LITTLEHAMPTON REGENERATION - SEAFRONT

FINAL REPORT
MAY 2017
Littlehampton Train Station
Littlehampton Town Council and Museum
St Mary's Church
Civic Centre
Look & Sea Centre
Harbour Park
East Pier
St Catherine's Church
Wider Connection Diagram
CONTENTS

1.0 Introduction
   1.1 Overview
   1.2 Project Objectives
   1.3 Project Team
   1.4 Purpose of the Document

2.0 Site Analysis
   2.1 Wider Context
   2.2 Immediate Context

3.0 The Vision and Strategy
   3.1 Why A Vision
   3.2 The Vision
   3.3 Overarching Principles

4.0 Concept

5.0 Community and Stakeholder Engagement
   5.1 Statement of Public Consultation
   5.2 Summary of Feedback

6.0 Seafront Masterplan
   6.1 Resultant Seafront Landscape Masterplan
   6.2 Indicative Hard Surface Material Selection
   6.3 Planting Concept

7.0 Next Steps

LITTLEHAMPTON REGENERATION - SEAFRONT
FINAL REPORT

Date:
May 2017
1.0 INTRODUCTION

1.1 OVERVIEW

Littlehampton is a Seaside Town situated on the South Coast of England which is located within the Arun District. The main study area (Greens, Promenade & Oyster Pond) incorporates approximately 11.6 Ha area immediately adjacent to the beach and to the south of the town centre. The study also includes a stretch of 130m along Pier Road and recommends improvements to the connection between the study area and the town centre along Beach Road.

Littlehampton has been a major visitor destination for families since the Victorian era and caters for a family oriented, day tripper market throughout the summer season. The seafront offers a wide expanse of open space which along with the town’s riverfront has been the town’s unique selling point. The award winning beach is made up of shingle and sand and offers an RNLI Lifeguard service.

The River Arun acts as a backdrop for visitors as they proceed along the newly enhanced East Bank Riverside Walkway. The Harbour and Edwardian Pier head have been prominent features in the Town since the 17th Century, with ship building and fishing trades once vital to the Town’s economy and contributing to the town’s identity.

Throughout the winter months the traditional seaside town becomes a more peaceful and tranquil seaside destination.

Compared with South East averages, the Sussex Coastal area has lower earnings, higher levels of multiple deprivation and higher levels of unemployment. We see lower rates of business start-up, a relatively less well qualified workforce and an ageing population. In contrast, it also has areas of great affluence. An understanding of the local demographic is important and this project has the opportunity to build on the success of East Bank by encouraging both locals and visitors to seamlessly mingle between river, town and sea. At East Bank, the improvements have reportedly seen increased visitor numbers and spend. In 2012, prior to implementation, around £1.06m day visitors came to Littlehampton and the enhancements have been estimated to increase visits by a minimum of 5%, with a minimum spend increase of 3% based on longer dwell times within the improved space. This is estimated to represent an additional £2.8m into the local economy each year.

A wayfinding plan was produced for Littlehampton in 2014 with the intention of improving the visitors experience and interconnect pedestrian movement through directional signage. Improved signage was then installed in 2015 to offer a navigational route through the Town Centre to the Seafront and Riverside.

Subsequent to this, Arun District Council (ADC) reviewed the connectivity of the town and associated environmental, economic and social opportunities. The outcome of this was titled the ‘9 Big Ideas for Littlehampton’. This document presented solutions to how the Town Centre, Seafront and Riverside should connect more fluidly and to improve the overall pedestrian experience and stimulate economic regeneration. Three projects were clearly identified which fall within the study area and help to form a basis for the future public realm improvements:

1 Beach Road;
   A simple line of landscape works to the east of Caffyns Field to define the link between the seafront and town centre.

2 New Green and Beach Link
   A reworking and redesign of the greens incorporating new routes and open spaces.

3 Promenade from the Pier to the East Beach Café
   To deliver a comprehensive public realm project that improves the quality of the environment linking attractions together.

Constraints and limitations to potential proposals within the study area were identified and have been explored at the outset of the project, these include but are not limited to:

- Underground sluice tanking and piping/pumping infrastructure extending throughout the study area.
- Covenants limiting change.
- Unstable nature of beach material reducing the opportunity for new structures or features south of the promenade.
1.2 PROJECT OBJECTIVES

The objectives for the proposals were driven by the outcome of workshops held in June 2016 at the start of the project with key stakeholders, local businesses and organisations.

The words to the left were used by people at the workshops to describe the character of the seafront, promenade and interconnecting streets and spaces. The aim was to draw on the more positive aspects of the study area and, in contrast, the weaker elements; the larger the word appears the more frequently it was used.

The outcome of the workshops set the objectives and priorities for the enhancement proposals which in turn formed part of the project brief. These aspirations are a tool against which the success of the proposals can be measured. The primary objectives are summarised below:

- Maintain a flexible and functional open green space.
- The improvements should create a place that people want to visit and that businesses want to locate to, attracting both local people and visitors to spend time, relax and boost the local economy.
- The key pedestrian route between Littlehampton Town Centre along Beach Road to the Seafront Greens should be strengthened.
- Appreciate the modes of transport visitors and locals use to access the greens and seafront. Make appropriate recommendations for alterations as part of wider enhancement proposals.
- Create a distinctive place that draws on the character of the local area.
- An environment that is inspiring and promotes the very best image for Littlehampton.
- Positively connect the different components of the seafront with one another.
- Create opportunities for families to spend more time.
- Enhance the opportunities for play.
- Configure the space to allow different age groups and demographics to mix; spending time together, reinforcing a sense of community and mutual respect.
- Stimulate a sense of communal pride.
- Form part of the wider strategy, creating a town that is more easily navigated on foot.
- Respond to the local climate by creating comfortable places and building in suitable and appropriate shelter.

It is intended that the overall proposal can be broken down into a number of smaller projects or phases. Importantly, the projects need to be developed by the council in such a way that they capitalise on potential sources of funding.

1.3 PROJECT TEAM

Client: Arun District Council  
Consultant: LDA Design  
(Public Realm and Urban Design)

1.4 PURPOSE OF THIS DOCUMENT

The purpose of this document is to set out in detail the analysis, vision, concept and landscape masterplan that can be used by the Council as proposals for the projects going forward. The report aims to provide a clear narrative that charts the process of design development including community and stakeholder involvement.

The document is not intended to give a final fixed proposal but should actively steer any future detailed and technical design moving forward.
2.0 ANALYSIS

2.1 WIDER CONTEXT

As part of the analysis it is important to understand other alternative leisure facilities and publicly accessible open spaces within a walkable distance. This allows us to understand the role the study area plays in the wider green infrastructure network and ensures the proposals do not duplicate the offers and facilities found nearby so not to over-provide specific experiences and activities.

NOTE
Walking distances based on shortest most direct route and as per recognised average walking pace; to be used as a guide only.

LEISURE FACILITIES

Within 1000m (Up to 12 mins walk)
A Maltravers Leisure Park (580m - approx. 7min)
B Littlehampton Leisure Centre (600m - approx. 7.2min)

Within 2000m (Up to 24 mins walk)
1 Brickfields (1980m - approx. 23.75min)

Within 2500m (Up to 30 mins walk)
2 Worthing Rd. Recreation Ground (2080m - approx. 23.75min)
3 Eldon Way Park (2150m - approx. 25.80min)
4 Brookfield Park (2150m - approx. 25.80min)

SELECTION OF PUBLICLY ACCESSIBLE OPEN GREEN SPACES

Within 500m (Up to 6 mins walk)
1 Seafront Greens (Site - 0 mins walk)
2 Norfolk Gardens (18m - approx. 0.5min)
3 Marina Gardens (125m - approx. 1.5min)
4 Caffyns Field (250m - approx. 3min)
5 Littlehampton Sportsfield (475m - approx 5.7min)
6 Skate Park (500m - approx 6min)

Within 1000m (Up to 12 mins walk)
7 Mewsbrook Park (675m - approx. 6.6min)
8 Rosemead Open Space (1000m - approx 12 mins)

Within 1500m (Up to 18 mins walk)
9 Linden Park (1150m - approx 13.8min)
10 South Fields (1200m - approx. 14.4min)

Within 2000m (Up to 24 mins walk)
11 Brickfields (1980m - approx. 23.75min)
Underwhelming arrival experiences

Unclear links to other destinations

Inefficient overflow parking

Narrow footpath

Permanently unusable overflow parking
2.2 IMMEDIATE CONTEXT

The immediate public realm context reveals important qualities that the landscape design proposals need to respond to. This allows the design team to form appropriate responses and recommend the most suitable improvements.

Shown in these subsequent pages are a number of observations from the existing site condition which along with the objectives identified through the workshop events have influenced the proposals.
A STRUGGLE TO FIND SHELTER FROM WIND

Using eroded Greens as alternative sand play off the beach

Natural topography and vegetation used as shelter

POPULAR USES UNDER PROVIDED

VISUALLY DOMINATING CAR PARKING
WORLD CLASS DESIGN; UNCONNECTED & ISOLATED

POPULAR ROUTES UNCATERED FOR

POOR SHELTER PROVISION

WEAK PLANTING STRUCTURE
Varying level change

DISTINCTIVE GLIMPSES OF THE GREENS

CHARACTERLESS POOR QUALITY MATERIALS

UNDER-USED ACTIVITIES

DISCONNECTED & ISOLATED USES

POOR STATE OF REPAIR

Physical separation between Greens and Promenade

POOR STATE OF REPAIR
LITTLEHAMPTON REGENERATION - SEAFRONT

New Road
Surrey Street

POORLY CONNECTED DEAD SPACE

THE GREAT BRITISH SEASIDE DESTINATION

FREQUENTLY UNDERUTILISED COACH PARK

POORLY CONNECTED DEAD SPACE

‘Stage By The Sea’ - Underwhelming setting and hidden

Hidden corners and threatening spaces
2.2.1 STUDY AREA COMPONENTS

1. Look and Sea Centre
2. East Bank Riverside Walkway
3. Oyster Pond
4. Littlehampton Pier
5. Harbour Park Amusements
6. Windmill Entertainment Centre
7. Harvester Littlehampton
8. Promenade
9. Primary footpath connection with Beach Road
10. Toilet facilities
11. Formal surfaced car park
12. Overflow car park
13. Coach park
14. Beach Road footpath
15. War Memorial
16. Underground sluice tanking and piping/pumping infrastructure
17. Crazy golf (closed)
18. Pitch and putt (closed)
19. BBQ and/or picnic facilities
20. Stage By The Sea (Acoustic Shells)
21. The Longest Bench in the UK
22. Lions Den Play Park
23. East Beach Cafe
24. Toilet facilities (Norfolk park)
25. Crazy golf (Norfolk park)
26. Tennis courts (Norfolk park)
27. The Putting Green Cafe (Norfolk park)
28. Bowls (Norfolk park)
29. Bonfire location
3.0 VISION AND STRATEGY

3.1 WHY A VISION

Littlehampton's Seafront Greens and Promenade need a compelling vision that everyone is behind, it is at the heart of the project. The vision needs to reflect true ambition and provide the opportunity for major transformation. The vision will provide an overarching benchmark that the development of the proposals can be measured against to ensure the level of aspiration is genuinely achieved.

3.2 THE VISION

'Making The Connections' is not only concerned with physical links but also with a stylistic approach that reinforces a town wide identity, that references the local context ensuring a seamless relationship with the recently completed East Bank Riverside Walkway and proposals for the town centre. The vision promotes the interrelationship of the space's various components and ensures the strength in the constituent parts are reinforced by one another's complementary and supporting roles.

3.3 OVERARCHING PRINCIPLES

Six themes have been identified that underpin the vision. These have been derived through the stakeholder workshops, our analysis of the existing study area and though liaison with Arun District Council. The principles are demonstrated on the following pages:
3.3.1 KEEPING THE GREENS GREEN

- Maintain a similar amount of informal and flexible open green space as part of the study areas defining character.
- Ensure big events such as the ‘Screen on the Green’ and ‘The Bonfire’ are provided with the space they need to continue.
- Protect informal activity and passive recreation currently taking place.
- Provide lawns that allow views into the greens but also lawn spaces that allow views out to sea.
- New planting providing 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 context will ensure minimal maintenance and greatest success.

Informal lawns and green space
approx. 35700m²

Planting
approx. 6300m²
Informal lawns and green space
approx. 35850m²

Planting
approx. 12000m²

Proposed green space diagram
3.3.2 LESSEN THE VEHICLE IMPACT

- Strategy to maintain similar parking numbers on a more efficient formal footprint and rationalised layout.
- Parking to be fragmented by beautiful planting contributing to the character of the greens. An attractive asset, not an ugly necessity.
- Planting to soften visual impact of car parking and filter views over the spaces.
- Safe and accessible connections that separate vehicles and pedestrians.
- 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. (The approach will be to determine a suitable alternative location to Banjo Road prior to the removal of the coach parking).
- New parking and coach drop off points providing an enhanced and exciting arrival experience for all.
- Allow opportunities for restricted manned overflow parking areas of the greens during high footfall events.

NOTE: All alterations to vehicle access and circulation requires additional input by suitable specialist at a later technical design stage.
Proposed vehicular access diagram

- Formal surface car park
- Coach drop-off
3.3.3 A CONNECTED PLACE

- Maintain informal open access to the greens enabling the possibility to roam and move freely. Identify the most popular routes/desire lines and provide more formalised footpaths where necessary.
- Improve wider connections, forming cohesive and legible links with The East Bank Riverside Walkway, Pier Road and Town Centre.
- Re-establish and re-connect links between the Oyster Pond and the rest of the study area.
- Promote a variety of experiences and maximise variety through allowing different route choices;
  1. ‘Primary Routes’ that are clear wide and direct,
  2. ‘Secondary Routes’ that link defined uses, and;
  3. ‘Tertiary Routes’ that offer alternative meandering, slow paced paths. e.g. A recreational journey through gardens.
- Ensure links between the promenade and greens are provided via shallow accessible graded routes.
- Instigate spectacular arrival experiences regardless of the mode of transport.

- **Formal surfaced footways & spaces**
- **Identified desire lines and worn paths**
Formal surfaced footways & spaces
3.3.4 MAXIMISING USE AND FUNCTIONALITY

- Defining well connected alternative character areas which offer a variety of experiences but maintain a consistent identity, enabling the study area to feel like a diverse yet undivided cohesive 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 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.

TYPICAL USES (CURRENT)

- Open & flexible green space
- Oyster Pond
- Pier
- Cafe seating and beach shops
- Crazy Golf
- Putting Green
- BBQ facilities
- Stage By The Sea
- Longest Bench In The UK
- Picnic Tables
- Play Park
- Tennis Courts (Norfolk Gardens)
- Crazy Golf (Norfolk Gardens)
TYPICAL USES (PROPOSED)

- Open & flexible green space
- Alfresco dining
- Oyster Pond
- Pier
- Cafe seating and beach shops
- Beach Games
- French Boules
- Sand Play
- Splash Pad
- Hammock Garden
- BBQ & Picnic facilities
- Stage By The Sea
- Performance and spectator space
- Additional commercial/dining/concession opportunity

- Longest Bench In The UK
- Coastal Garden
- Trim Trail
- Picnic Tables
- Play Park
- Additional and alternative play
- Beach sports
- Tennis Courts (Norfolk Gardens)
- Crazy Golf (Norfolk Gardens)
3.3.5 COMFORT AND SANCTUARY

Structures to provide safe and comfortable shelter

Natural shelter from prevailing wind through landform

A stunning night time environment

- Low level lighting in paving and planting
- Lighting integrated with furniture
- Lighting associated with concession buildings
- Dark areas
3.3.6 A DEFINED IDENTITY

- 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.
- 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 focussed on recreation and leisure.
### 4.0 CONCEPT

#### 4.1 THE CONCEPT

An ambitious yet feasible concept has been developed to maximise the aspirations of the vision and principles. The proposals seek to create an attractive and welcoming place that caters for all ages and abilities through the improvement of existing facilities and the introduction of new and exciting interconnected amenities.

The concept intends to demonstrate a place that 'works harder' for the local community and economy by being a significant regional attraction but simultaneously retains its special unique qualities.

The concept is primarily focussed on maintaining the positive aspects of this important open space but build on these to increase usage and enjoyment, enhance the aesthetic qualities of the place and encourage a wider variety of activities.

A logical way of distributing activities is to sub-divide the project area into a series of defined spaces (illustrated by the diagram on page 30) that contain within them appropriate uses. However, the study area should not be seen as a series of smaller spaces but as a singular unified piece of Littlehampton's fabric.

The study area includes Littlehampton's Edwardian Pier. Through site assessment and the design process it was decided that the feature should remain respectfully untouched in it's present good condition. The proposals would seek to enhance its setting through improvements to the surrounding spaces and recommend low level & atmospheric lighting to enrich the experience at night.

The concept was taken to public consultation, where it was rigorously tested against the aspirations of the local community. The results from public consultation are found in section 5.0 'Public Engagement' and the resultant resolved plan can be found in section 6.0 'Seafront Landscape Masterplan'.
2.1 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 graded routes allowing views over new social spaces and maintaining views out to sea. Includes toilet facilities (Indicative building shown)

Beach shower facility.

Stronger connection between Harbour Park Amusements and promenade.

Location for new shelter structure; (Indicative building shown, identifying location only; All proposed built form are intended as individual Architectural briefs and developed at a later stage).

4.1.1 SOCIAL HUB

- Splash Pad
- French Boules
- Sand Play
- Games Area

Reorganising diagram
4.1.2 GRAND PROCESSION

1. A high quality link between Beach Road and the Seafront comprising raised planting beds and integrated seating set within a generous footpath.

2. Car parking areas fragmented with distinctive planting to filter views over the surface level parking and create a positive link with the greens.

3. Strengthened links across car parking improving connections to the Oyster Pond and Harbour Park.

4. Western Coach Drop Off.

5. Footpath spur creating connection with the Coastal Gardens.

6. Wide shared surface treatment at junction between South Terrace and Beach Road improving the connection with the Town Centre.

7. Improved connection between greens and the town centre along Beach Road; a more generous footpath flanked with planting to reinforce the link.
4.1.3 PERFORMANCE SPACE

- Comfortable and relaxing seating opportunities.
- Seating integrated with planting focussed towards ‘The Stage By The Sea’.
- A formalised spectator space in a garden setting.
- A place organised to maximise the potential for enjoying and celebrating performance.
- Pine Grove: hammock garden and BBQ/picnic facilities.
- Potential location for new concession. (Indicative building shown, identifying location only; All proposed built form are intended as individual Architectural briefs and developed at a later stage).
4.1.4 COASTAL GARDENS

1. Landform supporting sheltered terraced seating facing the greens.
2. Landform supporting lounging lawns facing out to sea.
3. Accessible shallow graded footpaths (maximum 1 in 21) allowing a comfortable transition between the promenade and greens.
4. Alternative meandering, slow paced paths allowing a more leisurable experience of moving through a garden typology.
5. Sloping lounging lawns facing in towards the green.
6. Trim trail hanging from lower footpath adjacent to the greens.
4.1.5 ACTIVE HUB

1. Beach sports; Basketball, Volleyball and 5-A-Side Football allowing the opportunity for more formalised recreation. Public sporting facilities here will offer a natural relationship with the adjacent facilities within Norfolk Gardens and other leisure amenities found further to the east.

2. Informal seating (pebble seats) scattered around beach sport facilities, a welcoming and inclusive place encouraging people to dwell, reducing the feeling of seclusion and improving natural surveillance.

3. Expansion of children's play offer.

4. Trim trail extending through the 'Coastal Gardens'.

5. Strengthened connection with Norfolk Gardens.

6. Footpath connecting Norfolk Gardens with the seafront following identified desire line.

Public Exhibition 23, 24, 25 March 2017, 11am to 3pm
See the design plans for Littlehampton Seafront here in the Look & Sea Centre
We look forward to hearing your views
Public Consultation runs 8 to 29 March 2017
5.0 PUBLIC ENGAGEMENT

5.1 STATEMENT OF PUBLIC CONSULTATION

It has been identified through public consultation that making improvements to the quality of Littlehampton’s Seafront Greens will be an important step towards boosting economic regeneration in the town. The design concept to improve the area identified by this report were produced and presented for public comment during a consultation period between 8th to 29th March 2016.

Public engagement was promoted in the following ways:

- An unmanned exhibition in Arun Civic Centre Reception for the duration of the consultation period
- A manned exhibition between 23rd and 25th March inclusive at the Look and Sea Centre, Littlehampton
- The local press, including a half page article with photos in the Littlehampton Gazette on 16th March (page 8)
- Social media (Facebook, Twitter etc)
- Arun District Council’s website and staff intranet
- The Council currently does not have a residents’ consultation panel, however as part of a recent survey, respondents were asked if they would be interested in participating in consultation with Arun. 92 respondents who expressed interest were sent a link to this survey
- The council ran the consultation with the students at Littlehampton Academy.

292 survey responses were received.

Results of the consultation have been collated and reviewed to produce a revised version of the proposal as demonstrated subsequently in this document.

The boards displayed to the public are shown on the subsequent pages.
WELCOME

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 pedestrianification 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 Town Centre. This project acknowledges this and aims to demonstrate an improved physical relationship and a consistent design language 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 introduction, in July 2018, 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/needs. Key messages from the workshops are displayed below.

Following these initial workshops LDA Design has developed concept proposals on behalf of Arun District Council which can be viewed on the following boards.
**3. OVERARCHING PRINCIPLES**

**A place for people**
Lessen the vehicle impact.

**EXISTING**
- Strategic to maintain similar parking numbers to a more efficient formal car park arrangement and exit to direct 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.
- Side and accessible connections to separate vehicles and pedestrians.

**PROPOSED**
- Maintain informal access to the greens so that the possibility to freely roam and explore, identify the entry pedestrian paths, and provide more formalized footpaths where necessary.
- Improve wider connections, forming cohesive and legible links with The East Bank Riverside Walkway, Fort Road and Town Centre.
- To establish and re-connect links between the Ocean Pool and the rest of the greens.
- Promote a variety of experiences and maintain variety through allowing different routes through. "Secondary Jovian" that link "defined" areas and "Teritary" routes that offer alternative, more protected and direct routes.
- Ensure links between the promenade and Greens are provided via shallow accessible ramps.
- Create spectacular arrival experiences throughout.

**A connected place**

**EXISTING**

**PROPOSED**

**3. Comfort and sanctuary**
Structures to provide safe and comfortable shelter

**EXISTING**

**PROPOSED**
- Natural shelter from prevailing wind through landform.

**A stunning night time environment.**

**3. Defined identity**

**EXISTING**

**PROPOSED**
- 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.
- A place that responds to the needs of the community.
- A place that responds to the needs of the community.
5. OVERARCHING PRINCIPLES

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 united place.
- Retain and enhance popular uses.
- Embrace the unconventional and unexpected with the opportunity to boost the new life onto the place.
- An exciting place that is attractive to visitors and an environment locals will cherish.
- Flexible uses which allow the place to adapt as required and cope with seasonal pressures.
- Mixing and connecting uses so each circuit benefits from one another's presence.

Existing
- Low-level lighting
- Seating
- Water play
- Play areas
- Interpretation
- Refuse bins

Proposed
- Enhanced seating
- Refurbishment
- New play areas
- Interpretation
- Enhanced lighting
- New planting
- See development
- New paths
- Enabling of access
- New vegetation
- Enhanced cleaning

- Per Road: Reduced road width to simple on-street parking allowing side road and situated using permeability
- Beach Road: Continuation of the Grand Promenade connecting the War Memorial with the promenade
- Re-connecting the Oyster Pond
- Social Fin Green: harmonious garden and bilingual facilities
- New infrastructure
- Proposed Shoreham Station
- Planning to screen existing ugly buildings
7. Concept

Social Hub
- Shelter provided through a series of social spaces cut into the natural topography, with sun, wind and rain protection.
- New extension buildings, planted with wide steps and accessible to ramps allowing views over new social spaces.
- New public toilets, including tactile fittings.
- Beach shower facilities.
- Strong connection between Harbour Park and Promenade.
- Location for new Public Service Unit (PSU) building.

Grand Procession
- A high-quality link comprising planting, paving and other small interventions and an informal play feature, providing a transition between the beach and promenade.
- Car parking areas interpreted with distinctive planting to enhance the sense of arrival at the site and create a positive and welcoming green Alcove.
- A new footway links across the car park, connecting the Promenade and Harbour Park with the promenade.
- Western Coach Drop-Off point.

Performance Space
- Comfortable and offering seating opportunities.
- Seating integrated with plantings forming the backdrop to events, improving comfort and amenity.
- A formalised pocket space in a garden setting.
- A central place organised to maximise the potential for entertaining and celebrating performance.
- New Grove - concert gardens and Bistrospace facilities.
- Location for new service areas (indicative building shown).

Coastal Gardens
- Landscaped terraced seating facing the green.
- Landscaped vegetation linking to the promenade.
- Accessible shallow gradient terraces in brick footpaths giving a comfortably transition between the promenade and greens.
- Shingle meandering, slow speed path allowing discovery and the experience of moving through a garden typology.
- Shaping long views outwards facing to the green.

Active Hub
- Beach spheres, basketball, volleyball and a MUGA football pitch.
- Improved seating (pavement seats) on a terraced grass area, shaded by existing trees, providing an opportunity for outdoor events.
- Seating by sheltered facilities, terraced seating and new seating.
- Expansion of children's play area.
- Fitness trail extending through the 'Coastal Gardens'.
- Eastern Coach Drop-Off point.

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 and when the project moves forward. This proposal along with consultation feedback will be presented to the Littlehampton regeneration high-level committee of Arun District Council, elected members. This will enable the committee to consider the proposals and agree recommendations.

When Will The Project Be Delivered?
The delivery of the project is dependent on whether the Council secures external funding. Without detailed designs in place, opportunities to secure external funding to deliver the project may not be possible.
5.2 FEEDBACK

The results demonstrate an overwhelming support for the proposals shown by the tables below:

1. Agreement/disagreement with underlying proposals to “keep the greens green” (shown on board 2)

2. Agreement/disagreement with the underlying proposals to “lessen the impact of vehicles” (shown at the top of board 3)

3. Agreement/disagreement with the underlying proposals to design a “connected place” (shown at the bottom of board 3)

3. Agreement/disagreement with the underlying proposals to provide “comfort and sanctuary” (shown at the top of board 4)
5. Agreement/disagreement with underlying proposals to provide a “defined identity” (shown at the bottom of board 4)

6. Agreement/disagreement with underlying proposals to “maximise use and functionality” (shown on board 5)

7. Agreement/disagreement with the concept for the overall seafront greens and promenade (shown on board 6)

8. Agreement/disagreement with the concept for the ‘Social Hub’ (shown first on board 7)
9. Agreement/disagreement with the concept for the ‘Grand Procession’ (shown second on board 7)

10. Agreement/disagreement with the concept for the ‘Coastal Gardens’ (shown first on board 8)

11. Agreement/disagreement with the concept for the ‘Active Hub’ (shown second on board 8)
A number of specific comments and/or shared concerns were raised by groups of individuals. Often recurrent comments were directed towards issues beyond the scope of this report and have therefore not been addressed at this stage, e.g:

“Where will coaches go if Banjo Road Car Park were removed?”

The intention through this project was to analyse the space in and around Banjo Road and explore what possibilities might be available through removing the surface level coach park. If this potential change was supported, which it is, then work would need to be completed at a later design stage to explore suitable alternatives that would work for the study area, visitors and coach operators. Banjo Road coach parking would not be removed unless suitable alternatives were found that was operationally and commercially viable for coach operators.

“Worry over the arrangement of car parking, coach drop off, parking numbers etc.”

The principles and illustrative concept demonstrate the broad thinking behind the approach; fragmenting the car parking with low planting, keeping parking numbers the same, coach drop off rather than coach park etc. Further detailed analysis and technical design at later design stages will determine the final arrangement of these components ensuring they meet the demands/needs of the various users and meet traffic guidelines/requirements.

“Not convinced by the style or design of the proposed concession buildings.”

At this stage the proposal seeks to determine support for the locations of new structures. All architectural features including any new shelters will form separate individual architectural briefs, the design of which will follow in subsequent design stages of the project.

Other shared observations are fed into the final Landscape Masterplan which aims to resolve these issues or provide clarification on how these are addressed, some of these are shown below:

“More shelter structures along the seafront.”

“More seating with backrests along the promenade.”

“Allow servicing and appropriate access to concession buildings.”

“Do not impede views towards the East Beach Café from South Terrace.”

“More locations for temporary seasonal concessions.”

“Ensure materials chosen reflect Littlehampton’s seaside and maritime heritage, materials should be fit for purpose, weather well and not require excessive ongoing maintenance.”

“Ensure planting is suited to the environment and can survive the local climate.”
6.0 SEAFRONT LANDSCAPE MASTERPLAN

6.1 THE RESULTANT SEAFRONT LANDSCAPE MASTERPLAN

The landscape masterplan demonstrates a culmination of the vision and concept, recognises the valuable community and stakeholder involvement and pulls these strands together in a final plan. However, this final plan should not be seen as an absolute fix, the landscape masterplan shows only one interpretation of the vision, concept and community engagement. The plan has been designed to be flexible and allow changes to occur if required through unforeseen pressures or opportunities. As long as the fundamentals of this study are adhered to then the project will be a fantastic success.

Importantly, the masterplan is organised in such a way that it can be developed in phases or as a programme of smaller projects to be explored in greater technical detail as and when funding or other opportunities arise.
1. Informal and flexible lawn space
2. Gently sloping lawns with views out to sea
3. Raised planting beds and integrated seating as part of the ‘Grand Procession’
4. Continuation of planting, hard surface treatments and trees to connect with the town centre
5. Terraced bleacher seating, sheltered from wind, looking in towards Greens and Oyster Pond
6. Hammock garden within a pine tree grove
7. Community dining / picnic area / public BBQ area within a pine tree grove
8. Stage By The Sea spectator space with loungers and seating integrated with planting
9. Replacement of existing concession building, absorbing uses from the existing building, encompassing existing pumping station and providing new toilet facilities.
10. New beach shower facility or additional toilet facilities.
11. Location for additional commercial concession outlets
12. Social spaces
13. Trim Trail
14. Existing play area retained
15. Extended play area
16. Beach Sports
17. Western Coach Drop Off location
18. Reorganised car parking integrated with planting
19. Eastern Coach Drop Off location
20. Pier Road reduced to single carriageway; pavement extended to provide outside cafe seating opportunities
21. Improved connectivity between The Oyster Pond and greens

NOTE:
For further detail on the Illustrative Landscape Masterplan refer to supplementary Drawing: S1000_101SF
6.2 INDICATIVE HARD SURFACE MATERIAL SELECTION

Shown is a selection of hard surface materials used in the proposals. All the materials selected have been carefully chosen to complement both the natural and built surroundings and provide a unified, coherent and high quality environment.

Materials have been chosen for their robustness and suitability to the varied and often challenging local climate. Materials will either weather naturally displaying richness through the patina of aging or require minimal ongoing maintenance.

A clear indicator of the suitability of these materials is shown throughout the nearby completed East Bank Riverside Walkway that connects with the study area. The popular and successful scheme was the primary driver and inspiration of hard surface choice for this project.
<table>
<thead>
<tr>
<th>Material</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self binding gravel</td>
<td>(footpath grade and as planting mulch)</td>
</tr>
<tr>
<td>Corten steel edging</td>
<td></td>
</tr>
<tr>
<td>Untreated timber</td>
<td>to match the east Bank riverside Walkway</td>
</tr>
<tr>
<td>In-situ concrete</td>
<td></td>
</tr>
<tr>
<td>Precast concrete</td>
<td>with acid etched surface finish</td>
</tr>
<tr>
<td>Resin bound gravel</td>
<td></td>
</tr>
<tr>
<td>Untreated timber, ropes and nets to</td>
<td>all additional play facilities</td>
</tr>
<tr>
<td>Stainless Steel Recessed Tree Grille</td>
<td></td>
</tr>
<tr>
<td>Distinctive and consistent colour</td>
<td>accent for all special items and features</td>
</tr>
<tr>
<td>Powder coated marine grade steel</td>
<td></td>
</tr>
</tbody>
</table>
6.3 PLANTING CONCEPT

Plants have been carefully chosen for their salt and wind tolerance and are hardy species. Typically, the planting has been chosen for its coastal/maritime attributes which tend to be drought resistant and will be suited to this specific climate so should naturally thrive. Many of the species will be self-seeding, colonising or spreading plants (much like the East Bank) so theoretically should be able to be planted at reasonably low density and should eventually fill the planting areas over time.

No planting is 'No Maintenance' with an approach such as this ground teams would need to occasionally thin planting/divide clump forming plants etc. The aim will be to eliminate the need for excessive watering/care and ongoing intensive maintenance.

There are three separate planting typologies which will have defining roles and qualities but will fundamentally hang together as a distinct and coherent family throughout the Seafront Greens.

6.3.1 INDICATIVE TREE SPECIES SELECTION

- **Pinus pinaster**
- **Sorbus aria 'Lutescens'**

[Images of trees and plans]
6.3.2 GRAND PROCESSION INDICATIVE SPECIES LIST

- To interpret a ‘spontaneous’ coastal planting arrangement (naturalistic, not formal), where there is not a continuous cover of plants and plants appear sporadically as if they have naturally colonised.
- Plant species have been chosen because they are either typical of the West Sussex coastline (indeed are already growing on the beach) or evoke a seaside character.
- Bright colours have been chosen to lead people along the Grand Procession to the sea front.
- Species chosen provide colour throughout the year to enrich seasonal interest providing a continuity of vibrancy.
- To introduce biodiversity and benefits for wildlife.
- It will require minimal on-going maintenance.

<table>
<thead>
<tr>
<th>Deschampsia cespitosa ‘Goldtau’</th>
<th>Echinacea ‘Art’s Pride’</th>
<th>Leucanthemum vulgare</th>
<th>Honckenya peploides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eryngium planum</td>
<td>Euphorbia myrsinites</td>
<td>Nasella tenuissima</td>
<td>Lychnis coronaria</td>
</tr>
<tr>
<td>Rudbeckia fulgida var. sullivantii ‘Goldsturm’</td>
<td>Silene maritima</td>
<td>Verbena rigida</td>
<td>Kniphofia ‘Alcazar’</td>
</tr>
<tr>
<td>Helenium ‘Moerheim Beauty’</td>
<td>Stipa arundinacea</td>
<td>Achillea ‘Credo’</td>
<td>Nepeta ‘Six Hills Giant’</td>
</tr>
</tbody>
</table>

Indicative species selection
6.3.3 EDGE PLANTING INDICATIVE SPECIES LIST

- To interpret a 'spontaneous' coastal planting arrangement (naturalistic, not formal), where there is not a continuous cover of plants and plants appear sporadically as if they have naturally colonised.
- Plant species have been chosen because they are either typical of the West Sussex coastline (indeed are already growing on the beach) or evoke a seaside character.
- Low mounding species create structure throughout the year.
- A muted palette with more emphasis on seaside grasses gives an authentic coastal experience.
- Planting is integrated with strategically placed natural stone features as edge restraint to limit vehicular access to the greens.
- It will require minimal on-going maintenance.

<table>
<thead>
<tr>
<th>Species 1</th>
<th>Species 2</th>
<th>Species 3</th>
<th>Species 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crambe maritima</td>
<td>Deschampsia cespitosa ‘Goldtau’</td>
<td>Glaucium flavum</td>
<td>Achillea ‘Credo’</td>
</tr>
<tr>
<td>Silene maritima</td>
<td>Euphorbia myrsinites</td>
<td>Anthemis cupaniana</td>
<td>Festuca amysthina</td>
</tr>
<tr>
<td>Kniphofia ‘Alcazar’</td>
<td>Santolina pinnata subsp. neapolitana</td>
<td>Sedum album</td>
<td>Nepeta ‘Six Hills Giant’</td>
</tr>
<tr>
<td>Nasella tenuissima</td>
<td>Ulex europaeus</td>
<td>Cakile maritima</td>
<td>Eryngium maritimum</td>
</tr>
</tbody>
</table>

Indicative species selection
6.3.4 COASTAL GARDENS INDICATIVE SPECIES LIST

- To interpret a ‘spontenious’ coastal planting arrangement (naturalistic, not formal), where there is not a continuous cover of plants and plants appear sporadically as if they have naturally colonised.
- Plant species have been chosen because they are either typical of the West Sussex coastline (indeed are already growing on the beach) or evoke a seaside character.
- Bold grasses create large swathes with accents of colour dotted through to give seasonal interest.
- Species have been chosen for coastal tolerance and to add rich biodiversity to the site.
- It will require minimal on-going maintenance.

<table>
<thead>
<tr>
<th>Deschampsia cespitosa ‘Goldtau’</th>
<th>Echinacea ‘Art’s Pride’</th>
<th>Eryngium giganteum ‘Silver Ghost’</th>
<th>Lychnis coronaria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eryngium agavifolium</td>
<td>Gaura lindheimeri</td>
<td>Molinia caerulea ‘Poul Petersen’</td>
<td>Brachyglottis senecio ‘Sunshine’</td>
</tr>
<tr>
<td>Sanguisorba officinalis</td>
<td>Euphorbia ‘Blue Haze’</td>
<td>Kniphofia ‘Alcazar’</td>
<td>Nepeta ‘Six Hills Giant’</td>
</tr>
<tr>
<td>Rosa ‘Schneezwerg’</td>
<td>Phlomis russeliana</td>
<td>Rudbeckia fulgida var. sullivantii ‘Goldsturm’</td>
<td>Anthemis cupaniana</td>
</tr>
</tbody>
</table>

Indicative species selection
7.0 NEXT STEPS

7.1 OVERVIEW OF NEXT STEPS

Should the proposals set out in this study be supported by the Littlehampton Regeneration Sub-Committee (LRSC) and ratified by Full Council on 12th July 2017. Officers will develop a work plan and provide an annual progress report to the Littlehampton Regeneration Sub-Committee.

The realisation of this project is dependent on successful sourcing of external funding, although smaller interventions maybe achieved commercially through partnerships and/or through existing council budgets. Support for the design principles will enable the council to apply for external funding to develop any of the seafront project proposals.

Other issues and considerations may include:

- Some proposals may involve land ownership and legal agreements which may be required between WSCC, key Stakeholders, Duke of Norfolk Estate and the Council.
- Covenants and leasehold agreements that may impact on some of the proposed development opportunities.
- Although some smaller inventions can be achieved in the short term, significant enhancements as demonstrated by the proposals will be achieved over the long term.

7.2 SUMMARY OF KEY WATCH POINTS

<table>
<thead>
<tr>
<th>Watch Point</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New Structures and Architecture</td>
<td>This report does not explore in detail the design of the architectural elements and only demonstrates appropriate locations for such features. All shelters and built form will require development at later stages and will be established through separate architectural briefs.</td>
</tr>
<tr>
<td>2. Vehicular access and movement</td>
<td>All vehicular access in relation to new car park layouts and coach drop off points are shown for illustrative purposes and demonstrate the principles of how these places function. Further detailed analysis and technical design development by appropriate professional specialists will be required to resolve the final arrangement of these spaces.</td>
</tr>
<tr>
<td>3. Removal of Banjo Road Coach Parking</td>
<td>The removal of Banjo Road coach park has been tested for popularity through stakeholder and community engagement and to demonstrate the potential enhancement for this part of the study area. Additional testing will be required to understand any economic implications on its removal and a suitable alternative coach park will need to be identified to relocate this function.</td>
</tr>
<tr>
<td>4. Reduction of carriageway to one-way along Pier Road</td>
<td>The report demonstrates the potential for increasing the footpath width along the east of Pier Road to accommodate space for alfresco dining relating to the eateries within this space, the purpose is to illustrate this as a desirable aspiration. This will need to be considered as part of the wider transport network, detailed analysis and technical design developed by appropriate professional specialists will be required to ensure its viability.</td>
</tr>
<tr>
<td>5. Improved connection along Beach Road</td>
<td>Part of the proposal illustrates an enhanced link along Beach Road that improves connections between the study area and the town centre. This component comprises a more generous footpath and planting which will inevitably encroach into the existing carriageway. Our illustrative layout demonstrates no change to street parking or vehicular movement but detailed analysis and technical design developed by appropriate professional specialists will be required to ensure this street still works as desired.</td>
</tr>
</tbody>
</table>