



Bliss Coffee – Report to Arun DC – M/88/21/PL

Dear Arun DC

We wanted to provide you with an update on our planning application M/88/21/PL following some feedback on the Arun DC portal & some attempted dialogue with the Middleton on Sea Parish Council & Middleton on Sea Association on this proposal.

We have already provided a previous draft of this report to both organisations to assist in their own decision making processes & we are now providing you with a further update, which specifically incorporates the key points of compliance that you outlined in the conclusions section of your 3 June 2021 Pre Application Advice letter, which were :

1. EMP DM1 – Employment Land: Development Management
2. T SP1 (d)(f)i,ii,iii – Transport & Development
3. QE SP1 – Quality of the Environment
4. HER DM2 – Locally Listed Buildings or Structures of Character
5. HER DM4 a,b,c – Areas of Character
6. The appearance of the trailer would not harm the Area of Special Character

The information we are providing you is:

- An overview of the 6 **key points of compliance** summarised above with cross references to Appendix 1 & 2 where relevant (pages 3-9);
- Appendix 1 – **Responses to specific points made by the community** – this is designed to capture what we see as being the key areas of concern raised by the local community through the Arun DC portal (pages 10-14); and
- Appendix 2 - **MoS Design statement extract** - as part of the **pre-planning** application exercise we undertook with you, we believe we have carefully considered the contents of the MoS Design Statement & Area of Special Character & have provided our thoughts on the proposed coffee trailer business, which we believe will not detract from the design characteristics that are outlined in the document and will not detract from the special characteristics that make the village a valued and special place (pages 15-19).

To conclude, we believe that we have considered & incorporated all of the key points of compliance as outlined in the Pre-Application Advice Letter. In addition to that, we have responded to each of the specific areas of concern raised through the Arun DC portal from the local community, which will hopefully provide you with further comfort that we have addressed all areas in relation to this proposal.

Many thanks

ARUN DC - KEY POINTS OF COMPLIANCE

We have summarised below the key points of compliance received as part of the Pre-Application Advice, and have provided our comments & feedback in **RED CAPS**

1. EMP DM1 – Employment Land: Development Management

Per the Pre-Application Letter - this policy states that 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

- **THE PROPOSED TRAILER WILL BE LOCATED ON THE ALREADY LANDCAPED & UNUSED GRAVEL AREA TO THE WEST OF THE PAVED FORCOURT AREA, MAKING USE OF AN AREA NOT CURRENTLY BEING UTILISED AT ALL. THE GRAVEL AREA IS TO THE WEST OF THE FORECOURT, AND THE LOCATION OF THE TRAILER WILL NOT IMPEDE THE EXISTING DRIVEWAY OR THE BUILDING TO THE FRONT.**

b. Working with landowners and developers to achieve better management of employment areas, including measures which increase sustainability and reduce crime.

- **THE APPLICANT HAS BEEN WORKING EFFECTIVELY WITH THE LANDOWNERS & RECEIVED THEIR BLESSING TO PROCEED WITH THIS PROPOSAL BEFORE THE PLANNING APPLICATION WAS SUBMITTED.**
- **THE PROPOSED TRAILER WILL BRING ADDITIONAL EMPLOYMENT OPPORTUNITIES TO THE AREA FOR THE OWNER AND MAYBE 1 OTHER MEMBER OF STAFF OVER TIME.**
- **THE PROPOSED TRAILER WILL BE OWNED & MANAGED BY A FORMER POLICE OFFICER WHO IS PROFESSIONALLY TRAINED IN ALL ASPECTS OF CRIME & CRIME PREVENTION. WE BELIEVE THIS, ALONG WITH SOME LIKELY SUPPORT TO THE BARISTA COFFEE BUSINESS FROM THE LOCAL POLICE & OTHER EMERGENCY SERVICES WILL ADD A FURTHER LEVEL OF SAFETY TO THE VILLAGE AND THE LOCAL COMMUNITY.**

ARUN DC - KEY POINTS OF COMPLIANCE

2. T SP1 (d)(f)i,ii,iii - Transport & Development

Paragraph 109 of the National Planning Policy Framework which states that: "Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe".

Policy 106 refers to maximum parking standards for residential and non-residential development. Policy TSP1 states that-

The Council will support transport and development which:

(d) Incorporates appropriate levels of parking in line with West Sussex County Council guidance on parking provision and the forthcoming Arun Design Guide taking into consideration the impact of development upon on-street parking.

(f) Explains how the development has been designed to:

(i). accommodate the efficient delivery of goods and supplies;

- **IN TERMS OF THE DELIVERY OF GOODS, THIS WILL BE MINIMAL. THE APPLICANT WILL UTILISE THE EXISTING FORECOURT AT 155 MIDDLETON ROAD TO EFFECT THE DELIVERY OF GOODS, WHICH HE WILL BE ORGANISING HIMSELF. THIS WOULD LIKELY BE A ONE OFF OCCURENCE EACH MORNING BUT WOULD NOT RESULT IN THE VEHICLE REMAINING ON THE FORECOURT ALL DAY. IF ANY ALTERNATIVE ARRANGEMENTS WERE REQUIRED FOR GOODS & SUPPLIES, THEN THEY WOULD NEED TO ADHERE TO THE EXISTING PARKING ARRANGEMENTS WITHIN THE VILLAGE.**

(ii) give priority to pedestrian and cycle movements and have access to high quality public transport facilities;

- **ARUN DC HAS ALREADY RECEIVED A CONSULTATION REPORT FROM WEST SUSSEX COUNTY COUNCIL HIGHWAYS AUTHORITY WHICH CONFIRMED THAT THEY DO NOT CONSIDER THAT THIS PROPOSAL WOULD HAVE AN UNACCEPTABLE IMPACT ON HIGHWAY SAFETY OR THE OPERATION OF THE HIGHWAY NETWORK.**
- **PLEASE ALSO REFER TO APPENDIX 1 (POINTS 3 - DOUBLE YELLOW LINES, 4 - PEDESTRIAN ISLAND, 5 - PARKING).**
- **ON PARKING SPECIFICALLY, THERE SEEMS TO BE SOME CONCERN AROUND THE USE OF THE EMMA JADE BEAUTY SALON & PARKING ON THE FORECOURT. TO BE CLEAR, THIS PROPOSAL IS A SEPARATE BUSINESS FROM THE BEAUTY SALON & HAS NO RIGHT TO USE THE PARKING ON THE FORECOURT. IT IS ALSO NOT BEING CREATED TO SERVE THE CUSTOMERS OF THE SALON; IT WILL BE THERE TO SERVE THE WHOLE COMMUNITY. IT IS ALSO BEING LOCATED ON THE UNUSED GRAVEL AREA TO THE WEST, SO THE TRAILER WILL NOT IMPEDE THE FORECOURT.**

ARUN DC - KEY POINTS OF COMPLIANCE

ADDITIONALLY, UNDER COVID RULES (WHICH ARE BEING CONTINUED BY THE SALON) PARKING HAS BEEN VERY RESTRICTED ON THE FORECOURT AS CUSTOMERS ARE REQUIRED TO WAIT OUTSIDE. THERE IS MORE THAN ENOUGH EXISTING OFF & ON ROAD PARKING IN THE VILLAGE TO SATISFY CUSTOMER DEMAND.

TO CONCLUDE WE DO NOT BELIEVE THERE ARE ANY SEVERE IMPACT CONSIDERATIONS AS A RESULT OF THIS PROPOSAL & THE EXISTING ON & OFF-ROAD PARKING AVAILABLE IN THE VILLAGE IS MORE THAN SUFFICIENT TO SATISFY THE DEMANDS OF THE COFFEE TRAILER.

(iii) create safe and secure layouts for traffic, cyclists and pedestrians whilst avoiding street clutter;

- **WE BELIEVE THE HIGHWAYS AUTHORITY REPORT IS VERY CLEAR ON THE SAFETY & SECURITY OF THE LOCATION.**
- **PLEASE ALSO REFER TO APPENDIX 1 (POINTS 3 - DOUBLE YELLOW LINES, 4 - PEDESTRIAN ISLAND, 5 - PARKING) WHERE FURTHER COMFORT HAS BEEN PROVIDED.**
- **IN TERMS OF STREET CLUTTER, THERE WOULD BE NONE. THERE IS PLENTY OF EXISTING SPACE ON THE FORECOURT OF 155 MIDDLETON ROAD (AWAY FROM PUBLIC PAVEMENTS) WHICH HAS BEEN USED OVER THE PAST YEAR OR SO TO ADHERE TO COVID RESTRICTIONS FOR CLIENTS OF THE BEAUTY SALON, AND AS STATED WILL CONTINUE FOR THE FORESEEABLE FUTURE.**

IN SHORT, THIS IS A GRAB & GO OFFERING TO SERVE THE VILLAGE & THE LOCAL COMMUNITY. NO STREET CLUTTER IS LIKELY AT ALL.

ARUN DC - KEY POINTS OF COMPLIANCE

3. QE SP1 – Quality of the Environment (Neighbour Amenity)

Per the Pre Application Letter - You have already confirmed to us that Environmental Health have commented and raised no objections to the proposal, and that from the details submitted with the application it is unlikely that the proposal would cause a nuisance to neighbouring properties given that;

- *the approximate hours of operation appear appropriate for this location and business type,*
- *the trailer would not be reliant on an external generator and would take power from the business at 155 Middleton Road therefore keeping excess noise to a minimum,*
- *the trailer would only be serving hot and cold drinks and pastries to take away therefore keeping excess smells to a minimum.*

Also, due to the location of the development, it is sited sufficient distance from nearby occupiers as not to result in adverse overbearing or overshadowing impacts.

It is therefore considered to comply with policy QE SP1 and therefore it is believed there would be no impact to residential amenity as a result of the development.

- **IN ADDITION TO THE ABOVE POINTS ACKNOWLEDGED BY ARUN DC REGARDING THE UNLIKELY NUISANCE IMPACT ON NEIGHBOURING PROPERTIES (EG NORMAL HOURS OF OPERATION, NO RELIANCE ON NOISY GENERATOR, NO FOOD SMELLS, AND LOCATION AWAY FROM ADJOINING BUILDINGS) WE HAVE STILL CONSIDERED THIS AREA EXTREMELY CAREFULLY INDEED. PLEASE REFER TO APPENDIX 1 FOR FURTHER INFORMATION, SPECIFICALLY :**
 - POINT 1 – LOCATION**
 - POINT 5 – PARKING**
 - POINT 7 – LITTER/NOISE/SMELLS**
- **SINCE THE APPLICATION WAS SUBMITTED, ENVIRONMENTAL HEALTH HAVE RE-CONFIRMED THAT THEY HAVE NO OBJECTIONS TO THE PROPOSAL.**
- **IN SUMMARY, THE PROPOSAL IS FOR A SMALL, DISCRETE TRAILER SET BACK FROM THE ROAD & SITUATED AWAY FROM ALL NEIGHBOURING PROPERTIES AND WILL IN NO WAY BE DETRIMENTAL TO THE LIVING CONDITIONS AND PRIVACY OF THE NEIGHBOURHOOD.**

Per the Pre-Application Letter - this policy states that the Council requires 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. It goes on to state that the location of existing industrial and commercial uses, must be taken into account when considering proposals sensitive to noise, light, odour outputs to the air

- **GIVEN THE VARIOUS CONSIDERATIONS & FACTORS THAT HAVE BEEN TAKEN INTO ACCOUNT WE DO NOT BELIEVE THIS PROPOSAL IS UNNEIGHBOURLY IN ANY WAY EITHER IN TERMS OF ITS IMPACT ON THE STREET SCENE, OR ANY IMPINGEMENT ON OTHER NEIGHBOURING PROPERTIES, WITH NO SIGNIFICANT NEGATIVE IMPACT ON RESIDENTIAL AMENITY.**
- **PLEASE ALSO REFER TO APPENDIX 1, POINT 7 (LITTER/NOISE/SMELLS).**

4. HER DM2 – Locally Listed Buildings or Structures of Character

Per the Pre Application Letter - Policy HER DM2 states that proposals for alteration or extension to a locally listed building should be sensitive to its setting, and as this proposal does not wish to physically alter the existing building or the site it is believed that the proposal is in accordance with policy HER DM2.

- **THE PRE-APPLICATION LETTER CONFIRMED THAT IT WAS LIKELY THAT THE PROPOSAL WAS IN ACCORDANCE WITH POLICY HER DM2. HOWEVER, PLEASE ALSO REFER TO APPENDIX 1 (POINT 1 – AREA OF SPECIAL CHARACTER) WHICH PROVIDES A VERY DETAILED OVERVIEW OF THE CONSIDERATIONS THAT HAVE BEEN GIVEN TO THE LOCATION & THE LISTED BUILDING STATUS. PLEASE ALSO REFER TO APPENDIX 2 WHICH PROVIDES THE SAME DETAILED RESPONSE IN RELATION TO THE MOS DESIGN STATEMENT.**

5. HER DM4 a,b,c – Areas of Character

Per the Pre-Application Letter -Policy HER DM4 states that proposals within these areas will be granted permission subject to;

- a. *The retention of buildings and other features such as boundary walls, hedges, trees, railings, open spaces, etc. which make positive contributions to the special character of the areas;*
- **ALL EXISTING BUILDINGS ARE RETAINED. THE BUSH BEHIND THE PROPOSED TRAILER LOCATION WILL ALSO BE RETAINED AS WILL ALL OTHER HEDGES, GARDENS & GRASSED AREAS ON THE FORECOURT OF 155 MIDDLETON ROAD.**
- b. *The maintenance of an appropriate mix of uses where this is an important element in the character of an area;*
- **IN TERMS OF MIX OF USES, THIS IS PROVIDING A NEW USE TO THE AREA IN A POSITION THAT IS NOT CURRENTLY BEING UTILISED. FROM THE POSITIVE FEEDBACK RECEIVED VIA THE ARUN DC PORTAL THERE IS ALSO CLEAR EVIDENCE OF A DEMAND FOR A BARISTA TYPE “GRAB & GO” OFFERING IN THE VILLAGE, WHICH IS VERY DIFFERENT FROM EXISTING OPTIONS.**
- c. *New development preserving, and where possible, enhancing the special character of these areas, particularly with regard to the characteristics identified by the Local Planning Authority.*
- **PLEASE REFER TO APPENDIX 1 (POINT 1 – AREA OF SPECIAL CHARACTER) WHICH PROVIDES A VERY DETAILED OVERVIEW OF THE CONSIDERATIONS GIVEN TO THE AREA OF SPECIAL CHARACTER, LISTED BUILDING STATUS & THE NON-FIXED NATURE OF THE TRAILER PROPOSAL.**

The Pre Application letter went on to say that the siting of the trailer to the front of the existing building will cause the openness of the frontage, as mentioned within the 'Area of Character' description, to be altered slightly however the temporary nature of the structure means that the proposal is thought to be less than harmful to the locally listed building and its setting in accordance with policy HER DM4 a, b, and c.

6. The appearance of the trailer would not harm the Area of Special Character

- PLEASE REFER TO APPENDIX 1 (POINT 1 – AREA OF SPECIAL CHARACTER) WHICH PROVIDES A VERY DETAILED OVERVIEW OF THE CONSIDERATIONS GIVEN TO THE AREA OF SPECIAL CHARACTER INCLUDING LOCATION, COLOUR & OTHER DESIGN FEATURES.
- WE HAVE ALSO PROVIDED A COMPREHENSIVE RESPONSE TO THE VILLAGE DESIGN STATEMENT REQUIREMENTS IN APPENDIX 2 WHICH WE BELIEVE WE HAVE ADHERED TO IN ALL RESPECTS.
- TAKING INTO ACCOUNT THE ABOVE, THE PROPOSAL IS NOT OUT OF CHARACTER WITH THE STREET SCENE AT ALL.

THERE ARE NUMEROUS EXAMPLES OF SLIGHT DEVIATIONS OF THE CORE PRINCIPLES OF THE VILLAGE ALREADY IN EXISTENCE EG THE CAR SHOWROOM / FORECOURT, THE EXISTING ON AND OFF-ROAD PARKING IN THE VILLAGE BOTH DAY & NIGHT, VARIOUS DIY PRODUCTS ON THE ROADSIDE, METAL TABLES & CHAIRS FOR OUTSIDE FOOD CONSUMPTION & FREE STANDING COMMERCIAL SIGNAGE OF ALL SHAPES, COLOURS AND SIZES.

Please note that these comments are not designed to be negative against any existing business in the village, but are real examples of the flexibility that we assume has already been adopted in the village in terms of any deviations (if any) from the surrounding architecture within an Area of Special Character, around which some concerns have been raised.

- WE NOTE A POINT MADE ABOUT SETTING A PRECEDENT FOR FUTURE PLANNING APPLICATIONS – WE DO NOT BELIEVE THAT THIS PROPOSAL WILL SET ANY PRECEDENT FOR FUTURE PLANNING APPLICATIONS. AT THE END OF THE DAY, FUTURE PLANNING APPLICATIONS WILL NEED TO GO THROUGH THE SAME RIGOUROUS PROCESS THAT WE HAVE GONE THROUGH AND WILL BE ULTIMATELY OPINED ON BY ARUN DC & THE COMMUNITY AS TO THEIR APPROPRIATENESS ON A CASE BY CASE BASIS, BASED ON THE FACTS & BACKGROUND OF SUCH FUTURE APPLICATION.
- FINALLY, WE WOULD LIKE TO REFER TO PAGE 14 (VILLAGE FACILITIES) OF THE MOS DESIGN STATEMENT, WHICH STATES:

“Nowhere is Captain Coldicott's foresight more evident than in the village shopping area. Long before the need for parking space became evident he set the shops well back from the line of Middleton Road. It was his intention to attract a shopkeeper of each trade.

WE SEE THIS PROPOSAL AS ABSOLUTELY BEING AN OPPORTUNITY FOR A NEW “SHOP KEEPER” OF A COMPLETELY DIFFERENT TRADE WITHIN THE VILLAGE. ADDITIONALLY, IT WILL BE UTILISING THE SPACE TO THE WEST OF 155 MIDDLETON ROAD THAT IS NOT BEING USED AND CREATED BY HAVING THE SHOPS SET WELL BACK - EXACTLY AS CAPTAIN COLDICOTT HAD ANTICIPATED.

ARUN DC - KEY POINTS OF COMPLIANCE

Conclusion

We believe we have considered & taken into account all of the pre application advice provided by Arun DC in this proposal. The 6 core points of compliance that were provided to us have been responded to in full within this document, as to how we believe we have more than satisfied each of them.

In addition to that, we have provided further comprehensive feedback to you, the Parish Council & MOSA in relation to:

- **Appendix 1 – Responses to specific points made by the community**
- **Appendix 2 – Middleton on Sea Village Design Statement**

Both of these areas were covered as we felt they were critical given the significant importance to the village & the local community.

We have also provided you with 2 background emails in relation to the events of the last few weeks following comments from the community (which is supportive of this proposal by an overwhelming majority) and our feedback to the Parish Council.

We hope that Arun DC recognise that this proposal is exactly as was envisaged in the pre application phase, nothing has changed, and that all of your recommendations have been fully addressed.

We would very much like Arun DCs support to this proposal.

RESPONSES TO SPECIFIC POINTS MADE BY THE COMMUNITY

We are providing the following responses to specific areas of concern that have been made via the Arun DC portal. From the overall feedback, we have identified **7 core headings**:

1. **Area of Special Character** - given the contents on the extensive pre-planning advice received from Arun Council, we believe the proposal has been very carefully considered in all areas, including location, colour and other design features in consultation with the village design statement (which we cover in Appendix 2).
- **Location / Listed nature of building** - The trailer will be set back from the building and the road and will be located on the existing gravelled private forecourt to the West of 155 Middleton Road. It will also be screened on one side by a large existing bush bordering the neighbouring property. No existing planting will be impacted, and we do not believe the light to any neighbouring properties or 155 Middleton Road itself will be impacted given its location to the West of the building and not in front. The visual outlook of the building from the front will not be impacted at all.

The proposed trailer location will be further away from the building than any cars that may be permitted to park as part of the salon. It will not detract from the building at all, and in fact has been designed to complement it given the careful thought around colouring and size (eg we had options to go for bigger trailers but rejected those). Please refer to the street scene which we hope confirms that the small trailer does not detract from the outlook of the village or the listed building itself.

To conclude, we do not see any issues with the proposed trailer and the *listed nature of the building*. We assume the listed building criteria were also considered when i) the in/out drive; ii) the paved drive itself, iii) the gravel side area, iv) the front grassed area, and v) the housing development behind were discussed & approved by Arun DC. The proposed trailer is merely utilising the existing space that has been created as a result of any previous approval, and it is also not a fixed structure.

- **Colour**: we believe that the proposed colour of the trailer (black with sympathetic white logo/signage) is consistent with the traditional style of a number of buildings in the village, including 155 Middleton Road (with black timber beams and white walls) and some of the traditional signage in the village. Having consulted the MoS design statement pre application, all of this was specifically considered when deciding the colouring of the trailer.

- Other Design features:

- The trailer is a very simple design, and the proposal will not detract from the existing outlook of the village and is very much in scale with existing buildings.
- It is not much bigger than a large car or small van and there are numerous examples of those a few yards down on the car showroom forecourt plus the various existing off-road parking options where cars are parked by residents & local businesses both during the day and at night time.
- There are also other examples of existing commercial frontages where products for sale are being stored outside, metal outdoor seating options are available and there are a number of examples of commercial signage on full view of the road and the village, all which are different shapes, colours and sizes.

Please note that these comments are not designed to be negative against any existing business in the village, but are real examples of the flexibility that we assume has already been adopted in the village in terms of any deviations (if any) from the surrounding architecture within an Area of Special Character, around which some concerns have been raised.

2. Other commercial businesses – we note that some concern has been raised over the existence of another commercial business in the village (Middleton Cafe).

This proposal is not designed to put the cafe out of business (as has been suggested on social media) but to actually compliment it by providing a very different “Barista” style offering. For example, if somebody approached the trailer and wanted cooked food, then the applicant would direct them over to Middleton Cafe. This is a perfect example of how local businesses & local community can work together, not against each other.

The proposed trailer will have a very limited offering, maybe less than 5% of the other business so these statements made by the community have no substance. If you refer to the letters of support on Arun DC, you will see that some people believe this will bring more business to the village as a whole.

The coffee trailer will also not be making any hot food on the premises, will have no inside tables and will be limited to the normal offerings that you would expect to see such as coffee, tea, cold drinks, snacks (eg cakes, pastries, sausage rolls etc) and will be 100% outside, which is a positive in today’s COVID world that we all continue to live in.

There have also been references to the Fish & Chip Shop & the Chinese Takeaway by local residents. This offering has no connection to or is in any way similar to those businesses all of which cook hot food on premises and are completely different offerings.

The other point to add is there are at least 4 hair & beauty salons in the village already so there is seemingly no objection to similar (but not identical) offerings to the local community. Some competition is healthy in our opinion.

3. **Double Yellow lines** – we believe the existing double yellow lines outside of 155 Middleton Road are actually a very positive aspect of this proposal as it is very clear that passers-by will not be able to stop “on site”, and will be required to adhere to all existing parking requirements of the village which we assume have been in place for many years. There is no basis for drivers to stop illegally as has been suggested.

Arun DC has already received a consultation report from West Sussex County Council Highways Authority which confirms that they do not consider that this proposal would have an unacceptable impact on highway safety or the operation of the highway network.

An inspection of collision data provided to WSCC by Sussex Police from a period of the last five years reveals no recorded injury accidents attributed to road layout within the vicinity of the site. Therefore, there is no evidence to suggest the existing accesses are operating unsafely or that the proposal would exacerbate an existing safety concern.

4. **Pedestrian island** - we believe the pedestrian island will have no impact on this proposal and the same applies to any other business in the village. It is there for the safety of the pedestrians and should not put anybody in any danger in terms of distracted drivers and certainly not as a result of this proposal which has been suggested. Drivers are legally required to adhere to the highway code on all road safety matters and that will not change as a result of this application.

Arun DC has also already received a consultation report from West Sussex County Council Highways Authority which confirms that they do not consider that this proposal would have an unacceptable impact on highway safety or the operation of the highway network.

An inspection of collision data provided to WSCC by Sussex Police from a period of the last five years reveals no recorded injury accidents attributed to road layout within the vicinity of the site. Therefore, there is no evidence to suggest the existing accesses are operating unsafely or that the proposal would exacerbate an existing safety concern.

5. **Parking** - to be clear, this proposal is not from Costa Coffee or a Tesco local – it is a very small & sympathetic coffee trailer designed to cater for the local community (eg mainly those already in the village – businesses, residents, dog walkers, runners, walkers etc), set back from the road on an existing plot.

There have been some points raised from residents behind 155 Middleton Road which we would also like to address as they are extremely important– We do not believe there will be any impact on the properties set behind 155 Middleton Road as a result of this small coffee trailer. We believe the vast majority of people have completely mis-understood this proposal, which is to serve the village and its local community. We are not envisaging hundreds of customers every hour flocking in from other areas in cars. It is a simple proposal to add some flexibility and variety to the village and its community/visitors (eg residents, businesses, walkers, runners, dog walkers) and not just those in cars. Please also refer to Health & Safety below.

However, we believe the current parking arrangements in the village are more than sufficient and will by no means create any “bottle necks” as has also been suggested.

Arun DC has already received a consultation report from West Sussex County Council Highways Authority which confirms that they do not consider that this proposal would have an unacceptable impact on highway safety or the operation of the highway network.

An inspection of collision data provided to WSCC by Sussex Police from a period of the last five years reveals no recorded injury accidents attributed to road layout within the vicinity of the site. Therefore, there is no evidence to suggest the existing accesses are operating unsafely or that the proposal would exacerbate an existing safety concern.

6. **Health & Safety** – we do not see any health and safety concerns in running the trailer from the beauty salon and any electrical installation will be carried out by appropriately qualified individuals and with any relevant certificates/sign off obtained. Again, this exact point was taken into account when considering the proposal which is a significantly better option when compared to running a noisy generator or a gas bottle supply to provide a modest amount of electricity required to run to the trailer.

Additionally, in terms of waiting area, another point that has been raised - this is a “fast” drinks and readily available snacks service (nothing is cooked on site), and any waiting will be limited to a very short period of time. However, there is plenty of existing space on the forecourt of 155 Middleton Road (away from public pavements) which has been used over the past year or so to adhere to COVID restrictions for clients of the beauty salon (eg they were required to wait outside until the time of their appointment) and that will continue for the foreseeable future.

7. Litter / Smells / Noise

As an over-riding comment, on 8 July 2021, Environmental Health have already confirmed to Arun DC that they have no issues with this proposal. However, the specific responses to community feedback made via the Arun DC portal are:

Litter

There are already numerous other food and non-food businesses in the village, all of which have responsibilities & considerations around littering as do the local community and visitors themselves - we are all in it together.

The applicant is a former police officer of the London & West Sussex community and is acutely aware of the rules around keeping areas clean & tidy (both from a legal and common-sense perspective).

Arrangements will be put in place to ensure that options exist for the disposal of cups and any other materials both on site and of course through the existing arrangements available in the village for the disposal of litter/waste.

Litter will be in part dealt with via an increase to the existing bins available, but also via extensive social media reminders for customers to look after our community and to continue to use the bins provided.

Smells

In relation to a comment regarding cooking smells. This trailer will not be cooking anything onsite, it will serve hot & cold drinks, pastries (some kept warm, but not cooked on site), and cakes/snacks etc.

A comment has also been made about smells being an unacceptable intrusion in a conservation area. In response to that, we should consider some existing examples: 1. Chinese takeaway, 2. Fish & Chip Shop, 3. Middleton Cafe – all of these businesses make food onsite which presumably create smells? The coffee trailer will not be cooking anything on site so will adhere very clearly to the concerns around the village being a conservation area. **None of these comments are designed to be negative against any existing business in the village.**

Noise

Firstly, please refer to the previous comments regarding the non-use of noisy generators, which was an option, but was immediately discounted by the applicant given the potential noise issue.

Secondly, there will be no actual noise coming from the trailer. It will have electricity (silent), a coffee machine (very quiet & inside), a fridge (silent), a heated counter-top cabinet / microwave (silent) and a hot & cold tap (silent). We do not see any issues with this proposal around noise.

The intended hours of operation are also in line with normal business hours, so there will also be no “out of hours” considerations.

Appendix 2

MoS Design statement extract

As part of the pre-application exercise we undertook with Arun DC, we carefully considered the contents of the Middleton-on-Sea Village Design Statement and have provided our thoughts on the proposed coffee trailer business, which we believe will not detract from the design characteristics that are outlined in the document and will not detract from the special characteristics that make the village a valued and special place.

The guiding principles of the design statement (page 19 & 21 of the statement) are below. The principles that have been ~~struck through~~ are not deemed to be relevant to the application. We have provided our responses in **RED CAPS** to each relevant principle:

Design guidelines (page 19 of the design statement)

1. Three storey buildings are not in keeping with the character and must be avoided.

THE PROPOSED TRAILER IS JUST 2.3M HIGH (LESS THAN A SINGLE STOREY) AND A SIMILAR HEIGHT TO THE EXISTING BUSH BEHIND IT, OR A VAN / LARGE CAR, NUMEROUS EXAMPLES OF WHICH CAN BE FOUND IN THE NEARBY CAR SHOWROOM AND THE EXISTING ON AND OFF-ROAD PARKING IN THE VILLAGE BOTH DAY & NIGHT. **NONE OF THESE COMMENTS ARE DESIGNED TO BE NEGATIVE AGAINST ANY EXISTING BUSINESS IN THE VILLAGE.**

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

2. The characteristic mix of building materials should be maintained and match those of existing buildings.

THE TRAILER FRAME IS MADE OF STEEL AND THE SIDE REINFORCED FIBREGLASS PLASTIC – THERE ARE NUMEROUS EXAMPLES OF OTHER MATERIALS ON SHOW IN THE VILLAGE (CAR SHOWROOM, DIY PRODUCTS ON SHOW, METAL OUTDOOR TABLES/CHAIRS WITH YELLOW/BLACK TAPE & COMMERCIAL SIGNAGE OF VARIOUS SHAPES, COLOURS AND SIZES). **NONE OF THESE COMMENTS ARE DESIGNED TO BE NEGATIVE AGAINST ANY EXISTING BUSINESS IN THE VILLAGE.**

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

- ~~3. Semi-detached pairs of buildings have distinctive proportions that should not be spoiled by insensitive alterations and additions.~~
- ~~4. Roofs should be of thatch or traditional clay tiles with steep pitches and low eaves.~~
- ~~5. Skylights should sit flush with the roof and be avoided in front elevations.~~
- ~~6. Dormer windows should not dominate the roof and should be of similar size or smaller than the windows below with pitched roofs.~~
- ~~7. The inclusion of chimneys in new designs and the retention of existing chimneys are encouraged.~~
- ~~8. Timber weatherboarding should be retained; white uPVC is not considered appropriate~~

9. **Exterior walls should be rendered and painted in traditional pastel colours.**

THE BLACK EXTERIOR AND MODEST WHITE SIGNAGE OF THE PROPOSED TRAILER IS CONSISTENT WITH THE BLACK & WHITE BUILDINGS & TRADITIONAL LOOK THROUGHOUT THE VILLAGE

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

10. **The use of traditional timber or metal window frames is encouraged.**

THE PROPOSED TRAILER FRAME IS MADE FROM METAL. WINDOW OPENINGS ARE ALSO MADE IN METAL.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

- ~~11. Replacement windows should be in keeping with the original design. Modern crittal metal casement windows are available.~~
- ~~12. Porches should enhance the original house and external doors should be in keeping with the original design~~
- ~~13. The Beach Huts are of historical importance to the Area and must be retained in their original form.~~

Future Development guidelines (page 21 of the design statement)

Furthermore, the guidance specifically seeks to ensure that any new building works, should:

1. **Be of the highest quality,**

THE PROPOSED TRAILER IS BUILT TO A HIGH QUALITY AND WILL COME WITH A EUROPEAN COMMUNITY WHOLE VEHICLE TYPE APPROVAL. THE PROPOSED TRAILER WILL BE SUPPLIED WITH A CERTIFICATE OF CONFORMITY WITH THE CE TYPE-APPROVAL.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

2. **Be in keeping with the scale of existing developments and be well related to adjacent buildings and space,**

THIS HAS BEEN CONSIDERED IN TERMS OF THE SIZE AND LOCATION OF THE PROPOSED TRAILER AND IS ILLUSTRATED IN THE APPLICATION. THERE WERE LARGER TRAILER OPTIONS AVAILABLE WHICH WERE DISCOUNTED BY THE APPLICANT GIVEN THE PRE-PLANNING ADVICE & DESIGN STATEMENT & AREA OF SPECIAL CHARACTER REQUIREMENTS.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

3. **Ensure that the orientation maintains the privacy enjoyed by neighbouring properties and seek to minimise overshadowing,**

THE LOCATION OF THE PROPOSED TRAILER HAS TAKEN INTO ACCOUNT OVERSHADOWING, AND THERE IS NONE. IN TERMS OF PRIVACY, THE PROPOSED TRAILER WILL BE LOCATED & FACE AWAY FROM ANY NEIGHBOURING PROPERTY

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

~~4. **Ensure that conservatories are designed and located with care,**~~

5. **Be accompanied, preferably, with a perspective drawing to show the relationship with existing buildings and street scene**

THIS REQUIREMENT WAS NOTED AS PART OF THE PRE-PLANNING ADVICE FROM ARUN DC AND A MOCK-UP ILLUSTRATION IS INCLUDED IN THE APPLICATION

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

6. **Demonstrate an awareness of the local context in its use of materials, design, style detailing, layout and form**

THE EXTENSIVE PRE-PLANNING EXERCISE UNDERTAKEN WITH ARUN DC HIGHLIGHTED THE NEED TO ADHERE TO THE DESIGN STATEMENT WHICH WE BELIEVE HAS BEEN DONE. PLEASE REFER TO THE PREVIOUS RESPONSES ABOVE.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

- ~~7. **Seek to avoid the demolition or part demolition of existing buildings of merit,**~~

8. **Have a high standard of landscaping which retains, where possible, any existing planting**

THE PROPOSED TRAILER WILL BE LOCATED ON THE ALREADY LANDSCAPED GRAVEL AREA TO THE WEST OF THE PAVED FORCOURT AREA. THE FORECOURT OF 155 MIDDLETON ROAD IS PAVED AND HAS LANDSCAPED GRASS & SHRUB AREAS DIRECTLY IN FRONT OF THE BUILDING. ALL SHRUBS, BUSHES AND GRASSED AREAS WILL BE UNTOUCHED AND ARE BEING RETAINED.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

9. **Have the area in front of buildings substantially soft landscaped,**

THE PROPOSED TRAILER WILL BE LOCATED ON THE ALREADY LANDSCAPED GRAVEL AREA TO THE WEST OF THE PAVED FORCOURT AREA. THE FORECOURT OF 155 MIDDLETON ROAD IS PAVED AND HAS LANDSCAPED GRASS & SHRUB AREAS DIRECTLY IN FRONT OF THE BUILDING.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

10. **Make use of existing vehicular access**

155 MIDDLETON ROAD HAS LANDSCAPED VEHICULAR ACCESS FOR THE EXISTING BEAUTY SALON BUSINESS WHICH IS CURRENTLY BEING USED TO CHECK CLIENTS IN TO ADHERE TO COVID RESTRICTIONS. WE UNDERSTAND THIS STRUCTURE WILL CONTINUE FOR THE SALON AFTER THE COVID RESTRICTIONS ARE LIFTED. THE COFFEE TRAILER PROPOSAL ITSELF DOES NOT REQUIRE ANY SPECIFIC VEHICULAR ACCESS OTHER THAN INITIAL ACCESS TO THE GRAVEL AREA FOR THE SMALL TRAILER TO BE LOCATED.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

11. Pay regard to the treatment of front boundaries and their contributions to the overall street scene

THE PROPOSED TRAILER IS SET BACK FROM THE FRONT BOUNDARY (BUT WE NOTE THE VARIOUS EXAMPLES OF CARS FOR SALE, DIY PRODUCTS, METAL OUTDOOR TABLES & CHAIRS WITH YELLOW/BLACK TAPE AROUND, AND COMMERCIAL SIGNS OF DIFFERENT COLOURS/SHAPES AND SIZES ALREADY LOCATED IN THE VILLAGE WHICH MAY ALREADY IMPACT THE STREET SCENE IN THE VILLAGE AND WE ASSUME HAVE ALL BEEN PRE APPROVED) *None of these comments are designed to be negative against any existing business in the village.*

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.

12. Have sufficient car parking sited sensitively so as not to detract from the visual amenities of the area or soft landscaped areas beside and in front of buildings.

ADDITIONAL CAR PARKING IS NOT REQUIRED. THE EXISTING ON ROAD AND OFF-ROAD PARKING IN THE VILLAGE IS MORE THAN SUFFICIENT TO CATER FROM THE DEMANDS OF THE PROPOSED TRAILER WHICH IS ESSENTIALLY A GRAB & GO OFFERING WITH A SIGNIFICANT FOCUS ON FOOT TRAFFIC ALREADY IN THE VILLAGE.

ARUN DC HAS ALREADY RECEIVED A CONSULTATION REPORT FROM WEST SUSSEX COUNTY COUNCIL HIGHWAYS AUTHORITY WHICH CONFIRMS THAT THEY DO NOT CONSIDER THAT THIS PROPOSAL WOULD HAVE AN UNACCEPTABLE IMPACT ON HIGHWAY SAFETY OR THE OPERATION OF THE HIGHWAY NETWORK.

WE BELIEVE THE PROPOSAL SATISFIES THIS PRINCIPLE.