



RODWAY PLANNING
CONSULTANCY LIMITED

PLANNING SUPPORT STATEMENT

IN RELATION TO:

‘Two-storey extension to the existing Café in order to provide increased internal seating, multi-purpose space, with improved service and food preparation area, disabled access, and bike storage’

**The Bluebird Café, South Drive, Ferring
West Sussex BN12 5QU**

August 2018

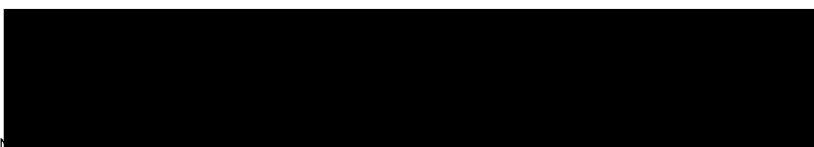


1. INTRODUCTION

- 1.1 This proposal seeks planning permission for the erection of a new two-storey extension to the existing building occupied by The Bluebird Café, located on the foreshore in South Ferring. The use will continue to be served by the public car parking area accessed off the junction of South Drive and West Drive. The site lies to the south properties located on The Strand, and southeast of properties located on Gorse Avenue. Refuse and cycle storage will be provided for on-site.
- 1.2 The application is made on behalf of Mr Peter Garrett who owns and runs the existing café use. The Bluebird Café has been in the applicant's family's ownership for over 40 years, and Mr Garrett has himself been responsible for the business for 23 years. Prior to this The Bluebird Café has been at the heart of the Ferring Village community since 1927, being popular amongst local residents and visitors alike.
- 1.3 This application stems from the applicants having an immediate need for larger premises, in recognition of the success and popularity of the existing use and community function it provides. The café has a growing customer base, and an ever growing workforce of employees. The applicant's intention has been to work closely with the local community in order to successfully provide an enhanced premises, which will provide additional amenities and services to the benefit of residents and customers alike.
- 1.4 This Planning Statement is submitted in support of the above planning application. The statement describes the site, its surroundings and the proposal itself. The Planning Policy background is considered along with an assessment of the proposal in light of the relevant policy and all other material planning considerations.

1.5 This Statement should be read alongside the other supporting documents that make up this planning application submission, comprising:

- Full drawing package, prepared by OM Architectural Design;
- Design & Access Statement, prepared by OM Architects;
- Statement of Community Involvement
- Flood Risk Assessment, prepared by GTA Civils;
- Transport Statement, prepared by GTA Civils;
- Business Plan, prepared by the Applicant;
- Bin Storage & Collection Provision Statement, prepared by OM Architects;
- Noise/Extraction Assessment, prepared by OM Architects;
- Foul & Surface Water Drainage Statement, prepared by OM Architects; and,
- Biodiversity Survey & Report.



2. SITE CONTEXT

- 2.1 The planning application site comprises existing building occupied by The Bluebird Cafe. The site measures approximately 0.082 hectares in size, and is located immediately adjacent to the beach at South Ferring.



Fig 1. Aerial view of the site and its surroundings

- 2.2 The existing building is a detached premises with a café (A3 use class) at ground floor, and a modest 2-bed residential flat at first floor set within the roof, and served by dormers to the east and west roofslopes. There are single storey elements to the north side of the building. To the west is a large outside patio/seating area, and a detached storage building, which has an integral 'service hatch' that is also used to serve customers. Photographs of the application site and its immediately surrounding area is attached at Appendix 1 to this Statement.

- 2.3 To the rear (north) is a large public car parking area, which is understood to be in multiple ownerships. The car park, as existing, is well used by visitors to the beach and café alike. The car park is accessed via a private driveway off of South Drive at its junction with West Drive and The Strand. Further to the north is public toilet block, and Ferring Rife. The closest residential properties are located on The Strand to the northeast. These are predominantly large dwellings, which back onto the public car parking area. There are also large residential properties located to the northwest on Gorse Avenue and Brookside Road.
- 2.4 To the east of the application site are a collection of Beach Huts, which are located adjacent to the shingle line to the north of the beach. The existing car park that is used by visitors to the café, is also frequented by the owners/users of these Beach Huts, in addition to general beach and footpath users. The site is accessible from numerous informal and formal public footpaths including Greensward, the Rife and Pattersons Walk, as detailed below:

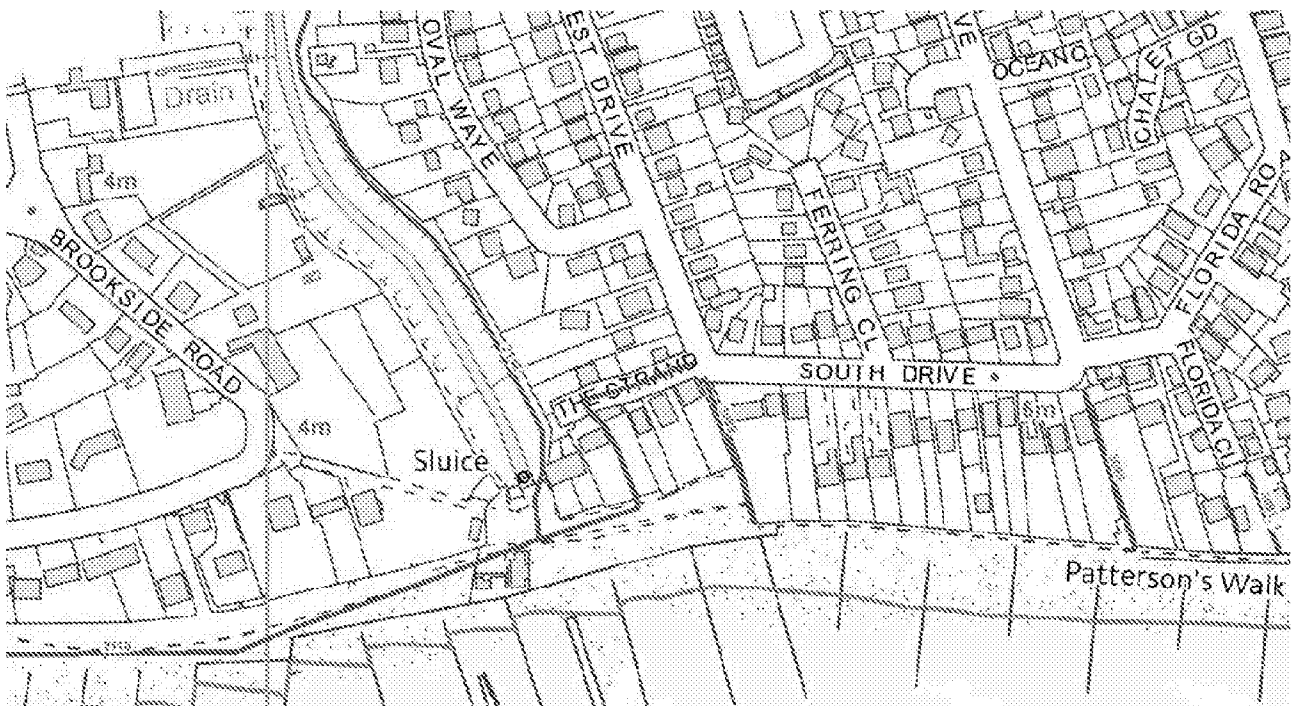


Fig 2. Extract from the WSCC Interactive Map, showing the location of footpaths and other Public Rights of Way (PROW) in the vicinity of the application site



- 2.5 In planning designation terms, the recently adopted Arun District Local Plan (2011-2031, adopted in July 2018) confirms that the application site is located outside of any defined built-up area boundaries of Ferring (to the northeast) and East Preston/Kingston (to the northwest). This area is also identified as a formal ‘Gap Between Settlements’. The land to the immediate south and east of the application site is also identified as being a ‘Local Green Space’.

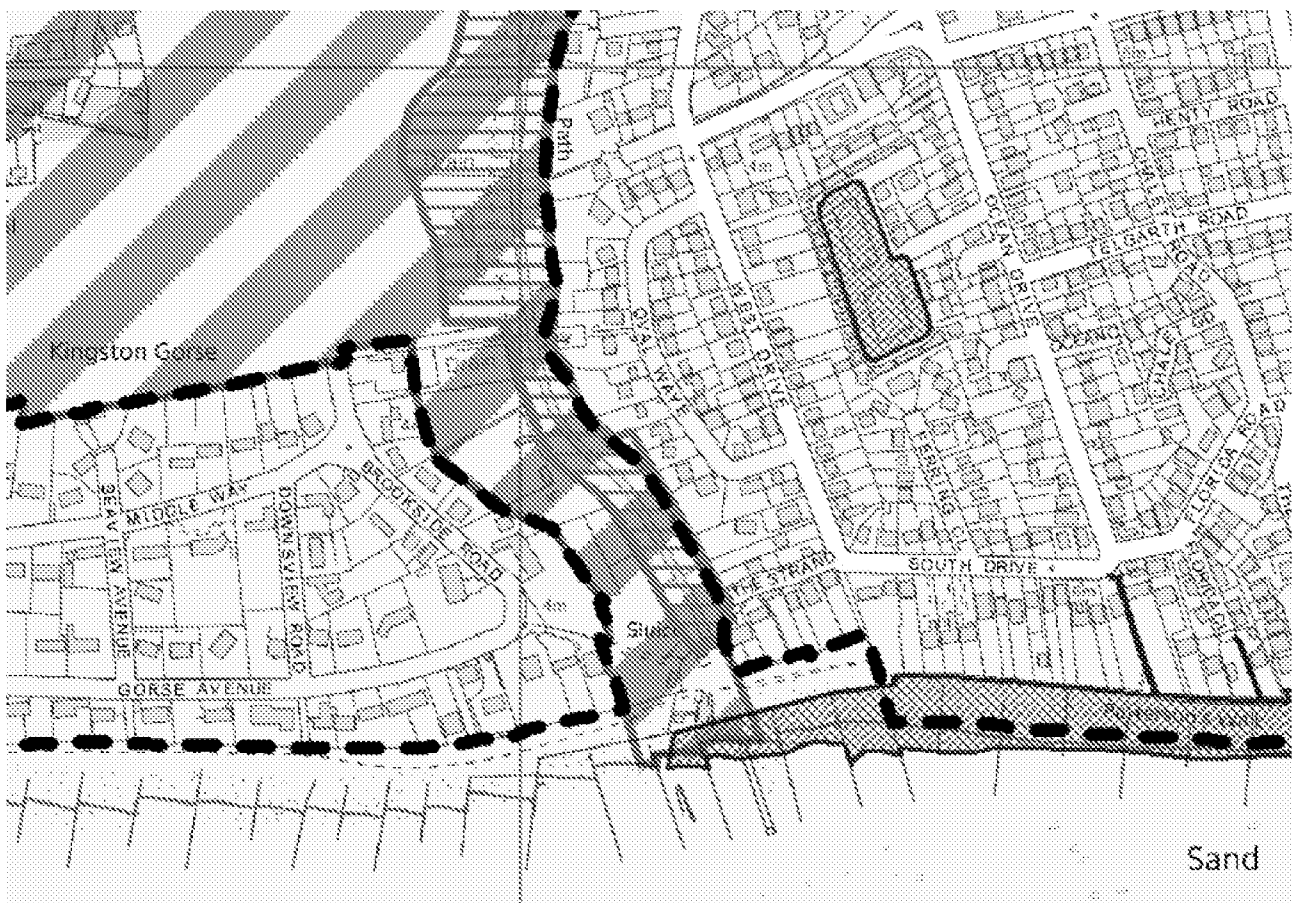


Fig 3. Extract of Arun District Local Plan 2011-2031 Map 4 entitled ‘*Littlehampton & Surrounding Area*’

- 2.6 The Ferring Parish Neighbourhood Plan (2014-2029, which was formally ‘made’ in January 2015) defines that the site lies adjacent to housing that is designated as an Area of Special Character (Proposal 3), whilst Patterson’s Walk to the south is also identified with its own specific Proposal (no.5) as part of the Neighbourhood

Plan. All planning policy matters will be set out in detail within Section 4 of this Statement.

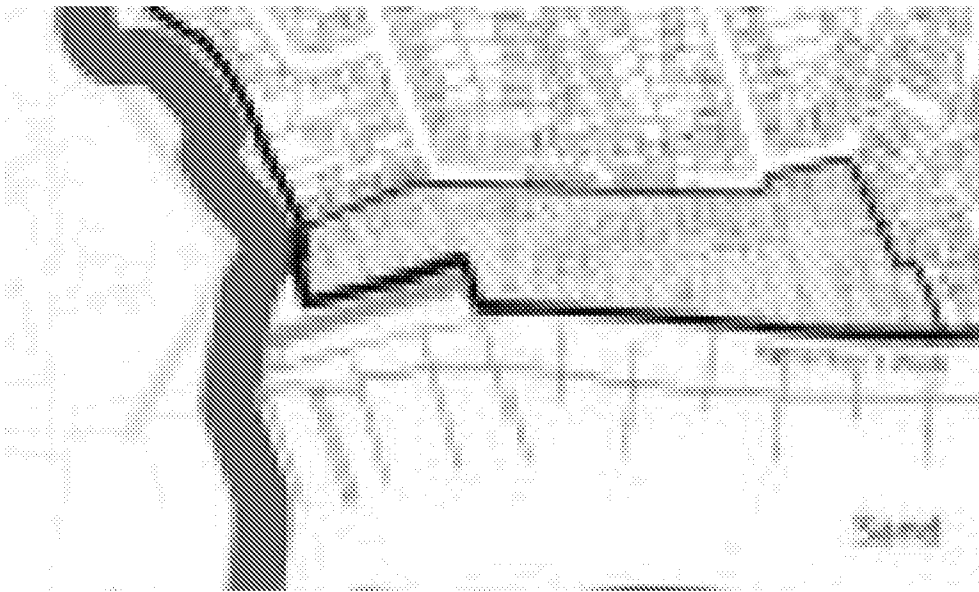
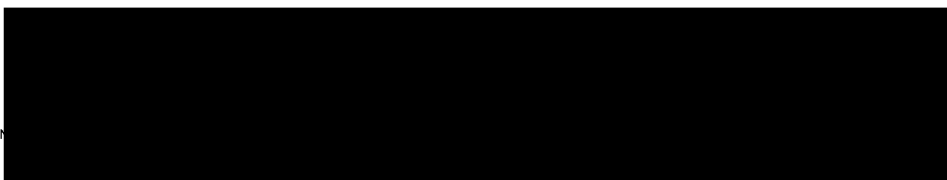


Fig 4. Extract of the Ferring Neighbourhood Plan Proposals Map

- 2.7 According to the DEFRA online 'Magic Map' the existing application building is not statutorily Listed, and nor are any adjacent buildings. The closest Listed building is located some 350 metres away to the northwest at the junction of Brookside Road and Middle Way in Kingston Gorse.
- 2.8 According to data held by the Environment Agency, and as confirmed within the accompanying Flood Risk Assessment, the site lies within Flood Zone 3a.
- 2.9 To our knowledge, no other restrictions or constraints relate to the site.



3. THE PROPOSAL

- 3.1 This application seeks planning permission for the erection of a new 2-storey extension to the west side of the existing detached premises. The extension will incorporate the existing single storey storage building located to the west of the existing patio/outside seating area. The additional accommodation will provide enhanced staff facilities including an office, staff room, preparation and service areas, including a dedicated fish & chips and ice cream service counter. The newly created first floor space will provide a flexible and adaptable internal space which can also be used for local community and charity events.

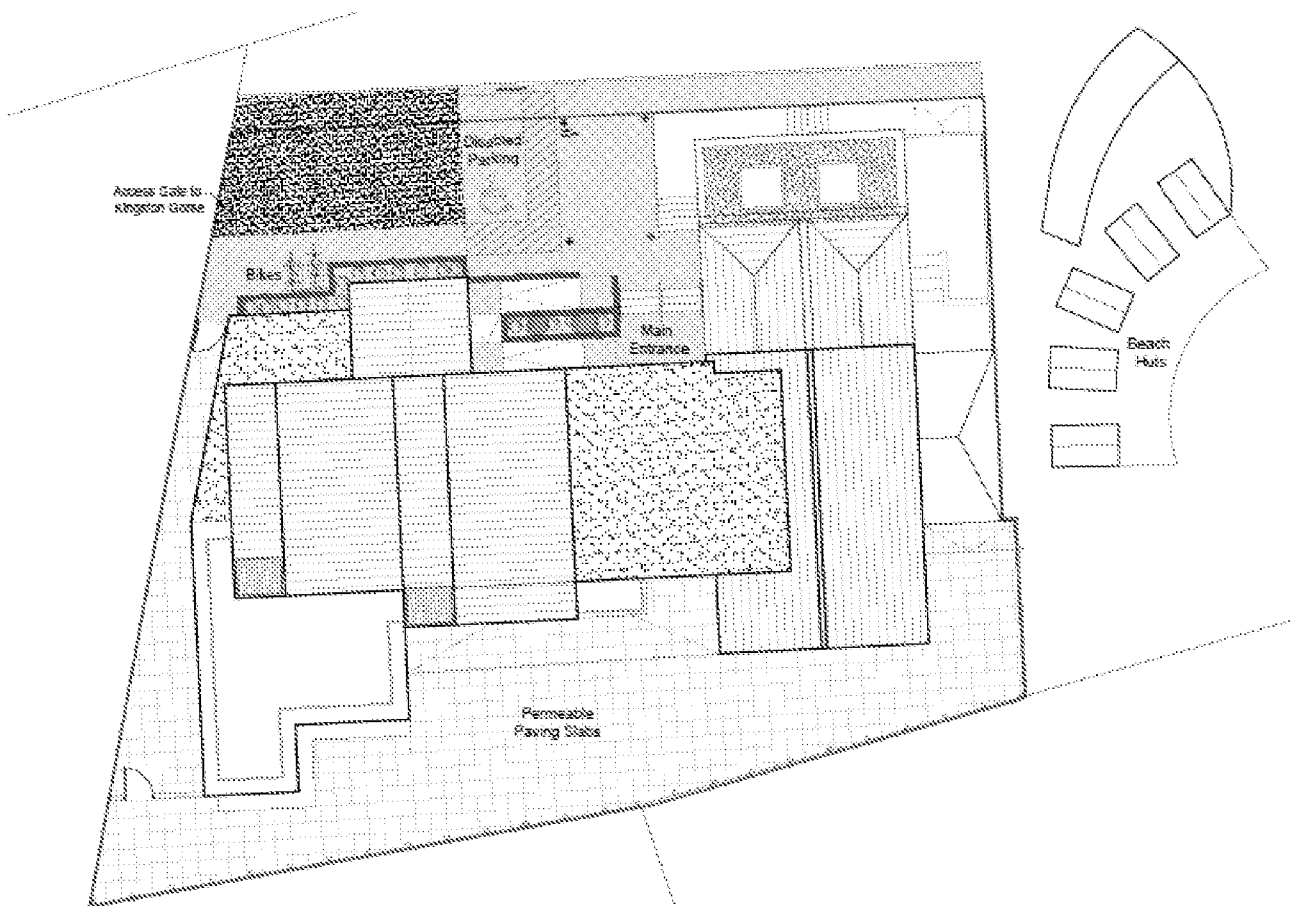


Fig 5. Proposed site layout

- 3.2 The footprint of the existing ground floor of the Bluebird Cafe currently has a GIA of 188m² and provides seating for 135 people, of which just 55 are seated internally, with the remaining 80 (approximate) covers seated outside on the patio area to the west of the café. The proposed side extension would result in the café increasing its internal GIA by 274m² over two floors (157m² at ground floor, and 117m² at first floor). This area will provide additional seating for approximately 100 persons (internally and externally) at ground floor, and 42 at first floor. The proposed new terrace positioned on top of the single storey fish and chip and ice cream parlour provides seating for 18 with outstanding 180 degree panoramic views across the English Channel and greensward to the West. Moving the external seating indoors from existing external areas increases seating availability in periods of poor weather and colder seasons.
- 3.3 A modest increase (8m²) is to be added to the size of the existing first floor flat, thereby increasing this 1-unit property to provide a gross internal area (GIA) of 50m².
- 3.4 The proposals include a new access ramp and wheelchair platform lift which will enable disabled persons access to the entrance lobby. In addition, a new improved disabled parking arrangement with level forecourt would enable independent access to the ramp and main entrance. Fully inclusive welfare facilities have been included, with level access across the ground floor and external terrace.
- 3.5 To encourage sustainable travel, 4 secured cycle hoops providing 8 cycle spaces have been included within the cycle store area on the main forecourt. Following public consultation with the local community, it was discussed that a bicycle repair station including tools, pump and repair products would be useful and these have been included.

- 3.6 Aside from the disabled parking space mentioned above, the planning application would not provide any other dedicated car parking on-site. However, there is an existing car parking area provided over 100 spaces, which is not entirely within the applicant's ownership, however the owners are in agreement for rights to beach and café users to use the area for car parking purposes. The existing parking is informal and is not marked out in bays. This arrangement will continue, and the improved café will therefore continue to benefit as it does as existing.
- 3.7 The proposed extension seeks to envelope and incorporate the existing outbuilding and hard landscaping areas within the enhanced accommodation. There are minimal additions to the south and north. The proposed maximum ridge height is approximately 500mm higher than the existing but only for a small section of the design. The ridge to the West side of the extension has been lowered in response to the feedback the applicant received from consulting with the public.
- 3.8 Elevationally, the proposals have been designed to respect the existing café premises. Although the scale of the building is to be notably increased, this is achieved via a sympathetic design approach that uses a range of suitable materials, including the use of high quality roof coverings, facing brickwork, white render and both cementitious and natural weatherboard cladding. All fascia and soffits will be fibre cement but will resemble timber in appearance. This is to reduce on-going maintenance issues due to their inaccessibility, which is an important consideration given the exposed, coastal location of the site. The accompanying Design & Access Statement, prepared by schemes architects, OM Architecture, confirms that *"The building has been designed to appear as a series of smaller buildings and purposely articulate the elevations to help reduce the appearance of its mass and overall scale."*

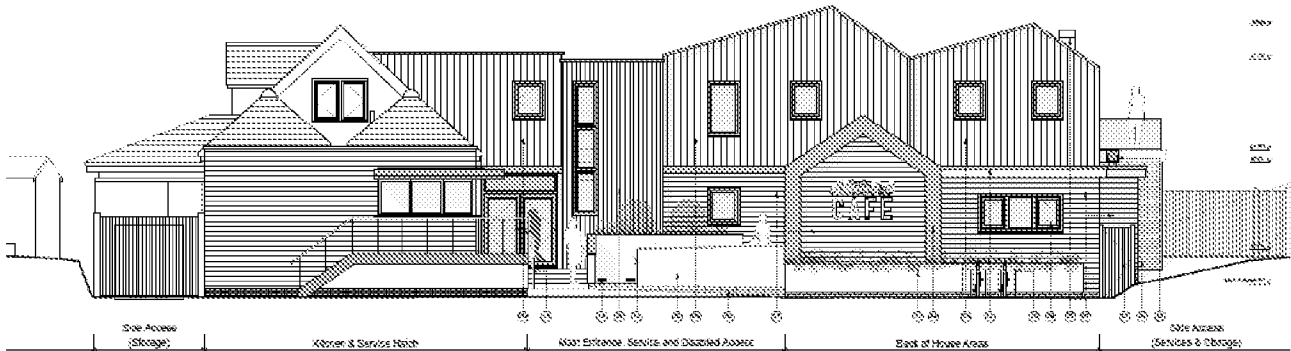


Fig 6. Proposed North (car park) elevation

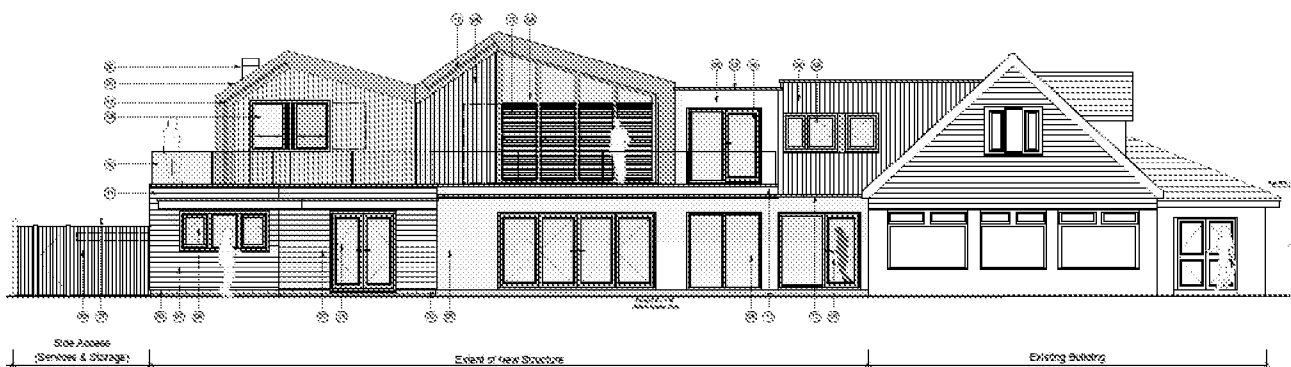
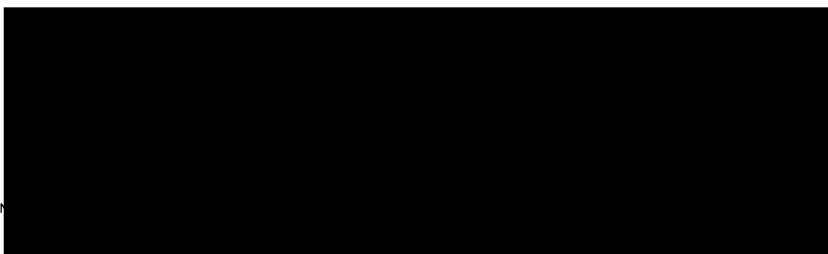


Fig 7. Proposed South (beach) elevation

- 3.9 Proposed hard and soft landscaping elements are incorporated into the application scheme. These will utilise high quality materials and decorative features to match the quality of the proposed building. This will assist in enhancing the appearance and setting of the building, whilst also linking the external and internal spaces.



4. PLANNING HISTORY

4.1 According to the Council's online planning register, the Bluebird Café has the following planning history:

- Application reference FG/6/95: Alterations and extensions to existing café and living accommodation (amendment to FG/106/93) – Approved conditionally 2nd March 1995
- Application reference FG/23/00: Ice cream serving parlour – Approved conditionally 26th April 2000
- Application reference FG/44/03: New store – Approved conditionally 30th May 2003
- Application reference FG/141/14/PL: Demolition of existing garage & external store, new bin & recycling area, new take away hatch with raised gantry access & single storey rear extension, including extraction system – Approved conditionally 8th December 2014
- Application reference FG/73/15/PL - Additional works to approved planning application (ref: FG/141/14/PL). Works include a new masonry bin store enclosure, amended weatherboard, fascia, soffit cladding colour & new tiled roof – Approved conditionally 24th June 2015

5. POLICY CONTEXT

a) THE NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

- 5.1 The revised National Planning Policy Framework (NPPF) was published in July 2018, and at that time the policies in the Framework came into use, with immediate effect. This guidance is now the most-up-to date Government Guidance and replaces the previous NPPF.
- 5.2 The NPPF confirms that planning law, as set out at Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990, requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise.
- 5.3 The focus of the revised NPPF continues to be achieving sustainable development. The NPPF clarifies that *“at a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs”* (taken from Resolution 42/187 of the United Nations). However, at paragraph 8 the Framework sets out that in planning terms, and in order to achieve sustainable development there are *“three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives)”*. These objectives are economic, social and environmental, which *“should be delivered through the preparation and implementation of plans and the application of the policies in this Framework; they are not criteria against which every decision can or should be judged. Planning policies and decisions should play an active role in guiding development towards sustainable solutions, but in doing so should take local*

circumstances into account, to reflect the character, needs and opportunities of each area” (paragraph 9).

- 5.4 Paragraph 11 is an important element of the NPPF. It states that: *“Plans and decisions should apply a presumption in favour of sustainable development... For decision-taking this means: c) approving development proposals that accord with an up-to-date development plan without delay; or d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:*
- i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole”.*
- 5.5 Paragraph 12 confirms that *“The presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision making. Where a planning application conflicts with an up-to-date development plan (including any neighbourhood plans that form part of the development plan), permission should not usually be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.”*
- 5.6 Section 4 of the Plan refers to Decision Making. At paragraph 38 of the Framework, it sets out that *“Local planning authorities should approach decisions on proposed development in a positive and creative way. They should... work proactively with applicants to secure developments that will improve the economic, social and*

environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible."

- 5.7 The Framework also sets out that there are only limited circumstances where decision-makers should give weight to policies in emerging plans, and generally *"arguments that an application is premature are unlikely to justify a refusal of planning permission other than in the limited circumstances"* (paragraphs 48 and 49 refer).
- 5.8 Section 6 of the NPPF is entitled 'Building a strong, competitive economy'. Paragraph 80 sets out that *"Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development."*
- 5.9 Although it must be acknowledged that the application site does not lie within an area that can be described as 'rural' it is outside the identified built-up areas, and in planning policy terms the countryside policies maybe deemed applicable. In this respect paragraph 83 of the Framework sets out the Government's support for providing a prosperous rural economy. It states that *"planning decisions should enable... a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;... c) sustainable rural tourism and leisure developments which respect the character of the countryside; and d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship."*
- 5.10 Section 8 seeks to promote healthy, inclusive and safe places. The policy encourages development that promotes social interaction, and is safe and accessible, and enables and supports healthy lifestyles. Paragraph 92 states *"To provide the social, recreational and cultural facilities and services the community*

needs, planning policies and decisions should... a) plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments;... d) ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community..."

- 5.11 Section 9 discusses sustainable transport, including the need to support opportunities, and give priority to walking, cycling and public transport, in addition to creating places that are safe, accessible, address the needs of people with disabilities, and are designed to enable charging of plug-in and other ultra-low emission vehicles.
- 5.12 At paragraph 103 the Framework confirms that *"Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making."*
- 5.13 Paragraph 105 sets out that *"Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport."*
- 5.14 Paragraph 108 confirms that the main considerations in transport terms when determining specific planning applications is that proposals should provide: "a)

appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location; b) safe and suitable access to the site can be achieved for all users; and c) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”

- 5.15 At paragraph 109 the Framework also confirms that *“development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”*
- 5.16 Section 12 refers to achieving good design. Paragraph 124 states *“The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development...”*
- 5.17 Paragraph 127 sets out that *“decisions should ensure that developments:*
- a. will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - b. are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
 - c. are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
 - d. establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*

- e. *optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- f. *create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience."*

5.18 Paragraph 130 confirms that *"where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development,"* whilst paragraph 131 sets out that *"in determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings."*

5.19 Further parts of the Framework that are of particular note include Section 14, which relates to matters of climate change, and flooding; and Section 15, which refers to the desire for development to contribute to and enhance the natural and local environment. Section 16 is entitled 'Conserving and enhancing the historic environment', and deals with the consideration of heritage assets and their setting.

b. LOCAL PLANNING POLICY CONTEXT

(i) Arun Local Plan (2011-2031)

5.20 The new Arun Local Plan was adopted by the local authority by resolution of Full Council on 18th July 2018. The Local Plan (2011-2031) replaces the previous Arun Local Plan 2003 and the saved policies within it. The Local Plan sets out the Council's vision for the future of Arun and guides development to achieve that vision. The Plan sets out at paragraph 2.2 that its purpose *"is to encourage sustainable development and manage future growth whilst ensuring that change*



across the District is appropriate to meet local need. It will support the strategic provision of homes, employment and shops and will look to ensure that these are carefully co-ordinated with the services and facilities that communities rely on and which are essential to wellbeing and quality of life. Crucially, the Local Plan will also protect those aspects of the District which are important by virtue of heritage, culture or are otherwise valued by local people.” The Plan incorporates 'strategic policies' (where policy references are prefixed with the initials 'SP') set out the overall strategy for the District. Further detail for managing development is set out in the 'development management' policies (where policy references are prefixed by the initials 'DM').

- 5.21 In terms of specific policies applicable to the consideration of this planning application, the following policies are considered to be of relevance:
- 5.22 **Policy SD SP1** entitled 'Sustainable development' sets out that the Council will take a positive approach when considering development proposals, which reflects the presumption in favour of sustainable development contained in the NPPF. The policy confirms that the Council will proactively seek to approve *“wherever possible and to secure development that will contribute to the social, economic and environmental conditions south of the National Park through to the coast and throughout its settlements (both coastal and inland).”*
- 5.23 **Policy SD SP1a** entitled 'Strategic Approach' expands on the above policy, by setting in a strategic sense the Council's intention to maintain the District's unique character *“whilst ensuring that the needs of the community are met through sustainable growth and the provision of suitable services”*. The policy specifies that the Plan supports the *“growth of the sustainable villages, [and] the economic development of the coastal market area*
- 5.24 As identified above in Section 2 above, the site lies outside of the built-up area.

The Local Plan sets out at paragraph 7.2.5 that it recognises the importance of the natural environment, and the 'Built-Up-Area-Boundary' will be used to strictly control development located outside of these areas. The plan specifies that *"the [built-up area] boundary is important in identifying the point of transition between the built form of a main settlement and the surrounding countryside. It is not simply a means of showing the limits of existing development, as some developed areas lie outside it and some undeveloped areas lie within it. In addition, the boundary also serves to preserve the setting of existing settlements from unnecessary development."*

5.25 **Policy C SP1** entitled 'Countryside' sets out that *"Outside the Built-Up Area Boundaries (as identified on the Policies Maps) land will be defined as countryside and will be recognised for its intrinsic character and beauty. Development will be permitted in the countryside where it is:*

- a. for the operational needs of agriculture, horticulture, forestry, the extraction of minerals or the management of waste as part of a waste site allocation within the West Sussex Waste Local Plan; or*
- b. for quiet, informal recreation; or*
- c. for green infrastructure; or*
- d. for the diversification of the rural economy; or*
- e. for road and/or cycle schemes; or*
- f. in accordance with other policies in the Plan which refer to a specific use or type of development.*

The Council will take into account cumulative impact of development in the consideration of planning applications.

To ensure better management of the rural-urban fringe in those areas where significant new development is proposed, early consideration will need to be given to landscape and biodiversity enhancement, woodland management, recreation provision and access routes."

- 5.26 **Policy SD SP3** entitled 'Gaps Between Settlements' confirms that the undeveloped space between East Preston and Ferring, in which the application site lies, is identified as a gap between settlement *"that will be protected to prevent coalescence and retain their separate identity"*. The policy goes on to state that *"Development will only be permitted within the gaps if:*
- a. It would not undermine the physical and/or visual separation of settlements;*
 - b. It would not compromise the integrity of the gap, either individually or cumulatively with other existing or proposed development;*
 - c. It cannot be located elsewhere; and*
 - d. It maintains the character of the undeveloped coast;*
 - e. or, if a subsequent DPD or Neighbourhood Plan deems it appropriate through an allocation;*
 - f. If a subsequent DPD or Neighbourhood Plan deems it appropriate through an allocation."*
- 5.27 **Policy LAN DM1** entitled 'Protection of landscape character' determines that *"Development throughout the plan area should respect the particular characteristics and natural features of the relevant landscape character areas and seek, wherever possible, to reinforce or repair the character of those areas. The historic character and development pattern of settlements within the District should be respected, taking into account their distinct identity and setting."*
- 5.28 **Policy EMP SP1** entitled 'Strategic Economic Growth' confirms that *"The Council... will promote the sustainable growth of the District's economy to meet the varying needs of different economic sectors"*. The policy seeks to *"support job creation, provide for the needs of modern business, increase the attractiveness of the District as a business location and support the economic development of the coastal market area. This will comprise... f. Protecting and enhancing existing and allocated employment sites and premises to meet the needs of business subject to*



regular review and monitoring; g. Supporting and promoting a high quality visitor economy...”

5.29 **Policy EMP DM1** entitled ‘Employment Land: Development Management’ sets out its intention to support the enhancement and expansion of existing employment premises and sites *“in order to maintain a supply of good quality commercial sites and premises to meet the needs of businesses and the local economy. The Council will promote and support positive measures to upgrade existing employment areas through:*

- a. Supporting appropriate proposals for development/re-development of employment floorspace, upgrading or modernisation of existing premises and/or proposals which make more efficient use of under-used employment sites and premises; and*
- b. Working with landowners and developers to achieve better management of employment areas, including measures which increase sustainability and reduce crime”.*

The policy goes on to confirm that economic growth on sites located outside the Built-up Area Boundary will be granted planning permission subject to the following criteria:

- a. That it is an appropriate sized extension of an existing employment site, or no acceptable alternative can be identified within existing permitted or allocated sites, or within or through redevelopment of existing commercial premises;*
- b. That it would not intensify uses at the site to the detriment of existing public access routes and highways;*
- c. A high standard of design, layout and landscaping appropriate to the context;*

- d. That it is capable of being well served by public transport or otherwise is readily accessible by means other than by private car to a significant residential workforce if employment intensive uses are proposed;*
- e. Access arrangements and parking facilities will be provided in accordance with the Council's adopted standards;*
- f. A sympathetic relationship to the surrounding areas that shows consideration of the landscape, habitat, built and historic environment contexts, the opportunities to deliver on-site habitats and protect key species;*
- g. A satisfactory relationship with neighbouring uses in order that the amenities of nearby residents, in particular, are protected; and*
- h. Where appropriate, crime prevention measures are incorporated."*

5.30 Policy TOU SPI entitled 'Sustainable tourism and the visitor economy' sets out that the Council will encourage sustainable tourism development "*where it protects as well as promotes the main tourism assets of the waterfronts – the coast, rivers and estuaries...*"

5.31 Policy TOU DM1 entitled 'Tourism related development' expands on the above strategic policy by confirming that "*Proposals for development, including expansion, which are likely to attract visitors (such as leisure or cultural facilities) will be supported provided that they:*

- a. are in accessible locations;*
- b. are accompanied by workable and realistic travel plans;*
- c. address visitor management issues; and*
- d. achieve good design...*

... When assessing proposals for visitor attractions, facilities or accommodation outside of the Built Up Area Boundary these will generally be expected to be small-scale and relate to quiet, informal recreation and enjoyment of Arun's countryside. However, there may occasionally be circumstances where larger scale facilities

may be appropriate where they are associated with enhancing visitor use or appreciation of a specific feature or location; scale and viability will be material considerations... In all cases, development in the countryside will demonstrate that it is required and is compatible with its countryside location and is sensitively designed to minimise potential impact on the countryside. Developments with respect to all of the above shall also be consistent with all other Local Plan policies."

- 5.32 **Policy D SPI** entitled 'Design' states that *"All development proposals should seek to make efficient use of land but reflect the characteristics of the site and local area in their layout, landscaping, density, mix, scale, massing, character, materials, finish and architectural details. Development proposals should have been derived from: a thorough site analysis and context appraisal; adherence to objectives informing sustainable design (inclusivity, adaptability, security, attractiveness, usability, health and wellbeing, climate change mitigation and habitats); and the influence these objectives have on the form of the development."*
- 5.33 **Policy D DM1** entitled 'Aspects of form and design quality' is an extensive, more specific design policy that covers in detail a wide range of design matters, including character, appearance/attractiveness, impact, innovation, adaptability, crime prevention, trees/woodland, solar gain, public realm, layout (movement and legibility), public art, density, scale, and aspects of form and design quality.
- 5.34 **Policy D DM4** entitled 'Extensions and alterations to existing buildings (residential and non-residential)' stipulates that *"When considering applications for extensions and alterations to existing buildings, the Council will require that:-*
- a. the extension or alteration sympathetically relates to and is visually integrated with, the existing building in siting, massing, design, form, scale and materials;*
 - b. the extension or alteration is visually subservient to the main building and provide a high standard of amenity;*

- c. the extension or alteration does not have an adverse overshadowing, overlooking or overbearing effect on neighbouring properties;*
- d. in streets characterised by relatively small gaps at first floor level between buildings, any extension or alteration at first floor level does not come to within a minimum of one metre of the side boundary and;*
- e. the extension or alteration does not compromise the established spatial character and pattern of the place but is instead a positive addition.*

Developments shall also be consistent with all other Local Plan Policies.”

5.35 **Policy QE SP1** entitled ‘Quality of the environment’ states that *“The Council requires that all development contributes positively to the quality of the environment and will ensure that development does not have a significantly negative impact upon residential amenity, the natural environment or upon leisure and recreational activities enjoyed by residents and visitors to the District”.*

5.36 Other Local Plan policies that are relevant to this planning proposal include:

- Policy ECC SP1: ‘Adapting to climate change’
- Policy ECC SP2: ‘Energy and climate change mitigation’
- Policy HWB SP1: ‘Health & Wellbeing’
- Policy T SP1: ‘Transport and Development’
- Policy T DM1: ‘Sustainable Travel and Public Rights of Way’
- Policy T DM2: ‘Public parking’
- Policy ENV DM5: ‘Development and biodiversity’
- Policy W SP1: ‘Water’
- Policy W DM2: ‘Flood risk’
- Policy W DM3: ‘Sustainable Urban Drainage Systems’

(ii) Neighbourhood Plan

- 5.37 It is understood that the Ferring Parish Neighbourhood Plan 2014 – 2029 (FNP) was formally ‘made’ in January 2015, and at that time it was confirmed that the document became part of the development plan for this specific area. The site in question lies at the very southwestern extremity of the plan area. In terms of policies, the following are considered of relevance to this planning application:
- 5.38 **Policy 1A** entitled ‘Spatial Plan for the Parish’ sets out that *“Proposals for development located outside of the built up area boundary that do not accord with development plan policies in respect of the control of development in the countryside will be resisted.”*
- 5.39 **Policy 10** is entitled ‘Sustainable Drainage Systems and Water Management’ it confirms that *“Proposals for development that are able to demonstrate that their sustainable drainage design features will be effective in managing the risk of surface water flooding within and beyond their boundary will be supported and may incorporate one or more of the following solutions:*
- *permeable driveways and parking areas*
 - *water harvesting and storage features*
 - *green roofs*
 - *soakaways*
 - *other suitable and effective technical solutions recommended by a flood risk assessment”*
- 5.40 In addition to the above policies, Annex C of the FNP includes a number of ‘proposals’, which the FNP describes as issues that have “emerged during the preparation of the FNP and, although they cannot form part of the statutory land use policy provisions of the FNP, they are included in this section as non-statutory proposals to provide a comprehensive view of local community aspirations for the

parish. Some of these 'proposals' are relevant to this planning application, as detailed below:

- 5.41 **Proposal 3: Areas of Special Character.** This states that *"The Parish Council proposes that the local planning authority considers the designation of Areas of Special Character by the local planning authority of land in the following locations, as shown on the Proposals Map: ... Ferring Beach & Patterson's Walk..."* The accompanying text to this part of the FPNP states that *"Notable features include the Bluebird Café, built in 1928, together with the beach huts and unmade car park associated with it and a small section of Patterson's Walk..."*
- 5.42 **Proposal 4: Assets of Community Value** which states that *"The Parish Council proposes the local planning authority considers the following buildings for designation as Assets of Community Value as a result of their acknowledged importance to the life and enjoyment of the community: ... The Blue Bird Café, off South Drive... The assets listed in the policy are all considered to meet the definition of the Act, i.e. that "a community asset is a local building or piece of land which the community considers to be of particular value to the local community. Each community is free to decide for itself what it values." All the assets selected are considered to be buildings and uses of some considerable longstanding in the local community and with which local people have a strong affinity"*
- 5.43 **Proposal 5: Patterson's Walk.** This sets out that the Parish Council will support proposals to extend the footpath at Patterson's Walk to reach the Bluebird Café on The Strand, by a route that is agreed with the adjoining landowners.

6. PLANNING ASSESSMENT

a. Principle of Development & Policy Assessment

- 6.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990, requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise.
- 6.2 The application site is located outside the defined built up area boundary, and it is acknowledged that relevant Development Plan policies that apply to such 'countryside' locations seek to exert a strict control over new development in the countryside to protect it for its own sake. Development will only be permitted in exceptional circumstances or where there is a strong justification for a countryside location. However, this does not mean that development in this location is prohibited, but instead it should be more closely managed. The Government's planning advice indicates that planning authorities should continue to ensure that the quality and character of the wider countryside is protected, and where possible enhanced. This is confirmed in Policy C SP1 of the Arun Local Plan. However, there are a number of key policy considerations beyond this generally restrictive policy; and in any case, this policy is permissive of new development in such 'countryside' locations where it is *"in accordance with other policies in the Plan which refer to a specific use or type of development"* (criteria f).
- 6.3 In this case, attention should be given to the revised NPPF, which confirms that there should be a presumption in favour of sustainable development, and at paragraph 38 sets out that *"Decision-makers at every level should seek to approve applications for sustainable development where possible"*. At paragraph 80 of the NPPF it confirms that *"Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development."*



- 6.4 Although it must be acknowledged that the application site does not lie within an area that can be described as ‘rural’ it is outside the identified built-up areas, and in planning policy terms the countryside policies maybe deemed applicable. In this respect paragraph 83 of the Framework sets out the Government’s support for providing a prosperous rural economy. It states that *“planning decisions should enable... a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;... c) sustainable rural tourism and leisure developments which respect the character of the countryside; and d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.”* Therefore at the national level, there is clear policy support for development that will improve existing businesses, especially where they provide a tourism and community function, as is the case with The Bluebird Café.
- 6.5 At the local level, Arun Local Plan Policy EMP SP1 sets out the Council’s strategy for encouraging economic growth in the District. Specific reference is made of the need to increase the attractiveness of the District as a business location and support the economic development of the coastal market area, via the enhancement of existing and allocated employment premises, and the need to support and promote a high quality visitor economy. Policy EMP DM1 expands on this general intention, and sets out that the Council will support proposals for redevelopment and the upgrading or modernisation of existing premises in order to make more efficient use of under-used employment sites. The policy goes onto confirm that economic growth on sites located outside the Built-up Area Boundary will be granted planning permission subject to specific criteria as set out below:
- a. *“That it is an appropriate sized extension of an existing employment site, or no acceptable alternative can be identified within existing permitted or allocated sites, or within or through redevelopment of existing commercial premises;*

- b. That it would not intensify uses at the site to the detriment of existing public access routes and highways;*
- c. A high standard of design, layout and landscaping appropriate to the context;*
- d. That it is capable of being well served by public transport or otherwise is readily accessible by means other than by private car to a significant residential workforce if employment intensive uses are proposed;*
- e. Access arrangements and parking facilities will be provided in accordance with the Council's adopted standards;*
- f. A sympathetic relationship to the surrounding areas that shows consideration of the landscape, habitat, built and historic environment contexts, the opportunities to deliver on-site habitats and protect key species;*
- g. A satisfactory relationship with neighbouring uses in order that the amenities of nearby residents, in particular, are protected; and*
- h. Where appropriate, crime prevention measures are incorporated."*

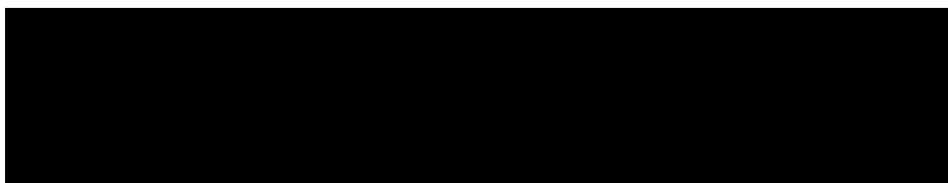
6.6 In respect of this specific requirements of this policy, we consider it clear that the proposed development is in completely accordance – as set detailed below:

- Criteria a) The proposal comprises an appropriate sized extension of an existing employment generating site. Given the constraints of the site, and the need to maintain a coastal location for the Café, whilst enhancing the existing facilities, there is evidently no acceptable alternative to extending the premises.
- Criteria b) As set out in the accompanying Transport Statement, the proposal will not be detrimental to any highway or transport considerations.
- Criteria c) As set out within the accompanying Design & Access Statement (DAS), the proposals have been designed to a high standard, which is entirely appropriate to the site and its surroundings.

- Criteria d) The site is accessible by a variety of means of transport, including by walking, foot, car and bus.
- Criteria e) The site is well served by an existing large car park area to the north and north east. These matters are explained in detail within the accompanying Transport Statement.
- Criteria f) The DAS confirms that the proposed design has been formulated to take into landscape, habitat, built and historic environment considerations.
- Criteria g) The site is situated some 40 metres from any neighbouring dwelling. In any case the height of the building is not increasing demonstrably, and the scale of the extension is appropriate. It has been designed sensitively to ensure that residents amenities are not impacted upon. In terms of the hours and nature of the use, and potential for noise and disturbance generated by the enhanced facilities provided at the café, this is not anticipated as being significant due to the restricted opening hours that are proposed (08:00 to 21:00 hours, 7 days a week). There is to be no change to the existing license that benefits the premises.
- Criteria h) The proposals have been designed with Secure by Design principles in mind.

6.7 Policies TOU SP1 and TOU DM1 relate to tourism related development' and these also provide support for enhanced facilities given that the site is an established accessible locations, the proposals are sensitively and well-designed, and relate to a quiet and low impact use that benefits the local community and visitors alike. The policy also confirms that *"scale and viability will be material considerations"*.

6.8 Accordingly, these proposals make more efficient use of under-used employment sites, and it is evident that the proposals are entirely in accordance with the Local Plan employment and tourism policies, and therefore the application is also compliant with Policy C SP1 (criteria f).

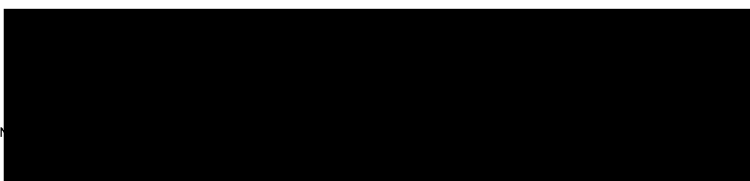


b. The Benefits of Development & The Need for Enhanced Facilities

- 6.9 The Bluebird Café is an A3 use, which also provides a community function and supports the visitor/tourist economy. The use is well established being some 90 years old, and its importance to the local community is highlighted in the FPNP as the premises is informally designated as an 'Asset of Community Value' as a result of its *"acknowledged importance to the life and enjoyment of the community"* (Proposal 4 refers).
- 6.10 A detailed Business Plan document accompanies this Planning Application. This has been prepared by the applicant, and aims to provide background to the use together with an explanation of the intentions for the Café use moving forward. It confirms the applicant's desire to work with the local community to provide *"additional amenities and services that will benefit residents and customers alike"*. The applicant discusses the desire to incorporate sustainable design and construction into the proposals by making the use *"as eco-friendly as possible"*, including with the addition of a dedicate bike store and 'bike self-service repair station' on-site.
- 6.11 The proposals include enhanced staff facilities as well as for customers. The expanded use will create further permanent employment opportunities. Once developed, it is envisaged that the café will provide increased employment for full time and part time positions. In terms of full time equivalent (FTE) roles, this equates to circa 70 positions (an increase from 40 as existing). The Business Plan confirms that *"full time members will be guaranteed all year round continuous work regardless of the elements"*.
- 6.12 The Café use would remain the principle use of the premises. However, and in order to supplement and enhance the facilities offered by the site, the proposals would include the continuation of pre-booked private functions (including community events). This would include the free use of the additional first floor

space for local charitable groups, including Ferring Country Centre, and a discount offered for other local groups wishing to hire the newly created first floor space.

- 6.13 In terms of covers, the existing use provides space for a total of 134 sitting customers (54 inside and approximately 80 outside). The proposed enhanced facilities would provide approximately 126 covers inside and 80 outside (split between at ground level and on the newly created roof terrace). Consequently it is clear that the proposals would not lead to a significant increase in total covers, but it would allow more people to sit inside and enjoy the café facilities. This would enhance the customer offer, and make The Bluebird Café a more desirable destination for visitors and the local community. Consequently, the viability of the use would increase, with the proposed modernisation and enhanced facilities allowing the business to meet its future needs by facilitating growth and increasing employment.
- 6.14 The applicant has engaged in pre-application consultation with the local community, as advocated by national planning policy. This took the form of two, well publicised presentation events, one at the Village Hall on 26th May 2018, and a further event at the Bluebird Café on 8th June 2018. Both events were well attended, with approximately 120 persons were present at each. Further meetings have also taken place with the Parish Council, Conservation Group, and Ferring Roads Scheme Association. Full details are provided within the accompanying DAS. Although a limited amount of concerns were raised, the overriding feel is that the local community are supportive of the proposals, and excited by the design.
- 6.15 In conclusion, the submitted information robustly demonstrates that the proposed development will allow the existing business to flourish by providing enhanced facilities to the benefit of the local community and visitors. The use is recognised locally as an Asset of Community Value, and the viability of this premises will be enhanced by this development, allowing it continue to be an integral part of village



life in coastal Ferring. The café is an attraction that people travel to visit, and the customer offer will be improved by the proposals, thereby improving the desirability of the location as somewhere for people to visit and spend time. This has the potential to enhance the local area more widely in economic terms. At the very least, it is clear that the proposals will provide increased employment, whilst also improving community facilities to the benefit of the local population. There are therefore tangible and important benefits arising from the proposed development, which, coupled with the sustainable nature of the proposals, combine to demonstrate that the proposals accord with the development plan.

c. Design

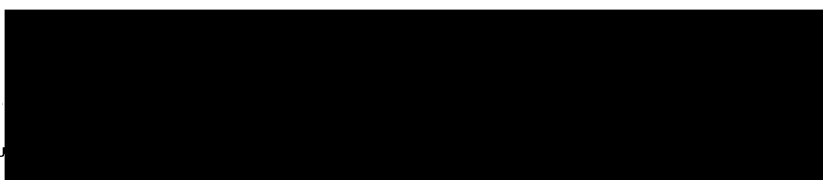
- 6.16 As set out within the accompanying DAS, it is considered that the extension to the existing building is of a high standard of design and would appear in keeping with the character of the surrounding coastal area. The DAS sets out that *"there is a mix of various styles and ages of buildings within the surrounding context of the cafe. Predominantly residential and with no predominant architectural style. We have looked to recreate a beach styled property in the design and the material selection... As the cafe sits independently on the site there is no impact on the street scene and we feel it actually improves the current elevation by creating a new dedicated entrance approach."*
- 6.17 A range of appropriate materials are proposed , which would be in keeping with the coastal location of the premises, whilst reflecting the existing style of the Café, and (importantly) providing a robust approach to dealing with the exposed location of the site so as to reduce the need for maintenance. Large expanses of glazing to create bright and airy internal spaces and maximises the elevated view across the beach and sea beyond. Specifically the DAS confirms that *"The building has been designed to appear as a series of smaller buildings and purposely articulate the elevations to help reduce the appearance of its mass and overall scale. Detailing has been chosen to compliment the neighbouring properties and*

also the use of robust materials that can deal with the harsh conditions of its exposed location. The importance of the material choices and layout are critical to the success of the design. The use of high quality roof coverings, facing brickwork, white render and both cementitious and natural weatherboard cladding. All fascia and soffits will be fibre cement but will resemble timber in appearance. This is to reduce on-going maintenance issues due to their inaccessibility."

- 6.18 In terms of planning policy, the proposals are compliant with Policies D SP1 and D DM1 as the development proposals make an efficient use of land whilst reflecting the characteristics of the site and local area in terms of the extensions layout, scale, massing, materials, and architectural details. The development proposals have been formulated following a thorough site analysis and contextual appraisal, and follows an adherence to objectives informing sustainable design.
- 6.19 Policy D DM4 is also relevant to this proposal for an extension to the existing premises. As evidenced by the proposed drawings and DAS prepared by OM Architectural Design, the extension relates sympathetically to and is visually integrated with, the existing building in siting, massing, design, form, scale and materials. The extension will be visually subservient to the main building, and it would not impact on the amenities of any neighbouring occupiers. It is clear that the proposals are of a high standard of design, that are not only sensitive to the exposed location of the site and respecting of the existing building, but it would also enhance the appearance of the site by providing a modern, yet respectful design solution to provide enhanced Café and community facilities. As a consequence the proposals will be "*a positive addition*" as required under criteria e) of this policy D DM4 and contributes positively to the quality of the environment and enhances the leisure and recreational opportunities enjoyed by residents and visitors to the District, as required by Policy QE SP1. In summation, the proposals are of a high standard of design that accords with the relevant Arun Local Plan policies.

d. Landscape Character

- 6.20 As set out above, the site is relatively unique in terms of its location. It stands alone adjacent to beach huts, set away from existing residential properties lying with the adjacent built-up areas to the northeast and northwest. The site lies in an area defined as 'rural' in policy terms, whilst also being designated as a 'gap between settlements'. Local Plan policy SD SP3 is therefore applicable. This sets out that development will only be permitted within these identified 'gaps' if certain criteria is satisfied. In this respect, given that the proposal relates to an existing premises and indeed the extension encompasses an area of existing hardstanding and outbuildings, we consider that the proposals would not undermine the physical and/or visual separation of settlements, and nor would it compromise the integrity of the gap, either individually or cumulatively with other existing or proposed development. As explained above, it is not practicable to locate the proposed development elsewhere, and in any case the proposals will maintain the character of the undeveloped coast. Therefore, the function of the gap would not be undermined, and there would be no resultant harm in the form of coalescence between the settlements of Ferring and East Preston/Kingston.
- 6.21 Policy LAN DM1 refers to the Council's desire to protect the District's landscape character. As has been set out above, and elsewhere within the application documents, the proposals have been designed to respect the particular characteristics and natural features of the relevant coastal landscape. The historic character and development pattern will be respected, and the proposals take account of the sites distinct identity and setting.
- 6.22 It will be noted that currently the site contains no soft landscaping, and is therefore of little visual benefit to the area. In addition to providing a well-designed and appropriate new building, the proposed development also incorporates the provision of new areas of soft landscaping. This will enhance the landscape character of the area, and represents a further benefit of this



development. The applicant confirms that they would be content for conditions to be imposed regarding the proposed landscaping details of the site. Therefore in landscape character terms, it is evident that the proposed design solution is compliant with the requirements of Policies SD SP3 and LAN DM1.

e. Access & Parking Arrangements

- 6.23 The proposed development will utilise an existing vehicular access and large car park accessed off South Drive. The existing parking is informal and owned by a number of landowners. However, the area is estimated to accommodate around 100 parked cars. This provision is unchanged by the application proposals. 1 no. designated disabled parking space is to be provided as part of the application scheme.
- 6.24 As set out above, the proposals involve the creation of new permanent employment, with enhanced facilities including the provision of additional internal seating and space for community events. As existing the café use is open 7 days a week from 08:00 hours until 18:00 hours, although it is open later in summer during the peak use periods. It is proposed that the use will not go on beyond 21:00 other than in exceptional circumstances. There is no proposal to change the current drinks license trading restrictions from those existing.
- 6.25 This planning application is accompanied by a detailed Transport Statement, which has been prepared by GTA Civils. They confirm that *"the existing car park is used by visitors with a range of journey purposes and is not solely for the use of the café. Visitors to the nearby beach huts, dog-walkers and general beach users all make use of the car park. The car park has no length of stay restriction and is not restricted to any user purpose... The forecast vehicle accumulations likely as a result of the proposed extension have been based on the number of seats, the average party size and the average length of stay at a café. On this basis the maximum likely parking demand (including 7 staff cars) is estimated to rise from*

around 29 vehicles to around 47 vehicles. Therefore, the car park capacity is sufficient to meet this demand”.

- 6.26 In addition, and although outside of the application proposals now being submitted, the applicant wishes to continue discussions with Ferring Parish Council with a view to exploring opportunities to develop and improve Patterson’s Walk seafront path for pedestrians, as referenced in the Ferring Neighbourhood Plan. This will bring wider benefits for seafront walks as well as walking journeys to Bluebird Café.
- 6.27 In terms of sustainable access, it is noted that Goring-by-Sea Railway Station is situated approximately 2.6km north-east of the site, GTA Civils state that this is considered “too far to walk in accordance with IHT guidelines, however this journey would take around 10 minutes by cycling”. The nearest bus stops are situated approximately 165m to the northeast of the site on The Strand. As detailed above at Fig 2 (WSCC Interactive Map), the site is extremely well located in relation to its proximity to formal Public Rights of Way, and indeed walking is one of the principle reasons that people visit this area. The proximity to the PROW’s enhanced the eminently accessible location of the site, and indeed, this is something that the applicant is committed to enhancing, as confirmed in the preceding paragraph. In terms of access by bicycles, this is again something that the applicant wishes to encourage, via the provision of on-site bike parking and a bike self-service repair station at the application site. In conclusion, it is considered that the site lies within a sustainable location with frequent public transport services available within short walking distance of the site.
- 6.28 Overall, there are no unacceptable highway or transport impacts as a result of the proposed development and the improved Bluebird Café will be a huge benefit to the local community and the village economy. The proposed development is therefore compliant with Arun Local Plan policies T SP1: ‘Transport and

Development', T DM1: 'Sustainable Travel and Public Rights of Way', and Policy T DM2: 'Public parking', in addition to the relevant sections of the NPPF, in that satisfactory access and parking provision will be provided. Please also note that access will be provided on an inclusive basis for all groups of residents and visitors.

f. Flood Risk & Drainage

- 6.29 This application is supported by a Flood Risk Assessment (FRA) prepared by GTA Civils, and a separate Foul and Surface Water Drainage, prepared by OM Architectural Design. The latter confirms that the existing foul and surface water drainage methods will continue to apply to the extended Café premises (i.e. as existing - Main sewer for foul water, and permeable paving and soakaways for surface water drainage.
- 6.30 With respect to flood risk, the FRA confirms that the site lies within coastal Flood Zone 3A (FZ3A). However, the Environment Agency's (EA) flood maps show that the site is protected by the defence structure along the south boundary. However the FRA set out that *"as the flood level in the undefended scenarios is significantly higher than those in the defended scenarios. Although this area benefits from flood defences, the standard of protection is not sufficient to be 'defended' in the formal sense of this term... the EA's flood data... shows that the site is less affected in the defended scenario, with only the lowest, external parts (along the north half away from the buildings) liable to flood. The majority of the site - where the extension is proposed - is significantly higher than this [flood] level... The site is liable to flood in the undefended scenario - but this is not representative of a realistic scenario"*.
- 6.31 The FRA also confirms that the site will be unaffected by any minor surface water flooding incidents that could occur, and *"there is no other source of flooding that is likely to impact on this site. There is no historical record of flooding on this site*

- whether from the coast or other sources such as sewer failure or surface water flooding.”

6.32 Table 2 of the NPPF classes cafés as ‘Less Vulnerable’ uses. The FRA confirms that there is no increase in the site’s vulnerability. The document then sets out a range of flood mitigation measures to account for *“the likely maximum flood depth in the (residual) breach scenario”* of 0.75m. The proposed finished floor level (FFL) is to be set as per the existing (4.61m AOD). The FRA confirms that “although this is safely higher than all of the actual flood sources, ie defended coastal and surface water flooding, it is liable to flood in the event of a nearby breach of the defences... It is proposed to install demountable flood barriers to all of the external doors. The height of all barriers will be 830mm (minimum). In addition to barriers flood resilient materials and techniques are proposed for the ground floor and walls up to 0.84m above FFL. Other measures set out in the FRA include that:

- The manager of the café shall subscribe to ‘Floodline Warnings Direct’ (the Environment Agency’s free flood warning system);
- The erection of demountable barriers if possible; and,
- The café manager would close the business in any prolonged inclement weather (as little or no custom would be forthcoming). The FRA states that *“in a breach situation. The time to inundation would be very short indeed, just a matter of 10- 30 minutes. If there were only 2-3 staff on site they could consider quickly locking up and evacuating. More likely they would reside and wait for the breach flooding to subside. As this is a tidal threat the peak flooding would take between 1 and 12 hours to dissipate”*.

6.33 In conclusion, it is proven by the supporting documentation that this development complies with the national planning policy, and Arun Local Plan policies W SP1: ‘Water’, W DM2: ‘Flood risk’ and W DM3: ‘Sustainable Urban Drainage Systems’. The flood risk to this site will have been mitigated with both resistance and resilience measures.

7. CONCLUSIONS

- 7.1 The above Planning Statement, together with the drawing package and other accompanying application documents, combine to positively respond to the sites designations and relevant planning policy context.
- 7.2 Therefore, it is evident that in conclusion, the proposed extension of the existing Bluebird Café, is acceptable for the following reasons:
- In planning terms, the site lies outside of the built-up area, but in reality, it cannot be determined that the site has any specific rural qualities. Indeed the site is entirely coastal in its character;
 - The Bluebird Café is a successful and long standing business that has been used by local residents and visitors since the late 1920's. The use has been informally described in the Neighbourhood Plan as an Asset of Community Value, which highlights its importance in the local area. The success of the business now means that there is a need to expand the existing premises. The approach that has been followed has to design a modern solution that encompasses existing hardstanding and building to the west of the premises. a specific requirement for new office space with parking in this local area, so as to meet their expanding business needs.
 - The Bluebird Café is successful local business, who provide a significant level of local employment as well as providing an important community service, and we consider that the growth of this 'local firm' should be fully supported by the local authority;
 - The site is suitably located. The submitted plans show that there is ample room for proposed extension, which is of a size that meets the needs of the business by providing enhanced internal accommodation for customers and staff, whilst being perfectly in keeping with, and sensitive to, the overriding character of the surrounding area;

- The design is of a very high standard, and it has been formulated following input from local groups and residents, so as to ensure that the finished product will be of an appearance that the community can be proud of. The proposals will create clear visual improvement, by providing an iconic and locally important beach-side café building;
- The extension has been designed to relate sympathetically to and be visually integrated with the existing building. The extension will be visually subservient to the main building, and it would not impact on the amenities of any neighbouring occupiers;
- There would be no visual impact to the surrounding 'countryside' arising from the proposed level of development, and the design and positioning of the proposals will mean that there will be no coalescence of settlements by reducing the gap between Ferring and East Preston/Kingston;
- Access and car parking arrangements will remain largely as existing, aside from the provision of a dedicated disabled car parking space on-site. Bicycle storage/parking and a bike repair station are proposed as part of the proposed development;
- The NPPF has introduced a policy shift in recent years, with a notable emphasis now being placed on the encouragement on rural businesses, both through the conversion of existing buildings and well-designed new buildings. This proposal is clearly in compliance with the latter;
- It is our view that the substantial benefits arising from the development (including enhanced community facilities and increased employment), which will allow an existing well-established and successful local business to flourish is clear;
- The proposed increased level of activity would not detrimentally affect the residential amenities of any neighbouring property by way of noise or disturbance;

- It has been proven that there are no highway/transport, or flood risk/drainage grounds to resist the proposed development; and,
- The site is located within a highly sustainable location.

7.3 The proposal meets all the necessary policy requirements, including (but not limited to) Arun District Local Plan (2018) policies C SP1, SD SP3, EMP SP1, EMP DM1, TOU DM1, D SP1, D DM4, QE SP1, T SP1 and W DM2, in addition to relevant sections of the Ferring Neighbourhood Plan and the Government's National Planning Policy Framework. The proposals will cause no significant harm to the character of the surrounding area. In our opinion the overwhelming weight of evidence supports the proposal as it is shown to comply with all relevant Development Plan policies. As the proposal accords with the aims and objectives of national, regional and local guidance, permission should therefore be granted.

August 2018