens and public spaces** – structured gardens and green open spaces at Heene Terrace, Steyne Gardens, Denton Gardens and Beach House Grounds and links to Beach House Park.

Whilst there has been a tendency in the past for the town centre and seafront functions to be viewed independently, the Masterplan looks at the study area comprehensively, focussing upon developing physical, visual and land use connections between the two principal activity areas. The Masterplan has also considered the wider influence of the town centre and seafront on neighbouring communities, the rest of Worthing and adjacent towns along the south coast.



Activity Hub: Aquarena

Worthing has a number of advantages:

- Mix of retail and leisure uses;
- Prosperous catchment area;
- Business investment;
- Good connections;
- Recent programme of environmental improvements;
- Extensive seafront and open spaces;

- Access to countryside;
- Heritage;
- Development opportunities/developer interest.

However, it also faces a number of threats and weaknesses:

- Increasing competition from other retail centres notably Crawley and Brighton, which have a wider range and choice of modern retailing;
- Limited quality retailers/anchor stores;
- Declining quality of retail environment;
- Limited leisure/ visitor offer particularly along the seafront;
- Traffic congestion in and around the town centre;
- Recent uncoordinated development;
- Lack of distinctiveness in recent development which reflects historic character;
- No clear overall vision;
- Underutilised seafront which is poorly integrated with the town centre.

PLANNING POLICY

Key issues may be summarised as follows:

- Emphasis on sustainable and inclusive development;
- Importance of creating vital and viable town centres and making provision to accommodate future development requirements and growth;
- Encouragement of mixed use development;
- Focus on enhancement of existing centres and provision of range of land uses and facilities in addition to retail- leisure, culture, commerce and residential;
- Promotion of more sustainable modes of transport and reduced reliance on private car;
- Importance of high quality environment and design.

The Masterplan builds upon the policy objectives established at the national, regional and local level.

National Planning Guidance

PPS 1: Creating Sustainable Communities

Of particular overarching relevance is PPS1 (February 2005) which sets out the Government's objectives for planning for sustainable development. PPS1 promotes the better integration of all strategies and programmes, partnership working, effective community involvement and the promotion of development that creates socially inclusive communities including suitable mixes of housing. It also reiterates the Government's aims for sustainable development to include:

- Social cohesion and inclusion;
- Protection and enhancement of the environment including mitigation of any potential impacts, by delivering environmental quality through positive policies on issues such as design, conservation and the provision of public space;
- Prudent use of natural resources;
- Sustainable economic development including the provision of infrastructure and services and promotion of investment opportunities.

These social, economic and environmental objectives must be achieved together over time. The scope of the planning, development and regenerative process is wide-ranging, needing to consider the causes and potential impacts of climate change. PPS1 highlights the importance of high quality and inclusive design to create mixed and integrated developments with well planned public spaces which provide opportunities for physical activity and recreation. The natural and historic environment must be protected and enhanced. The importance of involving the community in developing the vision for its area is emphasised.

Regional Policy

There is a range of policy guidance at the regional and sub-regional level which has informed the preparation of the masterplan, notably:

- Draft South East Plan (Regional Spatial Strategy)
- Draft Regional Economic Strategy (RES)
- West Sussex Structure Plan
- Sussex Coastal Sub-Regional Strategy.

These documents address many of the cross-border issues of cohesion and the creation of sustainable communities which are so central to the aspirations set out in national policy and guidance.

Draft South East Plan (2006 – 2026)

The Draft South East Plan (2006 – 2026) sets out the regional strategy for planning and development to the year 2026. 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.

The Plan provides regional policy for reach of the sub-regions in the South East, with Worthing falling within the Sussex Coast sub-region.

The strategy for the sub-area aims to:

- Reduce intra-regional disparities and help bring the performance of the subregional 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 that 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
- largescale leisure and office developments.

Regional Economic Strategy (2002 – 2012)

The Regional Economic Strategy establishes a ten year framework for delivering the vision that the South East will be a 'prosperous region delivering a high quality of life and environment for everyone, now and in the future'. The aim of the plan is that by 2012 the region will be recognised as one of the world's top 15 performing regional economies.

The plan promotes 'smart growth' in achieving the vision and is underpinned by five objectives:

- Competitive Business;
- Successful People;
- Vibrant communities;
- Effective infrastructure; and
- Sustainable use of natural resources.

The RES recognises the diverse nature of the region and proposes alternative policy approaches, with Worthing being identified as a priority Area for Economic Regeneration (PAER), where the task is to tackle deprivation in order to achieve social inclusion, raise overall

economic performance and reduce disparities in prosperity across the region.

The RES is currently under review and a consultation draft document has been produced which outlines the region's progress since 2002 and clarifies the vision to 2016. The Draft Regional Economic Strategy (RES) highlights the untapped economic potential of the coastal towns in the South East and identifies Worthing as one of the 'string of pearls'- coastal towns which are either transforming themselves or in need of transformation to become major regional assets. In order to realise this untapped economic potential, the RES identifies the importance of locally driven approaches which embrace new interventions to maximise economic growth potential and the differing opportunities presented by such sectors as innovation and creative driven growth, housing-led growth, and culture and leisure-based growth. The RES highlights the importance of investment in an urban renaissance, redeveloping and regenerating key town centre sites to spearhead the development of the local economy, improved connectivity and releasing the potential of creative and tourism industries.

Sussex Coastal Sub-Regional Strategy 2004

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.

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.

West Sussex Structure Plan 2001 - 2016

The West Sussex Structure Plan sets out three interrelated aims:

- To meet the diverse needs of communities and businesses;

- To protect the distinctive character of towns and villages, countryside and coast; and
- To protect the environment and use natural resources and assets wisely.

The Structure Plan addresses the need for coastal regeneration and states that 'coastal regeneration includes the diversifying the economy, guiding investment to the coastal towns, and improving infrastructure (particularly transport links between the coastal towns, and with the areas of growth within the north east of the County).'

The sets out housing targets for the County, with an overall requirement for 26,500 new homes in the county, of which 60% are required to be on brownfield sites. For Worthing itself, the plan sets a housing target of 4,375 new homes by 2016, of which 75% need to be provided on previously developed land.

Local Planning Context

Worthing Local Plan 2003

The Local Plan sets out a framework of policies to guide and encourage development in the borough up to 2006. The Plan is based upon the following aims to:

- Ensure that development or the use of land meets present needs whilst not reducing opportunities available to future generations;
- Ensure that there is no irretrievable loss of important natural or cultural resources or important environmental assets;
- Maintain and strengthen factors which give Worthing its particular physical character;
- Conserve and enhance the natural and built environment of the Borough;
- Foster a sense of place, identity and community both for local areas and for Worthing as a whole;
- Maintain and improve the social well-being of those who live and work in the Borough;

- Improve accessibility and the choice of transport in a safe and sustainable way
- Promote and enable development and economic activity that will meet the employment needs of the Borough and contribute to a strong local economy.

Worthing Borough Council is currently working towards replacing the Local Plan with a new Local Development Framework (LDF) as part of the new planning process. The LDF for the Borough will comprise a number of Local Development Documents (LDDs) which will establish the spatial strategies, taking account of the economic, social and environmental issues. For Worthing, two LDDs will be issued together, the Core Strategy and Unlocking Development Potential. The Core Strategy sets out the key issues and options for future planning in Worthing, looking at the strategic framework that will guide development in the Borough. The Unlocking Development Potential document is site specific, exploring the potential contribution key sites will make in achieving the overall vision. The Masterplan will inform the preparation of these two important policy documents.

BUILT AND NATURAL ENVIRONMENT

Key issues may be summarised as follows:

- Need to promote high quality design to ensure the distinctive historic character of the town is protected and enhanced;
- The seafront is the principal tourism and leisure destination within the town but currently offers a limited range of quality attractions;
- The opportunity presented by the town's network of green spaces needs to be maximised, with better use made of these assets and enhanced linkages between them;
- The linear urban form of the retail centre restricts the ability to create effective retail circuits;
- The quality of the public realm in the town centre and along the promenade is generally poor and uncoordinated, and fails to reflect the quality of parts of the built environment;

- Links between the seafront and town centre are very weak, with little animation and activity to draw shoppers to the seafront;
- The town lacks quality gateway arrival points on all major entrances into the town; The views of the South Downs and the coast provide one of the intrinsic qualities of Worthing, and need to be protected and enhanced.



Sensitive infill development, Warwick Street

A high quality of urban design, encompassing buildings, streets, squares and parks is essential to the quality of the local environment – and work effectively to instil pride, attract investment and successfully draw-in new residents and visitors. Whilst the Greening the Borough initiative has resulted in improvements to the seafront and general environment, the area exhibits a mixed quality of urban design and there is a requirement for further townscape improvements. The town centre and seafront have a mixed character, with a number of important historic buildings such as the Pier, the Pavilion and the Connaught Theatre and heritage areas such as Warwick Street/Lane and the West End. These add to the distinctiveness and character of the town. However, the town also suffers

from some poorly designed and sited buildings such as the Grafton Centre car park which detracts from the attractive seafront setting. To ensure that future developments reflect the positive elements of the Worthing built form and townscape, it is imperative to understand the key urban design issues facing the town, in order that sensitive appropriate design solutions can be proposed.

Townscape and Built Form

The town centre and seafront has many attractive historic buildings dating from the nineteenth century, such as the Pier, the Lido and the buildings along Warwick Street and Liverpool Gardens. These historic assets are reflected in the conservation area designations covering:



High quality heritage

- South Street;
- Marine Parade and hinterland;
- Montague Street;
- Chapel Road; and
- Steyne Gardens.



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 Key landmarks and Icons

There is much support amongst residents and visitors to Worthing to protect and enhance the quality heritage aspects of the town centre and seafront, with many seeing the built heritage as the town's biggest strength and opportunity. These assets are identified as the elements that

help to make Worthing distinctive, and provide the town with an alternative and distinctive offer to that of its neighbouring towns along the south coast.

However, whilst the historic buildings enhance the townscape setting and help to define the distinctive character of Worthing, the historic street structure has resulted in an urban form that does not lend itself well to creating a successful retail destination. As the town centre built form has evolved over the years, it has focussed pedestrian movements on an east-west axis, probably reflecting the strong east-west axis created by the seafront, with the principal routes being Montague Street and Warwick Street / Brighton Road. This linear street pattern prevents retail 'circuits' from being created, which are a key feature of any successful retail centre.

Land uses

There are several strong land use clusters within the town centre and seafront area. The principal retail uses are aligned along Montague Street, South Street / Chapel Road and Warwick Street. A weakness of this retail cruciform is that the east-west axis of retail fails to penetrate the seafront, severing the retail heart from promenade. This lack of integration between these two core land use elements is identified by residents as one of the main weaknesses of the town at present, with users of the town centre not being encouraged to visit the seafront area.

Warwick Street currently operates as a successful food and drink destination, with restaurants, bars and cafes combining to provide an evening economy focus. However, again these uses fail to integrate well with the seafront being severed by the bus depot and the lack of active north-south linkages between Warwick Street and Marine Parade.

A key weakness with the current land use mix within the seafront area is the lack of tourism and leisure activities and destinations along the promenade, with the Pier, Lido and the wider Aquarena area offering the only formal leisure activities.

Whilst existing residential neighbourhoods are located in very close proximity to the town centre, stakeholders identified the need to introduce further living opportunities within the town centre, helping to add a vibrancy within the town outside of shopping hours. However, there is a clear requirement from the town's residents that any new homes within the town centre will need to be supported by an increase in community and social services and facilities and well integrated with other town centre uses.



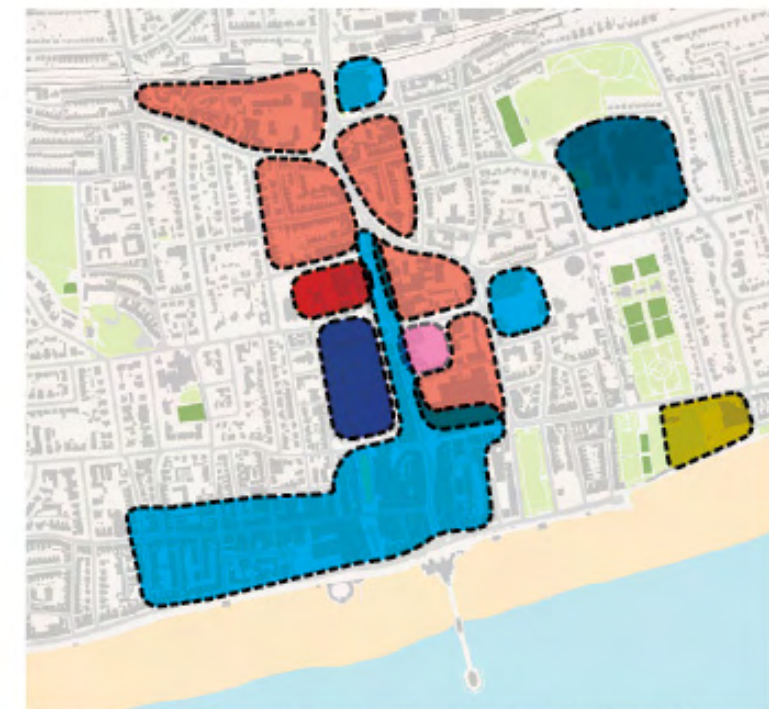
Food and drink destination: Warwick Street

Open Space and Public Realm

The green open spaces within the town are highly valued by the residents, providing quieter spaces within the town centre and seafront area to relax. Much of the seafront is currently used for informal leisure and recreation use. However, the existing open space provision is relatively uncoordinated with few linkages between existing green spaces. Where linkages exist they are generally of poor quality. Whilst Beach House Grounds and Denton Gardens are identified as providing a valued amenity space, they are severed from the seafront by the chalets

along Beach Parade, and separated from the bowls park to the north by Brighton Road.

EXISTING LAND USES



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- Civic Space
- Culture
- Retail
- Health
- Active Leisure
- Mixed Use
- Office Business



Steyne Gardens

Steyne Gardens, centrally located and traditionally used as a key civic space, currently sits within a gyratory highway system that reduces the visual and physical accessibility of this green space to those walking along both the seafront and Brighton Road. Enhancing the use of and access to this key green space is a key aspiration for the residents of the town, who recognise the opportunity that the location and scale of the space offers.



Liverpool Gardens

The quality of the public realm in the town centre provides a mixed experience. Whilst Liverpool Gardens provides a quality setting to the historic 19th century townhouses, this quality is not continued along Montague Street and Montague Place. Montague Street currently provides a poor quality public realm experience for shoppers and visitors, and as the main retail high street, this is the impression many visitors will take away with them of the town. Furthermore, the public realm along Chapel Road and South Street provides a poor experience for users moving between the key town centre functions including the railway station, retail centre and seafront. This principal route is cluttered by street furniture and road infrastructure including street signs, roads barriers and bus stops.

EXISTING OPEN SPACE AND PUBLIC REALM



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- Public Open Space
- Beach / Promenade
- ⊙ Incidental Spaces
- Green Links

The crossroads of South Street / Warwick Street / Chapel Road acts as the heart of the town centre, yet the quality of the public realm is relatively poor given the importance of the space, with street planting and highways signage infrastructure creating a relatively illegible and uncoordinated space.

The poor public realm is acknowledged as one of the priorities for change by stakeholders, recognising that small scale enhancements to the urban environment can greatly improve the quality of experience for users of the town centre and seafront area.

Key Gateways

The town centre lacks quality gateways that announce arrival into Worthing for visitors. At present, the Teville Gate area provides the only real gateway, yet this fails to create a positive first impression of the town centre, with visitors currently greeted by the Teville Gate multi-storey car park and the rear servicing area of the Co-op food store. The new developments currently coming forward on Newland Road and on the junction of Chapel Road will start to readdress this problem, however, if the town is to significantly improve its offer there will need to be a more concerted and integrated solution to create a successful gateway– that better reflects the quality of offer being brought forward elsewhere within the town centre.






Poor quality of gateways into the town

INACTIVE FACADES AND UNFRIENDLY BACKS



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-  Inactive facades
-  Poor quality and lack of activities
-  Divisive traffic

The town centre also lacks any form of gateway feature or development for those approaching the town from the east along Brighton Road or from the west along either Richmond Road or Marine Parade. There is no announcement to visitors that they are entering an active and thriving town centre, with the western approach largely dominated by residential homes and hotels, and with the Grafton Centre car park being the first real visual clue that you are entering the town centre. The eastern

approach is also largely residential in nature, with the secondary retail area on Brighton Road providing the first real town centre experience

Landmark Views and Vistas

One of the main qualities of Worthing identified by stakeholders is the town's proximity and visual links to the South Downs Area of Outstanding Natural Beauty (proposed National Park) to the north of the town. The town benefits from many uninterrupted views of the Downs from many vantage points along the promenade, with the residential streets running on a north-south axis helping to frame these views. The Masterplan will need to ensure that these views from the seafront are protected.

EXISTING LANDMARKS VIEWS AND FRONTAGES



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- ✱ Landmarks
- Vistas
- Long Distance Vistas
- Vistas to the Sea
- ▲ Views
- ▲ Views to ANOB
- High Quality Facades
- ~ Poor Frontages

Whilst the South Downs provide a high quality setting for views to the north, the coast provides the setting for views to the south. There are many views of the seafront from the town centre, particularly along the streets linking Montague Street to the promenade and along South Street, which terminates with a view of the Pier. However, the quality of many

of these views is weakened as the levels of the promenade prevent direct views to the beach.

It should be noted, however, that with rising sea levels, the level of the promenade will have to be raised and the Coastal Defence Strategy includes provision for a sea wall to be installed along the whole or the town centre's seafront in the period of this plan. Impacts on views and on the character of the seafront must be addressed in the design of the sea wall.

PROPERTY MARKET

Retail

Key issues may be summarised as follows:

- Worthing's retail offer is relatively poor for a town of its size and catchment;
- There is an under provision of modern retail units within the town centre;
- Retail development in the town centre has been limited in recent years whereas Worthing's competing centres, notably Brighton and Crawley have significant retail expansion proposals. If these proposals are implemented then Worthing is at risk of falling behind the enhanced offers that will be provided by these centres;
- Whilst significant retail capacity has been identified within the town, the centre currently lacks sites of a suitable size to accommodate larger retailers;
- Worthing's retail layout is linear in nature making it difficult to create a successful shopping circuit;
- Worthing's shopping centre offer is perceived to be poor, with the Guildbourne Centre failing to offer either quality retailers or retailing environment expected by the residents;
- Whilst more high quality high street retailers are wanted by users, there is also a strong desire that this should not be to the detriment of the specialist niche retailers focussed along Warwick Street, Brighton Road and Montague Street (west).

Worthing is one of the most important shopping centres in West Sussex. The town's retail function is extremely important in terms of both employment and attracting expenditure into the town. However, in recent times Worthing has come under increasing pressure from its neighbouring and competing centres such as Brighton, Chichester and Crawley where new retail developments are already being brought forward.

However, there is a significant opportunity within Worthing to transform the retail offer. A recent retail capacity study prepared by DTZ in 2005 identified significant retail capacity within Worthing. The study broadly forecast the potential for between 6,500 – 12,000 sq.m net of new comparison goods retailing across the Borough at 2009, rising to 14,000 – 26,000 sq.m by 2013 and 23,000 – 43,000 over the long term, up to 2017. Worthing Town Centre accounts for the majority of the forecast capacity. It is forecasted that there is the potential capacity for over 23,000 sq.m net of new comparison goods retailing in Worthing Town Centre up to 2013, rising to about 38,000 sq.m net by 2017.



Existing Retail: Guildbourne Centre

There is a consensus amongst the stakeholders of Worthing that the quality and range of the town's retail offer does not reflect the town's status as a sub-regional town, with a wide and affluent catchment. This view is reflected in the range and quality of retailers present. The town's prime retail pitch is located along Montague Street and South Street. Montague Street has a number of national fashion multiples represented and is also the location of the one of the town's largest retail operators, Marks and Spencer. In addition to Marks and Spencer key retailers on Montague Street include British Home Stores, Boots, JJB Sports, River Island and New Look. The northern section of South Street, which links Montague Street and Warwick Street has a number of key retailers including Debenhams, Beales and Robert Dyas.



Existing Retail: Montague Street

Whilst the town fails to offer the range of retailers expected by its users, it also fails to offer modern retailing space to attract these occupiers. There are two managed shopping centres in the town: the Montague Centre and the Guildbourne Centre. The Montague Centre opened in 1990 and comprises circa 5,109 sq m (54,992 sq ft) gross floor space and is anchored

by Beales, TK Maxx and Laura Ashley. The centre is a relatively small in-fill development and despite having the highest footfall in the town centre, there is a consistent pattern of vacancies due to the higher rents and business rates.



Existing Retail: Montague Centre

The Guildbourne Centre opened in 1971 and comprises circa 6,506 sq m (70,000 sq ft) gross floor space. Whilst the ground lease is owned by the Council; the centre is subject to a long leasehold interest. Somerfield and Wilkinsons anchor the centre, which otherwise includes local independent retailers. In addition to retail accommodation, there is office accommodation and several residential units located above the shopping centre. The visual and design quality of the centre is very poor, and was identified by stakeholders as a priority for redevelopment to enhance the quality of the town centre both in terms of retail provision and an opportunity to introduce a high quality new retail development within the heart of the town centre.

One of the key constraints of Worthing as a retail location is the size and configuration of its existing retail units. Modern retailers generally

require larger floor areas to trade from and given Worthing's relatively tight knit street pattern and the fact that the majority of the retail core lies within the designated conservation area, providing appropriate sized units within existing buildings is difficult.

However, whilst the town suffers from a low quality primary retail offer, it does benefit from a relatively strong secondary and tertiary retail offer. Warwick Street offers a range of niche retailers that provide a specialist retail offer set within a distinctive historic environment. This niche retail offer benefits from a number of cafes and bars, and is fast developing a café culture. Café culture and food and drink uses are an important ingredient in the overall mix of a centre. Leisure activity encourages dwell time, which as a result helps to encourage additional spend and therefore is important in terms of viability for retailers. Food and drink uses add to the viability and vitality of a centre not just during the day but also into the evening. In addition to Warwick Street, a further specialist retailing area is emerging along Brighton Road. The type, scale and character of retail and café uses in the Warwick Street area is identified by stakeholders as an element that should be promoted and strengthened.

To the north of South Street and west of Montague Street the retail environment deteriorates significantly in both appearance and in the quality and mix of retailers. Chapel Road, which is north of South Street, predominantly comprises secondary and service retailing in addition to a number of public houses.

Employment

Key issues may be summarised as follows:

- There is currently no commercial office quarter or focus within the town centre;
- There is a lack / shortage of quality and flexible floorspace to meet modern business needs; Given the state of the market there is limited speculative office development and also limited available sites within the town centre;

- There is significant competition from neighbouring more established centres eg: Brighton;
- There is some identified demand in Worthing for quality commercial accommodation close to and within the town centre to meet small and medium sized business needs;
- There are some companies already located in Worthing with requirements to expand;
- Given the relatively low office starting point, therefore there could be potential for rental growth;
- Home working is becoming an increasingly popular form of working within the town;
- The creative sector is expanding and this needs to be recognised and planned for;
- There is increasing pressure on the existing office stock from higher value uses in the town centre (notably residential conversion).



Offices around Liverpool Gardens

The office market in Worthing Town Centre is dominated by secondary office space and older or conversion stock. The main cluster of office accommodation is located around Liverpool Gardens and also in close proximity to Worthing Station and to a lesser extent along Chapel Road. The majority of the major occupiers and employers in Worthing are located on the fringe of the town on purpose built sites with better access to the road network. There is a small amount of purpose built office space within the town centre but this is generally dated stock and does not meet modern needs in terms of specification or floor plate sizes.

The majority of the accommodation on the market is made up of small office units, however there are a number of larger units currently on the market offering suites of over 3,000 sq ft. Much of this stock comprises leasehold accommodation, with limited freehold properties or sites on the market. When freehold commercial properties or sites come to the market there is usually a premium attached. There is a lack of quality and flexible office floorspace to meet modern day business requirements which amplifies the pressure placed on dated stock from other uses.

Stakeholders identified that much of the outdated office stock is coming under threat from developers particularly for conversion to residential use. There was a consensus that this should be resisted were possible to ensure that the town centre is able to offer a range of employment space in terms of cost, size, location and specification.

In summary, there are business advantages for Worthing Town Centre to further develop and expand as an office location. However currently there are number of key constraints:

- Limited speculative development / limited available sites;
- Pressure from higher value uses notably residential conversion;
- The threat from land banking;
- Competition from neighbouring more established centres.

It is unlikely that Worthing will be able to compete with the more established office locations within the region. However, it is important to

the town's long term prosperity that it continues to promote itself as a good alternative to the larger centres in order to enhance the local economy and capture potential spend through increased employment in the area.

Residential

Key issues may be summarised as follows:

- There is strong developer demand to bring forward residential developments within the town centre and seafront area;
- The introduction of residential living into the town centre can assist regeneration, adding vibrancy and vitality into the centre and enhancing safety;
- The residential market is set to benefit from 'the London and Brighton factor', as people look to locate in areas within commuting distance of both London and Brighton;
- Requirement for new services and facilities to meet demand from residential population.

The residential market within Worthing is relatively strong. According to the Land Registry from the period of 2002/2003 to 2005/2006 in Worthing, property prices have seen a 36 % increase from an average of £135,240 to £183,486. Flats/maisonette prices saw the biggest increase at 40.89% compared to a national average of 26%.

This increase in values in part may reflect the relatively limited supply of new build residential accommodation within central Worthing. There is however strong residential interest in the town and there are a number of significant residential led proposals within the development pipeline.

Positively for the residential market, the demographic profile of Worthing reflects the affluence of the surrounding area, which is well above the UK average. Town centre living will be an important factor in retaining the potential spend from the affluent catchment in Worthing which will greatly assist the regeneration of Worthing as a whole, with new mixed use developments helping to increase the vibrancy and

vitality of the town centre. Town centre living will also encourage a diversity in the evening economy as well as potentially leading to an increase in the hours of activity which should be a key objective for Worthing town centre. However, there is also a need for any new residential development to include affordable housing and to be supported by an appropriate level of new community services and facilities, which will need to be planned and provided in an integrated manner.

In addition to the above “the Brighton factor” is potentially important for Worthing. In recent years there has been an unprecedented demand for housing within reach of Brighton City Centre. There is however a shortage of brownfield land and this coupled with the substantial increase in values in Brighton is likely to see neighbouring towns, such as Worthing, benefiting.

There is likely to be strong continued interest in bringing forward residential schemes within the town centre and seafront area, with Worthing’s increasing attraction illustrated not only by the considerable developer interest but also by its appeal to both the occupier and investor markets which is reflected in the town’s land and sales values.

TOURISM AND LEISURE

Over the last 20 years, Worthing has witnessed a significant decline in visitor numbers. This reflects increased competition from cheap holiday’s abroad and full package holidays becoming increasingly affordable. During the 1990s, Worthing has traditionally been “type cast” as a destination for the elderly.

Key issues may be summarised as follows:

- The tourism offer is generally of a poor quality, is becoming increasingly outdated to meet current tourism requirements and needs to diversify into new sectors, such as watersports and short breaks;

- Arts and culture needs a focus or hub to provide a higher profile within the town centre;
- Consideration needs to be given to whether a large single new tourist attraction is required or whether the tourism offer should be focussed around a series of smaller scale attractions;
- Existing facilities are currently underused, and don’t always meet modern standards and visitor aspirations;
- There is a need to review the current bed offer and mix of B&Bs and Hotels in relation to changing demand;
- Worthing lacks an identity or brand to distinguish it from other south coast towns, although its historic character provides an opportunity to increase its distinctiveness.
- Lack of activities for families and young children.



Existing Tourist Attraction: The Dome

Current Trends

Key trends in the tourism market may be summarised as follows:

- Growing disposable income and desire to travel and demand for better quality and service;
- Increasing competition from overseas destinations (and some UK destinations) with more frequent short breaks, special interest holidays and shorter lead times;
- An ageing population and increasing numbers able to travel at off-peak times;
- Growing environmental concerns and interest in activity-based holidays;
- Decline in seaside tourism but significant interest in seaside resorts and different range of activities and attractions.

LACK OF DESTINATION POINTS



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● Existing Destination Points

However, whilst the dynamics of the tourism market are changing, tourism continues to play a significant role in the local economy. Key characteristics may be summarised as follows:

- Tourism contributes £75 million to the local economy (4% increase on 2003);
- There were 1.8m visitors in 2004- 1.5m day visitors/ 300,000 staying visitors (by comparison Brighton attracted 6.8 million day visitors/1.2 million staying visitors);
- Tourism employs 1,400 people in Worthing (290 in hotels);
- 95% of visitors to Worthing are from the domestic market notably Surrey, Hampshire and the Midlands;
- The tourism decline is reflected in the decline in the number of bedspaces. There are 1,200 bed spaces but 50% reduction in hotel bed spaces has taken place over last 10 years;
- The short break coach market continues to be important but is in decline and provides limited 'spend';
- There is a declining business/conference market;
- The staying visitor market is important in terms of value -15% of total visitors but accounts for 46% of revenue;
- Average levels of satisfaction among visitors with beach, seafront, access and location;
- Limited investment has been taking place in developing the visitor product.

Key threats facing the tourism industry in Worthing may be summarised as follows:

- Limited business / conference market
- Further decline in bed spaces (number and quality)
- Limited offer/attractions
- Seasonality and lack of all-weather facilities
- Increasing competition from other towns along the south coast
- Continued fragmentation of policy and programme support;

- Lack of public sector funding to pump-prime investment.

Attractions

The town has a limited visitor offer, with no critical mass of attractions. The town's core attraction is the seafront and Pier and the coast and seafront continues to be the primary reason for visiting the town. The seafront provides a major draw for visitors and includes a range of formal and informal leisure and recreational facilities including a range of shops, restaurants and the Pavilion Theatre. A key weakness of the leisure and tourism offer identified by stakeholders is the relative lack of any indoor destinations, providing an alternative attraction during the winter months and in the wet weather. This restricted offer is further limited by the lack of evening activities along the seafront area, with an identified need to extend the range of activities offered throughout the day and year.



Existing Tourist Attractions: Promenade and Pier

The general appearance of the seafront is diminished by the poor quality of street furniture and underused and vacant areas. Basic facilities such as toilets, signs, car parking and street furniture need to be maintained in good condition and working order so that the overall visitor experience is not prejudiced by an impression of neglect. The heritage aspects of the town and in particular along the promenade are identified as being central to the character of the town, and therefore should provide a focus for enhancing the seafront offer. Clearly, the presentation of a high quality tourist environment around the seafront is crucial, and will help to differentiate the town from other destinations along the south coast.

Apart from the appearance of the area, the seafront also suffers from a lack of facilities for informal recreation, particularly for families and children, with activities limited to the Lido and Peter Pan play area in Beach House Grounds. Opportunities for visitor activity along the seafront are key to the future economic success of the seafront as both a tourist destination and local visitor destination.



Seafront: Existing Retail Facilities

Visitor Accommodation

Worthing and the surrounding area have a range of accommodation for visitors, which includes:

- 8 hotels;
- 37 accredited guest houses / B&Bs;
- between 10-15 non-accredited guest houses / B&Bs;
- 11 individual self-catering advertisers within the current brochure (some offering more than one property).

There is no public camp site in the borough

The accommodation provision equates to around 1,200 bed spaces, the majority of which (743) are provided within the town's hotels. 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 standard of the accommodation stock within the town to meet customers expectations.



Existing hotel accommodation: Chatsworth Hotel

The coach market remains a core market for hotels in the town, specifically those offering organised short breaks for over 50s. This accounts for around 50% of the market, mainly from the Midlands, West Country and Wales. However, this market by its nature offers limited tourism spend and is in decline as elderly people become more discerning and adventurous regarding travel opportunities

There has been a significant reduction in bed spaces within the town over the last 10-15 years, reflecting the decline in tourism. The estimate is that over 50% of bed-spaces have been lost over the last 10 years as an increasing number of hotels have been converted for residential uses.

Arts and Heritage

Worthing is a historic town built on a past of entertainment and enjoyment. The arts and heritage sector has played an important role in the growth of the town and this has left an impressive infrastructure, including three theatre venues (Connaught Theatre, Pavilion Theatre and the Assembly Hall) and the Museum and Art Gallery. The town has an active and developing arts scene, including a growing number of new media companies.

The three theatres are owned and directly operated by the Council. They are run on a combined basis with one management team, an integrated approach to programming and marketing, a central call centre and a single technical team. Each of the venues plays a specific role in line with its distinctive architectural characteristics. However, recent studies indicate that theatre provision within the town is unsustainable and future provision requires review.

The Museum has a specialist collection of costume and local archaeology as well as housing the Council's art collection. There is an active "Friends" group which supports the work of the Museum, and a number of local voluntary heritage groups with an interest in the town's history.

There is a general feeling that the town is not making the best use of its arts and heritage assets. There is an opportunity to develop the economic role of the sector, whilst at the same time using the assets to encourage higher spending visitor activity.



Arts and Culture: Connaught Theatre

TRANSPORT AND MOVEMENT

Key issues may be summarised as follows:

- Location of car parks in core of town centre and impacts on traffic levels in town;
- High levels of car usage and need to promote improved provision for walking and cycling and better bus services to achieve more sustainable transport system;
- Relatively high levels of through traffic in town centre which does not require access to town centre;
- Poor legibility and signage and need for clearer routing;
- Management of parking;
- Severance of seafront from town centre caused by traffic on seafront;
- Poor quality pedestrian linkages between seafront, town centre and station.

WALKING DISTANCES



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EXISTING MOVEMENT



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- Key Existing Cycle and Pedestrian Routes
- Primary Existing Vehicular Routes
- Other Key Existing Vehicular Routes
- Indicative Bus Route

Public Transport

Worthing is well served by rail routes, with particularly strong links to Brighton (5-6 per hour). London Victoria is directly accessible with two trains per hour, plus a wide range of other destinations along the south coast. Further afield, daily services operated by South West Trains and Wessex Trains are available to Reading, Bristol and South Wales for onward connections across the UK.

With regards to bus services, the main operator in Worthing is Stagecoach, who provide much of the commercial bus network in the town. Some other services which are provided under contract to the local authority are operated by Compass Travel, who have a small but significant presence in Worthing.

There are a number of bus routes serving Worthing and its hinterlands. The most important services within Worthing itself are routes 3 3A 4 4A which are high-frequency routes (every 15 minutes combined) and operate a circular route around much of the town and its suburbs. This is supplemented by lower frequency services that link Worthing with the main residential areas to the west such as Durrington and Salvington. The east of Worthing and Tarring areas are primarily served by lower frequency Compass Travel routes operating on Mondays to Fridays only and financially supported by the County Council.

Worthing is also linked by inter-urban routes to a number of large centres along the south coast and inland to Midhurst, Horsham and Crawley. Service 700 is the key trunk route along the coast, linking Brighton in the east to Littlehampton in the west every 15 minutes and then on to Arundel or Bognor Regis, Chichester and Portsmouth every 30 minutes. Service 9 also provides an important east to west function, linking Southwick and Shoreham with Littlehampton on an hourly frequency – this is also the only service to directly link Worthing and Southlands Hospitals.

A Quality Bus Partnership for Worthing has recently been signed by Stagecoach, West Sussex County Council and Worthing Borough Council. As part of this agreement, Stagecoach have pledged to improve the age profile of the bus fleet and the local authorities have agreed to provide improved infrastructure for bus services. A number of new buses have entered service on the key routes in Worthing as a result of this Partnership. A similar agreement is being negotiated for long-distance Coastliner route 700 which links Southsea and Brighton along the south coast road. There are at present no bus lanes and negligible bus priority measures in Worthing.

However, the perception by users is that east-west bus links are too infrequent and do not provide a comprehensive service to users, particularly during the evenings, with an infrequent service restricting the desirability for residents to use public transport to travel to the town centre in the evenings.

Vehicular Access

It must be recognised that vehicular access to the town centre is affected by a number of factors outside the Masterplan area which can only be addressed by strategic transport interventions and measures. The transport strategy for the town centre and seafront must therefore be viewed in the context of wider strategic transport considerations such as the capacity of the A27 and the traffic delays caused by level crossings. The impact of problems on the wider highway network must be recognised and addressed and this will be critical in the development of proposals to reduce traffic levels in the town centre.

There are three main approach roads for vehicles accessing the town centre and seafront area; Broadwater Road from the north (linking to the A27), Brighton Road (A259) from the east and Richmond Road from the west. When vehicles arrive in the town centre they form part of a wider one-way road system, which takes through-traffic through the heart of the town centre.

Key congestion points on the network at present are:

- Brighton Road (A259), particularly around the High Street and Steyne Gardens;
- Broadwater / Chapel Road (A24), between Worthing Station and North Street, is very congested. This is the main route into town from the A27 and has a number of traffic signals and roundabouts within close proximity;
- High Street / Union Place – conflict at junction of High Street and Union Place, as the carriageway narrows from 3 to 2 lanes;
- Richmond Road / Chapel Road – congestion at the junction of Richmond Road and Chapel Road;

- Chapel Road / South Street - major conflicts between modes at the junction of Chapel Road, South Street and Liverpool Road; cars, disabled parking, taxi parking, buses, cyclists, pedestrians.

There is a shared consensus amongst stakeholders about the need to reduce the impact of cars within the core town centre and seafront areas, with a more pedestrian and cycle friendly environment created and a focus on more sustainable public transport use.

Car Parking

The town centre is adequately provided for in terms of car parking, with car parks located throughout the town centre, both close to the seafront and the retail core. None of the existing car parks operate at full capacity, with many vacant spaces around the town centre throughout the day. The VMS system provides information on car parking availability and is intended to direct visitors arriving from the east, west and north to the nearest appropriate car park. However, concerns have been raised by stakeholders about the current management of parking.

There are large areas of surface car parking within the town centre such as Union Street car park which whilst providing an important function in serving the demand for visitors, detract from the quality of the townscape environment, and do not provide the most efficient use of land.

There is an inconsistency between on and off street car parking charges at present which affects where people choose to park. The location of car parks in the core of the town centre is a problem because they attract vehicles into the town centre and cause congestion and conflicts with pedestrians.

Cycle Access

At present there is not a complete and coherent cycle network in Worthing and there is poor cycle provision within the town centre and seafront. There are aspirations to construct a complete network and the network was agreed following public consultation in 2001. The first phase of the cycle path along the seafront has been constructed, which

currently extends from Western Road to Splash Point. It is intended to continue the cycle path along the length of the seafront to link in with the wider South Coast Cycle Route. Stakeholders identified an enhanced cycle network within the town centre and seafront area as a priority, which would help to address modal shift within the town to more sustainable forms of movement and provide activity along the seafront.



Existing Car Parking Provision: Guildbourne Centre

SUSTAINABILITY

The sustainability appraisal that accompanies this Masterplan has identified a range of sustainability related issues that have emerged through formal and informal consultation.

Key issues may be summarised as follows:

- Accessibility
 - to transport – current bus service is perceived as expensive and irregular. The older population requires improved facilities for access to services;
 - to a range of services and facilities – recreational and leisure facilities, quality parks and green network;
 - to new development – both town centre and seafront – inclusive design to ensure that people from a range of ages and abilities can access.
- Safety – concern regarding safety issues, particularly at night. Important to improve the evening economy through a mix of uses and provision of good public transport during these periods;
- Retaining and enhancing the distinctive character of Worthing;
- Seafront – protecting against future sea level rise and appropriate level of development;
- Protecting local employment opportunities – improving business tourism and retail sectors while protecting niche and independent enterprises;
- Connectivity within the town centre and seafront area;
- Quality development - design and standards;
- Improving quality and access to green spaces;
- Loss of employment space to residential development within the Town Centre;
- Lack of flexible employment floorspace within Town Centre.

SUMMARY

The key issues facing Worthing town centre and seafront to be addressed in the Masterplan, as identified through technical working and consultation exercises may be summarised as follows:

- Concern about loss of quality/ character/ diversity within the centre;
- Need for more diverse range/ improved quality of retail offer;
- Need for improved accessibility/ parking/ bus services
- Seafront is under-utilised;
- Cycling/pedestrian conflicts
- Importance of improved leisure/ recreational offer;
- Need for year round visitor attractions/ covered shopping areas;
- Need more facilities for the young and families – ensuring provision for all;
- Improved safety and security, by improving the mix of uses in the evening economy;
- Need to raise capacity and quality of education and training;
- Need to improve the tourism offer and maximise potential;
- Limited arts/cultural offer needs to be broadened;
- Limited stock of high quality and flexible office/business accommodation for range of occupiers;
- Poor linkages between town centre and seafront;
- Need to retain character and old fashioned charm;
- Worthing should not seek to compete with Brighton but to offer something different and unique;
- Worthing needs to be more distinctive and unique - not an 'anywhere' place.

3. Vision

THE CHALLENGE

Worthing is faced with the challenge of how to reinvent itself in the face of increasing competition from other destinations and changing market demands and expectations. The challenge is how to maximise the potential presented by its many assets and future development opportunities.

In developing a vision for the town centre and seafront, it will be necessary to consider what changes are required to transform the image and perception of Worthing as both a place to live, work and invest and as a tourist and leisure destination.

The collaborative approach has enabled the vision for Worthing Town Centre and seafront to be developed in consultation with key stakeholders and the local community. The consultation events helped to establish a better understanding of what matters to people and the key issues which the Masterplan needs to tackle. The clear message from young and old, businesses and visitors was that whilst Worthing has many assets, change is necessary to secure improvements in the future. There is a general consensus that Worthing needs to move forward but that in doing so, it will be important to protect and build on the town's heritage and character in order to maintain and enhance its distinctiveness. Particular emphasis is placed on quality and there is a growing concern with what is perceived as a general decline in the quality of the environment and facilities, particularly the retail offer and seafront. The seafront is seen as an underutilised asset and the key to the renaissance of the town.

The town centre and seafront offer significant potential relating to:

- Strong heritage and culture
- Unique attractions such as the Pier, the Dome and the seafront itself
- Development opportunities
- Investor interest

Worthing has the potential to become a stronger visitor destination with a renewed focus on culture and leisure and to benefit from an increasing emphasis on short breaks through an improved tourism, leisure and accommodation offer. Above all, it has the potential to become a more attractive place to live, work and invest - a town by the sea and not just a seaside town.

THE VISION

The Council's vision for Worthing as set out in its Corporate Plan (2005) is "for a thriving Borough where people want to live, work and invest". In order to achieve this vision, the Council has established a number of values:

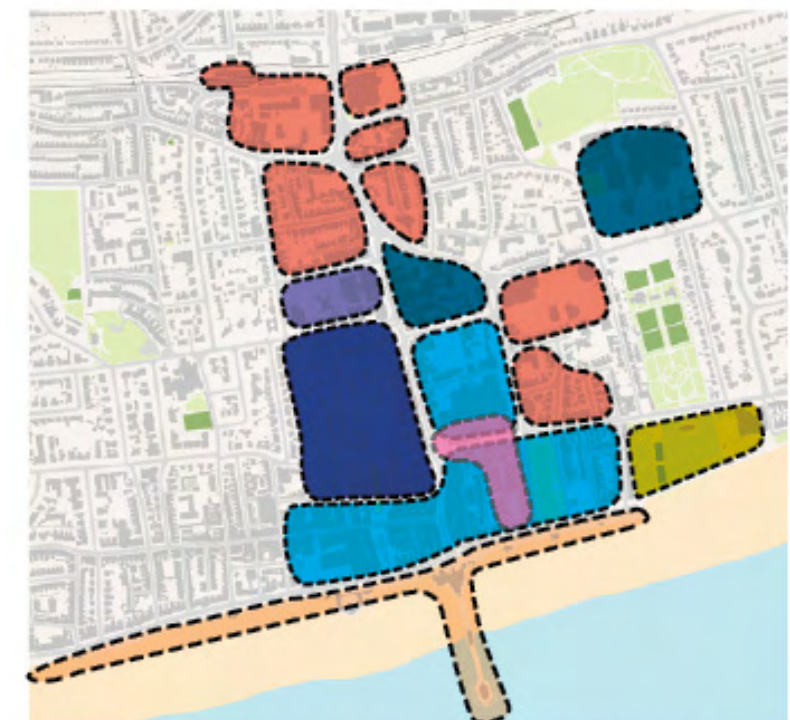
- Listen to, and be accountable to, the people of Worthing
- Manage the Council's resources effectively and efficiently
- Aim for an attractive and sustainable environment
- Support and develop a strong business community
- Enhance the quality of life for all citizens
- Ensure a sufficient supply of affordable and quality housing
- Positively support the voluntary sector
- Develop strategic partnerships

Building on the Corporate Plan, the Masterplan vision is of a thriving town where people will want to live, work and invest; 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 live, 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

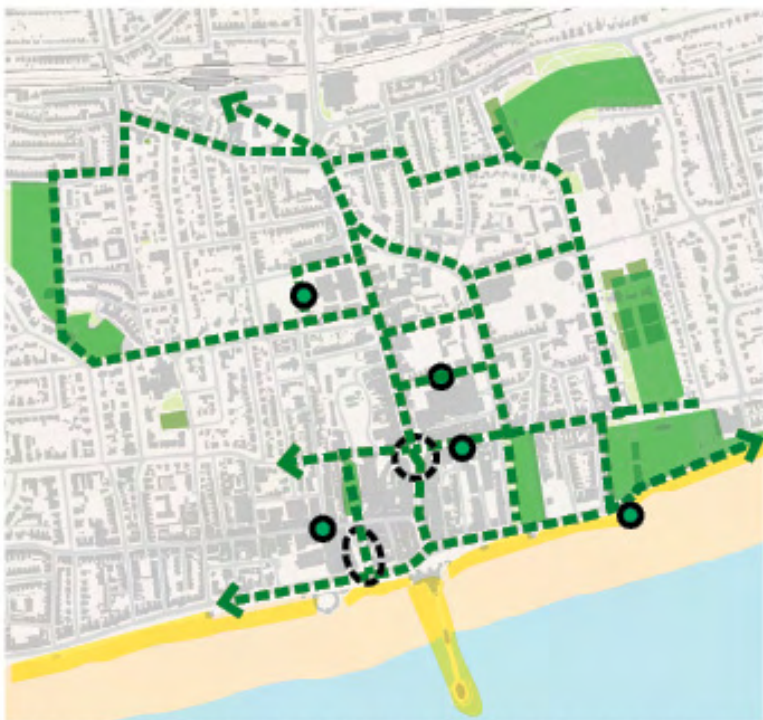
LIVING TOWN



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- | | |
|--|---|
|  Cultural Civic Space |  Active Leisure |
|  Culture |  Mixed Use |
|  Retail |  Office Business |
|  Health/Educational / Community |  Leisure |

SUSTAINABLE TOWN



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- Existing Public Open Space
- Beach / Promenade
- Existing Key Spaces
- Proposed Incidental Spaces
- Proposed Green Links

INCLUSIVE TOWN



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- Main pedestrian routes
- Promenade
- Proposed Gateway Buildings
- Proposed activity nodes
- Proposed activity generator
- Key Landmarks and Icons
- Main Vehicular Route

CONNECTED TOWN



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- Key Existing Cycle and Pedestrian Routes
- Proposed Primary Pedestrian Routes
- Primary Existing Vehicular Routes
- Other Key Vehicular Routes
- Indicative Bus Route

HIGH QUALITY TOWN



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- Development opportunity sites
- Main pedestrian routes
- Promenade
- Active uses along key pedestrian movement corridors

In order to achieve this vision, ten objectives have been identified:

- 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

Consultation with stakeholders and the local community has highlighted a number of opportunities to promote these objectives and these have been taken into account in the development of the Masterplan for the town centre and seafront. The immediate priority must be to change the perception and raise the quality of the environment of the seafront and town centre.

The range of opportunities include:

- Improved quality of public realm- improved safety, security and quality of streets and green spaces;
- Improved linkages between seafront, town centre and station-creation of attractive safe pedestrian routes and green links;
- Increased range and improved quality of retail and food and drink offer- extended offer with potential to connect shopping to seafront, development of a more focused retail core with defined retail circuits and a unique and distinctive offer building on success of Warwick Street;
- Improved range of leisure and visitor attractions to appeal to all ages- potential for water sports, themed adventure play facilities for children, boat trips;

- Provision of more activities and attractions on the seafront- creation of activity hubs/ destinations;
- Improved provision of visitor accommodation and facilities to attract more staying visitors- potential for new hotels and better utilisation of existing facilities;
- Need to address imbalance of evening economy to appeal to a wider age range- extended range of activities and events throughout the year;
- Creation of an arts/ cultural hub and stronger cultural quarter with provision for creative industries;
- Need to address issues of traffic, parking and provision of new/ improved public transport facilities as part of a comprehensive transport strategy- promote more sustainable modes of transport and improved management of car parks;
- Need for an appropriate balance of town centre uses including employment, retail, leisure, culture and residential- promotion of mixed use development schemes, associated provision of community facilities and high quality of design.
- Need for a defined business zone between the retail core and station to promote business development in the town
- centre and provide range of accommodation and potential for business expansion;



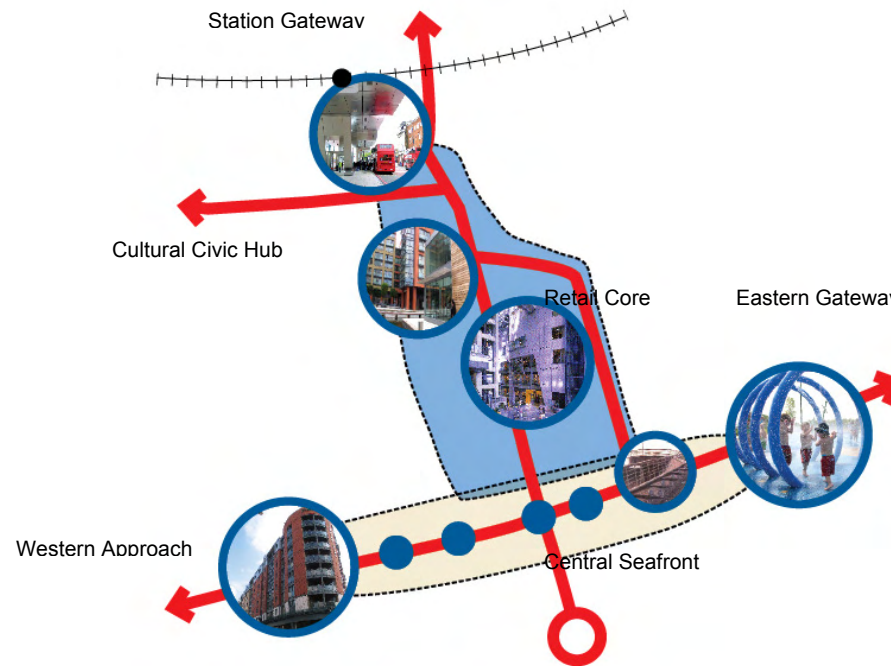
Example of mixed use area



Example of enhanced streetscape

MASTERPLAN CONCEPT

In delivering the vision and objectives for the town centre and seafront, the Masterplan must make provision for future change and development whilst at the same time respecting and enhancing the existing townscape and historic character of the area.



An overall Masterplan strategy has been developed based on the following key principles:

- The importance of a comprehensive approach to development
- Integration of town centre and seafront through the creation of strong linkages and complementary uses and activities

- Emphasis on quality and distinctiveness in design of new development and public spaces
- Promotion of a balanced mix of uses
- Phasing of development in relation to market and funding opportunities
- The need to secure both short term 'early wins' as well as maximising long term opportunities
- The need to secure delivery of Masterplan objectives.

The Masterplan provides the 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 this 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 illustrated in Figure 3.1 and comprise:

- **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;
- **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;
- **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 and Community Focus-** integration of the Hospital and development of the site for a range of complementary health/ community functions.

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 examined in further detail in Section 7.

MASTERPLAN STRATEGIES

The Masterplan is underpinned by three key interrelated strategies:

- Seafront Strategy (Section 4)
- Transport Strategy (Section 5)
- Public Realm Strategy (Section 6)

These strategies provide the framework for future development and change in the town centre and seafront area.

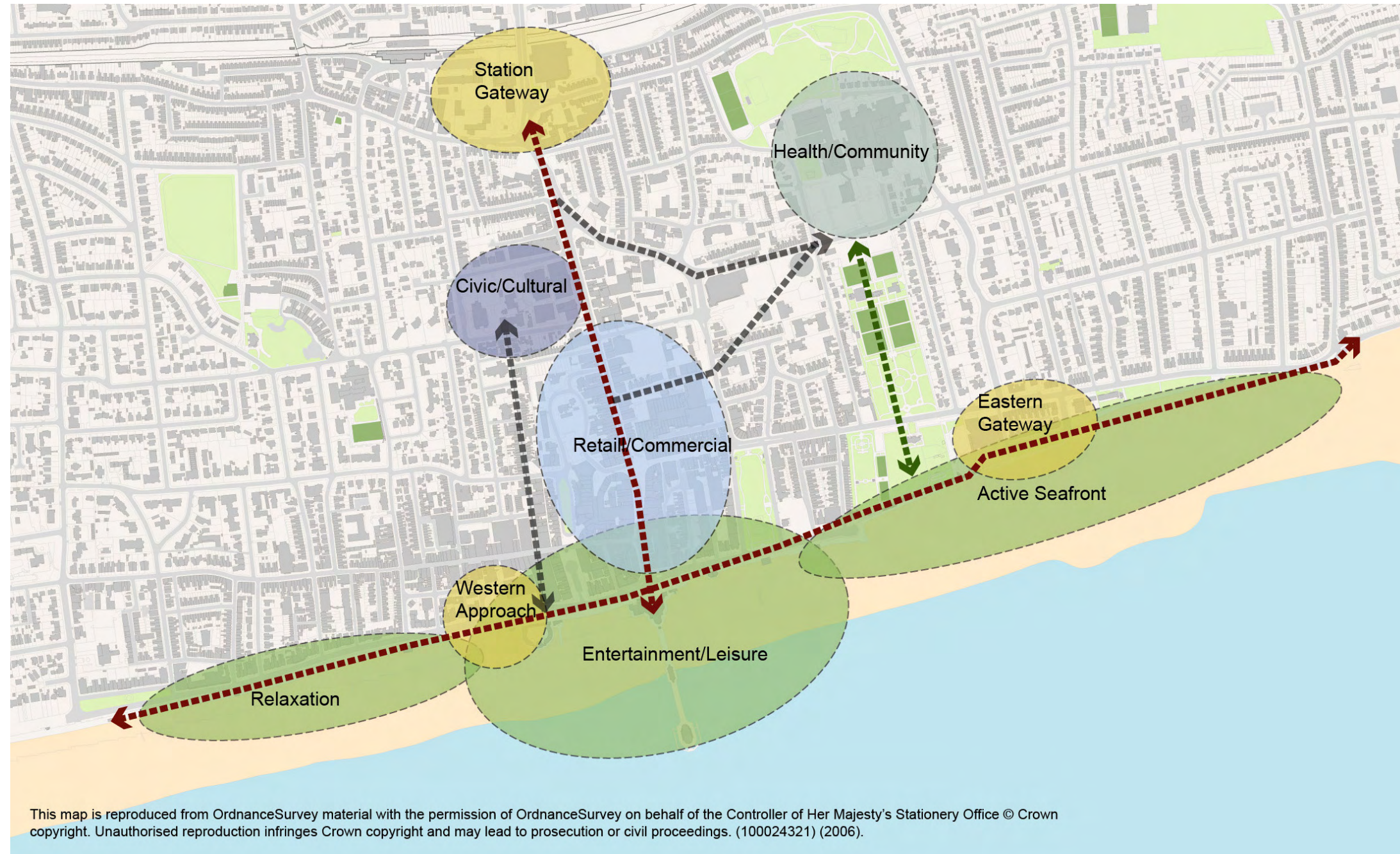


Figure 3.1 Vision

4. Seafront Strategy

The seafont is the town's most important asset and provides a major attraction for visitors and an amenity for local residents. The economic and social significance of this area make it vital that the Masterplan includes a clear strategic framework to guide the future development of the seafont area.

Although there has been some investment in the seafont in the form of recent environmental enhancements, the appearance of the seafont is diminished by the generally poor quality of street furniture and by the underutilisation of the area. Basic facilities such as toilets, signage, information provision and street furniture need to be maintained in good condition and working order so that the overall visitor experience is not prejudiced by impression of neglect. Apart from the general appearance of the area, the seafont also suffers from a lack of vibrancy / vitality and visitor facilities for informal recreation, specifically for children and higher spending visitors. This issue must be addressed as a priority given the proposed closure of the Aquarena and relocation of the swimming pool from the seafont.



Lack of activity along the seafont

Opportunities for enhancing visitor activity on the seafont will be key to the future economic success of the seafont as a visitor destination. There is a need for a coherent strategy and action plan for the seafont as part of the overall Worthing Masterplan. The objective must be to develop the seafont as a high quality visitor destination and as a valued local resource.

STRATEGIC OBJECTIVES

Worthing seafont is an important public space and is the primary tourist, recreational and leisure focus for the town. A clear strategic framework is needed to guide the development, maintenance and management of the seafont in a coherent and sustainable manner.

The principal objective is to transform the seafont into a distinctive destination – a destination that is exciting, dynamic and successful whilst retaining what's good and traditional. Key objectives for the seafont are to:

- Re-establish the seafont as a high quality visitor destination and local leisure and recreational resource, with an improved range of facilities and environment to meet local and visitor expectations;
- Improve the range and quality of the visitor/ user experience by promoting new facilities and attractions that create year round activity and vitality;
- Encourage activities and investment that broaden the appeal to new market segments and higher spending visitors as well as the local community;
- Balance the needs for commercial facilities with protection and enhancement of the natural environment and public areas;
- Expand current marketing activities, making optimum use of an expanded events programme and rebranding of the town;
- Improve connectivity and linkages, specifically between the seafont and the town centre in particular, the new cultural quarter and station; and
- Strengthen coastal and flood protection.

The Seafont Strategy is required to take into account future maintenance, management and coastal defence considerations.



Example of seafont activity

FRAMEWORK FOR ACTION

The overall objectives will be taken forward through the designation of five distinctive zones of activity. This approach seeks to:

- promote the coherent development of the seafont
- eliminate potential conflicts
- provide a range of activities and experiences to attract a wider visitor market
- establish an economic basis for investment in infrastructure and facilities

The zones of activity are illustrated in Figure 4.1 and comprise:

- Western Gateway- informal area for relaxation
- Zone 2: Visitor and Entertainment Hub- central focus of commercial activities on the seafront
- Zone 3: Fishermans Quarter- distinctive quarter based on heritage of seafront
- Zone 4: Active Leisure and Sports-range of more active leisure and recreation activities
- Zone 5: Seafront Eastern Gateway- improved gateway and facilities

Table 4.1 sets out further details of the functions and potential activities in each of the zones of activity. The strategy should provide the basis for a management programme and monitoring strategy for accommodating a full range of activities and uses on the promenade, beach and in the water.

Area	Core Function	Proposals
West Promenade – The Lido	“Western Gateway”.	Quiet, informal area for relaxation to enable people to enjoy the unique environment. Proposals include: <ul style="list-style-type: none"> - enhance landscaping and external seating on promenade - improve signage and information provision - improve visual appearance of beach huts - enhance measured distances for walking along the promenade - improve accessibility for disabled people on the beach - provide new quality catering facility through creative re-development of seafront shelter opposite Mayfair Hotel
The Lido – The Pier (opposite the Dome)	Visitor and Entertainment hub	Central hub of visitor activities and entertainment facilities. Proposals include: <ul style="list-style-type: none"> - restore the Lido as a quality seafront attraction providing a café and retail experience and improved outdoor events space linked to the Grafton Centre re-development - develop new all-year tourist information centre / beach office - improve pedestrian connectivity with town centre at key nodes (Montague Place, South Street and as part of redevelopment of Grafton Centre) - promote Pavilion Theatre as a major visitor and cultural landmark in the town and as a central location for events and indoor and outdoor performance space - provide new day-time attraction/ venue (e.g. new signature seafront restaurant/ cafe) at the end of the Pier - expand the appeal and sales potential by providing new and improved catering / crafts facilities on the promenade and Pier
The Dome – Warwick Street	Fisherman’s Quarter	Develop distinct Fisherman’s Quarter to cater for a range of activities. Proposals include: <ul style="list-style-type: none"> - retain existing fishing activities with potential for improved supporting infrastructure (eg: electricity and water) - create fishing museum/ interpretation facility through sensitive re-development of existing shelter - improve links between seafront and Steyne Gardens as a stimulating garden environment - central location for “art on the seafront” to use public art to improve links to the eastern promenade - improve appearance of promenade through landscaping and improved planting and external seating
Beach Promenade – Merton Road	Active Recreation	Integrated tourism and leisure facilities to support a range of leisure and sporting activities. Proposals include: <ul style="list-style-type: none"> - provision of themed/ adventure play facilities such as children’s play equipment and Adventure Golf - development of water-splash feature/ paddling pool - provision of new modern toilet block - up-grading of refreshment kiosk - establish active beach zone - improve access between seafront and green space around Denton House /Beach House Gardens - create an improved garden environment through development of a new sensory park - provision of new water-based recreation - Provision of new seafront hotel within Aquarena re-development
New Parade – the Esplanade	“Eastern Gateway”.	Improved “gateway” and up-grading of fisherman’s boat pound. Proposals include: <ul style="list-style-type: none"> - enhance seafront planting and external seating - improve signage and information provision - improve facilities for boats - consider potential for further seafront development as part of a seaward extension subject to financial, environmental and engineering feasibility

Table 4.1: Seafront Zones of Activity

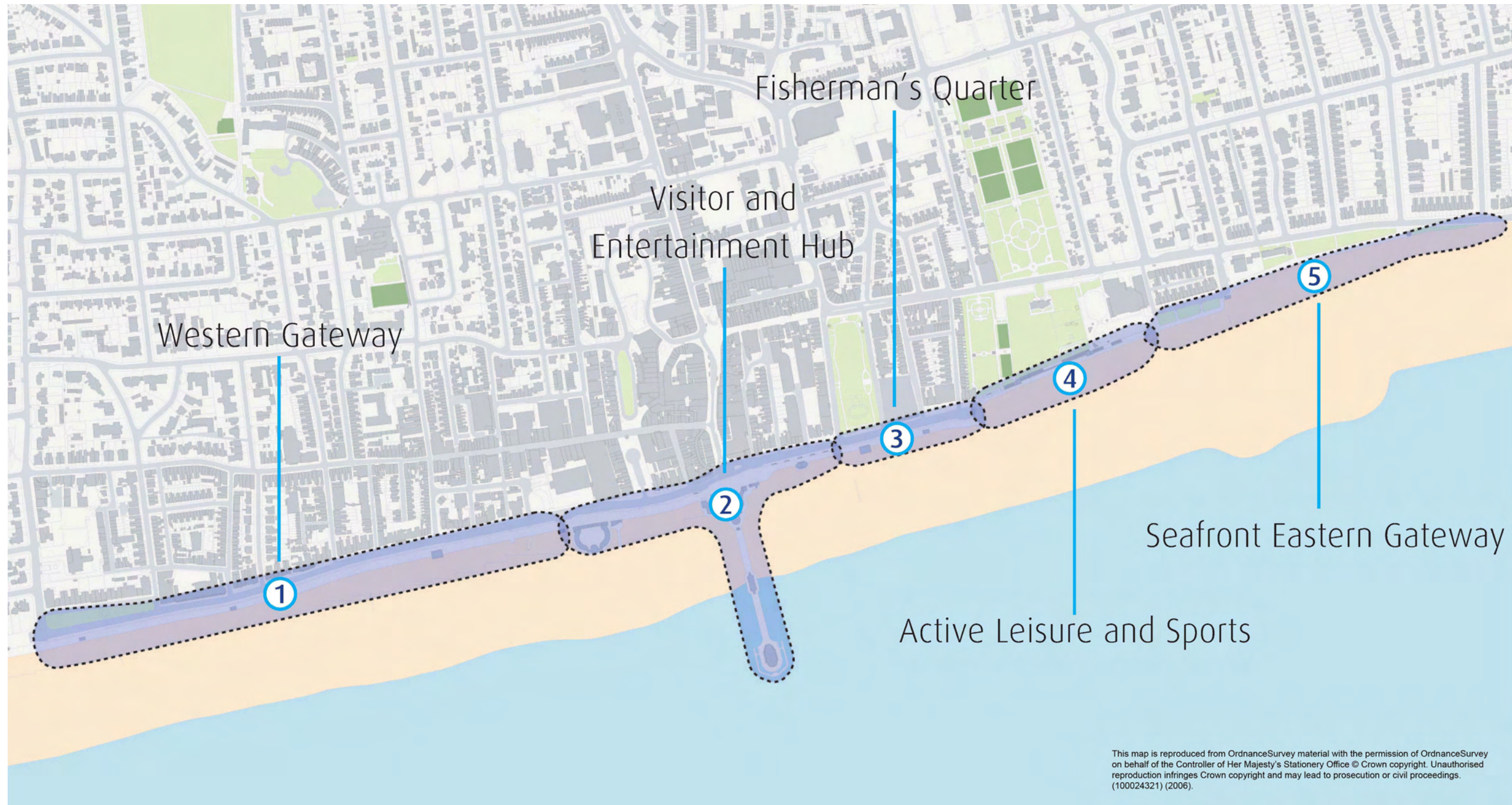


Figure 4.1: Seafrost Activity Zones

Each of the zones of activity will require the preparation of a detailed action plan and implementation programme [shown in Section 8].

The physical environment is the visible expression of the seafront and goes much of the way in determining its image and local pride of place, especially amongst visitors. Improving the quality of the physical environment is key, specifically through a programme of creative and innovative public realm. Design standards should be established along the whole length of the seafront to set out a clear design direction that will ensure the development of a strong sense of place for each of the proposed zones of activity.



Creating a Design Identity: Blackpool

BRANDING

A distinctive design identity needs to be developed for the Worthing seafront to brand and create a unique sense of place. This will need to be implemented through:

- improved signage
- information provision
- external seating

- lighting
- public art
- planting / greening strategy

A co-ordinated plan will be required for the use / potential development of seafront shelters and the provision of sympathetically designed purpose built facilities to provide quality kiosks and catering outlets in partnership with the private sector. Any re-development / change of use will need to reflect the proposed “zone designations” and the desire for quality and excellence on the seafront. New structures will be required to respect the seafront setting and provide a range of new activities on the seafront. Such a strategy has the potential to drive up the quality of some of the existing operations on the seafront.

ACTIVITIES AND EVENTS

The seafront is already the focal point for a range of activities and events. This activity should be built upon to expand the events programme, including new visitor products, festivals and arts and cultural activities. New destination points, including provision for events and performance space and catering facilities will be provided along the seafront. Seafront recreational activities will need to be managed carefully in order to minimise potential conflicts between different seafront user groups.

FUTURE PRIORITIES AND OPPORTUNITIES

Although a distinct destination within the town, the future of the seafront cannot be seen in isolation and is an integral part of the overall masterplan for the town centre. The level and timescale for intervention will be determined by a number of factors. Key considerations include:

- Consolidation of theatre provision - potential for the development of a new “iconic” theatre within the proposed new cultural quarter. This would require a review of the role and function of the Pavilion Theatre;
- The need to use the re-development of the Grafton Centre site as an opportunity up-grade the Lido site as a location for niche retail /

catering and events space and the potential for improved linkages between the town centre and seafront;

- Redevelopment of Aquarena site and potential for new hotel and associated facilities as part of comprehensive site development;
- Transport and movement, specifically the potential to reduce traffic on the seafront and provide a safe environment for pedestrians and cyclists;
- Improving connectivity between the seafront, town centre, station and key “gateways” into the town;
- Ensuring adequate coastal protection / defence against the sea will be a key factor in determining future development opportunities along the seafront.



Improved quality of public realm and use of public art along seafront

In addition, improvements to the seafront will be determined by funding opportunities both in terms of the commitment of the private sector to drive forward major development plans and the ability of the public sector to secure adequate funding for improvements and future management and maintenance of this important asset.

5. Transport Strategy

The Transport Strategy presents a number of preliminary ideas and intentions for improving the transport network in the town centre. However, there will be a requirement for further testing and development of the preliminary strategy by West Sussex County Council and Worthing Borough Council as part of an overall comprehensive transport strategy for the whole town. Local transport measures will be developed in relation to development proposals and within the context of strategic transport initiatives to ensure that the impacts of development can be satisfactorily accommodated, developer contributions secured and improvements to the transport network effectively phased and delivered.

Taking into account these broader strategic considerations, the focus of the transport and movement strategy for the town centre and seafront is to achieve three broad 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;
- Management and coordination of parking to use existing capacity efficiently.

Underpinning these broad objectives are a series of more detailed transport and movement principles that will deliver a sustainable movement framework for Worthing. These principles are:

- Reduce traffic within the town centre, by discouraging east – west through traffic movements;
- Coordinate and manage 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 the main Worthing Station;
- Improve legibility and permeability i.e. effective signing to decrease congestion and re-allocation of road space.

HIGHWAY NETWORK

A key objective of the strategy is to improve town centre accessibility for all by reducing unnecessary through traffic. To achieve this will require the restriction of local through traffic movements, ensuring that only those motorists travelling to the town centre and seafront are able to access the town centre road network. This will be achieved through introducing zones within the town centre that prioritise access for certain modes.

As shown on Figure 5.1, accessibility into the inner zone will be restricted to access for residents, pedestrians, cyclists, the mobility impaired, public transport, taxis, and deliveries & servicing to support the town centre functions. The main north-south (Chapel Road) and east-west routes (Richmond Road, Union Place, Chatsworth Road, Marine Parade) into the town centre would become more cycle and pedestrian-friendly with better signage, more use of shared spaces and cycle lanes, with access for local traffic only.

The outer zone will restrict access to local traffic accessing the residential areas, businesses and visitors accessing car parks. This will restrict the ability of traffic to travel through the town centre, with through traffic being directed along Teville Road / High Street / Brighton Road.

To enable these roads to accommodate additional traffic, it is suggested that highway improvements be made at the following locations, to increase capacity, including:

- Signalise the two existing roundabouts on the A24, at the junctions with Newlands Road and Teville Road.

- Signalise the existing roundabouts at the junctions with Chapel Road/North Street and Lyndhurst Road/North Street.
- Improvements to the signal junction at High Street/Brighton Road.

All of the above junctions should also have advanced bus priority signals, advance stop lines for cyclists and pedestrian crossing facilities.

Brighton Road is also one of the main routes into the town, from the east, as an alternative to the A27. It is therefore important that localised highway improvements are made along this road to ensure its capacity is adequate to prevent and deter rat running elsewhere. Capacity improvements to this route are also essential with the downgrading of Marine Parade, which at present provides one of the few east-west links through the town.

PARKING

In the short term no additional car parking facilities should be provided and alternative modes of sustainable transport should be improved, their use promoted and encouraged. In the medium to long term the reduction in car parks within the town centre core should be implemented via development opportunities.

The capacity in the multi-story car parks (MSCPs) indicates that a reduction in existing central surface car parking spaces could be accommodated, through utilising capacity in existing MSCPs. The multi-story car parks are generally located on the outskirts of the town’s central core and therefore access to these fits into the accessibility hierarchy strategy (Figure 2). So despite the restriction on through traffic, provision is still made for vehicles accessing the town centre car parks.

There is also a low turn over of vehicles per space within the multi-story car parks and therefore the majority of the car park users are long stay. This implies that a Park and Ride scheme could be successful, as vehicles could be left on the edge of the town with a bus providing direct access into the town centre and to the seafront. This would reduce the need to drive into the town centre thereby reducing congestion and pollution.

Co-ordination between off and on street parking is essential if the goal of reducing private vehicle trips into the town centre is to be achieved. In the long term, provision of on-street parking would need to be prohibited or discouraged, especially in the core area of the town (as shown in Figure 5.2). This could be absorbed within the existing multi-story car parks, due to spare capacity. This would improve safety and allow re-allocation of road space; allowing increased provision of faster and more reliable public transport, high quality cycle routes and pedestrian facilities. Provision would be made to manage residential, commercial, lorry and coach parking. Variable message signing would be installed on the A24 on the approach to the Teville Road roundabout, to advise motorists of the number and location of available car park spaces.

In summary, the use of road parking charges, off-street parking controls and the provision of a Park and Ride site could be used as an effective demand management tool. The potential for a Park & Ride site would be considered as part of the overall transport strategy for the town and should include the review of sites associated with the East Worthing Access Road. It is also important that maximum parking standards are applied to new developments and that they contribute to funding improvements in public transport and road infrastructure.

PUBLIC TRANSPORT

As well as effective demand management of car parking and promoting an access hierarchy, it is essential that alternative modes of transport provided are reliable, convenient, safe and accessible to all.

Bus

There is an identified need to extend bus services later into the evening and further extend services at the weekend to encourage a shift from private cars. While the routes that are most likely to benefit from additional provision are still to be determined, it is anticipated that the key east - west corridors will need to be upgraded, such as Durrington to Lancing (Worthing Kickstart Bus Initiative). This service is likely to begin operation in Autumn 2006. Daytime frequencies on the main corridors are generally good and

will improve with the implementation of the Coastal Fastway proposals which will include a new long-distance, high-frequency, high quality, east-west corridor through the town (West Sussex Transport Plan 2006-2016).

To increase the attractiveness and efficiency of using bus services, on-going provision of real time information will be required at all key bus stops and interchanges giving up-to date journey and expected arrival information. More detailed enhancements to bus infrastructure should include:

- Installation of full raised kerbs (using Kassel kerbing) at all four stops in South Street, seven stops in Marine Parade and the two Rail Station stops;
- Provision of seven new shelters at the Marine Parade stops;
- Provision of red bus stop cage markings at the Marine Parade and Rail Station stops; and
- Improved information at all stops, including fare deals and network maps.

To increase reliability of buses between the rail station and town centre, bus priority should be installed at signalised junctions at:

- Railway Approach/Teville Road;
- Teville Road/Chapel Road;
- Chapel Road/North Street;
- North Street/HighStreet; and
- High Street/Brighton Road.

Bus priority measures should also be provided along Broadwater Road / Chapel Road / South Street down to the Town Centre and Seafront (as shown in Figure 5.3).

South Street should continue to be pedestrianised, with bus services, and taxi's also having access, ensuring access for all. However better management of buses via bus lanes, signing and clearly defined and safe pedestrian and cycle links through the town centre down to the Seafront will help solve the existing modal conflicts on

South Street. In the medium to longer term the introduction of hybrid electric and alternative fuel buses will aid in improving the environment for all along South Street.

Where possible, development sites should contribute to the re-allocation of road space to public transport along these roads. This will make the area more attractive to people using public transport, due to the increased reliability and decreased journey time.

Financial contributions to bus service improvements should be sought in association with new development proposals as part of the overall transport strategy.



Bus service enhancements

Rail

Worthing already benefits from a good rail service. However, to There is support for improvements to interchange facilities at the main Worthing rail station. This includes the need for better integration between bus and rail, through better coordination of timetables and integrated ticketing. As a key component in promoting modal shift, a transport interchange facility is proposed at the existing railway station entrance. The interchange facilities should include:

- Real time information on all modes of transport;
- Full accessibility for mobility impaired passengers;
- Secure cycle parking provision;
- Comfortable waiting space for people transferring between modes;
- Carefully designed bus bays; and
- Taxi drop-off and pick-up points.

Improved signs at Worthing station are required to direct pedestrians to the town centre and seafront as quickly and safely as possible is required.

CYCLING AND PEDESTRIANS

To encourage the use of alternative sustainable modes of transport, such as walking and cycling, convenience and safety have key roles to play. Therefore it is important that high quality and safe pedestrian and cycle routes are provided from the railway station to the town centre and seafront (as shown in Figure 5.4). These routes should be signed and where road space allows have designated cycle lanes. Safe and secure cycle facilities are needed at the main interchanges and along the seafront. The improvement of cycle facilities and routes and therefore the encouragement of their use can be achieved by educational and engineering initiatives.

It is proposed that in the short term, safe and convenient pedestrian and cycle links should be provided extending down from the station, along Chapel Road and South Street into the Town Centre and to the Seafront.

These should link with pedestrian and cycle routes serving the wider area to create a network of routes through the town.

Good pedestrian and cycle access should be provided between the existing pedestrianised areas along Warwick Street and Montague Street, east-west within the town centre and north-south to the Seafront. This reinforces the objective that greatest priority in terms of access to Worthing town centre will be given to walkers, cyclists and public transport users. These groups will be offered unimpeded access to the retail centre of Worthing.

This area will build on the existing pedestrianisation scheme from Graham Road in the west to The Steyne in the east, with the northern boundary extending along Shelley Road, and including the whole of Chapel Road. It will allow access only for cycles, taxi's, residents and delivery access. This will enable pedestrian links and connectivity to be introduced down towards Montague Street and then through down to the Seafront. Access for taxi's and dial a ride will still be maintained.

An important gateway to the priority area for pedestrians and cyclists is around the development area at the Grafton Centre. This development will contribute to improved pedestrian and cycle access, within the western edge of the central core. This also acts as a gateway to downgrading Marine Parade.

Seafront Cycleway

In order to minimise potential pedestrian/ cyclist conflicts, it is considered that if feasible, it would be preferable for on-road provision of a cycleway along the seafront. However, this would be dependent on a reduction in traffic along the seafront and is unlikely to be feasible in the short/medium term..

In order to improve cycle provision in the short term, it would be necessary to provide an off-road cycle route along the promenade, immediately adjacent to the carriageway. If these proposals were to be taken forward, there would need to be a clear separation between the

cyclists and pedestrians by a raised white line, with green surfacing in the cycle lane and red surfacing identifying conflict and crossing points. Correct lining and signing is essential to ensure that cycling is legally permitted 'off road'.

As part of the longer-term aspiration to reduce levels of traffic in the core town centre and seafront area and to promote walking and cycling, it is proposed to downgrade Marine Parade to create a more pedestrian friendly environment, by reallocating road space. This will be dependent on the implementation of other components of the transport and movement strategy with through traffic redirected around the town centre. This would provide the opportunity in the medium to longer term to provide an on-road cycle lane on Marine Parade that can operate as a commuter cycle lane. This will enable the cycle lane along the promenade to be used for 'leisure' cycling.

The on-road cycle lane will require clear separation between the cyclists and traffic by a raised white line, with green surfacing in the cycle lane and lining and signing. The down-graded Marine Parade would continue to allow two-way traffic but with a reduced carriageway width and priority measures would be required and all parking, except for disabled access prohibited. Traffic calming and management measures would also be required to deter or prohibit private vehicle access. The extent of access could be staggered to operate only at certain times of the day or week. Essential access to residential and business properties would be permitted. Public transport services would continue to be routed along this key route, with a continuing service to South Street.

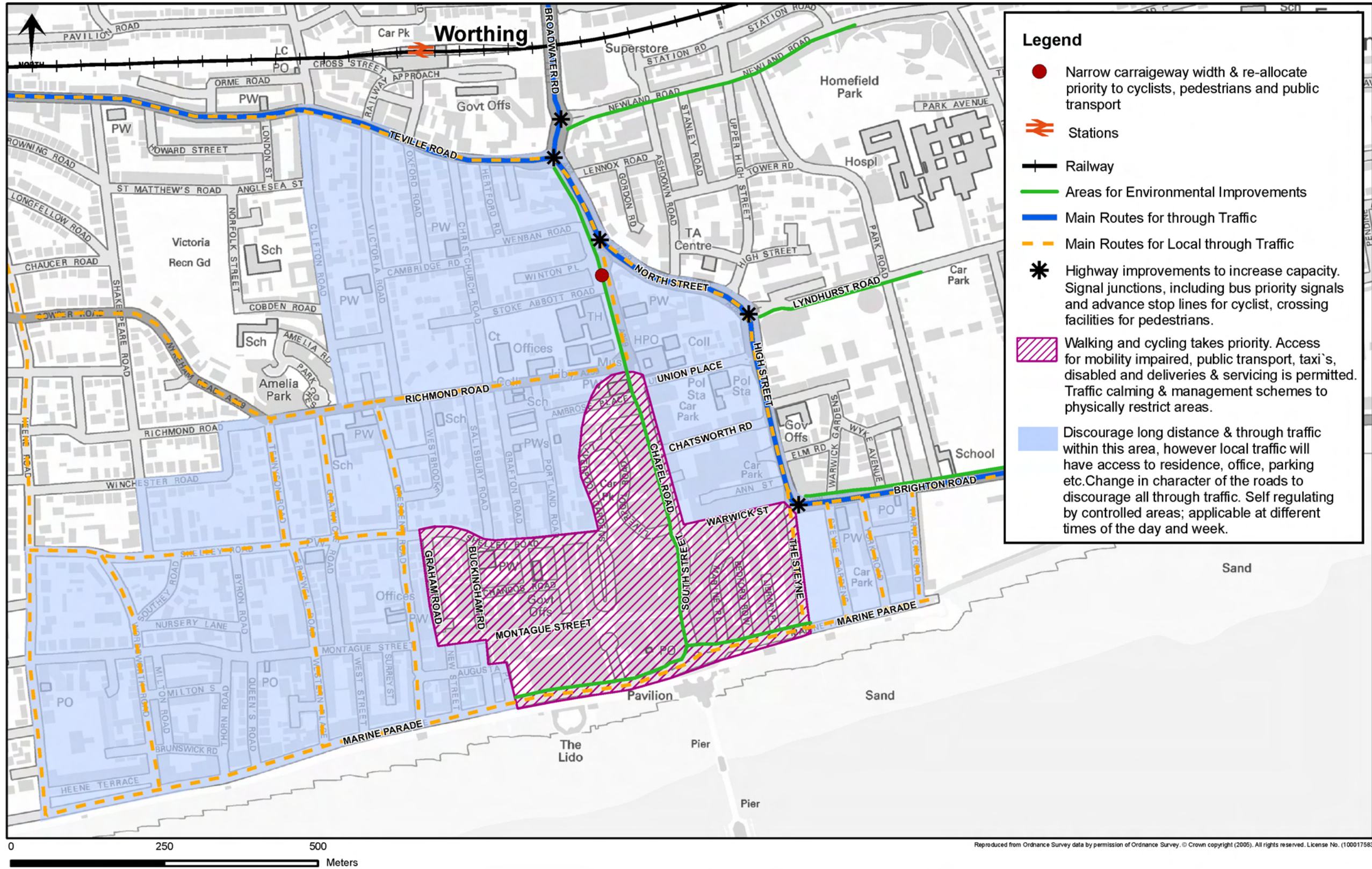


Figure 5.1 Road Hierarchy

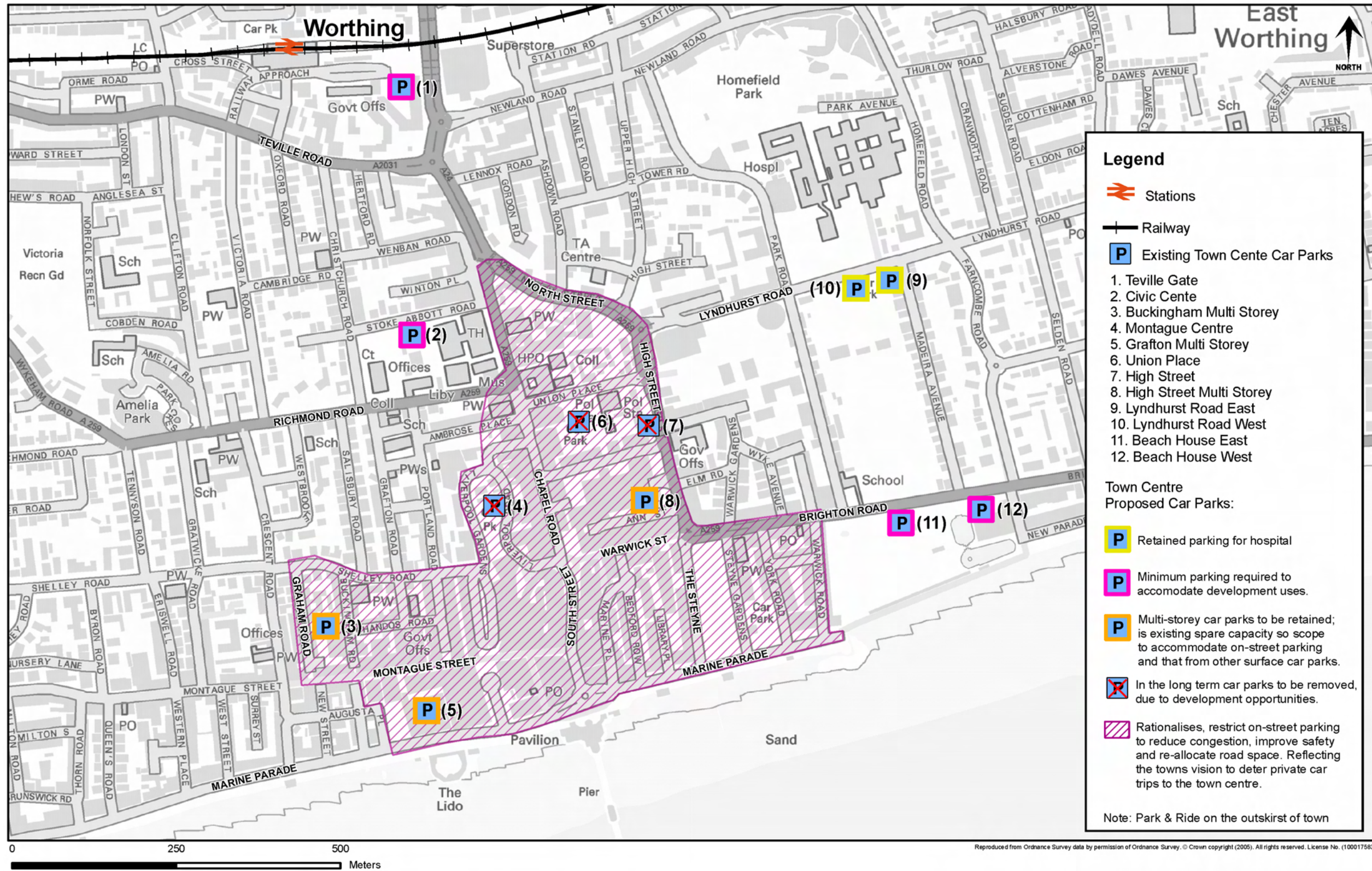


Figure 5.2 Car Parks

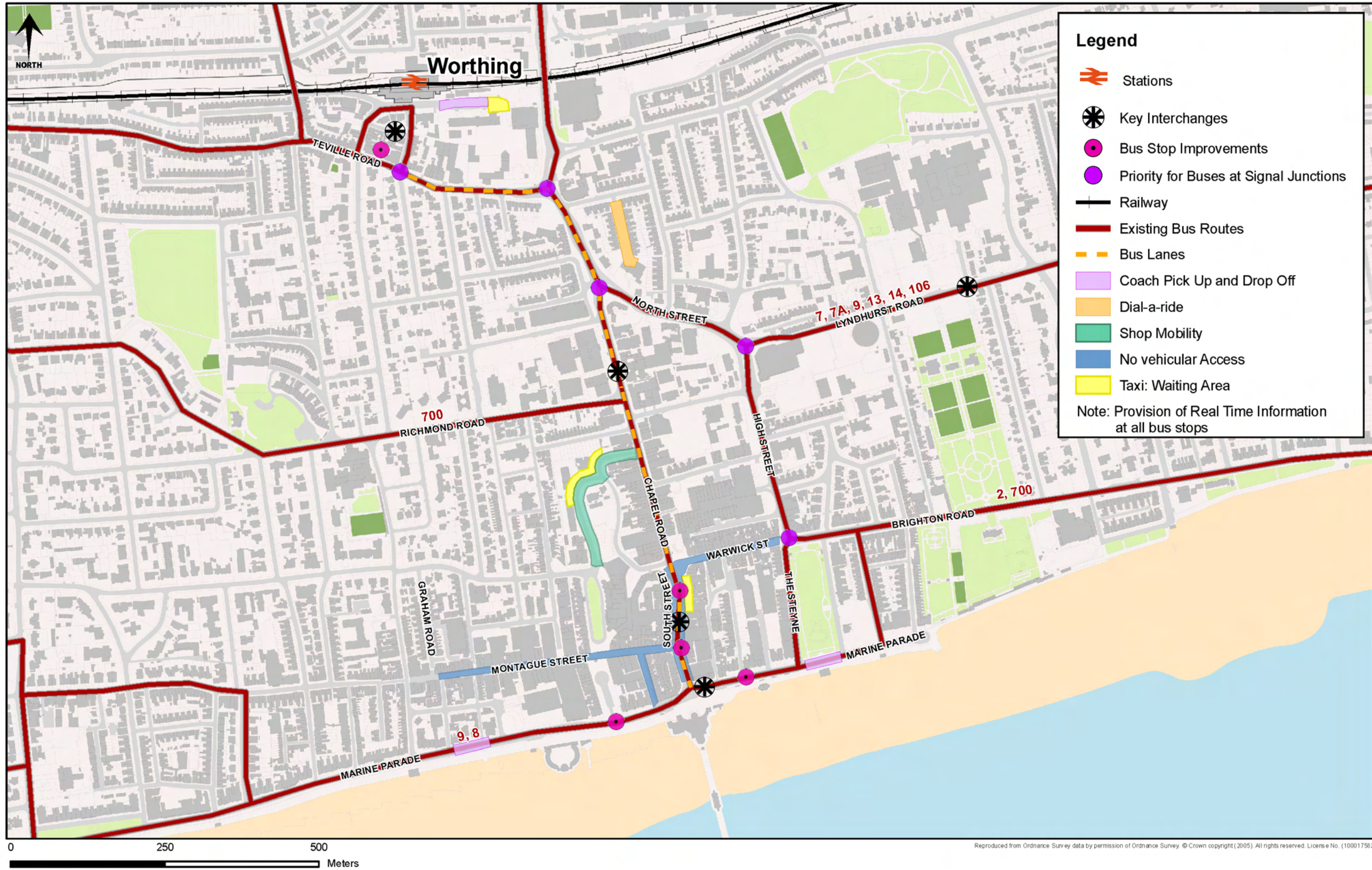


Figure 5.3 Public Transport

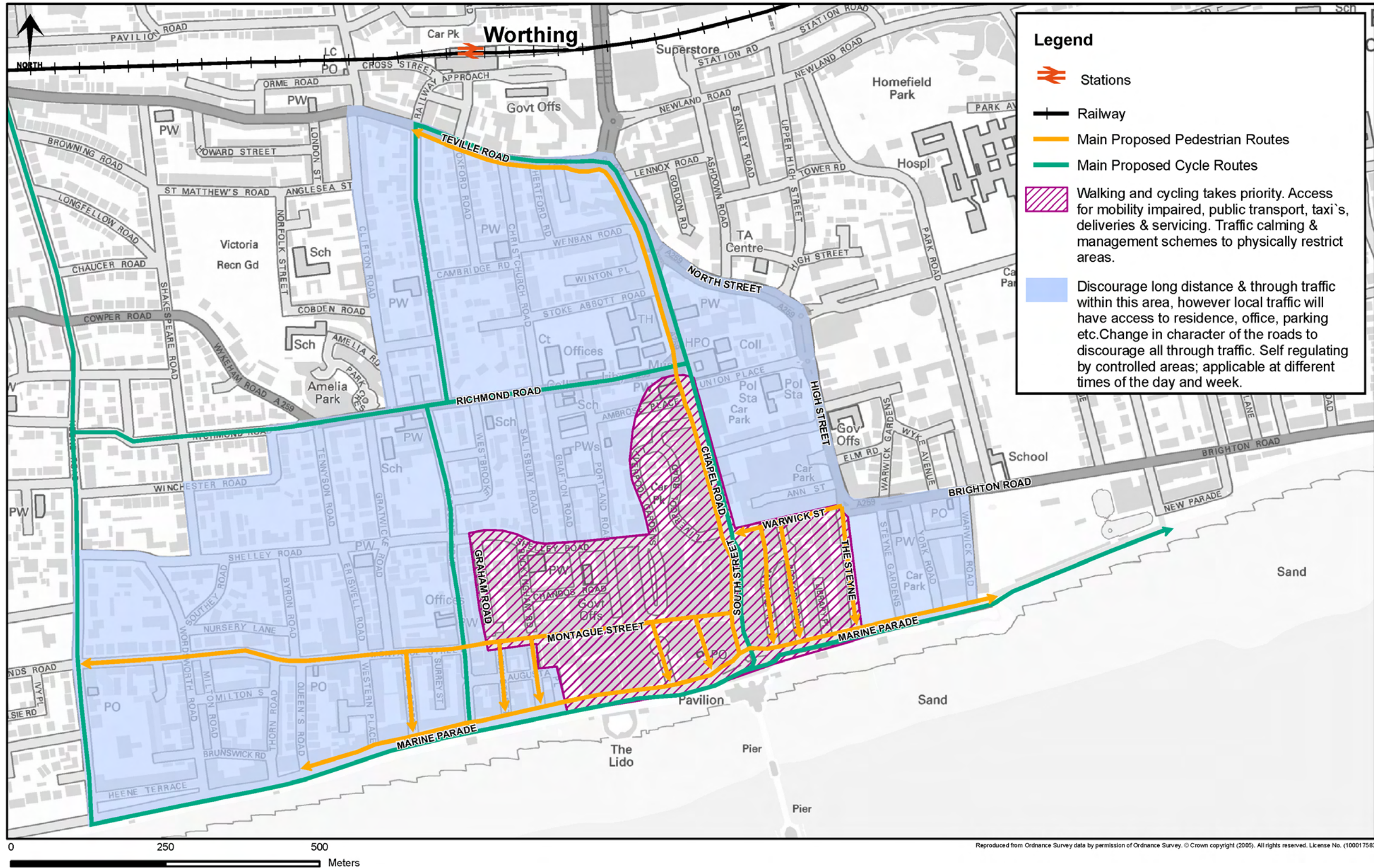


Figure 5.4 Pedestrians and Cyclists

6. Public Realm Strategy

INTRODUCTION

The ‘public realm’– the areas around and between buildings such as streets, squares and parks – has a major part to play in the character and attractiveness of any town centre or seafront. At present, the quality of the public realm in parts of the central area does not reflect the aspiration for the new, modern and vibrant city centre. Improvements to the public realm are essential to complement development proposals and transport improvements, to ensure that those using the centre have a pleasant and enjoyable experience. A high quality public realm will transform perceptions of the centre, stimulating investment and fostering ownership and care. A series of improvements will help to reinforce the character and identity of the town centre and seafront, creating a sense of pride and place for the residents and visitors to the area.

The public realm within the town centre and seafront should aim to:

- **Reinforce the image and identity** – celebrate the history and character of Worthing through a strategy of public realm improvements concentrating upon lighting, street furniture, surface treatments, planting and public art.
- **Focus on public realm** – co-ordinate public interventions at key nodal points, areas of activity, gateways and landmarks to aid permeability and legibility.
- **Establish meeting areas** – seating and meeting areas, providing spaces for public animation and human interaction.
- **Prioritise pedestrians** – greater priority for pedestrians to increase safety and ease of circulation, particularly focusing upon Marine Parade and South Street.
- **Green the town** – through planting and environmental enhancements, strengthen the character of the town as an attractive town centre and seafront destination.

It is important that the approach to design and procurement of public realm is co-ordinated and well thought through – to deliver a common approach that is identified as being ‘Worthing’. A hierarchy of open spaces will be developed including smaller spaces and squares linked by

attractive routes such as boardwalks and pedestrian and cycle links. These smaller spaces create a sense of place and identity within the area as well as improving the quality of environment by accommodating a range of activities.

PUBLIC REALM STRATEGY

The public realm within the town centre and seafront heavily influences the quality of experience for users moving in and out and through the central area. Most of a town centre users’ time is spent not in shops, but moving between them. Likewise, most seafront visitors spend the majority of time not inside attractions but interacting on the promenade and beach areas. Achieving a quality public realm is therefore key to improving and strengthening the quality of experience when visiting the town and it is the public realm that will leave the lasting legacy for visitors.



New Public Spaces

As set out in the vision, Worthing is seen by its residents, businesses and users as both a town centre and a seafront destination. Recognising these two distinct uses, the public realm strategy identifies a framework which develops a strong town centre route that links the railway station area

through the heart of the town centre towards the Pier and promenade providing a north-south spine, and second seafront spine linking West Goring with East Worthing along the promenade. These two principal routes form the structure for the public realm strategy shown in Figure 6.1.



Enhanced waterfront promenade

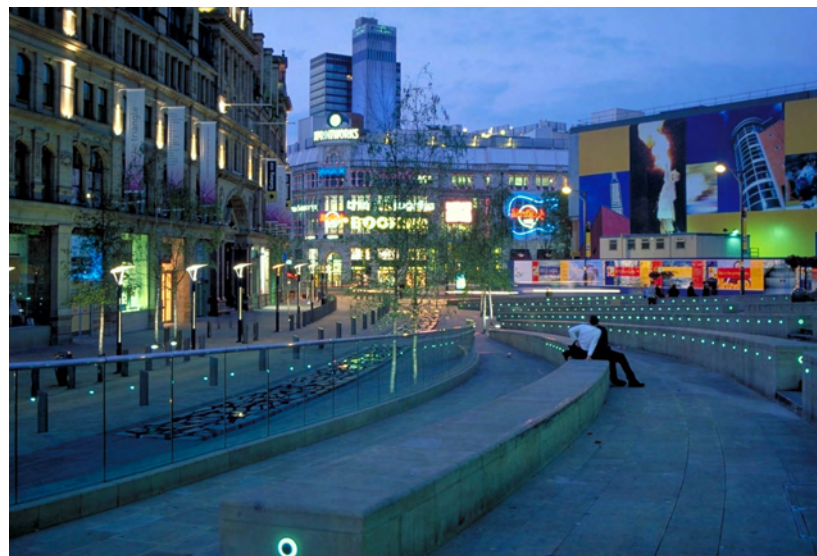
Delivering public realm enhancements should be directly linked to bringing forward specific development projects, to ensure that private sector developers enhance the wider town centre and seafront setting as well as their own development sites. However, the masterplan sets out a network of inter-connected spaces and streets which set the framework for bringing forward development within an integrated and cohesive environmental strategy.



Figure 6.1 Public Realm Strategy

Town Centre Spine

The purpose of the town centre spine is to enable people to move easily from the seafront area to the railway station area. The Town Centre Spine will principally use the existing street network and through the use of public realm and building design, visitors who arrive at the railway station will be 'drawn' down Chapel Road towards the retail heart and seafront area. Along this route will be smaller public realm interventions focussed upon street furniture, planting, lighting and the use of quality materials, and although only small in scale, will significantly add to quality of experience as part of an integrated strategy.



Enhanced Public Realm: Exchange Square, Manchester

Key public realm elements are related to the design of this spine and the building developments it will access. Key elements will be:

- A new public space on the southern entrance to the Teville Gate development. The space will need to be welcoming, aiding legibility for town centre users travelling towards the railway station area.
- Streetscape improvements to enhance the area in front of the existing Town Hall entrance. This space should not be overly dramatic so as

to detract from the new Civic Square as part of the reconfiguration of this area, but it should enhance the setting of the Town Hall and reflect the nature and character of the surrounding historic buildings. As a key space along the town centre spine, it will need to allow people to pass easily through it.

- The street furniture at the junction between Richmond Road and Union Place needs to be rationalised so as not to detract from the environmental quality, and restrict pedestrian and cycle movement. Whilst the pedestrian barriers serve an important function at present, separating pedestrians from vehicle traffic, as the transport strategy is implemented over time, the volumes of traffic at this junction will be drastically reduced, with priority for public transport and taxis.
- The length of Chapel Road from the Connaught Theatre to Guildbourne Centre will need to benefit from carefully designed streetscape improvements. There is limited opportunity here to widen the narrow pavements, which will carry large volumes of pedestrian traffic, so significant planting or street furniture will not be appropriate. Enhancements should be based around improving the surface materials.
- A key component along this spine will be the treatment of the South Street, with a creative solution required to resolve the conflict between heavy pedestrian flows and the buses which move up and down the road and serve the bus stops located on both sides of the street. This part of the high street is relatively wide and through the introduction of a quality shared surface that sympathetically delineates the routes for buses, there should be the opportunity to design a streetscape environment that enables pedestrians, cyclists and buses to safely share this space.

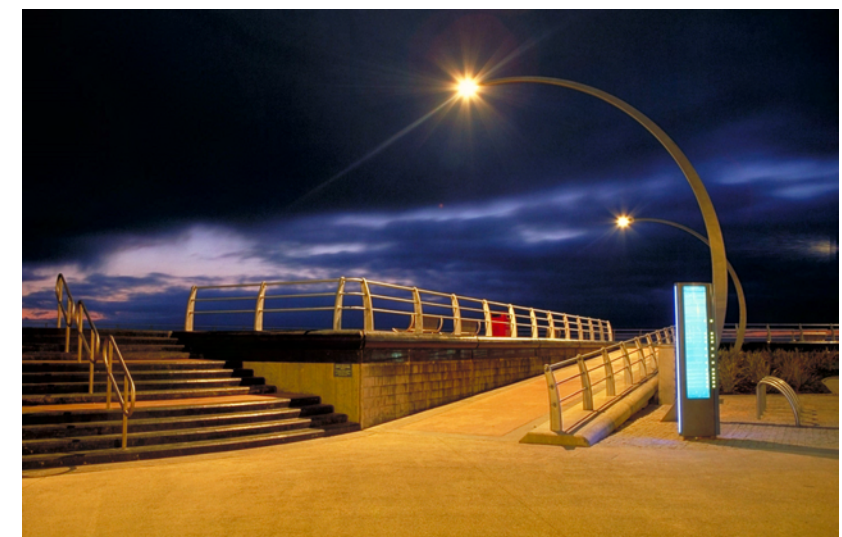
Seafront Spine

Running along the length of the existing promenade, the Seafront Spine will focus upon improving pedestrian and cycle access to the seafront and comprise a range of public realm treatments and small scale developments. The aim of the Spine will be to enable people to move easily between the various attractions on the seafront, as well as

providing activity areas and places where people can sit out and enjoy the sea views.

The western end of the Spine to the west of the Lido will be focussed upon providing a high quality paved area with seating facilities and associated tree planting to enhance the promenade character and setting. This section of the Spine will be a more reflective area, with the focus being upon creating a quiet and informal area where people can sit out, relax, and enjoy the peaceful and uninterrupted views of the coast.

The public realm along central part of the Spine focussed around the Pier and Lido would be enhanced to accommodate more active uses and encourage active frontages to make the place vibrant and safe. This would help make better use of the place and enhance existing views to the seafront and Pier. This part of the Spine will need to include informal performance spaces to enable this part of the promenade to accommodate open air shows and performance.



Enhanced Seafront: Blackpool Promenade

Along the eastern part of the Spine focussed around Beach House Gardens, the promenade will need to be designed so as to strengthen links between the leisure attractions to the north of the promenade and the beach setting to the south. As this part of the seafront area will more about active beach uses and sports, the public realm should include seating areas where people can spectate.

Key Public Realm Projects

Building on the two principal spine routes that provide the structure to integrate the various town centre and seafront developments, there are nine key public realm projects at key strategic activity and nodal areas.

1. Station Plaza

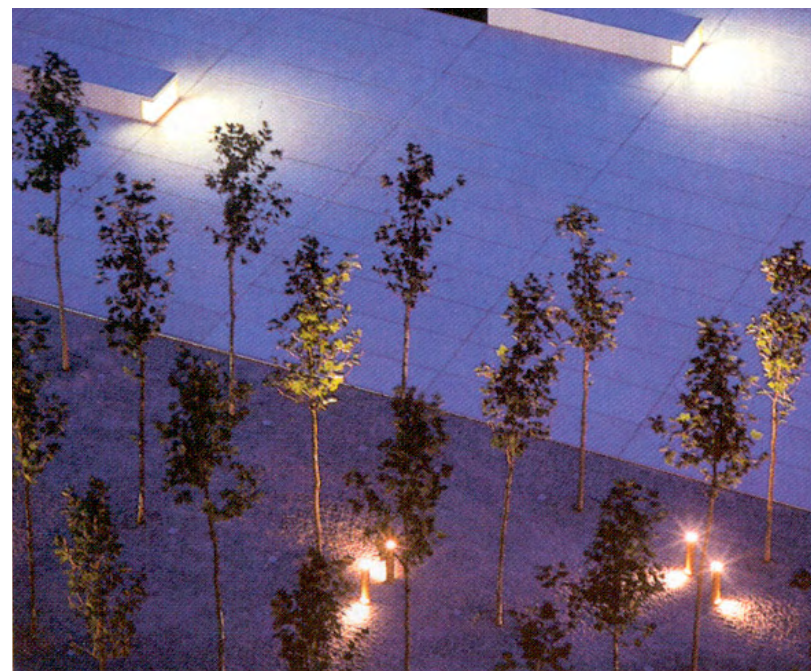
The creation of Station Plaza arrival point is intended as a focal space and transport interchange. It will be of a design that is robust and facilitates easy movement, for those travelling through the area and those travelling between transport modes. Whilst creating a distinctive public space that forms a focus for the station entrance, the realm will help to increase the setting of the new developments that will be brought forward in Station Gateway area.

There is limited space at the entrance to the station to introduce any large scale public realm proposals, with the area needing to serve buses, taxis, cars and pedestrians. The key focus in this area should be to create the sense of a space that is not dominated by vehicle traffic.

The space will need to equally accommodate the pedestrian and the functional requirements of the transport interchange. The space will need to:

- Provide attractive and comfortable seating areas for those waiting for connecting journeys;
- Create simple and comfortable transitions between all modes of transport in the plaza;
- Improve the setting for the railway station and surrounding buildings by providing new areas to sit, meet and interact;

- Provide legible connections for those travelling into the town centre and seafront on foot; and
- Accommodate the provision of taxi lay-by spaces.



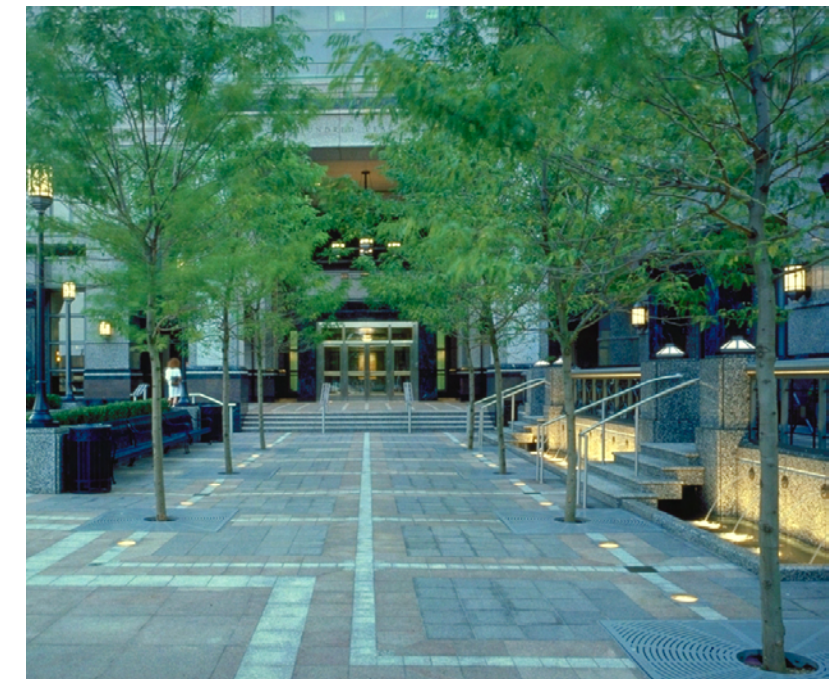
High quality public spaces

2. Civic Square

Civic Square will provide a public space which will act as the heart of the cultural and civic hub, reinforcing the role of this area as the civic heart of the town. It will provide a high quality setting for the entrances to the new cultural facility and civic functions. A new civic square for Worthing is an important contribution to facilitating a new image and sense of quality and pride in the town.

Where possible, the square should be bound by active frontages, with small scale retail and cafes serving the office workers, residents and people travelling through the square. Such uses will help to animate the square and ensure that it becomes a focus of activity that draws people to

it. The square should be a destination where people can sit and relax, and is not solely for the use of visitors to the adjoining facilities.



New civic spaces

3. South Street Square

South Street Square is already a highly active area, with heavy traffic flows of buses, taxis and private vehicles travelling through the area. The square is also at a major intersection for pedestrian flows, being the nodal point where Chapel Street, South Street, Warwick Street and Montague Place meet. The reduction in vehicle traffic through this area will enable proposals to be brought forward that reduce the dominating impact of vehicles at present.

A key aspect of the design of this square should be to enhance the space for accommodating events and outdoor performances – strengthening activity and vibrancy in the heart of the town centre. The space currently accommodates a thriving food market that adds to the attraction and

appeal of Worthing’s retail offer, and the design of the space must ensure this market can operate effectively.

The design of the space will need to reflect the predominant retail use that bound it, and in particular should respond positively to the entrance to any new retail development on the Guildbourne Centre site. 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 it but importantly allow people to sit out in 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 key pedestrian thoroughfare, linking key components of the town centre retail offer.

4. New Retail Square

Not necessarily a place to sit and relax but to aid movement through the area, with new pedestrian connections aiding permeability through this part of the town centre; providing north-south and east west links. The Square will act as a focal point in the new retail development and would provide the opportunity to introduce vistas to the listed Northbrook College building and provide an integrating element with other parts of the town centre.

Retail development blocks fronting onto the square must address the setting and the quality of public realm surrounding the buildings – successfully integrating active groundfloor uses, with the potential for upper floor living to enhance security through passive surveillance throughout the day.

5. Montague Place / Liverpool Gardens

This space will provide a key link between the retail uses along Montague Street, the tranquil Liverpool Gardens and the seafront. Liverpool Gardens already provides a quality space within the town centre, providing a green setting within the retail heart. The treatment of this public space to the south of Liverpool Gardens leading into

Montague Place needs to promote views and links between the gardens and the seafront, enhancing this key vista.



Potential for new activities on the Seafront

Potential enhancements could include stone paving, tree planting and street furniture, supporting the expansion of the groundfloor café uses along Montague Place, providing an attractive setting for workers, residents and visitors to relax and sit outside for lunch and in the evening. Proposals should be flexible to enable the high pedestrian flows to walk east-west through the space along the main retail high street on Montague Street.

6. Lido Place

As the redevelopment of the Grafton site is brought forward, and the existing Lido structure is upgraded with a range of new seafront leisure and retail uses, the public realm between the two developments will need to be greatly enhanced to create an activity focal point that helps to join the seafront uses with the retail uses associated with the Grafton site and Montague Street.

The development of Lido Place will need to create strong connections with the pedestrian route to Montague Street. The potential to change the road surface treatment between the two developments will help to connect the two destinations, and reduce the severing effect of Marine Parade.

The promenade space in front of the Lido should include areas for seating, to enable visitors to sit out and eat at the Lido, animating this stretch of the promenade, and signalling to people arriving along the promenade from the west that they are entering the active entertainment zone of the seafront. This stretch of the promenade will benefit from the active frontages of the kiosks within the Lido structure.

7. Pavilion Square

Pavilion Square will be the main arrival point for visitors travelling to the seafront, drawn down South Street towards the Pier and Pavilion. As part of the transport strategy proposals to downgrade Marine Parade along this stretch of the seafront and removing the roundabout, there is the opportunity to create a new shared surface area in front of the Pier that provides a new public space where the Town Centre Spine and the Seafront Spine meet.

Reflecting the shared nature of this space, it will need to comprise quality hard surface materials that enable public transport to freely move through the area, however, it must be designed so that it does not appear to be a standard part of the highways network. Seafront Central will also include provision for a dedicated cycle lane, which through this area will run along Marine Parade.

Either side of the Pier, there is the opportunity to introduce timber decking that extends out over the beach, broadening the width of the promenade so various activities such as sun decks and display areas for local artists and children’s play areas can be accommodated without reducing the carrying capacity of the promenade.

The introduction of kiosks and information points along this stretch of the promenade should be promoted, with active uses helping to animate the seafront.

8. Fishermen's Quarter

The focus of the public realm treatments within the Fishermen's Quarter area will need to enhance linkages between Steyne Gardens and the promenade, helping to integrate the valuable green space and gardens with the promenade. The introduction of new shared surface treatments on Marine Parade will encourage users to freely wonder between the beach front and the garden setting.

9. Splash Point

The treatment of public Realm between Splash Point and the Aquarena site will need to promote active uses, with decking out onto the beach hosting sports activities such as volleyball courts and children's sand pits. The timber decking should include places where people can sit out and which the sports activities taking place around them. Whilst the extended decking will provide a hard landscaped area, accommodating leisure and water-based activities, the Beach House Gardens and Denton Gardens area directly to the north will provide a softer landscape setting, proving amore relaxed and tranquil area will people can sit and relax.

At Splash Point, a new water feature will act as a landmark, informing visitors travelling along the promenade that they are entering a different zone of the front, helping to distinguish this area as a place for water related activities and pursuits.

In front of the Aquarena site, new beach huts will be introduced to replace those currently located between the promenade and Beach House Gardens.

There could be the opportunity in this area to introduce a small jetty out into the sea, providing a base from which water-based activities can be stationed.



Example of seafront boardwalk

Open Spaces

The major public open spaces within the town centre including Liverpool Gardens, Steyne Gardens, Denton Gardens, Beach House Gardens and Beach House Park, have an important role in defining the character and quality of the town. Each of the spaces has a particular character and can accommodate a range of uses, although in general the spaces are currently underused, they do have considerable potential to play a greater role in the life of the town centre and seafront.

The Masterplan proposes improvements to key public open spaces within the town centre, so that they complement related development proposals and maximise their contribution to the enjoyment of residents and visitors. These key spaces will provide a focus for their surrounding areas, offering users of the town centre and seafront places to sit, relax, meet and play. In future, it is important that the works to the public spaces should be designed and managed in a way which makes them attractive and useful for all sections of the community.

The following public spaces provide opportunities for further enhancement:

- **Steyne Gardens** – sitting in the heart of the Steyne gyratory, Steyne Gardens whilst offering a strategically located green space, is a currently under-utilised space with much untapped potential. Much of the space consists of open grassed areas, with mature trees aligned along its perimeter;
- **Liverpool Gardens** – these gardens currently provide a tranquil setting within the heart of the town centre, and provide a quality setting to the historic office developments on the western façade. It is proposed to retain the character of these gardens, which already operate effectively. Any proposals for development along Montague Place will need to ensure they respond positively to this quality green setting;

Key to enhancing this space is improving pedestrian links across the highways infrastructure, reducing the severance of this 'island', connecting the space with the seafront.

The space already hosts a range of activities and festivals, and these uses should continue to be promoted, utilising this space as an area where people of the town can come together and enjoy. However, in programming these events, care should be taken so as to protect the residential amenity of the homes and hotels fronting onto the space.



Enhanced landscape setting

- **Beach House Grounds** – these grounds currently provide the setting for the listed Beach House, which sits on the northern boundary. As part of the wider proposals for this area, the masterplan proposes to introduce leisure uses in the south of the gardens, adjacent to the promenade including the relocation of the children’s paddling pool. However, any development must not encroach on the direct vista between the Beach House and the promenade and must be sensitive to the character and setting of the house and grounds;
- **Beach House Park** – the masterplan does not propose any changes to this green space asset which currently provides a range of leisure uses within a quality landscape setting, other than to promote its continued enhancement and maintenance. However, it is proposed to enhance links with this space to Denton Gardens in the south.

- **Denton Gardens** – whilst the Masterplan doesn’t propose to alter the gardens, it identifies the opportunity to enhance the open space adjacent to the formal gardens, particularly the area to the south which is currently occupied by a miniature golf putting green. Enhancement of the green space should promote visual and pedestrian links with Denton Gardens to enhance access of the asset. Street furniture, such as benches, should be located within this area to enable people to sit out and enjoy the tranquil space;

7. Masterplan Proposals

At the heart of the Masterplan for Worthing Town Centre and seafront are a number of key interlinked projects which have the potential to transform the central area and seafront into a vibrant, high quality and integrated centre, building on the distinctive character of Worthing. The integrated projects aim to improve the quality and offer of Worthing for the people of the town and wider region, creating a focus of activity that will act as a catalyst in achieving the overall regeneration of the town. To ensure that Worthing fully benefits from the opportunities available, and becomes a town in which people want to live, work, play and invest the Masterplan seeks to:

- Transform the retail experience and provide a platform for new retail occupiers to enter the town, whilst maintaining the competitiveness of the strong specialist niche retail sector that already exists;
- Strengthen the tourism and leisure offer, through maximising the potential of the seafront area to introduce new activities and destinations;
- Create a modern mixed-use centre with quality town centre residential development opportunities and associated community services and facilities;
- Improve access to and from the centre for bus, rail, cycle, pedestrians and vehicles; as well as improving access between the various areas within and adjoining the town centre and seafront;
- Strengthen the cultural offer by building on the existing assets;
- Attract quality new employers into the centre, providing a modern town centre environment in which to invest;
- Provide a town centre that offers something to all; and
- Ensure that the people of Worthing benefit most from the transformation.

All the key components land use elements that make up a thriving urban centre must be addressed in an integrated way. Each will make an important contribution and when considered as a whole will deliver long lasting progressive change, ensuring Worthing is able to meet the challenges of its next phase of evolution.

The driving force behind the Masterplan is to guide and inform the physical and social aspects that bring about a high quality and integrated town centre and seafront and not just a set of individual areas or uses. The proposals have been developed to provide a focus for the physical restructuring and repair of the urban fabric, from the railway station in the north to the seafront.

The Masterplan has been developed to deliver the vision for the town centre set out in Section 3. The proposals have been prepared within the integrated framework provided by the transport, public realm and seafront strategies.

The Masterplan proposals seek to ensure that Worthing is able to compete and complement neighbouring towns, providing the range and quality of services and facilities required of a sub-regional town centre serving its wider hinterland. The uses will be focussed in 'clusters', allowing critical mass to be achieved ranging from leisure and tourism uses along the seafront, to retail uses along Montague Street and around the Guildbourne Centre, to civic and cultural uses at the northern end of Chapel Road to mixed use leisure, residential and business uses around the railway station. The clustering of activities will help legibility, create distinctive quarters which will enhance the character and functions of the town and provide a better offer and experience for users.

MASTERPLAN FRAMEWORK

The Masterplan is illustrated in Figure 7.1. Key development proposals are outlined below under each of the Character Areas identified in Section 3.

Station Gateway

Station Gateway is the main entrance to the town for visitors arriving either by train or from the north. The area has significant development potential given its location close to public transport and good accessibility. A particular focus will be placed on the creation of a business and commercial focus around the station with a mix of residential and leisure uses and a coordinated range of public realm, transport and environmental improvements. Key proposals include:

- **Teville Gate** – redevelopment to create a high quality mixed use gateway to the town comprising a range of leisure and entertainment uses to create a new leisure destination close to public transport facilities, residential uses and business and retail space
- **Co-op Site** – opportunity for enhancement of existing site and new retail/ commercial/ residential space as part of mixed use scheme integrated with Station Gateway
- **Transport Interchange** – enhanced transport interchange and passenger facilities

Cultural/Civic Hub

The area to the rear of the Town Hall offers potential for rationalisation of existing uses and the creation of a more active hub for the town. Comprehensive development will comprise a number of grouped cultural and civic buildings which will help to foster an inclusive culture within the town. The main elements of the hub will include:

- **Cultural Facility** – potential for a new landmark cultural centre/arts facility and theatre
- **Civic focus** – retention of civic functions, with opportunities for an upgraded library and rationalisation of existing office space and functions
- **Town centre living** – residential development as an integral part of a comprehensive redevelopment to provide new opportunities for town centre living.

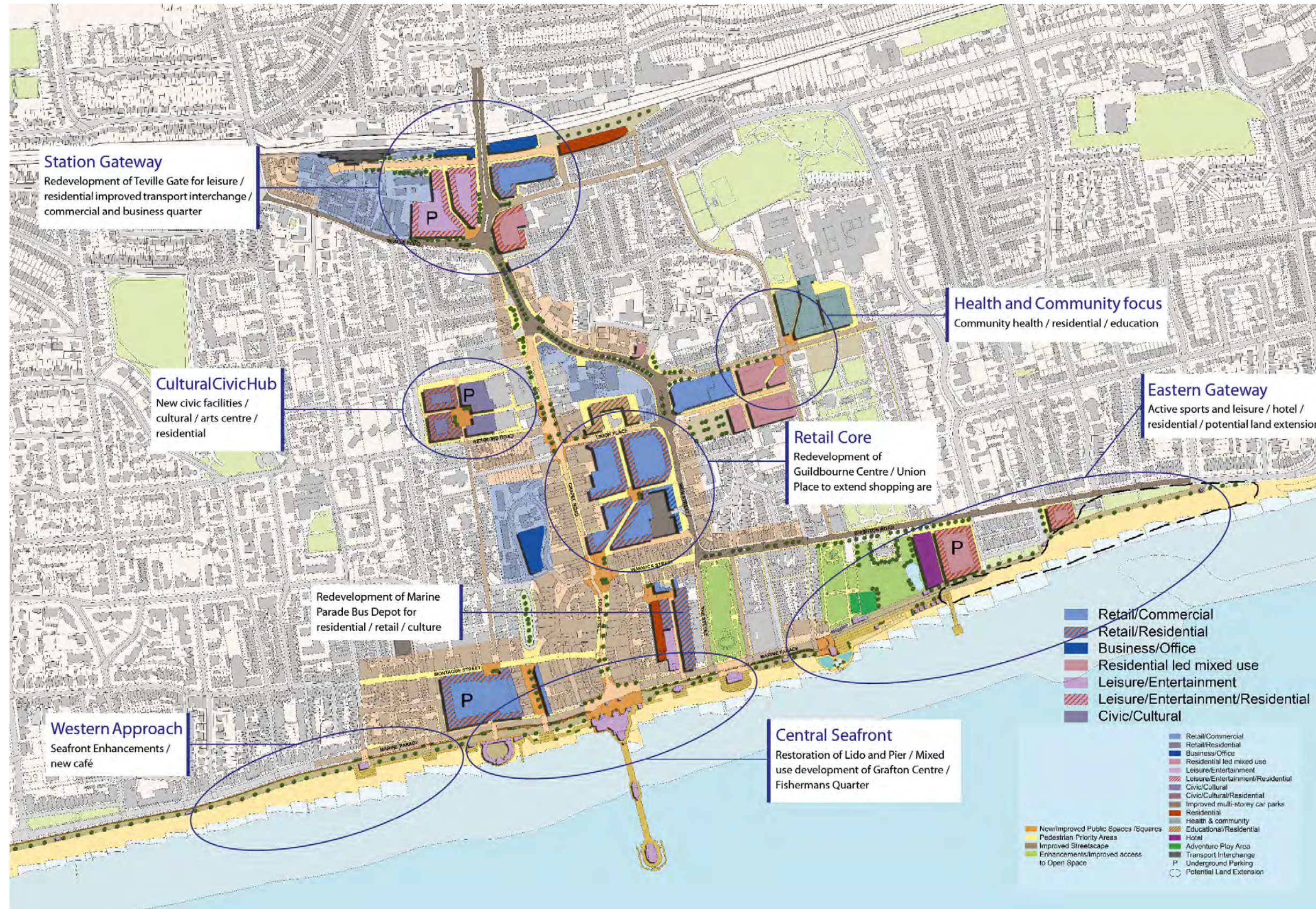


Figure 7.1 Masterplan

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Retail Core

The area around the Guildbourne Centre and Montague Street forms the heart of the prime shopping area in Worthing. To meet future retailing needs and to improve the competitiveness of the town centre, the redevelopment and reconfiguration of this area will be prioritised including new high quality retail floorspace and public realm enhancements. Existing specialist niche and secondary retail areas will be improved.

- **Central Retail Focus** – remodelling of existing retail area to provide high quality retail floorspace, with a range of retail units, anchored by a new department store through the redevelopment of the Guildbourne Centre and land at Union Place;
- **Marine Parade Bus station** – mixed use development comprising groundfloor small scale retail / workshops/ cafes and upper floor residential uses
- **Montague Street West** – enhancement of secondary retail environment through environmental and shop front improvements
- **Montague Place** – small scale retail development to strengthen this strategic pedestrian link between the retail core and seafront with the creation of a new public space
- **Warwick St / Brighton Road** – enhancement of specialist niche shopping area within historic environment with links to new development on Bus Garage to extend offer

Central Seafront

The central part of the seafront, from the Lido to Splash Point, will serve as the principal entertainment zone on the seafront with the introduction of upgraded tourism and leisure facilities and an enhanced public realm.

- **Lido** – upgrade and restoration of facility to include retail and café uses, seafront seating deck and performance/ events space
- **Grafton Centre** – new mixed-use development, strengthening links between retail zone and the seafront

- **Pier** – upgraded Pier, with new restaurant facility at end of pier, enhanced retail and leisure facilities and ‘potential’ for enhanced visitor attraction/ year round activities within the Pavilion
- **Fishermans Quarter** – retention of existing fishing facilities and new heritage/ interpretation facilities.

Western Approach

Providing a more tranquil and relaxed setting, the western approach area will provide a quieter seafront zone for walking, sitting and enjoyment of sea views.

- Seafront enhancements –focussing on creating a quiet informal area for relaxation to include landscaping, paving, public art and seating
- New café- reuse of shelter to create attractive seafront café with outdoor seating

Eastern Gateway

The eastern gateway area will provide a focus for more active sports and leisure uses, focussed on the seafront and Beach House Grounds area. Supporting these uses will be the development of a new hotel, seafront new outdoor leisure uses and the potential in the longer term to create a new mixed-use water-based destination through land extension in association with sea defence works.

- **Aquarena Site** – redevelopment to include a seafront hotel and associated leisure uses and new residential development
- **Beach House Grounds** – relocation of paddling pool and themed adventure play area in Beach House Grounds, enhancing existing open space setting
- **Active Beach Zone** – decking of beach to create new activity areas, including beach sports, with new seafront facilities and opportunities for water based activities such as wind surfing and boating
- **Esplanade Gateway Development** – mixed use gateway development to provide a gateway into the town centre / seafront area to include active seafront uses

- **Land Extension** – subject to detailed feasibility testing and impact assessment, potential to explore opportunity for land extension to bring forward water based leisure activities, new residential community and associated leisure. This needs to be planned as an integral part of the Eastern Gateway area

Health Community Focus

Serving the growing residential population within the town centre, new health and community facilities will be focussed as part of an extension and consolidation of health uses on the hospital site. These uses will be linked into the town centre through new residential-led mixed-use development on the British Gas site, which will help to repair the urban fabric in this area.

- **Hospital Site** –new community health focus serving the expanding town centre population including a new health Centre offering primary care functions
- **Community living and Retail** – new residential development on British Gas site, helping to link town centre with neighbouring communities as part of a mixed use/ retail scheme
- **Union Place** – new residential, and community uses on the Northbrook College site to enhance the appearance and functions of Union Place

The following sections provide further details on the key Masterplan proposals and guidelines for future development in each of the Character Areas. Some of the proposals can be promoted in the short term but other developments will be dependent on positive change in the image and profile of Worthing as the implementation of the Masterplan progresses.

STATION GATEWAY

The existing gateway into Worthing town centre provides a poor entry experience and perception of the town for visitors due to the poor quality of existing buildings, extent of underutilised land, lack of activity, issues of safety and security, poor pedestrian linkages and unattractive public realm.

The area suffers from poor legibility and signage. The Broadwater Road fly-over creates a significant barrier to movement little activity or animation to draw people along Railway Approach to the pedestrian route through the Teville Gate site. Pedestrians leaving the station tend to access the town centre via the residential area. The lack of clearly signed routes reduces the quality of experience and introduction to the town for first time visitors.

The Station Gateway provides significant opportunity for high density mixed use development focussed on an enhanced transport interchange. The objective will be to create a real sense of arrival and departure for visitors to the town, improving the image and identity of the town centre and setting a high standard of design quality for the town. An improved transport interchange will be provided, with integrated rail, bus and taxi services within a high quality public realm.

It is envisaged that the area will provide a mix of town centre uses, with an emphasis on establishing a distinctive business area with a range of accommodation to meet employment floorspace requirements, including the potential adaptation of existing workspace to meet needs identified within the growing creative sectors, in addition to residential, leisure and entertainment and retail uses. The good public transport accessibility will provide good public access to a range of facilities.

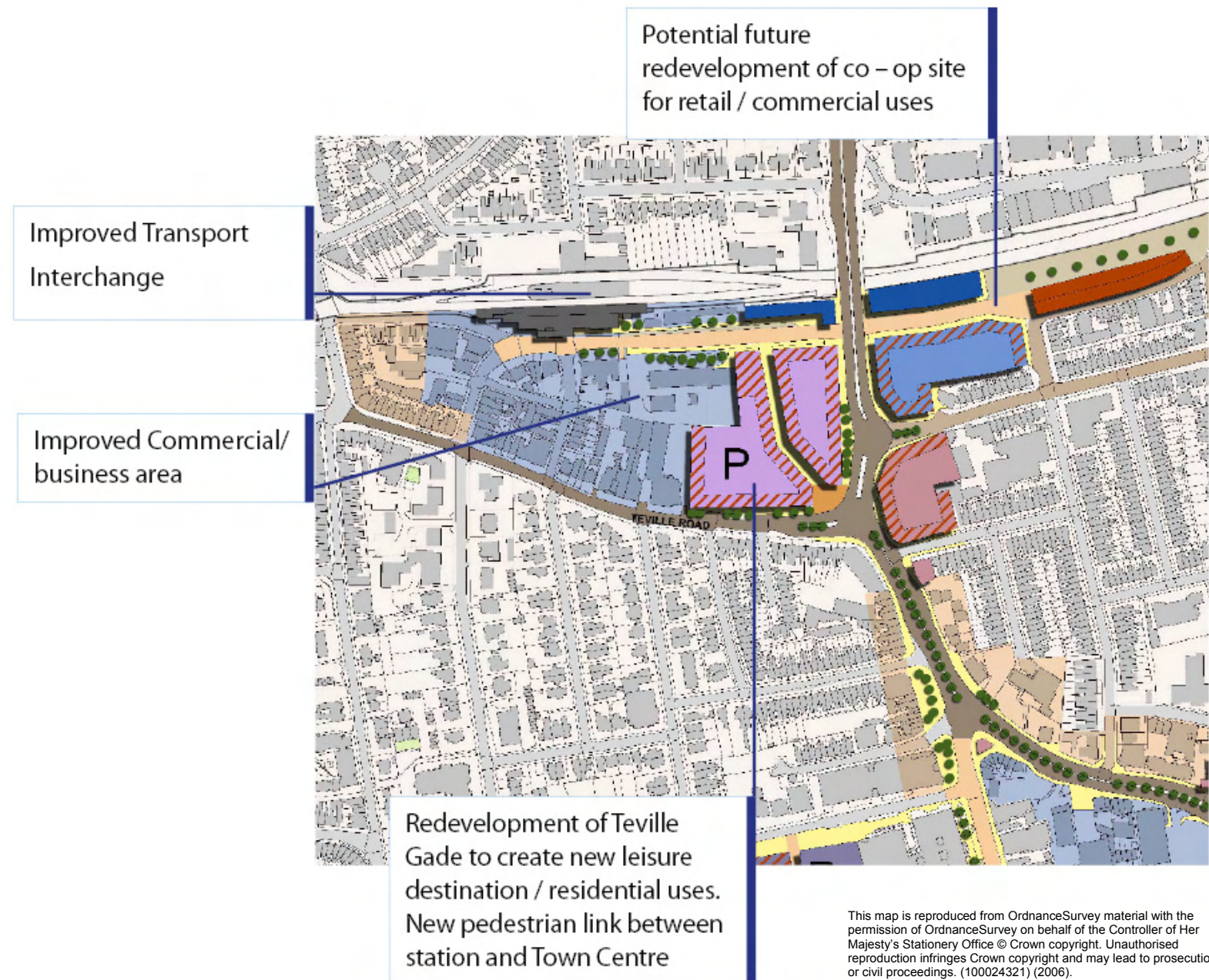


Figure 7.2 Station Gateway

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Teville Gate

The redevelopment of the Teville Gate site provides a real opportunity to act as an early catalyst for the renaissance of the town and to set high standards of design and development. The redevelopment of the site will help to transform the perception of the town and provides the opportunity to create a positive landmark that symbolises Worthing's renaissance.

A mixed use development is proposed which could include a mix of residential tenure and unit sizes to will inject activity into this area and provide a safe and attractive pedestrian route between the station and town centre.

The development provides the opportunity to create a new leisure and entertainment destination to enhance the facilities in the town centre which would comprise a range of facilities. These could include a new swimming pool, multiplex cinema, bowling alley, bingo hall, skating rink and complementary bar, restaurants, cafes and small scale retail uses. The development provides the potential to create a year round destination which is complementary to leisure attractions on the seafront. The proximity to public transport facilities will ensure good public access.

The site is the preferred location within the town centre for the development of a new pool. The site is well located in relation to the wider catchment area and public transport facilities and the inclusion of a swimming pool would assist in the objective of creating year round activity in this location whilst helping to ensure that Worthing is able to offer leisure facilities of the highest modern standards of design and service provision to both residents and visitors. The provision of a range of leisure attractions on the site will allow for the development of synergies and shared facilities and create a new focus in this northern part of the town centre.

A key requirement of any development will be the need to contribute to improvements to pedestrian linkages between the town centre and seafront and the railway station and the public realm, particularly

between the railway station and the site. The development will be required to provide a high quality pedestrian route through the heart of the site with café, bar and restaurant and retail uses at groundfloor level to create active frontages that will draw visitors from the station to the site development, and onto the town centre.

The scale of development possible in this strategic location, adjacent to a new transport interchange and close to the town centre provides an opportunity for the development to incorporate commercial office space, expanding the town centre's employment offer. The development could provide employment space for those employers requiring close proximity to both a modern transport hub and a wide range of quality town centre services and facilities.

Transport Interchange

The provision of a high transport interchange is a key proposal of the Masterplan and central to the implementation of a more sustainable transport strategy. The station area should provide a high quality gateway not only to the town centre but to the whole town. The enhanced interchange will integrate rail, bus and taxi services with links into the town centre and seafront, the rest of the town and wider area.

The interchange will be based on the existing station building and Station Approach and will include:

- Real-time information to inform passengers about all modes of transport;
- Clear visitor and tourist information;
- A high quality public realm environment in front of the existing entrance that offers a quality first impression of Worthing;
- Appropriate and comfortable waiting facilities for passengers and commuters transferring between rail, bus and taxi services;
- Associated retail and café uses creating a pleasant environment for passengers 'killing time' whilst waiting for connecting journeys

Land adjacent to the railway station provides the opportunity to strengthen the local economy and potential for new and expanding businesses to locate close to transport facilities. This will strengthen the Station Gateway as an active mixed-use destination. Commercial development will provide accommodation for those occupiers that will benefit most from being at the heart of the town's transport network.

Surrounding the new transport interchange area, there is an opportunity to adapt the dated employment accommodation to provide flexible space to meet the needs of the town's growing creative sector.

Co-op Site

The current retail store provides a poor gateway into the town, with a blank façade fronting onto Broadwater Road. The store provides important retail space but it is outdated and does not meet modern retailing needs.

In the event of proposals coming forward for redevelopment of the existing foodstore, this would provide the opportunity to bring forward modern convenience retail floorspace which will enhance the retail offer within the town centre. Any development on the site will be required to address the Broadwater Road frontage and provide improved linkages with the station and Teville Gate. Development should be of a high quality design and contribute to the creation of a new quality gateway approach into the town centre.

Through the reconfiguration of the store and parking area, there could be the opportunity to introduce other uses including commercial development and a small element of residential development on the site to ensure integration with the surrounding residential area as part of a comprehensive development approach.

CULTURAL & CIVIC HUB

It is proposed that the Cultural & Civic Hub will provide a mix of civic, cultural and residential uses. The main elements will comprise a series of grouped buildings fronting onto a new civic square, offering a mix of cultural, civic and community uses. The 'cluster' of public services and facilities in a strategic location between the retail core and the railway station will help to foster an inclusive culture within the town.

As part of the comprehensive redevelopment in this area, there may be the opportunity to bring forward an element of higher density residential development as an integral part of a comprehensive development. The increased activity in this area, the presence of new landmark facilities, and the creation of something new, different and distinctive will help to create a new sense of place and an enhanced image and profile for the town.

Civic Focus

Building on the existing town hall and museum, new civic and community facilities will be developed to create a civic and community heart for Worthing and to provide a direct link between local communities and local agencies, particularly Worthing Borough Council. There is the potential to rationalise existing civic accommodation on the site including the library building, Council offices and Magistrates Court on Richmond Road to provide new modern and contemporary facilities of the highest standard. In the longer term there may be potential for a new library and resource centre.

The project will help to symbolise the transformation of Worthing into a sustainable town with civic and community uses at the heart of it. The consolidating of community and civic uses on one site will help to establish a town-wide focus for active civic and community functions, thereby strengthening the role they play in the town.

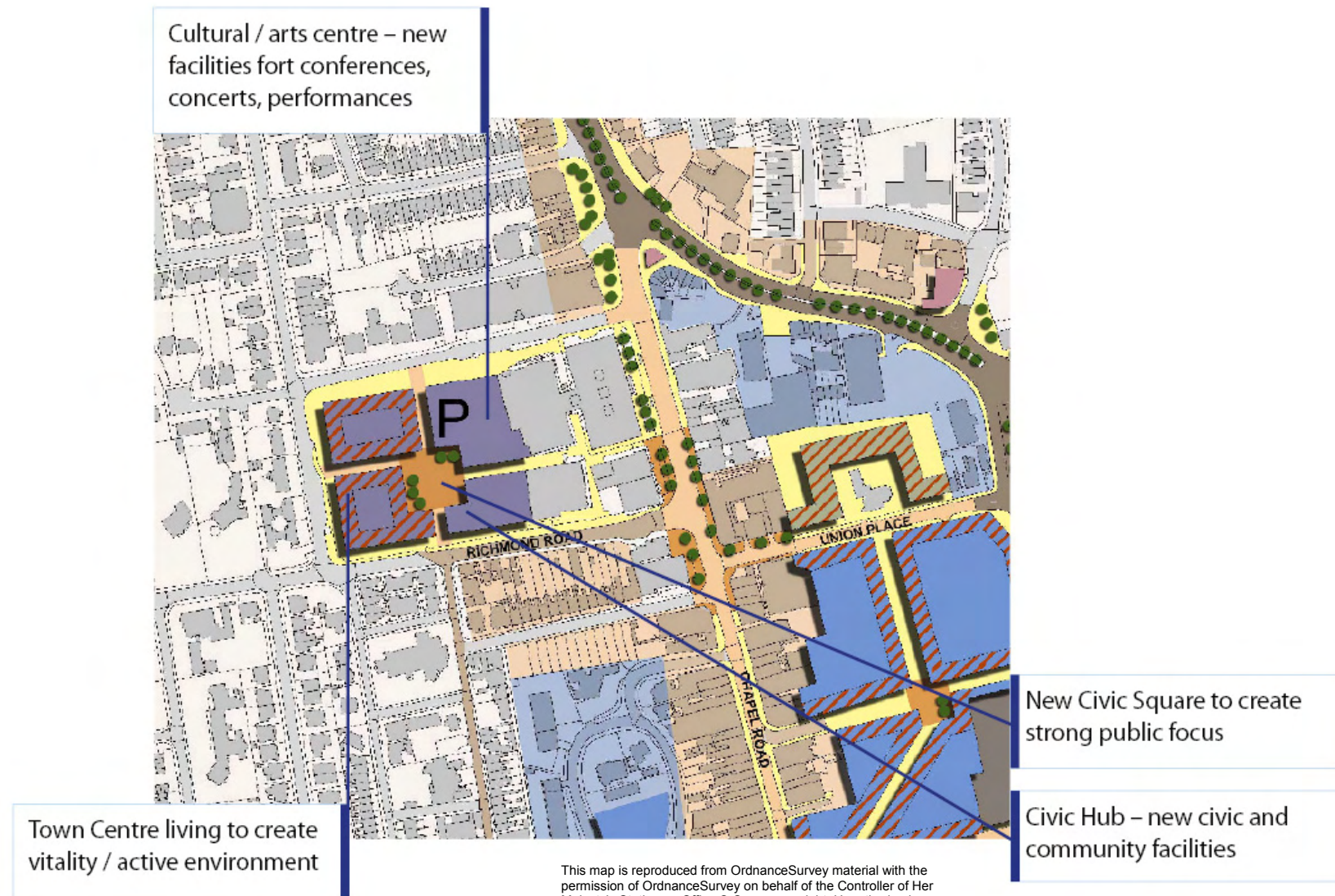


Figure 7.3 Cultural & Civic Hub



New Cultural Facilities: Manchester Museum

Cultural Facility

The town centre currently has three venues offering different cultural facilities- the Connaught and Pavilion Theatres and the Assembly Hall. There is duplication between these facilities and none have the seating capacity or facilities to attract performances of a national scale. The Masterplan proposes a new cultural centre incorporating a theatre and facilities for concerts and conferences which would accommodate the full range of requirements and strengthen the existing cultural offer in the town. This new landmark facility will offer the potential to refocus cultural provision, enhancing the town's sub-regional role as a cultural destination. An exciting, attractive modern design, as part of the comprehensive regeneration of this area, the facility will be a distinctive and visible statement of the cultural resurgence of Worthing. The proposed facility should incorporate the Assembly Hall subject to listed building considerations. There will be a requirement for a detailed feasibility study and business case to determine the potential for a new cultural centre.

The provision of a new cultural centre would provide the opportunity for educational use of facilities..

Town Centre Living

High quality town centre living will add to add vitality and vibrancy to this part of the town centre, ensuring that it remains active throughout the day, evenings and at weekends.

Residential development is proposed on the western part of the site fronting onto the new Civic Square. It will provide a high quality living environment in close proximity to the transport interchange, the new retail core and the seafront.



Example of Town Centre Living



Figure 7.4: Illustrative Perspective of Civic and Cultural Hub

RETAIL CORE

As a retail centre, Worthing fails to offer the quality and range of retail experience expected of a sub-regional centre with an affluent and mobile catchment area. This has resulted in loss of potential trade to other local towns, particularly Brighton, Crawley and Chichester. The retail centre also suffers from poor permeability, and lack of retail circuits – a key feature of any successful shopping destination.

The Masterplan proposes the transformation of the town’s retail offer through the development of modern new retail space and the strengthening of the existing niche retail sector around Warwick Street and Brighton Road. The town centre will provide a multi-dimensional retailing experience; meeting the needs of those who want quality ‘high street’ retailers as well as those who seek a more distinctive and bespoke independent retailing offer. It will accommodate the needs of a wide range of retailers.

Central to transformation of the retail centre is the provision for future development to accommodate in the region of 40,000 sq m new retail floorspace. A new retail development is proposed which incorporates the existing Guildbourne Centre and to the north on Union Place which will provide a range of high quality retail units including a new department/ anchor store. .



Improved Retail Offer

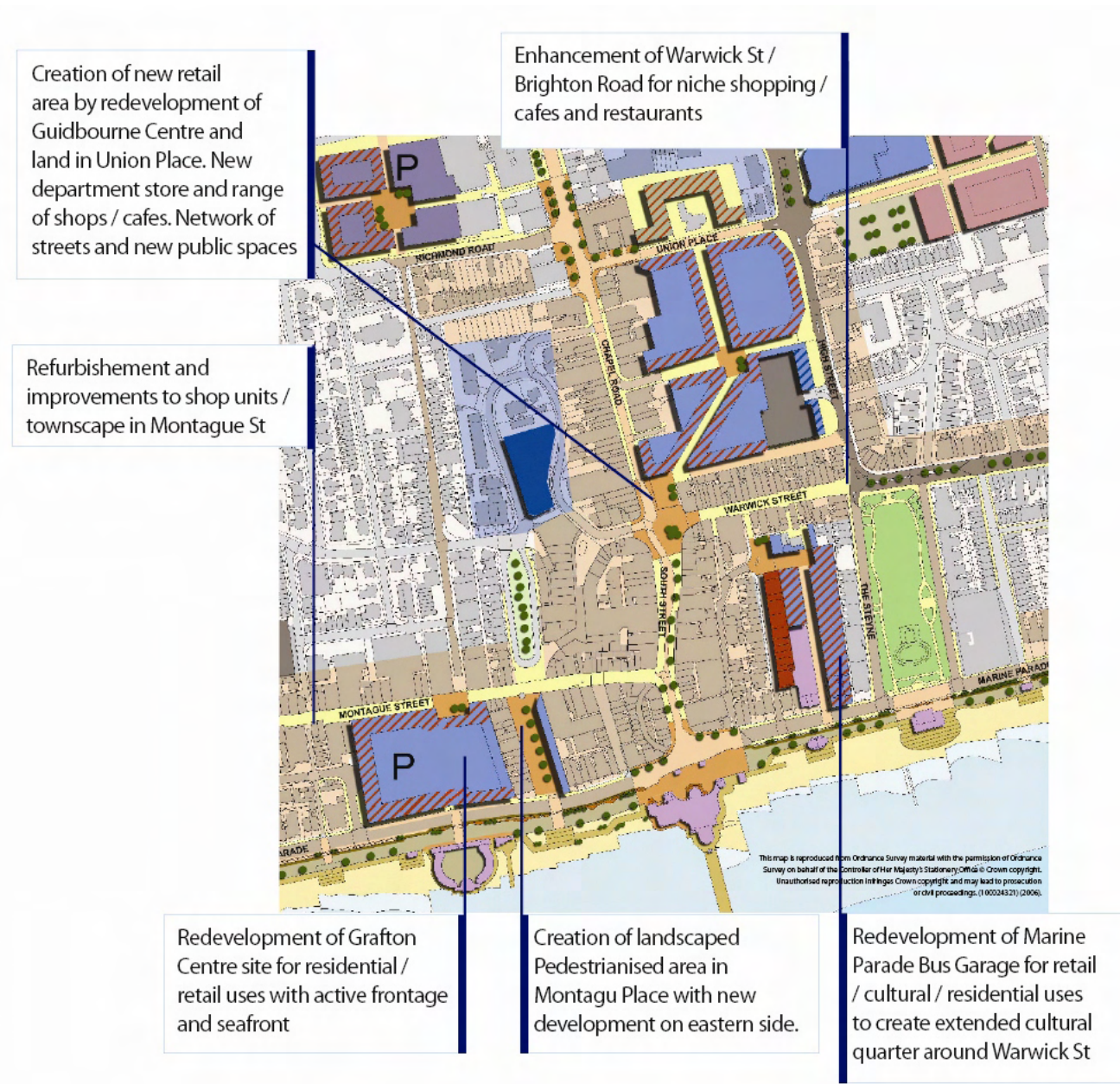


Figure 7.5 Retail Heart

Central Retail Focus

The recent retail study for Worthing highlights significant retail capacity for comparison shopping within the town centre. However, the report notes that the town centre currently lacks a development site with the capacity to bring forward a significant retail scheme to absorb this retail capacity. It is proposed that the existing Guildbourne Centre could be redeveloped as part of a more comprehensive retail scheme, incorporating the former Police Station site and the Union Place surface level car park to the north.

Bringing these development sites together as part of a comprehensive regeneration project will enable a scheme to be brought forward that has the capacity to accommodate a large anchor department store which the town requires to remain competitive as a sub-regional shopping centre.



Integrated uses in Retail Core

The Masterplan proposes that the retail development creates a street structure that links the development with the adjoining retail areas and wider street network. This will require an east west link along the alignment of Chatsworth Road and a north-south link that connects Union Place and Warwick Street. From a design perspective many

modern town centre developments are being developed in an open streetscape format and include a wide mix of uses, such as eating and drinking and residential uses, which encourages dwell time. There is little doubt that this sort of open streetscape format has many design advantages – it is less bulky and easier to design in such a way that it integrates in an appropriate manner with an existing town centre. A comprehensive scheme would help to address the frontages onto Union Place, Chapel Road and High Street which at present are relatively poor.

Implementing this street structure will enable the development to be brought forward in a phased manner, with the potential for land to be brought forward in early phases as part of an overall scheme. Any retail development brought forward on this enlarged site will need to demonstrate that it would not prejudice the development of the wider site and delivery of Masterplan objectives.

It is intended that the existing multi-storey car park to the rear of the Guildbourne Centre is retained and enhanced to serve the needs of the town centre. There is the opportunity to bring forward development on the eastern façade of the car park to enhance the townscape on the High Street. Commercial office uses would be appropriate in this location.

Centring upon an anchor store in the north-eastern corner of the site with a frontage onto the High Street, the redevelopment should aim to provide:

- a range of sized retail units, from niche boutique scale floorplates to large multiple occupiers;
- Units which accommodate a variety of uses, creating flexible space that can change to meet changing market demands
- a new access frontage onto a high quality public square
- active street frontages on all pedestrian routes
- a network of public streets and spaces
- a 24 hour accessible route through the scheme, providing connections east-west and north-south

- a mix of open and covered malls. Where malls are covered they should let in natural light and promote the feel of a pedestrian streetscape
- enhanced setting of the listed buildings and buildings of heritage interest on Union Place
- a range of uses to provide a varied town centre offer, such as cafés
- a mix of residential and / or commercial uses on upper floors to overlook public streets and spaces.



Example of mixed use shopping streets

Marine Parade Bus Garage

The existing Stagecoach Garage on Marine Parade is a strategic site in the heart of both the town centre and seafront area. The site backs onto Warwick Street, which is a distinctive area of the town centre with a quality mix of specialist and niche shopping, bars, cafés, and restaurants.

A public footpath cuts through the site, which provides a strategic link between Warwick Street and the seafront but does not provide an attractive pedestrian link. With the northern stretch of the route being an alley-way less than 2 metres in width.

The existing uses also sit uncomfortably with the neighbouring uses, principally the Grade II listed Dome theatre, the attractive Victorian terrace along Bedford Row and the Chatsworth Hotel to the east on the Steyne. As the only vehicle access to the site is from Marine Parade, all buses and coaches accessing and leaving the site have to travel along Marine Parade, increasing the levels of traffic along this stretch of road that should ideally be pedestrian and cycle focussed.

An alternative out-of-centre site would better meet the needs of the operators and enable the potential of this key regeneration site to be realised as part of the Masterplan. It is therefore proposed to relocate the bus Garage to a suitable alternative site and to bring forward a new development form that integrates Warwick Street and Marine Parade, helping to address the severance between the seafront and retail core. Furthermore, new development can help to reintegrate Bedford Row back into the town centre fabric and reduce its current isolation.

A sensitive mixed use development is proposed that continues the fine grain form and nature of the historic Warwick Street area. Complementing the established uses along Warwick Street, small scale niche retail uses/ cafes/ creative workspace will be provided on the ground floor, fronting onto the new pedestrian street that will link directly between Warwick Street and Marine Parade. This would provide an enhanced cultural quarter based around Warwick Street and the Dome which would compliment uses in the civic cultural hub. Small

gallery / workshop spaces will enhance the cultural offer of the town and increase the attraction of the town to a wider range of visitors.

To ensure the vitality and viability of this area, residential uses are also proposed at upper levels. Residential units above ground floor will contribute to the vibrancy and vitality of the town centre outside shopping hours.

Montague Place

A current weakness of the town centre is the lack of quality connections between the town centre and the seafront promenade. Many of the existing connections are fine grain alley-ways or ‘twittens’ which add to the character of the town. Montague Place provides a significant opportunity to enhance north-south linkages.

At present, Montague Place is fronted by residential development on the western side with ground floor retail, café and restaurant uses that help to activate the wide pavement. However, the street is framed on the east by the dead frontage of the Woolworths store, a blank concrete three storey wall, and a small landscape park. The street is also dominated by the road space, with taxi and disabled parking on both sides of the dead-end road.

There is adequate development capacity along the eastern boundary of Montague Place to introduce a small scale single aspect mixed use development that will help to frame the route and create a real street without reducing the area of open space. The development should comprise groundfloor retail and commercial uses, reflecting use and activities on the opposite side of the road. The development should reflect the scale of existing development and frame views from Liverpool Gardens towards the seafront. Montague Place also links with an important public space connecting Montague Street with Liverpool Gardens and Montague Place which should be enhanced as part of the public realm strategy.



Active frontages, Butlers Wharf, London

It is proposed that existing car parking (with the exception of disabled spaces) and taxi spaces are removed from Montague Place to create attractive pedestrianised areas.

Warwick Street / Brighton Road

Specialist niche shopping offer in the Warwick Street / Brighton Road area builds on the town’s strong heritage character in the heart of the town centre and will compliment other retail uses.

Respecting and enhancing the historic characteristics of this unique retail area, it is proposed that the Warwick Street / Brighton Road area will become a distinctive retail and visitor destinations.

The restaurant/ cafe focus will be retained and enhanced within the established Warwick Street / Brighton Road areas with improved linkages to the seafront.

Montague Street West

The retail premises at the western end of Montague Street offer an alternative retail environment from the Montague Centre and South Street. Whilst offering a more bespoke retail experience, the shop fronts and general retailing environment has become tired and existing retail space does not meet the needs of modern retailers.

The Masterplan promotes the sympathetic refurbishment and renovation of the shop units through a coordinated management approach. Improvements are proposed to the streetscape to create a high quality pedestrian environment. This space will also be designed to better accommodate the market. These smaller scale interventions will enhance the retail environment, creating a consistency in the overall townscape and feel to Montague Street. This will help to raise investor confidence in the progressive transformation of the town.

CENTRAL SEAFRONT

At the heart of the transformation of Worthing will be the creation of new destinations and activity nodes along the central part of the seafront promenade.

The seafront has many qualities and offers a range of opportunities. However, at present, the seafront lacks a clear identity and distinctiveness and has a limited range of attractions and facilities. Development has failed to deliver a high quality pedestrian environment or public spaces with poor legibility and connections and lack of strong nodes of activity

It is proposed that the central seafront area will become the focus for visitors with a wide range of leisure and tourist attractions that will offer something for all ages; from families with young children to older people.

The aim within this central seafront area is to upgrade and revitalise existing facilities within an integrated framework. In particular, proposals build upon the historic strengths of the seafront, complementing the traditional seaside features and activities with modern new facilities and public realm and transport improvements.

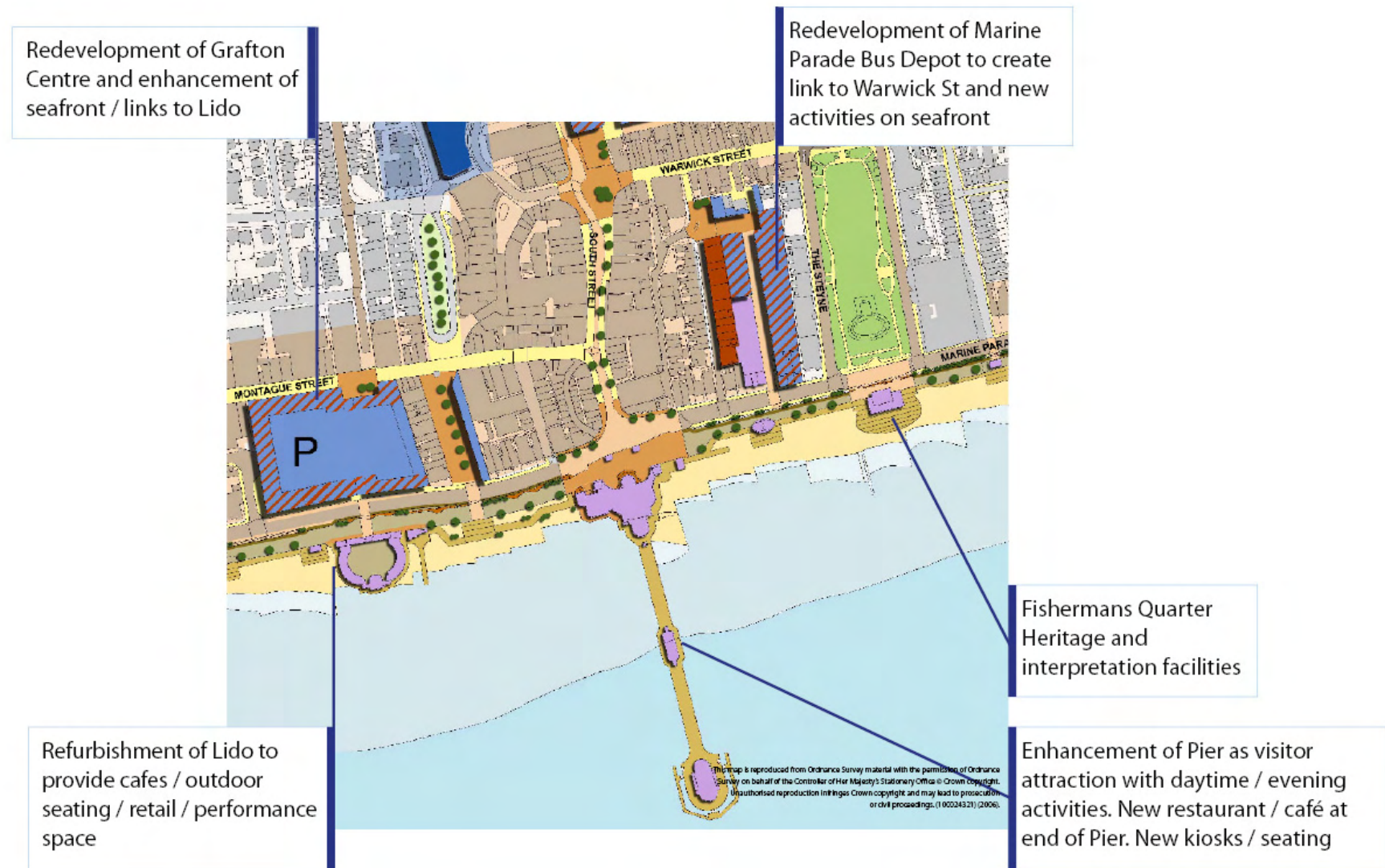


Figure 7.6 Central Seafront

The Lido

The Lido is a key feature on the seafront, and helps to define the character and history of Worthing as a seaside destination. The listed structure provides a range of leisure activities for young children and small scale fast food and retail units. The facility provides one of the few visitor attractions along the promenade with no other facilities further westwards along the promenade. However, whilst the current facility provides a valuable component of the exiting seafront offer, it is not of the quality that can drive the renaissance of Worthing seafront forward.

The Lido forms a key component in the strategy to improve the seafront and promenade area, acting as the western anchor of the core entertainment zone. As a listed structure, the masterplan seeks to enhance the building and to introduce better quality uses that will complement the broader strategy for the seafront area.

Through the sympathetic upgrading of the existing structure, the Lido has the potential to provide a café with outdoor decked seating with sea views and small scale units, which could accommodate a variety of uses such as retail uses and craft shops. The aim is to broaden the appeal of the Lido to wider range of visitors.

There is the potential to introduce an events/ performance space within the centre of the Lido, which will provide a setting for a range of activities and animation.

Proposals for the upgrading of the Lido facility should be complementary to the redevelopment of the Grafton Centre site.

Grafton Site

The Grafton Site provides a key strategic development opportunity to address the severance that currently separates the town centre and the seafront and promenade. Through the redevelopment of the existing multi-storey car park and bowling alley, a mixed use scheme incorporating retail, residential and leisure uses could be brought forward on the site; adding new active uses along Marine Parade. The redevelopment of this site should help to create a new landmark on the seafront and provide the opportunity for a first phase of major new retail development in the town centre providing an anchor at the western end of the prime retail pitch which will act as a counterbalance to the proposed retail development at the Guildbourne Centre/ Union Place. It also provides the potential for improvements to the adjacent seafront environment and improved links between the Lido and Montague Street.

A mix of uses should be promoted within the development including residential on upper floors, with apartments benefiting from sea views and a prominent location in the heart of the town centre. The design of the residential units will need to respect and enhance the character of the existing townscape and character of the seafront.

Entertainment and leisure uses will be focused on the Marine Parade frontage and should complement activities within the upgraded Lido. Linkages between the two destinations should be strengthened to provide a more integrated and attractive.

Development of the Grafton Site could be considered in relation to the adjoining retail units fronting onto Montague Street. This would enable a more comprehensive phased development to be brought forward which would provide an improved frontage and retail units on the existing high street and could help to strengthen pedestrian connections between Montague Street and the promenade. The redevelopment will be required to include some on-site car parking provision.



Mixed use development

The Pier

The Pier is the iconic feature of the seafont and is the key destination of visitors. In many successful seaside towns, the Pier is the central focus of the tourism and leisure offer. Enhancing the role and quality of offer on the Pier is therefore crucial to transforming the visitor experience. Any new developments or uses on the Pier will be required to enhance its status as a major tourist attraction and to be of the highest design quality that respects its significant heritage value.

At present, the Pier does not fulfil its potential as a visitor attraction, offering limited daytime activities to attract a range of visitors. There is potential to introduce new uses to promote activity on the pier throughout the day. The Pavilion may provide the opportunity for a wider range of activities subject to heritage considerations

The attractive art deco building located at the end of the Pier provides no attraction or activities to encourage day-time visitors. There is the potential to reuse the nightclub building as a signature restaurant/ café that operates throughout the day and into the evening. Such a facility would broaden the offer of the town, and would provide a unique attraction in a truly landmark building. There is the opportunity to introduce some small retail kiosks at this end of the Pier, strengthening the attraction of the pier to visitors.

There is space along the Pier to introduce new leisure activities, such as formal play areas for the young. The introduction of new leisure activities at regular intervals along the Pier would help to draw visitors down the Pier. These leisure activities could be complemented by informal performance spaces, with a series of programmed events during the year introducing cultural activity and animation onto the Pier.

Upgraded seating areas and shelters will be provided to enable people to sit, relax and enjoy views of the coastline and promenade - benefiting from an improved public realm along the promenade and greatly enhanced seafont townscape with new developments complementing

the Victorian character of some of Worthing's more impressive and distinctive architecture.

New kiosks will offer a range of small scale retail and food units that will help to frame the public space at the entrance to the Pier. The existing part-time tourist information kiosk to the east of the Pier should be replaced with a new modern and contemporary tourist visitor centre open all year round. The design of the facility should be of the highest design quality, and help to demonstrate to visitors that Worthing seafont is transforming.

The Pier will benefit from the downgrading of marine Parade and the creation of an enhanced public space which will have the potential, for use for large scale public events.



Pier 17, New York- reuse of historic structures

Fishermen's Quarter

A key element of Worthing's seafont heritage has been the residency of the fishermen selling their produce directly from their fishing boats. This is a popular attraction along the seafont, and despite any formal programming, the informal 'market' is successful and well supported by the local community.

There is the opportunity to celebrate the living maritime heritage of Worthing.

The existing shelter could be sympathetically converted to incorporate an interpretation facility which tells the story of the history of Worthing seafont, and in particular celebrates the role of fishing in this historic seaside town. Existing fishing activities will be retained with the potential for supporting infrastructure such as electricity and water.

The refurbishment of the shelter will need to be brought forward as part of an integrated project that seeks to upgrade the public realm along the promenade, in accordance with the public realm strategy. The development would also need to establish and strengthen links with Steyne Gardens, providing an appropriate setting for the enhanced sensory gardens. Links between the two attractions will be enhanced through the reduction in traffic along Marine Parade as the transport strategy is implemented.



Active seafont with sequence of attractions



Figure 7.7: Illustrative Perspective of Central Seafront

Eastern Gateway

The Eastern Gateway forms the eastern anchor of the town centre and seafront area, and will provide a range of new active leisure and residential uses, including the potential for new seafront development as part of a land extension in association with new sea defences

The new developments will be complemented by significant enhancements in the public realm which will enhance the seafront setting and provide the opportunity to introduce a range of new water related activities, diversifying the offer to ensure Worthing provides something for people of all ages.

The introduction of new leisure activities will transform the leisure and tourism offer along the seafront for both residents and visitors. The Eastern Gateway will once again become a focus for activity and a destination in its own right.

The main elements of the Eastern Gateway area are:

- New hotel and residential development on the Aquarena Site;
- New children play facilities, paddling pool and enhanced landscape setting at Beach House Grounds;



Example of a quality decked seafront area

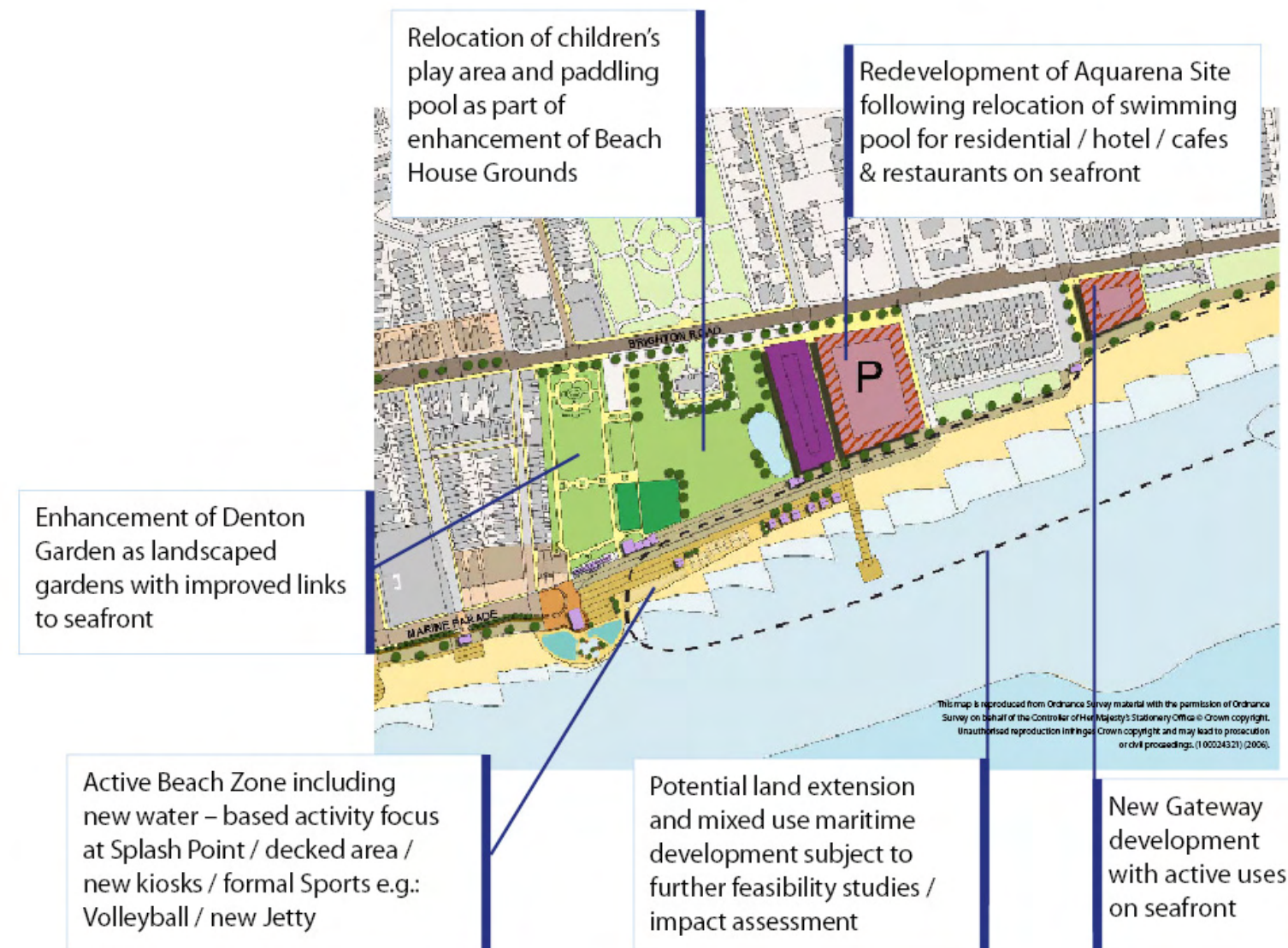


Figure 7.8 Eastern Gateway

Aquarena Site

Whilst the Aquarena provides a valued facility for the Worthing community, it is outdated and in need of replacement by a new pool in the town. An alternative site would be required for the development of a new public facility to ensure continuity of public swimming pool provision while the new facilities are being constructed.

The potential relocation of the swimming pool to a suitable alternative site as part of the overall strategy for the town centre and seafront creates an exciting development opportunity that can help to anchor this eastern part of seafront area. To ensure a comprehensive development is brought forward that maximises this regeneration opportunity, the redevelopment should include for the reprovision of the paddling pool and children’s play area and improvements to the seafront environment.

It is considered that the site would be a suitable location for a new hotel to enhance the range of tourist facilities. It is proposed that subject to scheme viability, a hotel could be located towards the west of the site overlooking Beach House Grounds with active groundfloor uses fronting onto the promenade including a cafe, restaurant or small scale commercial units.



Mixed use development and public space

Residential development is proposed adjacent to the hotel set within a quality streetscape environment that complements and responds to the adjacent street pattern and seafront setting. The development should promote a new pedestrian route between the promenade and the existing

residential communities to the north of Brighton Road, helping to improve permeability in this area and opening-up access to and views of the seafront. Where possible, active ground floor uses should be introduced along the promenade and the new north-south pedestrian route. The development will broaden the residential offer within Worthing, and provide the opportunity for enhancement of the seafront.

Beach House Grounds

It is proposed that the existing paddling pool and children’s play area is reprovided in Beach House Grounds. At present, the contribution of Beach House Grounds to the seafront is reduced by the concrete beach huts and sea defence bund. This severance reduces the visual amenity of this space, and restricts the movement of any activity between the seafront and gardens. As a result, Beach House Grounds is an underutilised space and asset.

Through sensitive design and siting, it is proposed that a new paddling and water splash pool is located in the south eastern corner of Beach House Grounds, adjacent to the new hotel development and the promenade. Located on the site of the existing playground, the complex will provide a new upgraded facility that will anchor the activity zone in this part of the seafront. The replacement paddling pool complex should provide high quality seating and landscape areas where carers can sit and relax whilst their children use the pool.

A new themed adventure playground is proposed adjacent to the existing tennis courts on the western side of Beach House Grounds. The replacement facility will incorporate a range of activities, enhancing the existing offer. The facility will be tailored to attracting families, and should aim to provide a year round attraction. There is the potential to develop an adventure golf attraction.

It is proposed to remove the concrete structure along the southern perimeter of Beach House Grounds to open-up views of Beach House and reconnect the gardens with the seafront, thereby increasing its visual presence of this area.

Denton Gardens will be retained as an informal landscaped garden area with links to the seafront.

These leisure activities will help to establish a family-orientated commercial leisure focus in this area, creating an attractive destination for visitors and residents.



New play areas

Active Beach Zone

The beach area to east of Splash Point currently offers limited formal or informal activity space. To ensure that the seafront is able to offer a wide variety of uses and activities, it is proposed that this area is dedicated to active sports uses, complementing the tranquil and relaxation zone to the west of the Lido and the entertainment zone focussed around the Pier.

The active beach zone will comprise a variety of interventions along the promenade and beach including:

- A new water-based activity focus at Splash Point, incorporating that signifies the start of the active beach zone.
- A decked area over the beach that extends the promenade, providing additional space for people to sit and appreciate the views of the

coast, as well as watching the activities around them. The decked area could include temporary kiosks during the summer months, as well as provide space for informal recreation and cultural animation.

- Enclosed sand areas, providing alternative play areas for children, allowing them to enjoy beach pursuits not possible on a pebble beach.
- Formal sports areas such as an enclosed volleyball pitch.
- Enhancement and upgrading of the refreshment kiosk.
- Provision of a new modern toilet block.
- New beach huts to replace existing.
- The potential for a small pier / jetty from which small pleasure craft can be launched.



Use of public art and sand to create imaginative play areas for children



Active beach area

Esplanade Gateway Development

The town centre and seafront area currently lacks a gateway feature or development that announces arrival into the town. At present for visitors approaching from the east, Steyne Gardens and Warwick Street provide the first visual clues of the town centre and seafront activity.

The development of land at the junction of Brighton Road and The Esplanade provides the opportunity for a new gateway development. This should include a mix of uses, with active frontages at groundfloor level helping to animate the promenade in this area. Potential uses could include cafés or small scale retail units. There is the opportunity for residential uses at upper levels.

Any development on this site will need to be of the highest architectural design. This will aid legibility for visitors improving the overall experience of arrival in the town.

Maritime Development

There is the potential to bring forward a land extension to the east of Splash Point. A seaward land extension will enable a new sea defence wall to be constructed and help to provide longer term coast protection, and would also create new development opportunities. Any development of a land extension will need to be considered as part of the comprehensive plans for the eastern seafront area including redevelopment of the Aquarena and Eastern Gateway sites, to ensure that the maritime development is fully integrated within the wider area.

This will require detailed feasibility testing and assessment of possible environmental impacts. As part of this assessment process, a flood risk assessment will also need to be undertaken in line with emerging guidance in Planning Policy Statement 25: Planning & Flood Risk. Development in this area will also need to include appropriate mitigation measures to minimise impact on the surrounding area.

The technical studies undertaken will identify potential for development. However, the opportunity for a marine-based development could significantly raise the profile of Worthing as a visitor destination and transform the town's offer in the longer term.

There is the potential as part of the land extension for a maritime development comprising mix of uses, including a new waterfront residential area, water-based leisure activities and waterfront cafes and restaurants. The development would create a new and distinctive seafront destination.

New residential developments in this area would provide opportunities for living in an attractive seafront setting close to the vibrant regenerated centre with access to cultural and leisure facilities. The introduction of urban living will help to make the area more active throughout the day and evening. Opportunities to introduce water-based activities should be explored.

Opportunities to introduce water-based activities should be explored. Any development of a land extension will need to be considered as part of the comprehensive plans for the eastern seafont area including redevelopment of the Aquarena site, to ensure that the maritime development is fully integrated within the wider area.

HEALTH AND COMMUNITY FOCUS

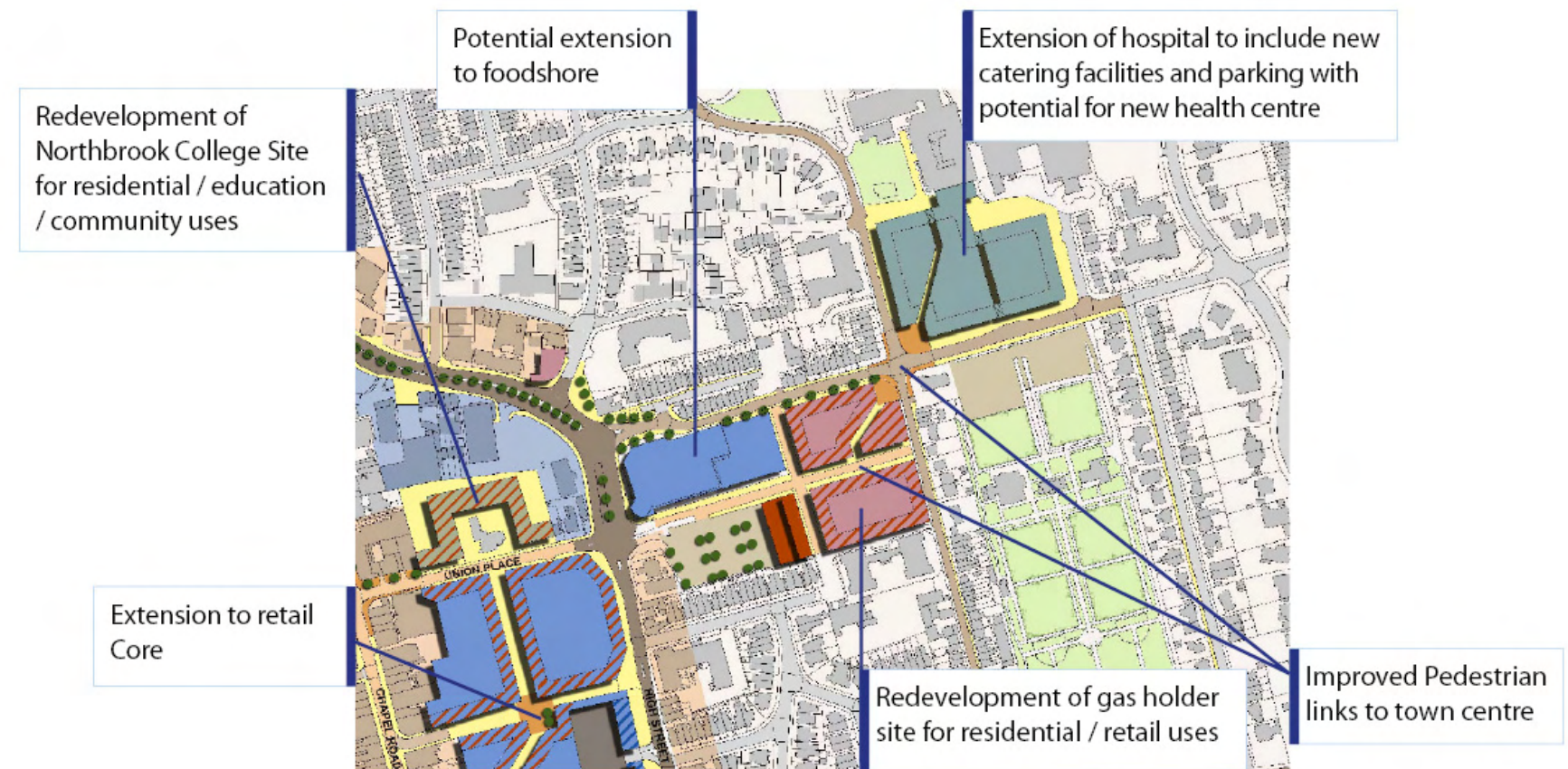
Hospital Site

With the establishment of a Foundation Trust, proposals are being developed for the rationalisation of accommodation on the Worthing Hospital site including new catering facilities and parking. The Masterplan seeks to integrate the hospital with the town centre through improved pedestrian and cycle links and public transport facilities.

It is proposed that a primary care health centre could be provided on the hospital site to include a children’s centre and possible urgent care centre and accommodation for Homeless Services and health visitors.

It is proposed that in any redevelopment of the site, new entrance facilities are provided in the south west corner of the site to promote integration with the town centre. This could be combined with catering facilities and the primary care facilities to ensure good public access.

A green link is proposed through the site as part of the network of green spaces.



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Figure 7.9 Health and Community Focus

Community Living and Retail

The existing foodstore fails to respond to the town centre, with a blank façade facing onto High Street. There is an existing planning permission that establishes the potential to redevelop the food store, incorporating the gas holder site.

Building on the opportunity presented by this permission, the Masterplan proposes the reconfiguration and extension of the existing store to create a modern store that better addresses this key town centre location, with a prime frontage directly onto High Street. The development will help to improve the setting and frontage along High Street and will better respond to the new retail-led development within the retail core.

The gas holder site acts as a barrier between the town centre and the hospital and areas to the east. The site is likely to come forward for redevelopment in the short to medium term, and any redevelopment should seek to reintegrate the site within the surrounding urban form.

Residential development would be an appropriate use for the redevelopment of the gas holder site in association with retail development as part of a mixed use scheme. It would allow for the introduction of further town centre living opportunities in a sustainable location, close to a range of services and facilities. A range of tenure and dwelling types should be provided.

Any redevelopment of the retail store and gas holder site will need to incorporate a high quality pedestrian connection between the High Street and the hospital site. This is integral to reconnecting the hospital site and surrounding residential communities with the wider town centre.

Union Place

Northbrook College is proposing to vacate its Union Place site, and is considering future accommodation options in the town. To ensure a balanced range of land uses, it would be beneficial to retain an educational function on suitable sites within the town centre. This could potentially be linked with the civic/ cultural quarter or the enhanced cultural quarter around Warwick Street and The Dome. If educational uses are to be relocated to appropriate sites, community uses should be introduced as part of a mixed use residential. Redevelopment will be required to be sensitive to the setting of the existing listed building and the enhancement of the Union Place frontage. Consideration should be given to the potential for suitable alternative use of the Art School building as part of a mixed use scheme.

8. Delivery

IMPLEMENTATION STRATEGY

The challenge of delivering the Vision and Masterplan will require concerted and co-ordinated action and commitment from the public, private and voluntary sectors. This section sets out guidance on the implementation and delivery of the Masterplan.

The draft Masterplan for the town provides a clear vision for the town and a set of clearly defined principles for achieving development and regeneration objectives. The objectives will provide the basis for partnership working in bringing forward opportunities and for the co-ordination of public and private sector investment.

The following section sets out the implementation mechanisms that will be required to move from concepts to delivery of the Masterplan objectives and projects. The Masterplan will provide a tool to promote and facilitate the development and regeneration of Worthing town centre. It comprises a comprehensive package of projects, which have the potential to come forward over varying timescales throughout the Masterplan time frame. The implementation strategy acts provides guidance on the delivery of these projects.

This section provides Worthing Borough Council and it's partners with recommendations regarding the delivery of key projects, including advice on the following areas:-

- Delivery principles
- Roles and responsibilities
- Planning strategy
- Delivery mechanisms
- Delivery risks
- Phasing and timetable
- Guidelines for development of key sites
- Action Plan

DELIVERY PRINCIPLES

A number of principles underpin the implementation of the Masterplan proposals:-

- The implementation of the Masterplan must be approached in a comprehensive manner
- The integration of the town centre and sea front is crucial
- Development proposals must accord with the Masterplan Vision, Objectives and Principles and must not compromise the delivery of subsequent elements of the Masterplan
- Delivery of built development, infrastructure proposals and public realm improvements are closely linked. The provision of new infrastructure, in particular the alteration of existing highway, the provision of new linkages, enhancement of the public realm and the enhancement of open spaces are fundamental to achieving the regeneration objectives and must be addressed comprehensively
- Concerted actions will be required by key stakeholders to stimulate investor interest
- Development and public realm proposals must be of the highest design quality and accord with the design principles set out in the Masterplan
- An enhanced and coordinated branding and promotional strategy highlighting Worthing's competitive advantages will be required to transform existing perceptions and image.

ROLES AND RESPONSIBILITIES

The key to the successful implementation of the Masterplan lies in strong partnership working between the public, private and voluntary sectors. Worthing Borough Council, through Worthing Evolution, has a vital role to play in ensuring successful regeneration of Worthing. The Council will need to provide strategic direction and to assist in the coordination of the wide range of agencies and partnerships actively seeking to secure the economic and social prosperity of Worthing.

Worthing Borough and West Sussex County Councils have pivotal roles in relation to the future of the town centre as service providers, economic regeneration agencies, landowners and through planning and highways powers. Effective and coordinated use of these responsibilities and powers is central to the successful implementation of the Masterplan and the delivery of key development projects.

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

Worthing Borough Council will work with other members of the 5 Towns Network to ensure a coordinated approach to long term regeneration of each of the 5 towns within the Coastal West Sussex Area.

To fully grasp the opportunities which the Masterplan offers, the key public and private sector agencies must build on the joint working approach being championed by Worthing Evolution. This approach will need to work across public and private sector boundaries. Key inputs will be required from a variety of organisations, in addition to the Borough and County Councils:-

- SEEDA through its economic development and inward investment activities with funding support through the Coastal West Sussex Area Investment Framework;
- Worthing Together- the Local Strategic Partnership;
- Business organisations such as Worthing First, Worthing Town Centre Initiative and the Chamber of Commerce;
- Worthing Town Centre Initiative;
- Community and voluntary sector organisations;

- Transport operators;
- Emergency service organisations;
- Local media;
- Developers and investors.

In particular the Council and its partners will need to:-

- Ensure that the Masterplan proposals are brought forward in a progressive and comprehensive manner;
- Develop Planning Guidance and Policies that positively promote and facilitate high quality design and development in the town centre, including the production of Planning and Development Briefs for key sites;
- Direct investment into the town centre by funding public realm improvements or taking development projects forwards;
- Coordinate the relationships and linkages between individual projects;
- Address civic issues and local needs in terms of the future provision and location of facilities i.e. public leisure facilities;
- Proactively encourage developers to embrace the quality agenda required by the Masterplan;
- Promote the need for co-ordinated public sector funding support to deliver key public realm and infrastructure projects required early on in the Masterplan proposals;
- Champion the complex projects which will initiate wider change within Worthing;
- Prepare projects which can then be taken forward by private and public sector partners;
- Ensure that development and public realm proposals are of the highest design quality;
- Promote sustainable and innovative building technologies and energy efficiency;

- Consider the use of their own land assets in facilitating development and the potential use of compulsory purchase powers where necessary to unlock development opportunities.

LAND OWNERSHIP

In addition to the Council's strategic role as local authority, it will also have a key role as landowner. In particular this relates to the Council's ownership / part ownership of the following sites-

- Aquarena
- Grafton Centre
- Guildbourne Centre
- The Town Hall and Civic Centre
- The Pier and seafront

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

It also provides the potential to deliver different types of benefits from sites than could otherwise be achieved e.g. release of capital, provision of new community facilities and town centre regeneration projects that will make a significant contribution to wider strategic objectives.

MARKETING AND BRANDING

With the development of the Masterplan there is a significant opportunity for the town to re-position its self as a quality retail, leisure and cultural destination, however to be fully realised, this will require investment and change in the way marketing and branding of the seafront and town centre is currently approached.

The development of a more dynamic marketing strategy and re-branding campaign should be given a priority as this has the potential to create a transformational shift in the way Worthing is currently perceived and tackle existing stereotypes of the town.

The pace of delivery will be lead by the Council and other agencies acting together to promote the town as a whole as a place where development and investment activity should happen. The range of promotional activities should include:-

- Direct investment into the study area to promote the regeneration objectives
- An active marketing campaign to stimulate the development community to the full range of opportunities that are available within the town centre
- A parallel campaign to promote Worthing as a major retail centre to a full range of occupiers
- Continued consultation with existing landowners and key occupiers to package and promote more comprehensive forms of development

PLANNING STRATEGY

Establishing the planning policy context for the Masterplan will be a key step in ensuring delivery. The use of planning as a positive tool to promote sustainable development is an important element of current government thinking. Current planning policy is set out in the Worthing Local Plan 2003. The adoption of a Local Development Framework (LDF) is programmed within the next three years and the Masterplan will inform the development of the LDF. Key considerations relate to :-

- Translating the Masterplan into statutory policies and allocations within the LDF;
- The securing of community benefits through the use of Section 106 / Section 278 agreements including improvements to public realm and open space: education and community facilities; highway improvements and traffic management and contributions to public transport facilities;
- Creating the rationale for the use of compulsory purchase powers in appropriate circumstances to achieve regeneration and planning objectives

SITE ASSEMBLY

There are a number of individual land ownerships and interests within the study area, whilst private treaty negotiation with individual landowners is preferred, it may be necessary to use a compulsory purchase order to assemble development sites / create larger development parcels in order to deliver major regeneration projects.

RETAIL STRATEGY

Retail Core

It is generally accepted that the Guildbourne Centre does not meet the aspirations of the community or provide the shopping experience usually expected of a main shopping centre for a town of Worthing's size. As a result, over the years, there have been a number of proposals / suggestions for redevelopment of the centre however all of which have been unsuccessful primarily due to viability of redevelopment. Tenants are now predominantly discount / secondary retailers and all of the space on the upper floors is now vacant. The rental values being achieved within the centre are relatively low in relation to what would usually be expected.

It is considered that without a comprehensive approach to redevelopment, the centre will continue to attract only discount/secondary retailers, which is not appropriate of the main shopping centre in a town of Worthing's size.

The West Sussex Coastal Districts Retail Study September 2005 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.

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.'

In looking at retail-led development, there are two key elements that are generally behind a successful scheme. The first is an anchor store. Depending on the size and quality of scheme, there are various types of retailers than can act as an anchor. However, for a scheme of any scale and quality, it is likely that a major department store will be required. For example, the two major retail developments proposed in Crawley and Portsmouth will each be anchored by 23,200 sq.m. (250,000 sq.ft.) John Lewis stores. The second element is critical mass. This is partly because retailers trade off one another and will wish to be re-assured that there is sufficient range of offer to attract shoppers.

Given the identified retail capacity for Worthing, occupier demand and growing competition that Worthing is faced with, it is considered that this sort of department store-anchored scheme will be required. In addition to the above this type and scale of development 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 complimented the development at the Grafton Centre Site. It is consider 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.

Whilst the Council is a major landowner in the site, there are additionally a number of third party interests and therefore development will only be realised if the Council takes the lead in site assembly and is prepared to promote the use of a Compulsory Purchase Order to enable the site to be assembled. It is considered that if sites were to be developed in isolation, it is unlikely that there would be the capacity to accommodate a department led retail scheme.

The requirements of existing retailers must be considered in the development of scheme proposals within the retail core or elsewhere in the town centre to retain the range of retail offer.

Secondary Retail Areas

Complimenting the proposed modern retailing on the Grafton Centre and on the expanded Guildbourne Centre 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.

Respecting the existing street patterns and enhancing the characteristics of the surrounding area, these areas will become one of Worthing's distinct retail and visitor destinations. The preservation and enhancement of these environments combined with the varied and diverse mix of uses will help to rebalance the 'shift' in retailing focused on the new developments.

Through the implementation of an area management and promotion strategy, shop owners and occupiers should be encouraged to preserve the character and enhance the streetscape by careful management of shop front facades and ensuring that the future uses strengthen the existing and proposed small scale 'intimate' mixed use nature of the area. A promotional strategy will ensure that these areas are marketed as a single retailing centre, building on a distinctive brand. Undertaking these small scale intervention will help to create a consistency in the overall townscape and feel of the area. These small scale development proposals are proposed to open up and improve linkages between the seafront and the town centre. This will provide an opportunity to introduce distinctive retail and leisure 'destinations' and further broaden the range of uses and attractions in these areas. Balancing retail uses with cafes, restaurants, bars and cafes will ensure that these areas become a focus of activity within the evenings, offering an alternative to the drinking offer.

In order to achieve these changes, there are three main areas of action required around management, marketing and environment. Specific actions required to achieve the vision for these areas are set out below:-

Management

- Bring traders together into a management partnership with agreed objectives and policies
- Investigate the potential for public sector funding
- Secure agreement between existing landlords on letting strategy – tenant mix, letting terms, shop fronts
- Progress initiatives in relation to promotion / advertisement of existing retail offer, focussing on emphasising the specialist /

independent retailing e.g. through collective promotion / information leaflets / town plans and emphasis on quality

- Development of initiatives in relation to increasing security in the town centre, especially in the evenings, targeting reducing anti social behaviour and fear of crime

Marketing

- Create an overall 'shopping centre' identity for these areas of the town for variety and promotional purposes i.e. (warwickstreet.co.uk)
- Consider the opportunity for specialist markets
- Adopt a strong co-ordinated signage policy within these areas – maps, promotion boards

Environment

- Support landowners in securing funding for improvements to buildings to try to encourage an increased take up rate
- Undertake 'quick win' environment improvements
- High quality surfaces, lighting and landscaping
- Improve linkages and signage between the Seafront and town centre

DELIVERY MECHANISMS AND FUNDING

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

Options for delivery mechanisms for individual projects include:-

- Private Sector Development
- Joint Venture – Public and Private Sectors
- Public Sector Development – Full Public Sector Implementation

A key objective will be to maximise funding opportunities and investment through a co-ordinated strategy. The strategic themes and ideas set out in the Masterplan inevitably represent a series of opportunities and challenges, which will require resourcing. Although the investment required by the Masterplan will be largely privately financed, there will be a need for the public sector to provide funding support for certain projects and to encourage other developments to come forward and to establish a planning contributions matrix to lever in private funding into a range of civic, public realm and infrastructure projects.

A major source of "intervention" funding will be through the Coastal West Sussex Area Investment Framework. Addressing the needs of coastal towns through targeted improvements to help transform their position as business locations, retail and leisure destinations and places to live as well as unlocking development opportunities have been identified as priority areas for action. It will be important for the Council and its partners to access intervention funding to take forward future technical work and "early win" projects.

The overall funding principles underlying the Masterplan are set out below:-

- Residential schemes – private sector led with public sector financial support in only very exceptional circumstances
- Office development – early intervention by the public sector in undertaking land assembly and investment in upfront infrastructure / public realm to stimulate private sector investment
- Retail Schemes – public/private sector partnership, major public role in land assembly, relocations and working with retailers / occupiers to establish a proactive management regime
- Cultural and civic projects – Public sector led

There are a number of potential sources of funding available to assist in the delivery of the Masterplan, which include:-

- Private sector investment
- Financial support from SEEDA
- Financial support from Worthing Borough Council
- Financial support from West Sussex County Council

Specifically, private sector funding could be secured through partnership arrangements or Section 106 / 278 planning obligations to assist in the development of related infrastructure projects including:-

- Improvements to public realm, streetscape and historic environment
- Improvements to creation and maintenance of public open spaces
- Provision and enhancement of pedestrian and cycle routes
- Financial contributions to public transport improvements
- Affordable and key worker housing
- Safety and security measures including CCTV
- Community facilities including healthcare, education contributions, accommodation for voluntary sector organisations and play facilities
- Commuted payments for car parking
- Public art

DELIVERY RISKS

There are a number of key influences and risks to the delivery of the development proposals as detailed within the Masterplan. These are set out in Table 8.1 as general and site specific risks:-

Table 8.1 Summary of Key Risks to implementation of Masterplan

General Risks	
Co-ordination	Many of the opportunities which the Masterplan offers will be lost if the Council and its partners do not continue to build on the joint working approach being championed through the Worthing Evolution. Partners will need to make a variety of policy, organisational and implementation decisions and without clear decision making, delivery structure and co-ordinated implementation activity complex projects will not be delivered.
Planning Policy	Current planning policies, national and local, are strongly supportive of town centre enhancement, regeneration and sustainable development. Preparation of the LDF must provide an appropriate policy context for delivery of the Masterplan.
State of the economy and property market	Due to the long term nature of some of the projects, it is not possible to guarantee scheme viability over the life of the Masterplan. Clearly an improvement in the local and national property markets might enable currently unviable projects to be brought forward in the future. Proposals need to be sufficiently flexible, both in terms of use and programme, to be able to respond to changes in the property market.
Market Confidence	A key objective of the Masterplan is to create the conditions whereby developers and investors are confident that Worthing is a place where they want to develop and invest. Such conditions are created by strong decision making, clear planning policies, good image and branding, investment by public and private sectors, occupier demand and rising property prices
Site Specific Risks	
Land Assembly	In the case of sites in multiple ownership, the Council and its partners must be willing to use Compulsory Purchase Powers where necessary to ensure development and to signal that it is committed to supporting the proposals
Unknown High Development Costs	Unknown and high development costs associated with ground conditions, flooding issues, contamination etc. In such circumstances development viability will be adversely affected and a developer may require public sector funding support to develop. This highlights the need for feasibility studies at an early stage in the development process
Design Quality	Development proposals which do not meet the design quality aims of the Masterplan.
Planning Contributions	Opportunities lost to optimise planning contributions to bring forward key public realm and infrastructure projects- a structured approach to planning contributions is required
Public Sector Funding Support	Constraints on public sector (particularly financial) to assist in bringing forward civic, cultural and other projects with public benefits.

PHASING / TIMETABLE

The key projects set out in the Masterplan will be brought forward over differing timescales depending on the nature of the project, delivery mechanism and linkages with related projects. An indicative phasing programme for the key projects is set out in the Action Plan (Table 8.2). The Implementation Strategy set out below provides the principal steps in the delivery of each project and the anticipated completion date.

Projects may come forward for development subject to provision of necessary infrastructure and mitigation of potential cumulative impacts and the Masterplan will be subject to monitoring and review.

KEY SITES/PROJECTS

The Masterplan identifies a number of key development sites and projects throughout the town centre. This section provides an assessment of each of the key sites under the following headings:-

- Delivery principles
- Viability / Funding
- Delivery process / mechanism
- Links with other projects
- Programme

The development of all key sites should be promoted in accordance with the principles set out in the Masterplan.

Teville Gate

Delivery principles

- The landowner has been in pre-application discussions with Worthing Borough Council
- The Council has a leasehold interest i.e. the existing multi-storey car park
- The potential mix of uses includes a swimming pool, multi-plex cinema, bowling centre, bingo club, skating rink, art gallery, shops, restaurants, cafes, bars, car park and residential accommodation

- The development will be required to be promoted as a comprehensive scheme
- Any development must improve linkage and encourage movement from the train station into the town centre
- Any development must be of a high quality in terms of design to reflect the site's important gateway location.
- The site has the potential to come forward in the short term – 1 -5 years

Viability/Funding

- The development will be mainly private sector funded, but will require public sector funding of the proposed public leisure facilities. This will be subject to agreement regarding acceptable financial terms
- Whilst the development should be commercially viable, viability will be very sensitive to property market movements, changes in development costs or planning obligations
- The overall scheme may require public sector assistance to acquire third party interests in the site

Delivery mechanisms

- Pre-application planning negotiations with developers in respect of scheme design, mix of uses, delivery of public leisure facilities and planning obligations in relation to the Masterplan objectives
- Council and its partners, in particular SEEDA, should agree with developers/ landowners a joint approach to future development and site assembly
- Negotiations between Council and developer regarding car park lease and future legal and financial arrangements in respect of new swimming pool and associated facilities.
- Involvement of West Sussex County Council and station/train/bus operators in relation to improvements to the

highway, Station Approach and pedestrian linkages from the station

- Monitoring of ongoing development viability and agreement of developer to work on an 'open book' basis with the Council to provide confidence over deliverability of proposals and to assist Section 106 negotiations.
- Entering into appropriate contractual arrangements with developer
- Development implementation, including provision of new swimming pool and associated facilities in accordance with agreed programme

Links with other projects

- The scheme should be linked with enhancement of the Worthing station transport interchange. and provide contribution towards environmental improvements in the area
- The redevelopment of the Aquarena site will require the relocation of the swimming pool to a suitable alternative site. The Teville Gate site is the preferred location for a new swimming pool. If proposals for a new swimming pool are not progressed as part of the Teville Gate development, it will be necessary to consider the suitability of alternative sites and to identify a suitable site to meet the objectives of the overall Masterplan strategy for the town centre and seafront.
- The possible future redevelopment of the Co-op site relates to Teville Gate, with the potential for improved linkages to the east of Broadwater Road and further enhancement of this gateway location.
- The redevelopment of Teville Gate to provide a leisure destination will significantly increase the attraction of Worthing town centre to residents and visitors. It will be necessary to ensure that the development is complimentary to other facilities in the town centre and on the seafront.
- The redevelopment of Teville Gate will potentially act as a catalyst to the wider regeneration of the Station Gateway area

- The development may require improvements to the local highway network including the junction of A24, Broadwater Road and Teville Road subject to a detailed Transport Assessment
- The development should be considered in parallel with improvements to connections between the Train Station and Town centre along Chapel Road

Indicative programme

- Submission of planning application – 2006
- Grant of planning permission – 2007
- Development – 2007 – 2010
- Scheme completion – 2010

Co-op Site

Delivery Principles

- The future development of the Co-op site will be dependant upon decisions in respect of future business operations on the site
- The site provides the potential opportunity for a mixed retail/commercial development with an element of residential use which will complement the development at Teville Gate, providing a new high quality gateway to Worthing
- Development will need to provide active frontages and improve links with the Station and transport interchange.
- Development will be private sector lead, but should be encouraged by the public sector through the preparation of site specific planning guidance and engagement with the current landowners.

Viability/Funding

- The future development of this site will be private sector funded but may require some initial public sector funding in order to identify the site's future development potential.

- Whilst the current use does not appear to be particularly viable, redevelopment for the uses proposed in this key gateway location should, in principle, be viable.

Delivery Mechanisms

- Engagement with the current landowners on the current use of the site and the potential for redevelopment
- Preparation of site specific planning guidance /planning brief to provide further guidance on the site's development potential, based upon the Masterplan proposals
- Planning application in accordance with the planning brief
- Potential for phased development within comprehensive framework
- Development implementation

Linked projects

- The redevelopment of the Co-op site relates to Teville Gate, potentially providing a balance on the east of Broadwater Road and adding to the gateway nature of this location.

Indicative programme

- Site specific planning guidance – 2008
- Planning application – 2009
- Planning approval – 2009
- Development implementation - 2010- 2012
- Scheme completion - 2012

Cultural & Civic Quarter

Delivery principles

- The site is within public sector ownership (with exception of The Wheatsheaf Public House which is in private ownership)

- Agreement will be needed between the public sector landowners – Worthing Borough Council, West Sussex County Council, the Court Service and the Primary Care Trust and owners of The Wheatsheaf Public House- on the principles and mechanism for redevelopment
- Development will need to be public sector lead, although there will need to be private sector involvement in the implementation of certain elements – i.e. town centre living
- There is currently no specific planning policy relating to the site therefore site specific planning policy will need to be prepared
- The development of a new cultural facility for Worthing will require further investigation of content, design and financial feasibility.
- The site should be looked at comprehensively as a cluster of buildings to create an improved Cultural/Civic Hub for Worthing (including a potential new library/ resource centre), although development could potentially be phased
- Development should be sensitivity to its surroundings given the mix of residential and sensitive public buildings i.e. the listed Assembly Hall and Town Hall building

Viability/funding

- The development will be mainly public sector funded with some private sector enabling funding
- It will be important to optimise funding streams through enabling residential development, capital receipts through sales of surplus properties, grant funding and planning gain contributions
- The Council may also wish to consider other public funding routes such as prudential borrowing, public private partnership or a combination of the two

Delivery mechanisms

- Public sector led implementation
- Negotiation with other public sector landowners– Worthing Borough Council, West Sussex County Council and the Magistrates Service- on

the principles of redevelopment in accordance with the Masterplan proposals

- Feasibility study by public sector partners into design, content, financial feasibility and procurement/implementation options
- Preparation of site specific planning guidance – a planning and development brief - for the site based upon further design, capacity and viability analysis
- Agreement of a partnership delivery mechanism between the public sector landowners which addresses current property interests, future interests, development roles, funding, procurement and timing.
- Procurement of a private sector development partner following a competitive marketing process
- Planning application in accordance with the planning and development brief
- Development implementation

Indicative programme

- Further feasibility study – 2006/7
- Site specific planning guidance – 2007
- Marketing and developer selection – 2007/8
- Design development and Planning application – 2008/9
- Planning approval – 2010
- Development implementation - 2010- 2013
- Scheme completion - 2013

Guildbourne Centre/ Union Place

Delivery Principles

- Delivery of development proposals on the Guildbourne shopping centre, Union Place car park and Former Police Station site will be complex and long term
- In order to create a viable critical mass of retail development, development should come forward in a comprehensive manner

although there may be the potential for phasing within a comprehensive development structure

- The site is within a number of ownerships (both public and private sector) and it is likely that the use of CPO powers will be required to enable comprehensive redevelopment
- A relocation strategy will be required for existing occupiers of the site who will be displaced by the redevelopment.
- The development proposed is broadly compliant with current planning policy, however given the scale of development proposed, the site will require site specific development guidance
- Development should create a street structure that links the development with the adjoining sites and the wider street network
- Development will need to be public sector lead initially
- Potential for phased development within a comprehensive framework;
- Redevelopment of this area will be a long term opportunity (5 – 10 years)

Viability/Funding

- The development will be mainly private sector funded, however will require initial public sector funding in order to assist in identifying the site's full development potential
- The scheme will require significant land assembly, which will be a substantial cost to the scheme. A Compulsory Purchase Order will need to be promoted by the public sector but will require appropriate cost indemnity from the private sector.
- In overall terms the site will provide a significant quantum of commercial and residential development and therefore given current property market conditions in Worthing, should be commercially viable and further be able to make some contributions to related infrastructure and public realm works.

Delivery Mechanisms

- Public sector led implementation
- Engagement and negotiation with existing key stakeholders should be progressed as soon as possible in order to secure agreement to the principles of development of this site as outlined in the Masterplan
- Preparation of site specific planning guidance (planning and development brief) for the site based upon further design, capacity and viability analysis
- Worthing Borough Council and its partners, in particular SEEDA to agree a joint approach to site assembly and future development, working with existing landowners / developers, including use of potential CPO powers
- The Council should work closely with West Sussex County Council in relation to improvements to the highway network in relation to the new development
- Marketing of the development opportunity to the commercial development market
- Appointment of a preferred development partner to work with the Council and its partners in taking the development forward
- Planning application in accordance with the planning and development brief
- Upon grant of planning permission, potential use of CPO powers to assist developer in completing site assembly
- Development implementation.

Linked projects

- Development of this site will be important in transforming Worthing's role as a retail centre, significantly strengthening the town's attraction, creating an improved retail circuit, strengthening town centre links and encouraging movement between the retail core and the train station.

- The development of the site is closely linked to the development of the Grafton Centre site in comprehensively improving the retail offer in Worthing and meeting the identified retail needs of the town.
- The development should be considered in parallel with public realm improvements along Chapel Road, Union Place and Ann Street
- The development will result in the relocation of a number of existing occupiers from the site and a relocation strategy will be required to provide new locations in the town centre for these occupiers
- The development will also result in retailers moving from existing locations in the town centre into the scheme and will require a retail strategy to promote and mitigate the likely short term impact on other parts of the town centre, particularly the western end of Montague Street

Indicative programme

- Site specific planning guidance – 2007
- Marketing and developer selection – 2008
- Design development and Planning application – 2009
- Planning approval – 2010
- Site assembly and CPO process – 2010/11
- Development implementation - 2011- 2014
- Scheme completion - 2014

Grafton Site

Delivery Principles

- The core site is owned by Worthing Borough Council. A more comprehensive development as promoted by the Masterplan will require additional ownerships to be included.
- Development proposals should come forward in a comprehensive manner although development does have the potential to be phased, provided this takes place within a comprehensive development

framework and in accordance with the principles set out in the Masterplan.

- There will be a requirement for the preparation of more development guidance and clear direction through planning policy
- The initial phase of this site has the potential to come forward in the short term 1 – 5 years

Viability/Funding

- The development will be private sector funded but Worthing Borough Council will work with developers/ landowners in identifying the site's full development potential
- There may be a requirement for land assembly to secure the objectives of the Masterplan
- Given current property market conditions in Worthing, any future development should be commercially viable with provision for contributions towards related infrastructure and public realm works.

Delivery Mechanisms

- Council to work with preferred developer in scheme development
- Preparation of further detailed development and design guidance
- Continued pre-application planning negotiations with the developer in respect of scheme design, mix of uses and planning obligations in relation to the Masterplan objectives
- The Council and the preferred developer should work closely with West Sussex County Council in relation to improvements to the highway, pedestrian and cycle network at Marine Parade
- Working with the developer, the Council and its partners, including SEEDA to agree a joint approach to site assembly and future development, including potential use of CPO powers to acquire any required interests

- Agreement in respect of transfer of Council's land interests including timing of planning application and transfer .
- Monitoring of ongoing development viability and agreement of developer to work closely with the Council to provide confidence over deliverability of proposals and in relation to land transfer/Section 106 negotiations.
- Subject to successful resolution of planning issues, submission of planning application by developer.
- Upon grant of planning permission, potential use of CPO powers to complete required site assembly.
- Development implementation

Linked projects

- Development of this site will be important in terms of being the first phase of new retail development in the town centre which will reinforce Montague Street as a retail destination to act as a counter-balance to the proposed retail development at the Guildbourne Centre/Union Place
- The scheme will also strengthen links and encourage movement between Montague Street and the sea front and will relate closely to the future refurbishment and use of the Lido site.
- The development should be considered in parallel with public realm improvements along the seafront, Marine Parade and Montague Street

Indicative programme

- Design development and planning application - 2006
- Planning approval - 2007
- Development – 2007 – 2010
- Scheme completion – 2010

Seafront Central- Pier and Lido

Delivery Principles

- The site is within public sector ownership, although is subject to leases
- Development will need to be public sector lead, although there will need to be private sector involvement in implementation
- Site specific planning policy will be required
- The seafront should be looked at comprehensively although development can be progressed as a series of phased projects

Viability/Funding

- Development will be by a mix of public and private funding, the balance of which will change on a project by project basis
- Initial funding will be mainly public sector
- It will be importance to optimise public sector funding streams through grant funding and planning gain contributions
- The Council may also wish to consider other public funding routes such as prudential borrowing, public private partnership or a combination of the two

Delivery Mechanisms

- Public sector led implementation
- Further feasibility work by public sector partners into design, content, financial feasibility and procurement/implementation options
- Preparation of site specific planning guidance – planning and development briefs - for key sites – specifically the Lido and Pier - based upon further design and viability analysis
- Agreement of appropriate delivery mechanisms for projects which address current property interests, future interests, development roles, funding, procurement and timing.

- Procurement of private sector development partners following a competitive marketing process
- Planning applications in accordance with the planning and development briefs
- Development implementation

Linked projects

- The regeneration of the seafront will be at the heart of the transformation of Worthing, offering a wide range of tourist and leisure attractions
- Funding of the Seafront projects may be dependant on capital funding provided by the disposal of other Council assets.
- Development of the Lido site will be closely related to and complementary with the development of the Grafton site

Indicative programme

- Further feasibility study – 2006/7
- Site specific planning guidance – 2007
- Marketing and developer selection – 2007/8
- Design development and Planning application – 2008/9
- Planning approval – 2010
- Development implementation - 2010- 2012
- Scheme completion - 2012

Marine Parade Bus Garage

Delivery Principles

- The development proposed is compliant with planning policy but will require further detailed development guidance
- The development of this site is dependent on the suitable relocation of the Stage Coach operations
- Development of the site should provide a new pedestrian route linking Warwick Street and Marine Parade

- Development of this site will be private sector led however may require initial public sector support to negotiate with the existing landowner to assist in the development coming forward
- The site is in a single private ownership (Stage Coach)
- Redevelopment of this area will be medium term 3 - 6 years

Viability/Funding

- The development will be private sector funded
- The quantum and mix of uses and the locational qualities of the site indicate that development of the nature proposed should be viable

Delivery Mechanisms

- Public sector lead with private sector implementation
- The first step in the delivery process will be to negotiate with Stage Coach, the current landowners on the Masterplan proposals and their relocation needs. The Council should assist Stage Coach with the identification of a suitable alternative location from which to operate
- In parallel further detailed design and feasibility work should be produced for the site resulting in the production of detailed site specific development guidance – a planning and development brief
- The developer of the site should be encouraged to submit a planning application in accordance with the planning and development guidance

Linked projects

- Development of this site will be important in terms of creating a sensitive mixed use redevelopment adding to the critical mass of activity around Warwick Street and further strengthening and diversifying the town centre's retail offer
- Strengthening town centre links and encouraging movement between the Seafront and Warwick Street through to the proposed retail development on the existing Guildbourne Centre site and beyond.

- The development should be considered in parallel with public realm improvements along Marine Parade and Warwick Street

Indicative programme

- Relocation of existing operations from site – 2006 - 2008
- Site specific planning guidance – 2007
- Design development and Planning application – 2008
- Planning approval – 2009
- Development implementation - 2009 – 2011
- Scheme completion - 2011

Aquarena

Delivery Principles

- The development potential of the Aquarena will be dependent on the future location of the swimming pool. Teville Gate has been identified as the preferred location for a new facility. If proposals for a new swimming pool are not progressed as part of the Teville Gate development, it will be necessary to consider the suitability of alternative sites and to identify a suitable site to meet the objectives of the overall Masterplan strategy for the town centre and seafront.
- The future development of the Aquarena site will be dependent upon review of planning policy
- Redevelopment of the site will need to respect neighbouring residential, public open space and sensitive buildings
- The site is in public ownership and its future development should be public sector led and the Council should work with a preferred developer in developing a high quality scheme
- Early consultation will be required with the Environment Agency to assess the flood risks and the coastal protection measures required
- Development proposals should be prepared within a comprehensive framework which takes fully into account other proposals in the Eastern Gateway, in particular the potential land extension

- Assuming the relocation of the swimming pool to an alternative site, redevelopment of this area will be a medium term project 4 – 8 years

Viability/Funding

- Development of the site to incorporate the uses as proposed in the Masterplan would be mainly private sector funded
- Development will involve costs such as remediation (of the existing pool facility) and flood protection works which must be taken into account in development viability

Delivery Mechanisms

- Public sector led implementation through the selection of a preferred development partner
- Further detailed feasibility work and preparation of development/ design guidance
- Production of a development and marketing brief for the site – to be used as the basis for selecting a private sector development partner for the site
- Delivery of the development will be by a private commercial partner following a competitive marketing process

Linked projects

- Development of the Aquarena site comprising the mix of uses identified in the Masterplan is dependent on the development of a new swimming pool on a suitable alternative site. It is important to consider this both in terms of timescale and continuity of operation. Development of a new pool on the Aquarena site would not allow for continuity of operation during the construction period.
- The potential land extension will relate closely to the Aquarena site and the proposals should be considered within a comprehensive development framework to ensure development is complementary

Indicative programme

- Site specific planning guidance – 2007/8
- Marketing and developer selection – 2008
- Design development and Planning application – 2009
- Planning approval – 2010
- Relocation of existing operations from site – 2009 – 2010
- Development implementation - 2010 – 2012
- Scheme completion - 2012

Esplanade Gateway site

Delivery Principles

- The development proposed is compliant with planning policy however will require further detailed development guidance
- Development of this site will be private sector led however may require initial public sector support to negotiate with the existing landowner to assist in the development coming forward
- The site is in a single private ownership
- Redevelopment of this area will be medium term 3 - 6 years

Viability/Funding

- The development will be private sector funded
- The quantum and mix of uses and the locational qualities of the site indicate that development of the nature proposed should be viable

Delivery Mechanisms

- Public sector lead with private sector implementation
- Production of detailed site specific development guidance – a planning and development brief
- The developer of the site should be encouraged to submit a planning application in accordance with the planning and development guidance

- Development implementation

Linked projects

- Development of this site will be important in terms of creating a new gateway to the town centre and seafront from the east

Indicative programme

- Relocation of existing operations from site – 2006 - 2008
- Site specific planning guidance – 2007
- Design development and Planning application – 2008
- Planning approval – 2009
- Development implementation - 2009 – 2011
- Scheme completion - 2011

Eastern Gateway- Land Extension

Delivery Principles

- Delivery of the land extension development proposals will be long term but must be promoted within a comprehensive framework for the Eastern gateway area
- In order to create a viable critical mass of development, development should come forward in a comprehensive manner although there may be the potential for phasing within a comprehensive development structure
- The site is within public sector ownership (Worthing Borough Council) although it is likely that the use of CPO powers may be required to enable comprehensive redevelopment
- Development should integrate with development proposed on the Aquarena site and elsewhere on the seafront
- Development will need to be public sector led initially with the selection of a preferred developer partner
- Redevelopment of this area is likely to be a long term opportunity 5 – 15 years but action will be required in the short term to undertake

feasibility work/ prepare the framework for development with developer partner.

Viability/Funding

- The development will be mainly private sector funded, however working with selected developer partner, some initial public sector funding will be required in order to promote development/ undertake feasibility studies which will assist in identifying the site's full development potential
- The scheme will require significant engineering works and enhanced coastal protection. This will have cost implications which must be fully considered in scheme viability
- Given the current uncertainty in respect of development costs and the long term nature of the project, further work will be required on development viability.

Delivery Mechanisms

- Public sector led implementation with appointment of preferred developer partner to work with Council and its partners
- Preparation of new site specific planning guidance for the site based upon further design, capacity and viability analysis
- Further feasibility work
- Planning application in accordance with the planning and development brief
- Development implementation

Linked projects

- The proposed development should be integrated with and complementary to other major development schemes in the town, in particular the Aquarena site and other proposals in the Eastern Gateway
- The proposals should relate to the overall seafront strategy and will form an important element in the provision of new sea defences and public realm

Indicative programme

- Further feasibility study – 2006/7
- Initial marketing exercise- 2006
- Marketing and developer selection – 2007
- Preparation of site specific planning guidance – 2007/2008
- Design development and Planning application – 2008/9
- Planning approval – 2010
- Development implementation - 2011 – 2016
- Scheme completion - 2016

Community Living and Retail (British Gas site)

Delivery Principles

- Requirement for further detailed development guidance/ planning policy review
- Development of this site will be private sector led however may require initial public sector support to negotiate with the existing landowner to assist in the development coming forward
- The site is within private ownership (Waitrose/National Grid/Southern Gas Networks)
- The site should be looked at comprehensively with the adjoining Waitrose supermarket.

- Redevelopment of this area is likely to come forward in the medium to term 5-8 years

Viability/Funding

- The development will be private sector funded
- Detailed site investigations will be required to identify any contamination / remediation issues, which could have impact on development costs

Delivery Mechanisms

- Private sector led implementation
- Engagement with the current landowners on the viability of the current use of the site and the potential for redevelopment
- Preparation of site specific planning guidance – a planning brief – to provide further guidance on the site’s development potential, based upon the Masterplan proposals
- Planning application in accordance with the planning brief
- Development implementation

Linked projects

- Environmental improvements within the site and along High Street
- The site closely relates to the extended new retail centre providing a balancing development on the east side of the High Street

Delivery risks

- Landowners unwilling to adopt Masterplan proposals and not prepared to redevelop, leaving current unattractive buildings in place, providing a poor gateway impression of Worthing
- Landowner interested in promoting redevelopment, but not in accordance with Masterplan
- Redevelopment proves unviable

Indicative programme

- Site specific planning guidance – 2006/7
- Planning application – 2007
- Planning approval – 2008
- Development implementation - 2009- 2011
- Scheme completion - 2011

SEAFRONT STRATEGY

Short term actions will involve continued support and development of the visitor offer and a coordination of development projects / programmes to enhance the seafront. Pre-development feasibility studies will be required to take forward the larger scale development opportunities. Projects will include:

- public realm works to improve linkages between the seafront and town centre
- refurbishment of shelter to provide catering opposite Marine Parade
- up-grading of the Lido as a niche catering / retail attraction
- feasibility study to assess future development of the Pier to become a central hub of visitor activities, e.g.
- potential re-configuration of Pavilion Theatre to include art gallery space and relocated Tourist Information Centre
- up-grading of arcade / amusements on the Pier
- develop restaurant at seaward end of the Pier in place of nightclub
- provide new active outdoor events space at entrance to Pier
- re-develop existing shelter into new Fisherman’s quarter with retail and interpretation facility
- Planning brief to determine active recreation provision on Beach Promenade

Short/medium term interventions will seek to enhance and develop Worthing seafront as a major visitor destination through the provision of new facilities and major investment in the public realm. Specific initiatives include:

- landmark development of seafront shelters to create new destination points and revenue generating opportunities along the seafront
- new public art provision along whole length of seafront, e.g. themed sculpture park (“art on the seafront”)
- lighting strategy to illuminate seafront and define “destination” points
- major new visitor attraction on the Pier including commercial activities (dependent on outcome of feasibility study/ business plan)
- Further commercial development to attract new visitor facilities along the Pier (up-grade of arcade etc.)
- Seaward development of Pier to create new landmark restaurant and retail outlets in place of nightclub
- Provide new events space (including performance space)
- develop new visitor centre and beach office around existing site of TIC
- major investment to soften landscape through improved planting and external seating
- provide new leisure facilities in Beach House Gardens and eastern seafront including new children’s’ play centre, Adventure Golf, water-splash feature and up-grade of refreshment kiosks
- improve access between seafront and green space (Denton House) through demolition of walkway above beach huts
- create a new sensory garden environment
- develop new active beach zone to include range of sports facilities
- develop new hotel (3/4 star) within new Aquarena development
- up-grade boat pound on the seafront (past the Esplanade) to provide welcoming gateway

In the longer term, interventions will seek to transform/re-brand Worthing as a high quality resort providing a range of visitor attraction and facilities. This will be dependent on the feasibility of a land extension in association with construction of new sea defences. The aim is to provide a new visitor / business experience through the development of a range of all weather facilities/attractions. This could include:

- Maritime development to include residential and associated retail / leisure provision
- New Hotel and Spa complex including pool, gym and treatment rooms
- additional visitor self-catering accommodation within maritime complex
- new Extreme Sports Academy cater for a mix of sports / recreational activities

ACTION PLAN

An Action Plan has been prepared which summarises the key Masterplan proposals, potential funding and delivery mechanisms and possible timescales for development. It highlights the necessary actions to take forward key proposals and projects and linkages to other strategies and programmes which may assist in delivery of the Masterplan objectives. Particular priority is attached to further work on the development of the transport strategy by West Sussex County Council and Worthing Borough Council. This will include the preparation of a new traffic model and testing of development proposals to identify highway improvement schemes and transport initiatives. In addition, further work will be required to develop the seafront implementation plan, a marketing and branding implementation plan and a public realm improvement delivery strategy.

Implementation of the Action Plan will be dependent on effective project management and delivery arrangements. This will require partnership working and the establishment of an overarching project management group to ensure the coordination of projects and initiatives.

The Action Plan should be subject to monitoring and review. The Action Plan is set out in Table 8.2.

Table 8.2 Worthing Town Centre and Seafrost Action Plan

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
DEVELOPMENT PROJECTS					
Station Gateway					
Teville Gate	<ul style="list-style-type: none"> Developer Worthing Borough Council – leisure uses 	<ul style="list-style-type: none"> Developer Worthing BC 	Short - Medium	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> - Transport Interchange - Co-op Store - Aquarena Projects <ul style="list-style-type: none"> Transport Strategy Public Realm Strategy 	<ul style="list-style-type: none"> Scheme development Negotiations with developer during consideration of planning application Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF.
Co-op Site	<ul style="list-style-type: none"> Developer Land owner (Co-op) AIF 	<ul style="list-style-type: none"> Developer/landowners Worthing BC 	Medium – Long	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> - Teville Gate - Station Gateway 	<ul style="list-style-type: none"> Planning brief Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF
Transport Interchange	<ul style="list-style-type: none"> Developer contributions West Sussex County Council Stagecoach Network Rail 	<ul style="list-style-type: none"> West Sussex County Council Stagecoach Network Rail Taxis Assc Crime Disorder Reduction Partnership (CDRP) 	Short - Medium	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> - Teville Gate Public Realm Strategy Station Gateway 	<ul style="list-style-type: none"> Scheme development Station Gateway Development Brief through LDF
Station Plaza	<ul style="list-style-type: none"> Developer contributions West Sussex County Council Worthing Borough Council 	<ul style="list-style-type: none"> West Sussex County Council Worthing Borough Council Network Rail Developers Immediate Employers 	Short- Medium	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> - Teville Gate Public Realm Strategy 	<ul style="list-style-type: none"> Scheme development Planning Obligations SPD

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
Cultural Civic Hub					
Civic Focus (including new library/ resource centre)	<ul style="list-style-type: none"> • Worthing Borough Council • West Sussex County Council • Crown Magistrates • Developer • AIF 	<ul style="list-style-type: none"> • Worthing Borough Council • West Sussex County Council • Crown Magistrates • Voluntary and community sectors • Primary Care Trust • NCP 	Short - Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Cultural Facility - Town Centre Living 	<ul style="list-style-type: none"> • Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF . • Civic & Cultural Quarter Development Brief • Town Centre & Seafront Area Action Plan
Cultural Facility	<ul style="list-style-type: none"> • Worthing Borough Council • West Sussex County Council • Developer • AIF 	<ul style="list-style-type: none"> • Worthing Borough Council • West Sussex County Council • Cultural and arts community • Developer 	Short - Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Cultural Facility - Town Centre Living • Public Realm Strategy 	<ul style="list-style-type: none"> • Feasibility study • Agree partnership delivery • Possible selection of developer partner
Town Centre Living	<ul style="list-style-type: none"> • Developer 	<ul style="list-style-type: none"> • Developer • Magistrates Courts • Worthing Borough Council 		<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Civic Focus - Cultural Facility 	<ul style="list-style-type: none"> • Possible selection of developer partner
Civic Square	<ul style="list-style-type: none"> • Worthing Borough Council • West Sussex County Council • Developer 	<ul style="list-style-type: none"> • Worthing Borough Council • Developer • West Sussex County Council 	Short - Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Civic Focus - Cultural Facility - Town Centre Living • Public Realm Strategy 	<ul style="list-style-type: none"> • Scheme development • Planning Obligations SPD

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
Retail Core					
Central Retail Focus	<ul style="list-style-type: none"> • Developer • SEEDA • AIF 	<ul style="list-style-type: none"> • Developer • Existing occupiers / land owners including but not exclusively: • West Sussex County Council (who own some of the highway land) and Sussex Police Authority who must still own the site. • Northbrook College • Police • SEEDA • Worthing Borough Council • NCP 	Medium – Long	<ul style="list-style-type: none"> • Determination of planning applications on individual sites 	<ul style="list-style-type: none"> • Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF . • Wider Union Place & Guildbourne Centre Development Brief • Town Centre & Seafront Area Action Plan • Site assembly strategy • Appoint development partner
Marine Parade Bus Depot	<ul style="list-style-type: none"> • Developer • AIF 	<ul style="list-style-type: none"> • Developer • Stagecoach • Adjoining landowners 	Short - Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Warwick Street - Relocation of Bus Depot 	<ul style="list-style-type: none"> • Relocation strategy • Transport Strategy • Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF . • Town Centre & Seafront Area Action Plan
Montague Street (including West End)	<ul style="list-style-type: none"> • Worthing Borough Council • Retailers • Businesses 	<ul style="list-style-type: none"> • Worthing Borough Council • Retailers • Town Centre Initiative 	Short- potential 'early win'	<ul style="list-style-type: none"> • Public Realm Strategy • Transport Interchange 	<ul style="list-style-type: none"> • Scheme development • Town Centre & Seafront Area Action Plan • Planning Obligations SPD
Montague Place	<ul style="list-style-type: none"> • Developer funding through securing S106 monies 	<ul style="list-style-type: none"> • Developer • Worthing Borough Council • Woolworths & local retailers • Town Centre Initiative • West Sussex County Council 	Short	<ul style="list-style-type: none"> • Public Realm Strategy 	<ul style="list-style-type: none"> • Scheme development • Planning Obligations SPD

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
Warwick St / Brighton Road	<ul style="list-style-type: none"> • Worthing Borough Council • Retailers • Developer funding through securing S106 monies 	<ul style="list-style-type: none"> • Worthing Borough Council • Retailers • Town Centre Initiative 	Short	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Marine Parade Bus Station • Public Realm Strategy 	<ul style="list-style-type: none"> • Scheme development • Planning Obligations SPD
Old Town Square	<ul style="list-style-type: none"> • Worthing Borough Council • Developer contributions 	<ul style="list-style-type: none"> • Worthing Borough Council • West Sussex County Council 	Short	<ul style="list-style-type: none"> • Public Realm Strategy 	<ul style="list-style-type: none"> • Scheme development • Planning Obligations SPD
New Retail Square	<ul style="list-style-type: none"> • Developer 	<ul style="list-style-type: none"> • Developer • Worthing Borough Council • West Sussex County Council 	Medium – Long	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Central Retail Focus • Public Realm Strategy 	<ul style="list-style-type: none"> • Work with developer in scheme development • Planning Obligations SPD
Montague Place / Liverpool Gardens	<ul style="list-style-type: none"> • Worthing Borough Council • Developer contributions 	<ul style="list-style-type: none"> • Worthing Borough Council • Developer 	Short - Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Montague Place • Public Realm Strategy 	<ul style="list-style-type: none"> • Work with developer in scheme development • Planning Obligations SPD • Seafront Development Brief
Seafront Central					
Lido	<ul style="list-style-type: none"> • Worthing Borough Council • Developer funding through S106 agreements • Redevelopment through wider scheme 	<ul style="list-style-type: none"> • Worthing Borough Council • Existing occupiers 	Short	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Pier - Grafton Site • Seafront Strategy 	<ul style="list-style-type: none"> • Scheme development • Seafront Development Brief • Town Centre & Seafront Area Action Plan • Planning Obligations SPD

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
Grafton Centre Site	<ul style="list-style-type: none"> • Developer • Worthing Borough Council 	<ul style="list-style-type: none"> • Developer • Worthing Borough Council • SEEDA • Adjoining landowners 	Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Lido - Montague Street West • Seafront Strategy • Possible redevelopment of existing properties on Montague Street 	<ul style="list-style-type: none"> • Appoint development partner and scheme development • Grafton Development Brief • Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF • Town Centre & Seafront Area Action Plan
Pier	<ul style="list-style-type: none"> • Worthing Borough Council • Leaseholders/tenants 	<ul style="list-style-type: none"> • Worthing Borough Council • Existing lease holders/tenants • English Heritage 	Short - Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Lido - Fishermen's Quarter - Pavilion Square • Seafront Strategy 	<ul style="list-style-type: none"> • Scheme development • Town Centre & Seafront Area Action Plan • Seafront Development Brief
Fishermen's Quarter	<ul style="list-style-type: none"> • Worthing Borough Council • Developer contributions • SEEDA 	<ul style="list-style-type: none"> • Worthing Borough Council • Fishing community • Worthing Sea Fishermen's Association. 	Short	<ul style="list-style-type: none"> • Seafront Strategy • Public Realm Strategy • Coastal protection Strategy 	<ul style="list-style-type: none"> • Scheme development • Town Centre & Seafront Area Action Plan • Seafront Development Brief
Pavilion Square	<ul style="list-style-type: none"> • Worthing Borough Council 	<ul style="list-style-type: none"> • Worthing Borough Council • West Sussex County Council 	Short – Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Pier • Public Realm Strategy • Seafront Strategy 	<ul style="list-style-type: none"> • Scheme development • Planning Obligations SPD • Seafront Development Brief
Lido Place	<ul style="list-style-type: none"> • Worthing Borough Council • Developer contributions 	<ul style="list-style-type: none"> • Worthing Borough Council • Developer • West Sussex County Council 	Short	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Grafton Site • Public Realm Strategy • Seafront Strategy 	<ul style="list-style-type: none"> • Scheme development • Planning Obligations SPD • Seafront Development Brief

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
Eastern Gateway					
Aquarena Site	<ul style="list-style-type: none"> • Developer • AIF 	<ul style="list-style-type: none"> • Developer • Worthing Borough Council 	-Medium (more realistic given Swimming pool will remain open for at least next 3 years.	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Beach House Grounds - Active Beach Zone - Land Extension - Teville Gate 	<ul style="list-style-type: none"> • Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF • Town Centre & Seafront Area Action Plan
Beach House Grounds	<ul style="list-style-type: none"> • Developer • Worthing Borough Council 	<ul style="list-style-type: none"> • Developer • Worthing Borough Council 	Short	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Aquarena Site - Active Beach Zone 	<ul style="list-style-type: none"> • Scheme development • Planning Obligation SPD
Active Beach Zone	<ul style="list-style-type: none"> • Worthing Borough Council • Developer contributions 	<ul style="list-style-type: none"> • Worthing Borough Council • Sport England 	Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Beach House Gardens - Aquarena Site - Land Extension • Public Realm Strategy • Seafront Strategy • Shoreline Management Plan 	<ul style="list-style-type: none"> • Scheme development • Planning Obligation SPD
Esplanade Gateway Development	<ul style="list-style-type: none"> • Developer 	<ul style="list-style-type: none"> • Developer 	Medium	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Aquarena Site - Eastern Gateway Strategy 	<ul style="list-style-type: none"> • Scheme development • Town Centre & Seafront Area Action Plan
Land Extension	<ul style="list-style-type: none"> • Developer • Worthing Borough Council 	<ul style="list-style-type: none"> • Developer • Worthing Borough Council • West Sussex County Council • Land owners (residents) • DEFRA 	Long	<ul style="list-style-type: none"> • Development proposals: <ul style="list-style-type: none"> - Aquarena Site - Esplanade Gateway Development - Active Beach Zone • Seafront Strategy • Shoreline Management Plan 	<ul style="list-style-type: none"> • Feasibility testing • Flood risk assessment • Appoint development partner • Planning and development brief • Town Centre & Seafront Area Action Plan

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
Splash Point	<ul style="list-style-type: none"> Worthing Borough Council Developer contributions 	<ul style="list-style-type: none"> Worthing Borough Council 	Medium	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> Aquarena Site Land Extension Public Realm Strategy Seafront Strategy 	<ul style="list-style-type: none"> Scheme development Planning Obligations SPD Seafront Development Brief
Health and Community Focus					
Hospital Site	<ul style="list-style-type: none"> Foundation Trust to be established (2007) 	<ul style="list-style-type: none"> Foundation Trust Worthing Borough Council West Sussex County Council 	Medium	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> Community Living and Retail Gas Board Site Civic & cultural centre Hospital organisation plan 	<ul style="list-style-type: none"> Scheme development Development Brief and Masterplan Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF
Community Living and Retail (Gas Board site)	<ul style="list-style-type: none"> Land owner Developer Operators AIF 	<ul style="list-style-type: none"> Developer Operators Waitrose landowners (site is unlikely to come forward unless Waitrose redevelop and allow access from the High Street) 	Medium	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> Hospital Site Waitrose redevelopment? 	<ul style="list-style-type: none"> Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF
Union Place North	<ul style="list-style-type: none"> Developer 	<ul style="list-style-type: none"> Developer Northbrook College Worthing Borough Council West Sussex County Council Post Office 	Short – Medium	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> Central Retail Focus Gas Board / Waitrose site 	<ul style="list-style-type: none"> Work with developers in preparation of development proposals Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF Wider Union Place Development Brief to include land to north & south.

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
PUBLIC REALM/SEAFRONT PROJECTS					
Town Centre Spine	<ul style="list-style-type: none"> Worthing Borough Council West Sussex County Council Developer contributions 	<ul style="list-style-type: none"> Worthing Town Initiative Worthing Borough Council West Sussex County Council 	Short – Medium- potential ‘early win’	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> - Teville Gate - Cultural and Civic Hub - Central Retail Focus Public Realm Strategy Seafront Strategy 	<ul style="list-style-type: none"> Scheme development Planning Obligations SPD
Seafront Spine	<ul style="list-style-type: none"> Worthing Borough Council West Sussex County Council Developer contributions 	<ul style="list-style-type: none"> Worthing Borough Council West Sussex County Council Worthing Town Initiative 	Short – Medium- potential ‘early win’	<ul style="list-style-type: none"> Development proposals: <ul style="list-style-type: none"> - The Grafton Site - The Lido - The Pier - Fishermen’s Quarter - Aquarena Site - Potential Land Extension Public Realm Strategy Seafront Strategy Shoreline Management Plan 	<ul style="list-style-type: none"> Scheme development Planning Obligations SPD
Seafront Shelter Strategy	<ul style="list-style-type: none"> Worthing Borough Council West Sussex County Council Worthing Town Initiative Developer 	<ul style="list-style-type: none"> Worthing Borough Council West Sussex County Council Worthing Town Initiative Worthing Fishermen’s Association 	Short- potential ‘early win’	<ul style="list-style-type: none"> Public Realm Strategy Seafront Strategy 	<ul style="list-style-type: none"> Strategy and design guidelines Scheme development
TRANSPORT AND MOVEMENT PROJECTS					
Produce and Implement a Sustainable Transport Strategy	<ul style="list-style-type: none"> Worthing Borough Council West Sussex County Council Central Government AIF 	<ul style="list-style-type: none"> Worthing Borough Council West Sussex County Council Public Transport operators 	Short – priority project	<ul style="list-style-type: none"> Local Transport Plan 	<ul style="list-style-type: none"> Traffic model to be prepared for town centre Worthing BC and West Sussex CC to establish formal working arrangements Transport Strategy
Highway Improvements (signalise main junctions identified, including bus priority measures and advanced cycle lanes)	<ul style="list-style-type: none"> Developers West Sussex County Council 	<ul style="list-style-type: none"> Developers West Sussex County Council Worthing Borough Council 	Medium - Long	<ul style="list-style-type: none"> Linked to opportunity sites Local Transport Plan 	<ul style="list-style-type: none"> Scheme development

	Potential Funding	Potential Partners	Possible Timescale	Links to other Projects / Programmes	Requirements
Consolidate and rationalise existing car parking into multi-story car parks	<ul style="list-style-type: none"> • Developers 	<ul style="list-style-type: none"> • NCP • West Sussex County Council • Worthing Borough Council • Developers 	Medium - Long	<ul style="list-style-type: none"> • Development of opportunity sites • Controlled Parking Zone Study 	<ul style="list-style-type: none"> • Transport Strategy • Parking standards through Detailed Development Control Policies DPD
Park and Ride	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council • Stagecoach • AIF 	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council • Stagecoach 	Medium - Long	<ul style="list-style-type: none"> • Local Transport Plan 	<ul style="list-style-type: none"> • Feasibility study • Statutory Planning framework to be provided through Core Strategy & Site Allocations document of LDF
On-going provision of Real Time Information and bus stops improvements	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council • Stagecoach 	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council • Stagecoach 	Short	<ul style="list-style-type: none"> • Local Transport Plan 	
Provision of cycle routes and signing to the town centre and seafront	<ul style="list-style-type: none"> • West Sussex County Council • Sustrans 	<ul style="list-style-type: none"> • West Sussex County Council • Worthing Borough Council • Developer contributions 	Short Medium	<ul style="list-style-type: none"> • Linked to opportunity sites • Local Transport Plan 	<ul style="list-style-type: none"> • Scheme design
Downgrading of Marine Parade, including provision of an on-road cycle route	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council 	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council 	Long	<ul style="list-style-type: none"> • Local Transport Plan 	<ul style="list-style-type: none"> • Feasibility study
Provision of signing, pedestrian routes and crossing facilities	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council 	<ul style="list-style-type: none"> • Developers • West Sussex County Council • Worthing Borough Council 	Short - Medium	<ul style="list-style-type: none"> • Local Transport Plan 	<ul style="list-style-type: none"> • Scheme development

Short Term – 1 – 5 years
 Medium Term 6 – 10 years
 Long Term – 11 + years