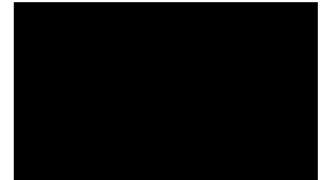




6 New Bridge Street
London EC4V 6AB



PLANNING STATEMENT
PROPOSED CHANGE OF USE FROM CLASS
A2 TO CLASS A1/A3/A4 AND
ALTERATIONS TO SHOPFRONT

2-4 ASH LANE, LITTLEHAMPTON,
WEST SUSSEX BN16 3BZ

Date: September 2019

Ref: 14104

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APPENDICES

APPENDIX 1: RUSTINGTON TOWN CENTRE HEALTH CHECK

Revision	Description	Originated	Checked	Reviewed	Authorised	Date
1	Final Planning Statement	AOL	GB	GB	GB	16/09/19
DWD Job Number: 14104						

1.0 INTRODUCTION

- 1.1 The Planning Statement has been prepared by Dalton Warner Davis LLP ('DWD') on behalf of Store Property Investments Ltd ('the Applicant') in support of an application for planning permission to change the use of the unit at Nos. 2-4 Ash Lane, Littlehampton, West Sussex BN16 3BZ and alter the shopfront to create an external seating area.
- 1.2 The application relates to the proposed change of use of the existing unit from solely Class A2 (financial and professional services) to a Class A1 (retail)/ Class A3 (restaurant and café)/ A4 (drinking establishment) use, as well as alterations to the Ash Lane shopfront. Although some aspects of the proposed development would meet the conditions for permitted development rights conveyed by Schedule 2: Part 3: Classes C and E of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended), the applicant is seeking full planning permission for the proposed change of use and shopfront alterations. This would allow the Applicant to market the site to a wider range of potential occupiers and better ensure its continued active use in the Town centre.
- 1.3 The full description of the planning application is:
- "Change of use from Class A2 (financial and professional services) to Class A1 (retail)/ Class A3 (restaurant and café)/ A4 (drinking establishment) with alterations to the shopfront to create an external seating area."*
- 1.4 This Planning Statement outlines the need for extending the uses of the unit and indicates how the proposals would help secure the continued occupation of the unit, and assist in ensuring the vitality and viability of the Town centre. The Statement demonstrates that an extension of the potential uses on the site represents an appropriate scheme in light of sustainable development and associated retail considerations.
- 1.5 This Statement also highlights how the proposed external alterations would enhance the unit's appearance and create an attractive and active shopfront.
- 1.6 The proposals are consistent with National Planning Policy and Development Plan policies that support sustainable development and, in particular, the protection and enhancement of the vitality and viability of town centres.
- 1.7 This Statement should be read in conjunction with the following submitted documents:
- Application Form and relevant Certificates;
 - Covering Letter;

-
- CIL Form;
 - Site Location Plan/ Block Plan (ref: 9379.100);
 - Existing Floor Plans (ref: 9379.101);
 - Existing Elevations (ref: 9379.102);
 - Proposed Floor Plans (ref: 9379.103); and,
 - Proposed Elevations and External Seating Area (ref: 9379.104).

1.8 The remainder of this Statement is set out as follows:

- Section 2 describes the site and the surrounding area and summarises the relevant planning history;
- Section 3 sets out the proposals for the site that are the subject of this planning application;
- Section 4 assesses the proposed development against relevant national and local planning policies and other material considerations; and,
- Section 5 provides out overall conclusions on the planning merits of the proposals.

2.0 SITE LOCATION, DESCRIPTION AND HISTORY

Site Location and Description

- 2.1 The application site comprises No. 2 Ash Lane, Rustington – a two-storey unit within a shopping parade towards the eastern end of Rustington Town Centre, covering an area of approximately 0.02 hectares. This application relates to the ground floor of the unit, which has a gross internal area of approximately 120.7sqm and incorporates an open plan area, office, WC facility and kitchen area.
- 2.2 The first floor of the unit accommodates uses within Class A2 (professional services) and the proposals the subject of this application do not involve changes to the first-floor level.

Figure 2.1: The Site (Google Street View)



- 2.3 The shopfront of the unit is glazed, with a recessed door on the left-hand side and an ATM on the right-hand side.
- 2.4 The building is not listed, and the Site is not within a designated conservation area. It is within Flood Zone 1 and is therefore in an area with a low probability of flooding. The Site is located within a Secondary Retail Frontage of Rustington Town Centre.
- 2.5 The Site was previously occupied as a branch of Halifax Building Society. It appears to have been in this use since at least March 2009 (see Figures 2.2-2.3 below). The unit is served by a rear delivery and service yard to the east of the Site, accessed from an alley way off Ash Lane.

- 2.6 The Site fronts Ash Lane, and is bounded to the north, south and west by town centre uses. To the east is the Broadmark Lane public car park and Waitrose customer car park.

Figure 2.2: The Site in March 2009 (Google Street View)



Figure 2.3: The Site in June 2014 (Google Street View)



- 2.7 In terms of accessibility to local residents, the majority of Rustington's built up area falls within 2km of the Site, which has long been accepted as a reasonable walking distance to access shops and services.
- 2.8 Car parking provision is located in the aforementioned Broadmark Lane public car park to the east of the Site (which allows 2 hours free parking). Cycle parking is available outside the Waitrose store located approximately 65m to the east of the Site.

- 2.9 Bus stops on Ash Lane (approximately 80m and 170m to the north) provide links to Littlehampton, Angmering, Worthing, Lancing, Shoreham-by-Sea, and Brighton. The Site is 1.9km walk from Angmering train station, which lies to the north east of the Site, and provides links to Littlehampton, Brighton, London Victoria and Southampton.

Planning History

- 2.10 The building in which the Site is located would appear to date from the 1970s and consented under application references R/125/69, R/123/70 and R/11/71. Consent to change the use of the Site to a building society was granted on 18th August 1972 (ref: R/169/72). Consent for a new aluminium shopfront and interior fittings was granted on 17th November 1972 (ref: R/274/72). Other subsequent consents have related to signage, a satellite dish and installation of the ATM on the shopfront.
- 2.11 The Site's planning history is summarised in the table below:

Table 3.1 – Planning History

APPLICATION REFERENCE	DESCRIPTION	DECISION	DECISION DATE
R/125/69	O/A for shops flats & car parking	Approved	22/08/1969
R/123/70	Shops with offices over	Approved	24/07/1970
R/11/71	Shops with offices over	Approved	19/03/1971
R/169/72	Change of use to building society office of ground floor shop	Approved	18/08/1972
R/274/72	New aluminium shop front and interior fittings	Approved	17/11/1972
R/275/72/ ADV	Internally illuminated box fascia sign	Approved	17/11/1972
R/74/95/A	1 no. internally illuminated fascia sign & 1 no. internally illuminated projecting sign	Approved	20/07/1995
R/18/96	Retention of 90cm satellite dish for business television	Approved	15/03/1996
R/137/97	Installation of NCR 5685 automatic teller machine with shop frontage of premises	Approved	03/10/1997
R/138/97/A	One internally illuminated sign	Approved	23/10/1997
R/53/03/A	One internally and externally illuminated fascia and projecting sign.	Approved	22/04/2003
R/24/06/A	1 No. internally illuminated lightbox	Approved	08/03/2006
R/194/12/A	1no. internally illuminated fascia sign, 1no. internally illuminated projecting sign, 1no. internally illuminated ATM collar, 1no. non-illuminated metal window marketing unit and various vinyls applied to inside face of glazing	Approved	29/11/2012

3.0 PROPOSED DEVELOPMENT AND KEY PLANNING CONSIDERATIONS

The Need for the Proposed Change of Use

- 3.1 The Site would appear to have been in Class A2 (financial and professional services) use as a building society since the early 1970s, until it became vacant on 5th August 2019. The Applicant wishes to take advantage of this opportunity to maximise the Site's marketability by being in a position to offer a lease of the property to a wider range of prospective retail, restaurant/ café or drinking establishment operators.
- 3.2 Accordingly, planning permission is sought to extend the range of uses approved for the premises by including Class A1 (retail), Class A3 (restaurant and café) and Class A4 (drinking establishment).
- 3.3 External alterations to the shopfront are also proposed to enhance the appearance of the property, and provide for a covered external seating area fronting Ash Lane. These alterations include:
- Replacing the existing splayed shopfront with a splayed screen wall to maintain a clearly demarcated access to the first-floor office;
 - Providing a new entrance door to the first-floor office;
 - Removing the existing shopfront and creating a covered external seating area;
 - Providing a new, recessed, glazed, bi-fold shopfront with entrance door;
 - Providing roller security shutters to front and side openings to enhance security.

Principle of Development

- 3.4 The Site is located within the designated Rustington Town Centre boundary, and is within the secondary shopping frontage. These designated areas are considered suitable in planning policy terms for Class A1 (retail), Class A3 (restaurant and café) and Class A4 (drinking establishment) premises, subject to certain conditions being met (see Section 4.0) below.
- 3.5 In addition, it should be noted that some of the proposed changes of use are supported at the national level by virtue of the permitted development rights conveyed by Schedule 2: Part 3: Classes C and E of The Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).

Town Centre Vitality and Viability

- 3.6 As required by Arun District Council's Local Validation Requirements List, an assessment of the proposal in terms of potential impact on the retail function of the Town Centre has been undertaken, and the associated 'Health Check' report (attached at **Appendix 1**) is submitted in support of this planning application.
- 3.7 The report concludes that Rustington provides a diverse range of town centre uses, to which additional Class A1, Class A3 or Class A4 uses could be added without prejudicing the function of the Town Centre.

Parking, Access and Accessibility

- 3.8 The Site benefits from proximity to car parking provision that served the Town Centre as a whole. Car parking spaces are located in the Broadmark Lane public car park to the east of the Site, which allows 2 hours free parking. Cycle parking is available outside the Waitrose store located approximately 65m to the east of the Site.
- 3.9 Bus stops on Ash Lane (approximately 80m and 170m to the north) provide links to Littlehampton, Angmering, Worthing, Lancing, Shoreham-by-Sea, and Brighton. The Site is 1.9km walk from Angmering train station, which lies to the north east of the Site, and provides links to Littlehampton, Brighton, London Victoria and Southampton.

4.0 PLANNING POLICY CONSIDERATIONS

- 4.1 This Section sets out the national and local planning policies relevant to the proposals that seek to achieve sustainable development, ensure the vitality of town centres, and promote safe and sustainable transport.
- 4.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that, if regard is to be had to the development plan for the purpose of determining planning applications, then determination must be made in accordance with the development plan, unless material considerations indicate otherwise.
- 4.3 The statutory development plan for the area for the purposes of this planning application comprises the Arun Local Plan (July 2018). Material considerations of relevance to the application include the updated National Planning Policy Framework (NPPF) published in February 2019.

Achieving Sustainable Development

National Planning Policy Framework

- 4.4 The NPPF sets out the Government's planning policies for England and how they should be applied. It specifies that the purpose of the planning system is to contribute to the achievement of sustainable development through 3 overarching objectives, which should be delivered through the preparation and implementation of plans and the application of NPPF policies:
- An economic role – to ensure a strong, responsive and competitive economy by ensuring that sufficient land of the right type is available in the right places to support growth, innovation and improved productivity;
 - A social objective – to support strong, vibrant and healthy communities by enabling accessible services that reflect the community's needs and support social and cultural well-being;
 - An environmental objective – making effective use of land and contributing to protecting and enhancing the natural, built and historic environment (paragraph 8).
- 4.5 At the heart of the NPPF is a presumption in favour of sustainable development, which should be applied by approving development proposals that accord with an up-to-date development plan without delay (paragraph 11c).
- 4.6 Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, permission should be granted unless

there is a clear reason for refusing the proposal (based on NPPF policies that protect areas or assets of particular importance), or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the NPPF taken as a whole (paragraph 11d).

Arun Local Plan (2018)

- 4.7 Policy SD SP1 states that the Council will take a positive approach to considering development proposals that reflect the presumption in favour of sustainable development contained in the NPPF. It will work proactively with applicants to jointly find solutions which mean that proposals can be approved wherever possible and to secure development that will contribute to the social, economic and environmental conditions of the District.

Policy Compliance

- 4.8 National and local policy makes a clear link between economic development in town centres and the achievement of sustainable development. The application Site is located within Rustington Town centre, where a range of town centre uses are considered to be suitable. The proposed extension of the uses that could be accommodated within the unit represents a more efficient use of the existing building. Additionally, the Site benefits from an accessible location where sustainable development can be delivered.
- 4.9 Sustainable development is achieved through the collaboration of a number of key requirements. As such, compliance with the above over-arching policies requiring sustainable development is set out below.

Ensuring the Vitality of Town Centres

National Planning Policy Framework

- 4.10 Paragraph 85 of the NPPF advises that planning policies should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Local authorities should:
- Promote the long-term vitality and viability of their defined town centres by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses and reflects their distinctive characters; and,
 - Allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed.

Arun Local Plan (2018)

- 4.11 Policies Map 4 (Littlehampton and Surrounding Area) confirms that the site is located within the Rustington Town centre Boundary and within the Secondary Retail Frontage.
- 4.12 Policy RET SP1 identifies Rustington as a 'Local Service Centre' that provides a good range of shops serving the local population, together with a range of other services and facilities. The policy advises that the Council will welcome development and initiatives that add diversity to the centre to aid economic resilience and vitality.
- 4.13 The Council's intention to maintain the existing hierarchy of retail centres within the District is set out in Policy RET DM1, which also advises that development proposals that accord with this objective will be permitted, provided that criteria relating to design standards, accessibility by public transport, equal access and crime prevention measures are met. The Policy requires applications for A3 Uses to be accompanied by details of the provisions for the extraction of fumes and cooking odours and the provision of areas for the collection of waste.
- 4.14 Policy RET DM1 also states that proposals for Use Class A1 (retail) will be permitted along the secondary shopping frontages, as defined on the Policies Map. Proposals for 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.
- 4.15 In addition, the Council will require evidence that retail units have 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.

Policy Compliance

- 4.16 The Site is located within the defined town centre boundary and a secondary shopping frontage, where retail, restaurant/ café and drinking establishment uses are considered to be suitable in planning policy terms.
- 4.17 The proposals seek to maximise opportunities to secure ongoing occupation of the existing unit, and reduce the risk of long-term vacancy. Although the former Class A2 (building society) use

only ended in August 2019, interest in response to the marketing activity undertaken has been from Class A1, A3 and A4 operators.

- 4.18 As shown in the accompanying 'Health Check' report, Rustington already contains a diverse range of retail, service and leisure uses, and is not deficient in convenience or comparison retail provision. The potential for a wider range of operators to occupy the unit would help to ensure that Rustington remains a 'healthy', competitive, and vibrant town centre, with a wide variety of retail, service and leisure offers for the local community.
- 4.19 The Arun Retail Study Update (2016) identifies a surplus of convenience and comparison goods floorspace in Rustington over the plan period, which further justifies the position that provision of flexibility in the use of the Site would not have a detrimental effect on the town centre.
- 4.20 In accordance with Arun Local Plan Policy RET DM1, the proposals demonstrate a high standard of design that would enhance the unit's appearance and provide an attractive, active shopfront. The Site has been demonstrated to be accessible by public transport, with bus stops and Angmering train station within walking distance. The unit would provide level access to all areas and the proposed roller shutters would assist in achieving crime prevention criteria.
- 4.21 With regard to the provision of details for the extraction of fumes and cooking odours, it is proposed that this would be addressed via a condition requiring details to be approved prior to first use of the unit as a Class A3 facility. The existing rear service area would be used for the collection of waste.
- 4.22 In light of the above, it has been demonstrated that the flexibility to lease the Site to a retail or restaurant/ café or drinking establishment operator would not jeopardise the function of the town centre, but would further enhance its economic resilience and vitality. Accordingly, the proposed change of use is considered to comply with national and local policy seeking to ensure the vitality of town centres.

Promoting Healthy and Safe Communities

National Planning Policy Framework

- 4.23 In the interests of providing the facilities and services the community needs, the NPPF requires local authorities to plan positively for the provision and use of community facilities and other local services to enhance the sustainability of communities (paragraph 92a). Councils should ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community (paragraph 92d).

Arun Local Plan (2018)

- 4.24 Policy HWB SP1 requires new leisure facilities to be located along public transport corridors that are easily accessible to members of the wider community.

Policy Compliance

- 4.25 The proposed expansion of the uses that could be accommodated within the Site would ensure that the local community has access to a range of services, and would guard against the risk of long-term vacancy due to limited options for marketing the site to prospective tenants.
- 4.26 As discussed above, the requested change of use would assist the resilience of the town centre and allow it to adapt to changing market factors in a sustainable way, to the benefit of Rustington's residents.
- 4.27 The Site is located close to public transport facilities and is accessible by a range of transport modes. As set out in Section 2.0 above, the Site would be within a reasonable walking distance for the majority of residents in the built-up area of Rustington.
- 4.28 Therefore, the proposed change of use would comply with national and local planning policies seeking to promote healthy and safe communities.

Promoting Sustainable Transport

National Planning Policy Framework

- 4.29 Paragraph 102 requires developments to identify and pursue opportunities to promote walking, cycling and public transport use. In addition, local planning authorities should support an appropriate mix of uses across an area to minimise the number and length of journeys needed for shopping, leisure and other activities (paragraph 104a).

Arun Local Plan (2018)

- 4.30 Policy T SP1 states that Council will support proposals that explain how the development has been designed to:
- Accommodate the efficient delivery of goods and supplies; and,
 - Give priority to pedestrian and cycle movements and have access to high quality public transport facilities.
- 4.31 Policy T DM1 requires development proposals to be located within easy access to established public transport service(s), and existing pedestrian and cycle networks that link the site with key destinations.

Policy Compliance

- 4.32 As discussed in Section 2.0 above, the site is accessible by a range of sustainable transport options. It is well served by public transport services from the bus stops on Ash Lane and the nearby railway station at Angmering, all of which provide links to a range of local and further afield destinations.
- 4.33 The site is within a reasonable walking distance from the majority of Rustington's built up area and is therefore easily accessible for pedestrians. Cycle parking provision is available to the east of the site outside the Waitrose store.
- 4.34 The 'Health Check' submitted in support of the current application specifies that Rustington is an easily navigable, well sign-posted town centre, in which visitors are clearly directed to local destinations. The centre is also pedestrian-friendly with wide and even pavements set back from the main road.
- 4.35 In light of the above, the proposal is considered to comply with national and local policies that seek to promote sustainable transport accessibility.



5.0 CONCLUSION

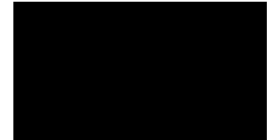
- 5.1 The Site at No.2 Ash Lane, Rustington comprises a vacant, single storey unit within a shopping parade towards the eastern end of Rustington Town Centre. The Site was most recently used as a building society in Class A2 (financial and professional services) use. The unit has been vacant since 5th August 2019 and is currently being marketed by the Applicant.
- 5.2 The proposals, the subject of this planning application, are a direct response to the need to secure planning approval that would help ensure the ongoing, active use of the Site. Aspects of the proposed changes of use are supported at national level by virtue of the permitted development rights conveyed by Schedule 2: Part 3: Classes C and E of The Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended).
- 5.3 It is intended to maximise the opportunities for leasing the Site by seeking approval to change the approved use from Class A2 (financial and professional services) to Class A1 (retail)/ Class A3 (restaurant/ café)/ Class A4 (drinking establishment).
- 5.4 External alterations to the unit's shopfront are also proposed to enhance its appearance, provide a more active frontage and improve the Site's security.
- 5.5 The proposals represent an opportunity to make a small but valuable contribution to ensuring the continued vitality and viability of Rustington Town Centre.
- 5.6 All key planning considerations have been taken into account in the preparation of the change of use proposals, which comply with national and local Development Plan policies.
- 5.7 In short, these proposals represent the sustainable change of use of the Site, securing additional opportunities to ensure its continued use in a suitable, appropriate and efficient manner to provide town centre uses for the benefit of Rustington.
- 5.8 In summary, the proposals represent sustainable development that warrants support from the Local Planning Authority.



APPENDIX 1: RUSTINGTON TOWN CENTRE HEALTH CHECK



6 New Bridge Street
London EC4V 6AB



Rustington Health Check

Date/Time of Site Visit: **4 July 2018/13:30 pm – 15.00 pm**
Weather Conditions: **Sunny and Dry**

A) Role of Position in Hierarchy

1. Arun District Council allocates Rustington as a District Centre and Principle Shopping Area in the Arun District Local Plan (2003).
2. The application site is located within Rustington town centre.
3. Rustington provides the following:
 - a. Shopping – The centre is well-served by comparison retailers particularly small independent traders and a range of charity shops. There are also a number of convenience retailers with several multiple national traders including Waitrose and Iceland.
 - b. Services – The town centre provides a good range of services including high street banks, estate agents, hairdressers and beauty salons.
 - c. Entertainment – There is a good range of facilities including various cafes, pubs and restaurants.

B) Diversity of Uses

4. DWD has prepared a Town Centre Health Check of the Rustington Town Centre Shopping Area. The study separates the diversity of uses in the centre into comparison retail, convenience retail, service retail and vacant units.
5. Rustington retail offer is summarised below and compared with the past results of the Borough Council's Study and the national average.

Type of Unit	Number of Units in July 2018	Number of Units in July 2018 (%)	UK Average in March 2017 (%)	Past Number of Units in March 2017 (%)	Past Number of Units in March 2017 (%)
Comparison	41	35.04	38.30	40	36.04
Convenience	9	7.69	9.71	13	11.71
Service	61	52.14	38.58	48	43.24
Vacant	6	5.13	8.85	10	9.01
Total Units	117	100	100	111	100

6. The diversity of uses in Rustington slightly differs to that of the UK average. The percentage total of service units is higher than the UK average while the percentage of convenience and comparison units is lower than the UK average.
7. Since March 2017, the vacancy rate in Rustington has decreased from 9.01% to 5.13% and is 7% below the UK average.
8. There is a mix of independent and chain retail stores across the town centre. The national retailers including Waitrose and Boots are largely located towards the eastern end of The Street and the independent retailers are located towards the northern end of The Street.
9. Rustington features a range of services which serve local residents, as well as several entertainment facilities including Establo Lounge (café/bar), The Lamb Inn (Public House) and The Lemongrass (Thai Restaurant) which moved from 1 Churchill Parade to larger premises at 50 The Street.

D) Vacant Units

10. There were 5 vacant units in the town centre on the survey date however one of the units located at 137 The Street was under construction and has planning approval for the change of use from shop (Use Class A1) to restaurant/café (Use Class A3) with elevational alterations and outside seating (Ref. R/78/17/PL). The remaining 4 units were dispersed across Rustington and show no particular pattern.

E) Accessibility and Movement

Car Parking

11. Rustington has ample off-street parking within the town centre including one large off-street car park to the north of The Street and a secondary car park to the east which serves the Waitrose store. There is additional off-street parking along The Street, Sea Lane and Ash Lane and positioned in front of a parade of units on these roads.

Public Transport

12. Rustington has excellent public transport. Bus routes run through the town centre and connect Rustington to various nearby settlements including Brighton, Shoreham-by-Sea and Littlehampton.
13. In addition, Angmering train station is located approximately 1.6 km north-east of the town centre and provides links to locations further afield including London Victoria, Southampton Central and Portsmouth Harbour.
14. There are no cycle lanes in the town centre however there is cycle parking provided along The Street and in front of the Waitrose Store on Broadmark Lane.

Traffic Congestion and Accessibility

15. There was minimal congestion in the town centre and the signage provision for motorists and cyclists was good and provided straightforward navigability around the town centre to a range of facilities.

Pedestrian Access and Movement

16. DWD experienced an easily navigable town centre which was well sign-posted, directing visitors to local destinations. The centre was also pedestrian-friendly with wide and even pavements set back from the main road and was accessible for wheelchair users and pushchairs.
17. Footfall was high along The Street and at the confluence of The Street and Broadmark Lane. Footfall was lower towards the western end of The Street and along Sea Lane.

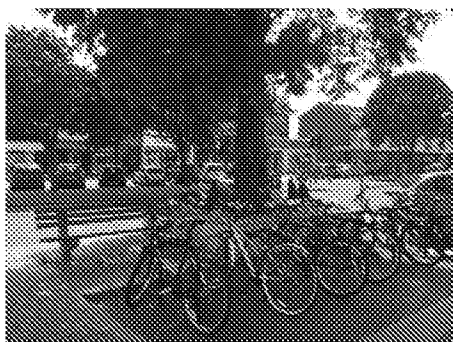
Perceptions of Safety and Occurrence of Crime

18. DWD felt the centre was generally safe. There was evidence of CCTV cameras in the centre and there were no signs of anti-social behaviour.
19. Rustington town centre was too small to be included as an area in its own right on UKCrimeStates.com. Therefore, the data has been taken from the neighbourhood area of Rustington which includes the centre and the wider area.

20. In May 2018, 63 crimes were reported in this area. This was the same number of crimes reported in the area in May 2017. The lowest crime rate in the past year was in November 2017 when 51 crimes were reported.

F) Environmental Quality

21. The environmental quality of the town centre was found to be mixed but generally good. There were some units that were visibly run-down however the majority of buildings were of a high quality in their upkeep and maintenance. There was minimal evidence of vandalism and graffiti within the centre and the main retail hub along The Street was particularly attractive with wide pavements set back from the road, street trees and areas of attractive green planting.
22. Rustington town centre provides outdoor seating for visitors along The Street and outside the Waitrose store. Sufficient street lighting is also provided throughout the centre and signs of litter were low due to the abundance of bins available. There were several notice boards in the centre which were used to advertise local events such as the Rustington Street Fayre and Summer Concert.



Attractive landscaping and street furniture on The Street



Community Notice Board

G) Summary

Strengths

- The centre has good transport links and has ample car parking
- The centre provides a range of comparison, convenience and service retail uses for visitors
- The centre is visually attractive with green landscaped areas
- The centre has a low crime rate

Weaknesses

- There are no cycle lanes in the centre

Opportunities

- The town centre has vacant floor space available to support smaller town centre occupiers

Threats

- The redevelopment of units in the centre could attract more multiple retailers which could detract from the smaller independent retailers