

**PLANNING APPLICATION FOR THE CHANGE OF
USE FROM USE CLASS A1 (RETAIL) TO USE CLASS
A5 (HOT FOOD TAKEAWAY) AND ASSOCIATED
WORKS**

PLANNING STATEMENT

22 BEACH ROAD, LITTLEHAMPTON, BN17 5HT

ON BEHALF OF SOUTHERN CREATIONS LIMITED

**TOWN & COUNTRY PLANNING ACT 1990 (AS AMENDED)
PLANNING AND COMPULSORY PURCHASE ACT 2004**

Pegasus Group

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PLANNING | DESIGN | ENVIRONMENT | ECONOMICS

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APPENDIX 1: Letter of marketing evidence from Michael Jones, with marketing particulars

1. INTRODUCTION

- 1.1 This Statement has been produced on behalf of Southern Creations Limited and supports a full planning application proposing a change of use of the ground floor of 22 Beach Road, Littlehampton from Use Class A1 (retail) to Use Class A5 (hot food takeaway). The unit will specifically be used as a Pizza Hut Delivery outlet.
- 1.2 The following sections of this Statement identify the relevant issues pertinent to the consideration of the application submission and include:
- A description of the application site and the surrounding area, and details of the sites recent planning history
 - A description of the application proposals
 - An overview of relevant planning policy
 - An assessment of the application proposals against the Development Plan, and relevant material considerations such as the NPPF
- 1.3 In accordance with statutory and local information requirements the following supporting material is submitted and will enable a full assessment of the proposals to be undertaken:
- Site Location Plan
 - Existing Plans - Drawing No. E01 A – Scale 1:50/1:100/1:500 @ A1
 - Proposed Plans inc Mechanical Spec - Drawing No. PL01 A – Scale 1:50/1:100 @ A1
 - Proposed Elevations inc Shopfront & Signs - Drawing No. PL02 A – Scale 1:25/1:50/1:100 @ A1
 - Design and Access Statement produced by Allen & Associates
 - Coldroom remotes specification datasheet
- 1.4 Overall this statement will demonstrate that the proposed development is in accordance with the Development Plan, and other material considerations such as the NPPF, and will show that there are no planning reasons that would prevent planning permission being awarded. It is therefore respectfully requested that planning permission should be granted.

2. SITE DESCRIPTION AND CONTEXT

- 2.1 The application site comprises of the ground floor of a three storey mid-terrace property located along Beach Road, within the town centre of Littlehampton. In the context of the adopted Arun Local Plan 2003, the site is located within the 'Principal Shopping Area' of Littlehampton. The application site is currently vacant, comprising of a former retail (Use Class A1) premises.
- 2.2 Beach Road comprises predominantly of A1 uses, with a complementary variety of non-retail town centre uses. The application site adjoins A1 premises to the north and the south. The surrounding area currently has a high number of vacant units. There is only one existing A5 use (Littlehampton Fish & Chip Shop, 28-30 Beach Road) situated along the stretch of Beach Road to which the application site is located. There is an additional A5 use (Best Kebab & Burger Bar, 12 Beach Road) and an A3/A5 use (Cinnamon, Unit 2, Norfolk House) located further north on Beach Road.
- 2.3 Existing access into the site is provided from the frontage along Beach Road, with further access to the rear of the building off a rear car park and service yard, named Evans Garden, which is accessed from Arcade Road.
- 2.4 There are bus stops in the vicinity of the site located along Church Road to the north-east, and along Fitzalan Road to the east. Littlehampton Train Station is located approx. 500 metres to the north-west of the site.
- 2.5 Located within the town centre of Littlehampton, which provides a range of services and facilities that serve the local population, the site provides a suitable and sustainable location for the proposed A5 use.

3. PROPOSED DEVELOPMENT

- 3.1 The proposal consists of a change of use from Use Class A1 (retail) to Use Class A5 (hot food takeaway) and associated works. The proposed A5 use comprises of a Pizza Hut Delivery outlet which would include a home delivery service. The home delivery service would represent a significant proportion of sales (approximately 75%).
- 3.2 The proposal includes alterations to the existing shop frontage along Beach Road in order to provide a main public entrance into the unit, as well as a private front entrance for separate access to the upper floors of the building. A new rear entrance for upper floor access is also proposed off the rear car park and service yard. Other alterations to the rear include the introduction of a bike store providing space for 6 no. bikes associated with the home delivery service of the proposed use, as well as an altered rear entrance into the ground floor unit and the bricking up of some windows. The existing rear service yard and car park provides ample room for bin storage for all the units and residential properties it serves.
- 3.3 A new extraction and ventilation system is proposed as part of this application. The extraction duct, intake louvre and coldroom remotes are proposed on the rear elevation of the building located in the narrow gap between 20 and 22 Beach Road. Located to the rear of the site, the proposed extraction equipment and site refrigeration equipment would be well hidden from views from the neighbouring street scenes along Beach Road and Arcade Road. The proposed extraction duct would be painted to match brickwork and the outlet with accelerator cane will terminate 1 metre above eaves of the roof. The specification of the extraction equipment is specific to the use as a Pizza Hut Delivery outlet operation and meets DEFRA guidelines. Details of the proposed extraction equipment, site refrigeration equipment and waste storage area are shown on Drawings PL01 and PL02, submitted with this application
- 3.4 New advertisements utilising the existing fascia on the shop front are also submitted with the application for advertisement consent. 1 no. internally illuminated 'Pizza Hut Delivery' fascia sign and 1 no. internally illuminated projecting sign are proposed.

4. RELEVANT PLANNING POLICY

- 4.1 In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act, applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise.

DEVELOPMENT PLAN

- 4.2 The Development Plan for the area consists of the saved policies of the adopted Arun Local Plan 2003 and the Littlehampton Neighbourhood Plan (made November 2014). The adopted Local Plan 2003 is now time expired, however saved policies remain the starting point in the determination of all development proposals in the District, as long as they are consistent with the National Planning Policy Framework (NPPF).

Arun District Local Plan 1996-2011 (Adopted 2003)

- 4.3 The Arun District Local Plan was intended to guide development in the District up to 2011. However, a number of policies were saved beyond this date and currently form the basis for the determination of planning applications within the District, as long as they are consistent with the National Planning Policy Framework (NPPF).
- 4.4 Beach Road is situated within the Principal Shopping Area of Littlehampton although the application is not located within an identified 'Primary Shopping Frontage'.
- 4.5 Paragraph 2.34 of the Local Plan states that *"In each Principal Shopping Area it is clear that different sections of these areas serve a different function. The primary shopping frontages are of most significance in respect of retail uses, whilst other areas serve a complementary function by adding to the services and facilities provided by the shopping centre."*
- 4.6 **Policy GEN7** (The Form of Development) promotes high quality schemes that promotes sustainable development which reduces the need to travel, particularly by private car, and which does not have an unacceptable impact on adjoining uses.
- 4.7 **Policy GEN12** (Parking in New Development) states that *"the Local Planning Authority will base its consideration of the need for on-site parking provision on*

its parking standards contained within this Plan. Provision of parking in excess of these standards will not be allowed"

- 4.8 Table 7 of Appendix 2 of the adopted Local Plan sets out the maximum parking standards for "Use Class A3 – Food and Drink (Public Houses, Restaurants, Cafes and Private Clubs" which is based on the old Class A3 before it was split into Classes A3, A4 and A5. It states that "1 space per 3 seats and/or 1 spaces per 4.5m2 of public area and 2 spaces per bar for staff" are required for 'Use Class A3'.
- 4.9 **Policy GEN12** goes on to state that "*the Local Planning Authority may seek a lower provision than required by the standards for developments proposed in town centres and other areas accessible by other means of transport. In considering the extent of reduced on-site parking provision, the Council will have regard to environmental and highway safety issues, together with the following factors:-*
- (i) the availability, type and proximity of public parking;*
 - (ii) the availability of alternative means of transport;*
 - (iii) potential highway safety problems;*
 - (iv) potential environmental harm arising from parking demand being met elsewhere;*
 - (v) the extent and nature of parking restrictions in force on highways in the vicinity;*
 - (vi) the scale of development proposed; and*
 - (vii) the suitability of "specific use" and "personal" conditions attached to planning permissions."*
- 4.10 **Policy DEV26** (Criteria for Retail Development) relates to new 'retail development' and includes a requirement for applications for 'A3 uses' to provide details of provisions for the extraction of fumes and cooking odours and the provision of area for the collection of waste.

Littlehampton Neighbourhood Plan

- 4.11 The Littlehampton Neighbourhood Plan does not contain any policies relevant to this site and proposal.

OTHER MATERIAL CONSIDERATIONS

National Planning Policy Framework: NPPF

- 4.12 The applicant has given consideration to national policy contained in the National Planning Policy Framework (NPPF). The NPPF outlines some key policies that support aspects of this application. The NPPF identifies that the main purpose of the planning system is to contribute to the achievement of sustainable development, with regards to three dimensions, comprising of economic, social and environmental roles.
- 4.13 A core principle of the NPPF states that *"every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth"*.
- 4.14 **Paragraph 14** identifies that at the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-making. This means approving development proposals that accord with the development plan without delay and where the development plan is absent, silent or out of date, grant planning permission unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF.
- 4.15 Policies in Paragraphs 18 to 219 constitute the Government's views of what sustainable development in England means in practice; the most relevant paragraphs to this application are outlined below.
- 4.16 The NPPF very clearly underlines the Government's commitment to ensure that the planning system does everything it can to support sustainable economic growth. **Paragraph 19** states that *"significant weight should be placed on the need to support economic growth through the planning system"*.
- 4.17 **Paragraph 23** states that planning policies should be positive, promote competitive town centre environments that provide customer choice and support

their vitality and viability, as well as set out policies for the management and growth of centres over the plan period.

4.18 Transport policies have an important role to play in facilitating sustainable development. Of particular relevance is **Paragraph 32**, stating that development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe. Also of relevance is **Paragraph 39**, noting that local planning authorities should take into account:

- The accessibility of the development;
- The type, mix and use of development;
- The availability of and opportunities for public transport;
- Local car ownership levels; and
- An overall need to reduce the use of high-emission vehicles

4.19 In determining planning applications, Paragraph 196 states that the NPPF is a material consideration. Paragraph 197 reiterates that in assessing and determining proposals ***“local planning authorities should apply the presumption in favour of sustainable development”***.

National Planning Practice Guidance (NPPG)

4.20 The NPPG provides further guidance for the determination of planning applications for town centre uses, such as this. It states that local planning authorities should plan positively, to support town centres to generate local employment, promote beneficial competition within and between town centres, and create attractive, diverse places where people want to live, visit and work. Town centre strategies should seek to manage decline positively to encourage economic activity and achieve an appropriate mix of uses commensurate with a realistic future for that town centre.

4.21 With regard to flood risk, the NPPG provides detailed guidance on development within the floodplain including flood risk vulnerability and flood zone compatibility.

Emerging Arun District Local Plan 2011-2031 (Publication Version, October 2014)

- 4.22 Arun District Council have an emerging Arun District Local Plan 2011-2031 which was submitted to the Secretary of State for examination on the 30th January 2015. The Council are currently in the process of preparing main modifications to the Local Plan Publication Version which was published in October 2014. Once adopted, the new Local Plan will replace the current adopted Local Plan from 2003 and will set out the statutory framework to guide decisions on development and regeneration in the district up to 2031.
- 4.23 In the context of the emerging Local Plan, the site is located within the designated Town Centre boundary of Littlehampton and is identified as a 'Secondary Shopping Frontage'.
- 4.24 **Policy RET DM1** (Retail Development) contains guidance on development within primary and secondary shopping frontages. The policy states that *"proposals for financial and professional services (Use Class A2) uses and food and drink premises (Use Class A3) will be permitted provided that:*
- The proposal would not create a concentration of non-retail uses to the detriment of the vitality of the town centre;*
- Provision is made for a window display, appropriate to a shop front, which is in keeping with the character of the shopping area; and*
- There is no detrimental effect on the character or amenities of the area through smell, litter or noise."*
- 4.25 Further to this, the policy states that *"the Council will require evidence that the unit has not been made deliberately unviable, that marketing has been actively conducted for a reasonable period of time and that alternative retail uses have been fully explored"*.
- 4.26 This policy does not make a specific reference to A5 uses, however it appears that the policy is referring to the old A3 Use Class (Food and Drink), which was subsequently divided into three separate use classes; A3 (Restaurants and Cafes), A4 (Drinking Establishments) and A5 (Hot Food Takeaways). Notably the policy has not yet been adopted following examination in public.

5. ASSESSMENT OF PROPOSAL

Principle of development

- 5.1 The application proposes the change of use of a currently vacant ground floor unit and associated basement (129 sqm of floorspace), previously used as part of a former retail (Class A1) premises, to a hot food takeaway (Class A5), specifically for a Pizza Hut Delivery outlet. The unit has been vacant for over 2 years and therefore there is a clear need to bring it back into viable use. Details of the marketing of the site are contained at **Appendix 1**.
- 5.2 Situated within the identified shopping area of Littlehampton, the principle of the change of use is entirely acceptable in this location. Areas such as this, provide an appropriate, sustainable location for new Class A5 uses and national policy and adopted Local Plan policy encourages proposals for such uses to be directed to areas such as this. In the context of both the adopted and emerging Local Plans the site is not located within a designated 'primary shopping frontage'. Paragraph 2.34 of the adopted Local Plan states that "*primary shopping frontages are of most significance in respect of retail uses, whilst other areas serve a complementary function by adding to the services and facilities provided by the shopping centre*". With consideration to paragraph 2.34, this proposal would help serve this complementary function. In the context of the adopted Local Plan, there is clear support for the principle of the change of use of this site from A1 use to A5 use.
- 5.3 In the context of the emerging Local Plan the site is located within the designated town centre boundary of Littlehampton, within an identified 'secondary shopping frontage'. Policy RET DM1 contained in the Publication Version of the emerging Local Plan supports "*food and drink premises*" within primary and secondary shopping frontages provided that the following criteria is met:

"The proposal would not create a concentration of non-retail uses to the detriment of the vitality of the town centre;

Provision is made for a window display, appropriate to a shop front, which is in keeping with the character of the shopping area; and

There is no detrimental effect on the character or amenities of the area through smell, litter or noise."

- 5.4 Further to this, the policy states *"the Council will require evidence that the unit has not been made deliberately unviable, that marketing has been actively conducted for a reasonable period of time and that alternative retail uses have been fully explored"*.
- 5.5 Although not yet adopted following examination in public, the emerging Local Plan is a material consideration.
- 5.6 With regard to the criteria of Policy RET DM1, Beach Road and the wider shopping area comprises predominantly of A1 use premises, with a low proportion of non-retail uses. Notably only one existing A5 use (Littlehampton Fish & Chip Shop, 28-30 Beach Road) is located along the section of Beach Road to which the application site is located, between Arcade Road and the roundabout to the south connecting to New Road. The application site is adjoined by A1 use premises on both sides. It is therefore considered that this proposal would not lead to a concentration of non-retail uses to the detriment of the vitality of the town centre.
- 5.7 The proposal includes the retention of a window display, providing an active frontage onto Beach Road. A private access door is proposed adjacent to the proposed customer entrance allowing separate access to the upper floors of the property, which are currently vacant. This is a relatively common arrangement on Beach Road and is evident at the following properties; Carlo Lai Antique Dealers (26), Tommy Gun Tattoos (33), Arun Furnishers (23-25) and Angel White (19). It is therefore considered that the proposed shopfront would be in keeping with the character and appearance of the shopping area.
- 5.8 The proposal will not result in a detrimental effect on amenity as a result of smell, litter and noise, and this is discussed in more detail later in this Statement. It is considered that the proposed change of use is in keeping with the commercial character of the area and will serve to enhance the vitality and viability of the area by bringing a vacant unit back into use. Details of provisions for the extraction of fumes and cooking odours, and the provision of an area for the collection of waste are shown on the drawings submitted with this application.
- 5.9 As previously noted, the site has been vacant since 2014 and evidence of the marketing of the site is contained in **Appendix 1**. This includes evidence from the property agents, Michael Jones, who were appointed by the landlord to market the property on the 5th December 2014. The property was placed on the open

market, with 'To Let' boards placed on the property to advertise its availability. In addition, Michael Jones circulated marketing particulars (contained at Appendix 1) to their database of applicants. The property agent has carried out almost 30 viewings of the property during the marketing period but has been unable to let it for A1 use. Reduced rent and flexible lease arrangements were offered in an attempt to increase interest in the property, however these efforts were unsuccessful. The property has been actively marketed for over 2 years and it is therefore considered that the property has been marketed for a reasonable period of time, and alternative uses have been fully explored. It is also clear that the unit was not been made deliberately unviable through this marketing campaign. As such, it is considered that the proposal is in accordance with emerging policy RET DM1.

- 5.10 The NPPF and National Planning Practice Guidance places significant weight on the need to support economic growth, and this application would certainly help to achieve this. The proposal provides an opportunity to reuse this vacant unit with a viable use, and aid in the revitalisation of the site and surrounding shopping area. The proposal would create both jobs and prosperity for the local area, supporting sustainable economic growth. The proposed use will create an estimated 6 full-time positions and 15 part-time positions. These benefits are therefore a material consideration in the determination of the planning application and the Council should respond positively to this opportunity for growth, in line with the provisions set out in the NPPF.
- 5.11 Paragraph 23 of the NPPF is clear that planning policies should promote competitive town centres that provide customer choice and a diverse retail offer. The wider shopping area surrounding the site consists predominantly of A1 uses, with other non-retail town centre uses present in the area. There are only a limited number of existing A5 or A3/A5 premises in the area. Notably there are also a high number of vacant units in the surrounding area. The introduction of an A5 use would therefore complement the existing mix of uses in the area and add to local customer choice and offer. The proposal would add to the complementary shopping function of Beach Road.
- 5.12 The proposal would provide clear benefits for the local area including the creation of jobs and economic prosperity, and would represent sustainable economic growth for the area, which should be a material consideration in the determination of this application. The proposal would enhance the vitality and

viability of the local area by providing a viable reuse of a unit that has been vacant since 2014. The proposal would therefore constitute sustainable development and be in accordance with saved policies of the adopted Local Plan, as well as the provisions of the NPPF, NPPG and emerging Local Plan.

Design, Amenity and Transport Issues

5.13 In accordance with saved policy DEV26 of the adopted Local Plan, details of provisions for the extraction of fumes and cooking odours, and the provision of an area for the collection of waste are submitted with this application. The specification of the extraction equipment is specific to the use as a Pizza Hut Delivery outlet operation and meets DEFRA guidelines. Details of the proposed extraction equipment, site refrigeration equipment and waste storage area are shown on Drawings PL01 and PL02, submitted with this application. The extraction duct, intake louvre and coldroom remotes are proposed on the rear elevation of the building located in the narrow gap between 20 and 22 Beach Road. Located to the rear of the site, the proposed extraction equipment and site refrigeration equipment would be well hidden from views from the neighbouring street scenes along Beach Road and Arcade Road and would therefore not represent a visually intrusive feature in this location. The proposed extraction duct would be painted to match the brickwork, and the outlet, with an accelerator cane, will terminate 1 metre above the eaves of the roof. The proposed use employs oven based cooking with little or no grease or fats, and the proposed extraction equipment is designed to a high quality standard. The proposed use will therefore have no detrimental impact on residential amenity as a consequence of either noise or odours.

5.14 The proposed opening hours of the use are 11.30am to 11pm daily. This will encourage customers and footfall during daytime shopping hours, as well as contributing towards the evening economy. The amenities of nearby residents would not be adversely affected by noise and disturbance caused by late night opening hours.

5.15 It is considered that the proposal would cause a negligible effect on neighbouring amenity in terms of noise and disturbance during the proposed opening hours, particularly considering the location of the site and ambient noise levels within the surrounding town centre shopping area. The opening times of this Pizza Hut Delivery facility will not just be confined to the evening, rather extending from the morning through the afternoon to evening, providing an active frontage

during the daytime, and improving the vitality of the town centre into the evening.

- 5.16 The proposal includes alterations to the existing shop frontage along Beach Road in order to provide a main public entrance into the unit, as well as a private front entrance for upper floor access. An altered entrance into the ground floor unit is proposed off the rear service yard and car park, along with an additional rear entrance into the site for upper floor access. This rear service yard will also be used for the storage of waste. The proposal also includes 2 no. new advertisements consisting 1 no. internally illuminated 'Pizza Hut Delivery' fascia sign and 1 no. internally illuminated projecting sign displayed on the shopfront. The proposed shopfront alterations and associated advertisements will improve the visual appearance of the site and surrounding area, bringing a currently vacant, dead frontage back into use. The additional front and rear entrances into the site would also improve access to and from the site allowing for separate upper floor use (subject to separate planning application(s) where required).
- 5.17 In terms of parking, there is ample parking provision for the proposed use in the form of the shared public car parking areas in the surrounding shopping area, with nearby on-street parking located along Beach Road. The site is also located within a sustainable, accessible location in close proximity to bus stops and Littlehampton train station. In addition, the evening peak time for the proposed use is likely to coincide with a greater degree of availability in the adjacent car parking areas. Furthermore, the specific use will operate a home delivery service which will comprise a significant proportion of the use's sales (approx. 75%). Employees will utilise multiple drop-offs when undertaking this delivery function. It is proposed that the home delivery service will utilise motorbikes, and a bike store is provided as part of this proposal allowing a safe, designated place for up to 6 no. bike spaces. This bike store is located to the rear of the building accessed off Arcade Road via the rear service yard and car park that serves the site and neighbouring buildings. There is sufficient space provided in the rear car park and service yard for vehicle manoeuvrability and activities associated with the home delivery service. It is proposed that the home delivery service will primarily operate from the front of the site along Beach Road. By providing the home delivery service, this will reduce the amount of individuals which travel to the site in vehicles, with potentially only those already in the immediate locale likely to opt to collect their food in person, to take back to their homes. As such when compared with the vehicle trips likely to be associated with an A1 use, it is

considered that the proposed pizza outlet with home delivery service would have a negligible difference in terms of vehicle trips. With consideration to the town centre location, with public parking areas in the surrounding area and access to sustainable modes of transport, the proposed parking provision in the form of the proposed rear bike store is considered appropriate and in accordance with saved policies GEN7 and GEN12 of the adopted Local Plan.

- 5.18 While other takeaways can cause detrimental effects on their surroundings from high concentrations of people visiting the site at certain times of the day particularly late at night, the specific proposed use with its home delivery service would have a dramatically lower impact in terms of people travelling to and from the site. Therefore, compared to other A5 uses, a very limited amount of on-street eating will occur as a result of this facility, simultaneously reducing the potential impact of litter. Litter bins will be provided as part of the proposal and the facility will be managed in an effective manner to prevent litter and anti-social behaviour. It is therefore considered that the proposal would not cause a detrimental impact on neighbouring amenity in terms of the accumulation of people and traffic associated with the use, and would not cause a detrimental impact on local parking provision or cause potential for litter and anti-social behaviour.
- 5.19 Overall, the proposal would be designed to a high quality standard; would not cause a detrimental impact on neighbouring amenity and traffic generation; and would not cause a detrimental impact with regards to issues that can be associated with A5 uses such as late night opening hours, noise, disturbance, smell and litter. Where appropriate, conditions relating to opening hours, delivery times and extraction equipment can be attached to an approval to ensure the amenities of neighbouring residents are protected. The proposal would therefore be in accordance with saved policy DEV26 of the adopted Local Plan, policy RET DM1 of the emerging Local Plan and with the provisions of the NPPF and NPPG.

Flood Risk Assessment

- 5.20 Like a large part of Littlehampton town centre, the site falls within an area of Flood Zone 3, defined in the NPPF as land assessed as having a 1 in 100-year or greater annual probability of river flooding or 1 in 200-year or greater annual probability of sea flooding.

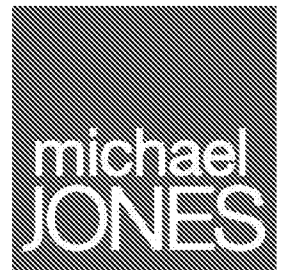
- 5.21 The VolkerStevin Flood Defence Scheme was completed in March 2015 and provides tidal defence wall protection to Littlehampton, including the application site.
- 5.22 This application is for a change of use from Class A1 to Class A5 use. Table 2 (flood risk vulnerability classification) of the 'flood risk and coastal change' section of the NPPG classifies both Class A1 and Class A5 uses as 'less vulnerable' uses in terms of flood risk. 'Less vulnerable' uses are deemed appropriate in Flood Zone 3 as set out in Table 3 (flood risk vulnerability and flood zone 'compatibility') of the 'flood risk and coastal change' section of the NPPG. The proposed use would remain within the 'less vulnerable' development classification and would therefore remain appropriate in flood risk terms.
- 5.23 Furthermore, the application proposes no extensions or additional floorspace to the existing building, with only minor alterations to the building, such as the introduction of two additional entrances at the front and rear of the site. These additional entrances would improve access into the building allowing for separate upper floor access. Existing ground and basement floor levels of the building will not be altered by the proposed development. The proposal would therefore have a negligible impact in terms of flood risk, when compared with the existing situation.
- 5.24 It is therefore considered that the proposed change of use and associated works to the building would not have an adverse effect on flood risk at the site or in the surrounding area. As a result, it is considered that the proposal is in accordance with the provisions of the NPPF and NPPG, as well as with policy GEN10 of the adopted Local Plan and policy W DM2 of the emerging Local Plan.

6. CONCLUSION

- 6.1 The proposal is for a change of use of the ground floor and basement of 22 Beach Road, Littlehampton from Use Class A1 (retail) to Use Class A5 (hot food takeaway), to accommodate a Pizza Hut Delivery outlet. The site is located within a defined town centre shopping area and represents an appropriate and sustainable location for an A5 use such as this.
- 6.2 The site has been vacant for some time (since 2014) and this proposal offers an opportunity to improve the vitality and viability of the site and surrounding area by bringing a unit back into viable use and providing an active frontage along Beach Road.
- 6.3 The principle of the proposed change of use is supported by relevant saved policies of the adopted Arun District Local Plan 1996-2011, including saved policy DEV26, as well as with the provisions of the NPPF, NPPG and emerging planning policy contained within the Publication Version of the Arun District Local Plan 2011-2031.
- 6.4 The proposal would provide clear benefits for the local area, including the creation of jobs and economic prosperity, and would represent sustainable economic growth for the area, which should be a material consideration in the determination of this application. The proposal would improve the vitality of both the daytime and evening economy, and promote a diverse and complementary mix of uses for the local shopping area.
- 6.5 Due to the design and careful positioning of extraction and refrigeration equipment; the proposed opening hours; and nature of the proposed pizza outlet use with home delivery service; it is considered that the proposal would not cause a detrimental impact on neighbouring amenity or traffic generation, and would therefore be in accordance with saved policies GEN7 and GEN12 of the adopted Local Plan, policy RET DM1 of the emerging Local Plan, and with the provisions of the NPPF and NPPG.
- 6.6 In light of the above, it is considered that the proposal would accord with the Development Plan and would achieve sustainable development in accordance with national policy, providing clear benefits that would far outweigh any adverse impacts associated with the development. The proposal would therefore be in accordance with Paragraph 14 of the NPPF, with a presumption in favour of

sustainable development. It is therefore respectfully requested that planning permission is granted for this development.

APPENDIX 1



WORTHING COMMERCIAL
1st Floor Chapelworth House
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Worthing
West Sussex
BN11 1BF

Mr D Godfrey
Southern Creations Limited
Forum Business Centre
39 Sterling Road
Chichester
West Sussex
PO19 7DN

16 January 2017

Dear Mr Godfrey

Re: Marketing Evidence - 22 Beach Road, Littlehampton, West Sussex, BN17 5JA

Further to your recent request for a breakdown in evidence of marketing I can respond as follows:

Evidence of Marketing

Michael Jones Commercial property agents were appointed by the landlord, TH Collison Ltd, to market the building on the 5th December 2014. The instructions were to let the property on a brand new lease to be negotiated and agreed. At this time the property was placed on the open market to include the 'To Let' board placed on the property advertising its availability. Full PDF marketing particulars produced and circulated to Michael Jones extensive database of applicants.

The property was advertised on several property portals such as Rightmove, Zoopla, ECH and Michael Jones own website where full details and photos were able to be downloaded.

Period of Marketing

The property has been openly marketed over 2 years, which is considered sufficient time for a property of this nature to be exposed to the open marketplace. During this time Michael Jones have carried out nearly 30 viewings on the property for businesses' ranging from retail clothes shops, charity shops, community centre, tattoo studio, DIY store, restaurant, off licence and hair and beauty salons.

Unfortunately, despite having this number of enquiries and viewings the applicants have felt that the property is not suitable and therefore we have not been able to complete the letting. The general feedback is the property is unusual in the fact that the commercial extends quite far to the rear and up to the first floor. The top floor residential accommodation forms part of the commercial element and also would be difficult to self contain which perhaps has restricted the enquiries.



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Directors:
Michael L R Jones, Neil Hyde,
Gary Evans, Richard Heppenstall
& Steve Berrett

Worthing | Goring | Findon | Lancing | Broadwater | Rustington | Littlehampton

Marketing Strategy

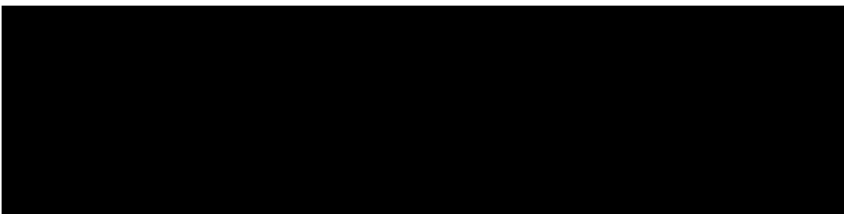
During the period of marketing we have both reduced the rent and also offered more flexible lease terms in order to encourage interest. Due to the size and nature of the building it is not that easy to split the property up without quite a considerable amount of investment which has been found non-viable.

Summary

As indicated during the marketing process there was interest in the property however, despite this we were not able to generate offers. Beach Road has a number of vacant retail units and has struggled to attract retail occupiers over recent years. The area has become more of a 'destination' location and more suited for businesses such as solicitors, cafes, takeaways, hair salons and property agents etc. Like many other towns where you have commercial premises off the main High Street they struggle to attract retail use and accordingly we would therefore support an application for a change of use to A3/A5.

I trust this covers the most salient points however, please do not hesitate to contact me should you require further details.

Yours sincerely



Steve Berrett

Director

Commercial Department

For and on behalf of Michael Jones & Co Ltd

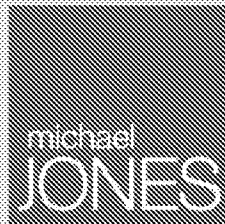


Ground & First Floor Retail Premises To Let with Accommodation Above

22 Beach Road, Littlehampton, West Sussex, BN17 5JA

Annual Rent £21,000

ARUN DISTRICT COUNCIL LU/56/17/PL



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LOCATION

Beach Road is situated in the heart of Littlehampton town centre just off the main High Street which is home to many multiple retailers, banks and supermarkets. Littlehampton is a seaside town located approximately 9 miles west of Worthing and 8 miles east of Bognor Regis. The town itself has a population of approximately 55,000 and is situated on the A259 with connections to the A27 southcoast trunk road.

DESCRIPTION

The premises comprises of a ground and first floor lock up retail premises which is provided in an open plan condition with rear WC and kitchenette. An internal staircase leads to further retail space and three bedroom first and second floor non self contained flat. The premises currently has A1 retail consent although it is felt that other commercial uses may be suitable subject to gaining the necessary planning consents. The premises benefits from ample electric points, carpeting throughout, strip lighting and good window frontage. Externally there is no allocated parking with the premises however, the neighbouring roads only have minor parking restrictions in place.

ACCOMMODATION

The accommodation has the following gross internal floor areas:

Ground Floor Frontage	15' (4.57m)
Ground Floor Sales Area	1152 sq ft
First Floor Sales Area	595 sq ft

Internal staircase leading to:

Three Bedroom Flat

To include lounge, kitchen, dining room/study and bathroom.

RENT

£21,000 per annum exclusive.

TENURE

The property is available on a new FR and I lease with terms to be negotiated and agreed.

LEGAL COSTS

Each party to pay their own legal costs unless otherwise agreed.

EPC

An energy performance certificate can be provided upon request.

VIEWING

Strictly by appointment through Michael Jones Commercial.

Contact Steve Berrett or Jon Justice

01903 201212

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Worthing, West Sussex, BN11 1BE

commercial@michaeljones.co.uk

www.michaeljones.co.uk

All dimensions are approximate and quoted for guidance only. Reference to appliances and/or services does not imply they are necessarily in working order or fit the purpose. Buyers are advised to obtain verification from their solicitors as to the Freehold/Leasehold status of the property and any fixtures and fittings.

Misrepresentation Act: These particulars are produced in good faith and believed to be correct, however, neither Michael Jones nor their client guarantees their accuracy nor are they intended to form any part of a contract. No person in Michael Jones employment has authority to give representation or warranty in respect of this property.

