Welcome to this public exhibition. We would like your thoughts on our emerging vision, principles and design plan for Littlehampton seafront greens, promenade and other surrounding interconnecting streets and spaces displayed on the following boards.

This project forms part of a wider ongoing strategy of a pedestrian ‘ring’ of primary movement as demonstrated in the 9 Big Ideas for Littlehampton. Arun District Council has identified, through previous studies, the disconnect between the seafront, East Bank riverside walkway and the town centre. This project acknowledges this and aims to provide an improved physical relationship through a consistent design approach between the seafront and other parts of the town.

LDA Design, consultants appointed by Arun District Council, are familiar with Littlehampton through their long running involvement in the town’s various strategies and public realm improvements such as the successful and popular East Bank Riverside Walkway and recent proposals for the Town Centre.

Previous engagement

The design team set out by gaining a thorough understanding of how the seafront is used and how it works on a day-to-day basis. As part of this initial stage, in July 2016, the design team held a series of stakeholder workshops to discuss the key strengths, weaknesses and opportunities for the study area. The sessions enabled the design team to understand in greater detail any fundamental constraints and overwhelming desires, wants or needs. Key messages from the workshops are displayed below.

Following these initial workshops LDA Design developed concept proposals on behalf of Arun District Council which can be viewed on the following boards.
2. THE VISION & OVERARCHING PRINCIPLES

- Retain a similar amount of informal and flexible open green space as part of the greens defining character.

- Ensure large events such as the ‘Screen on the Green’ and ‘The Littlehampton Bonfire Celebrations’ are provided with the space they need to continue.

- Ensure that informal activity and passive recreation currently taking place is protected.

- Provide lawns that allow views into the greens but also lawn spaces that allow views out to sea.

New planting supplies the structure and the setting of the place; planting will contain the greens and make the place feel more comfortable.

Distinctive planting will be chosen to reinforce the coastal and maritime context, complementing the recently completed East Bank riverside walkway and the wider West Sussex coastline.

Planting chosen to suit the local climate and the local context will ensure minimal maintenance and greatest success.

Delivery of proposals are subject to detailed design, testing and project funding.
**3. OVERARCHING PRINCIPLES**

**A place for people**

Lessen the vehicle impact

* A strategy to maintain similar parking numbers on a more efficient formal car park footprint and rationalised layout.

* Parking to be fragmented by beautiful planting contributing to the character of the seafront greens. An attractive asset, not an ugly necessity.

* Planting to soften visual impact of car parking.

* Safe and accessible connections that separate vehicles and pedestrians.

**A connected place**

* Maintain informal open access to the greens enabling the possibility to freely roam and explore. Identify the most popular routes and provide more formalised footpaths where necessary.

* Improve wider connections, forming cohesive and legible links with the East Bank riverside walkway, Pier Road and the town centre.

* Re-establish and re-connect links between the Oyster Pond and the rest of the greens.

**EXISTING**

- Formal surfaced car park
- Inefficient overflow car park
- Coach drop-off parking
- Ugly open surface car parking
- Overflow car parking; limits use
- Coach park; a disconnecting feature

**PROPOSED**

- Formal surface car park
- Coach drop-off
- Planting to fragment parking
- Separate vehicles and pedestrians
- Fantastic arrival experience

- Removal of the unattractive Banjo Road coach park which commands a prominent location in the centre of the greens, disrupts positive active uses and diminishes the quality and success of neighbouring assets.

- Coach drop off points to replace Banjo Road; coaches to park elsewhere while customers are enjoying the greens and seafront.

- New parking and coach drop off points providing an enhanced and exciting arrival experience for all.

**EXISTING**

- Formal surfaces footways & spaces
- Desire lines
- Worn paths
- Weak yet important connections
- Wasted connections, unclear and uneventful
- Wasted spaces behind structures

**PROPOSED**

- Routes to allow slow paced discovery
- Routes to link uses
- Routes that are clear wide and direct
- Great spaces that maximise use

- Promote a variety of experiences and maximise variety through allowing different route choices; 'Primary Routes' that are clear wide and direct, 'Secondary Routes' that link defined uses and 'Tertiary Routes' that offer alternative meandering, slow paced enjoyment. i.e. a journey through gardens.

- Ensure links between the promenade and greens are provided via shallow accessible ramps.

- Create spectacular arrival experiences throughout.

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3. Comfort and sanctuary

Structures to provide safe and comfortable shelter

Natural shelter from prevailing wind through landform

A stunning night time environment

- A character deeply rooted in the contextual qualities of Littlehampton and the surrounding West Sussex coastline. A powerful sense of place demonstrated through material use, distinctive planting and the relationship between the two.

- A place that responds to its unique local climate and geography.

4. A defined identity

- Reimagine the inclusive qualities and uniqueness of the popular Victorian seaside destination.

- Recreate the feeling of excitement and anticipation upon arrival.

- A pleasurable place that is fun and entertaining for the whole family.

- A valuable place, focused on leisure for both the local community and visitors.
Maximising use and functionality

- Defining well connected alternative character areas which offer a variety of experiences but maintain a consistent identity, enabling the seafront greens to feel like a diverse yet undivided place.
- Retain and enhance popular uses.
- Embrace the unconventional and unexpected with the opportunity to breathe new life into the place.

- An exciting place that is attractive to tourists and an environment that locals will cherish.
- Flexible uses which allow the place to adapt as required and cope with seasonal pressures.
- Mixing and connecting uses so each coexist benefiting from one another’s presence.
6. CONCEPT

- Pier Road: Reduced road width to single carriageway, allowing cafe spill out and alfresco dining experiences.
- Beach Road: Continuation of the 'Grand Procession' connecting the War Memorial with the greens.
- Re-connecting the Oyster Pond.
- Social Pine Grove: Hammock garden and BBQ/picnic facilities.
- New shelters/structures.
- Proposed Foreshore Station.
- Planting to screen existing ugly buildings.

Special zones:
- Social Hub
- Grand Procession
- Performance Hub
- Coastal Gardens
- Active Hub
7. Concept

Delivery of public realm proposals are subject to detailed design, testing and project funding.

- A high quality link comprising planting, seating and other small interventions such as informal play features, stepping stones, musical chimes, boom tubes and drums.
- Car parking areas interspersed with distinctive planting to remove an impression of the excessive area of surface level parking and create a positive link with the greens.
- Strengthened links across the car park connecting the Oyster Pond and Harbour Park with the greens.
- Western coach drop off point.

- Comfortable and relaxing seating opportunities.
- Seating integrated with planting forming the backdrop to seats improving comfort and security.
- A formalised spectator space in a garden setting.
- A defined place organised to maximise the potential for enjoying and celebrating performance.
- Pine Grove: hammock garden and BBQ/picnic facilities.
- Location for new concessions. (Indicative buildings shown)

- (A-D) Shelter provided through a series of social spaces cut into the natural topography; splash pad, sand play, French boules and games area.
- New concession building raised on plinth with wide steps and accessible 1:21 ramps allowing views over new social spaces and maintaining views out to sea. Including toilet facilities (Indicative building shown).
- Beach shower facility.
- Strong connection between Harbour Park Amusements and promenade.
- Location for new shelter structure; (Indicative structure shown).

Social Hub

Grand Procession

Performance Space
**What Happens Next?**

Following consultation all feedback will be collated and the Council will agree on changes required to meet the clear aspirations of the public. The proposals along with consultation feedback will be presented to the Littlehampton Regeneration Sub-Committee (a committee of Arun District Councillors). This will enable the committee to consider the proposals and agree recommendations.

These recommendations will then be considered further by Arun’s ‘Full Council’ before a final decision can be made on the proposal. Should the proposal be supported by Full Council it will then assist Officers when applying for external funding to help deliver the scheme.

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**When Will The Project Be Delivered?**

The delivery of the project is dependent on whether the Council can secure external funding. Without these comprehensive designs in place, opportunities to secure external funding to deliver the project may not be possible.

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