



Version 1 - 12th August 2025

# Planning statement for proposed Change of Use from Offices to Sui Generis Car Showroom including extension of Showroom at Yeomans House, Littlehampton Road, Ferring, Worthing, BN12 6PB for Yeomans Ltd.



Image 1.0 Google Map



Image 2.0 Existing Photo of Head Office

The existing freehold site is owned and operated by Yeomans Limited, a well-established local business. Since its incorporation in 1985, the company has grown to become one of the largest independently owned dealer groups in Southern England. The site currently hosts two franchised dealerships, representing the Honda and Peugeot. In addition, a Mazda Authorised Repairer recently began trading from the existing Peugeot showroom.

Situated between the two showrooms, Yeomans House provides the location for the company's central accounting, HR, and IT functions, employing some 30 people. The rear of the property serves as a key area for vehicle storage and preparation for those on-site dealerships, as well as for other Yeomans dealerships in the local area.

The ground floor office space of Yeomans House is currently underutilised and is not commercially viable in its existing layout. The proposed addition of a third franchised dealership to the site will secure the financial viability of the operation as a whole, whilst providing a positive economic contribution through new local employment opportunities and increased business rates for the local council.

Crucially, the Mazda franchise currently has no retail sales representation in the local area. Yeomans is keen to meet this need by providing a full retail offering of new and used vehicle sales from the existing site. Mazda's brand requirements stipulate a modern showroom facility that fully embraces their latest retail facility standards. The proposed extension to the existing property will provide the best possible location for the franchise to succeed, while seamlessly integrating with the site's existing vehicle forecourt, customer parking, and workshop facilities. The commercial terms agreed upon with Mazda are directly dependent on Yeomans providing a viable retail showroom within the Worthing location, and the planned alterations represent the best possible solution in all aspects.



Image 3.0 View from Littlehampton Road (West Side)



Image 4.0 View from Littlehampton Road (East Side)

The proposed extension will be approx 550mm lower than the existing Office building and brought out to be flush with the Peugeot shopfronts as shown in the proposed artwork in image 5.0.

The extension will be constructed in similar materials to match existing, ie, aluminium framed shopfronts and metal cladding to walls & roof.

The extent of the existing first floor offices will remain the same which will create a double storey height element to the front of the Mazda Showroom. The extension is over an existing block paved area with no other site amendments proposed, therefore there is no affect on the Biodiversity and the development is subject to the de minimis exemption.



Image 5.0 Proposed Artwork