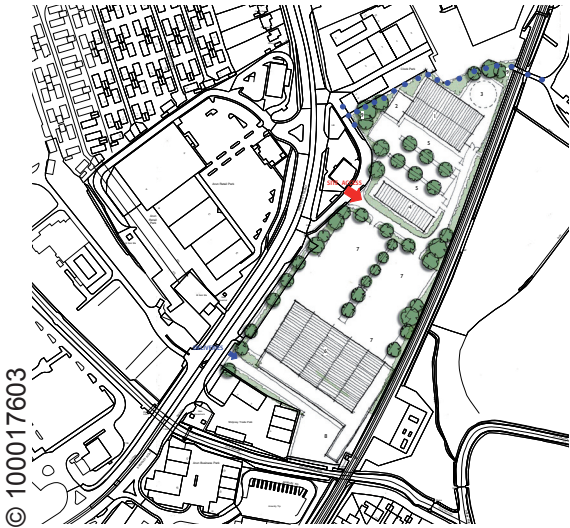


Illustrative Master Plans

The design principles have been tested through means of several Outline Master Plans. These plans apply a range of mixed use concepts to the site as examples of how it could be developed. Other land uses and design arrangements are possible. The master plans are not therefore prescriptive and are for illustrative purposes only.

Outline master plans 1 and 2 concentrate on illustrating redevelopment of the site through retail and business uses. Outline master plan 3 illustrates an option of using residential development as a 'back up' land use on part of the site. Residential development is therefore included in the event that core land uses do not sufficiently support viability.



Plan 1
Retail (supermarket) and non-food (bulky goods) retailing e.g. DIY and garden centre



Plan 2
Retail (supermarket), business and hotel



Plan 3
Non-food (bulky goods) and supporting residential development

THE FORMER LEC REFRIGERATION SITE
DRAFT DEVELOPMENT BRIEF
BRIEFING NOTE



Introduction

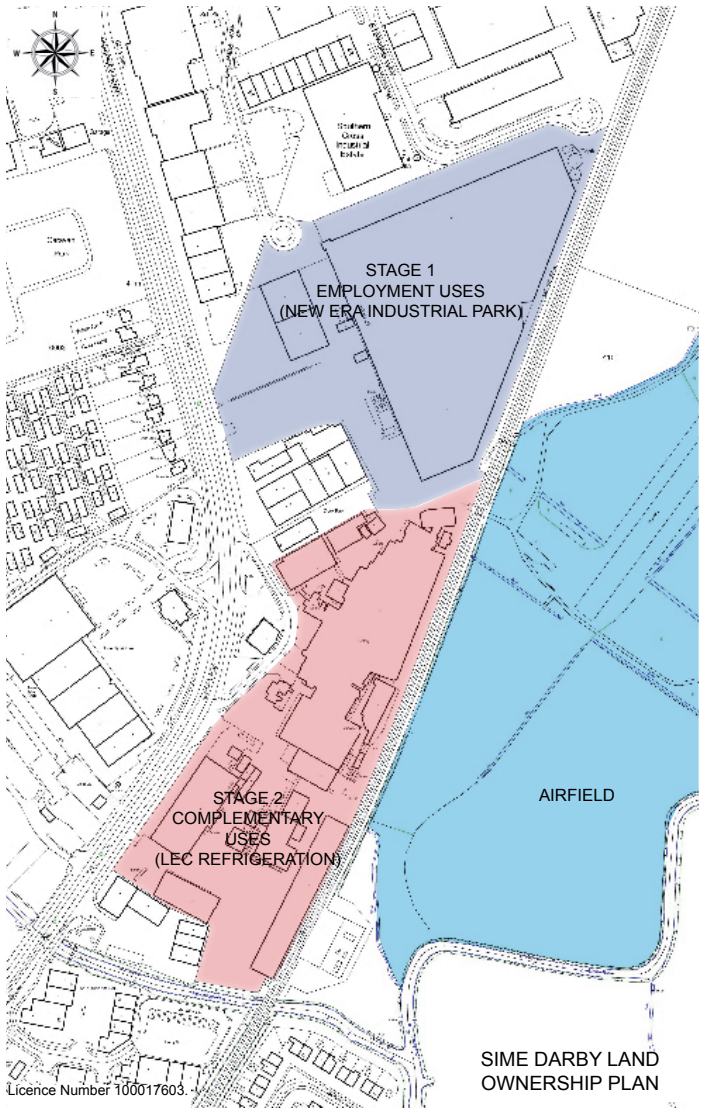
Since the final closure of refrigeration manufacture on the old Lec Refrigeration Site, it has been the intention of Sime Darby London Limited (SDLL), the landowner to implement a properly planned and viable after-use for the land, which reflects both the needs and aspirations of the local community and the urban regeneration objectives set for Bognor Regis.

The results of the public consultation, further discussions with ADC and the final technical studies helped to define a Draft Development Brief to guide future development on the site.

A copy can be viewed in full on our website:
www.simedarby.co.uk.

You can send comments to us via the website, or by email: bdor@simedarby.co.uk
Or by post:
Carolyn Haynes, c/o Sime Darby London Ltd,
1st Floor Widdowson House, Shripney Road,
Bognor Regis PO22 9NG.

A synopsis of the Draft Development Brief is given in this leaflet but we recommend reading the document in full in order to understand how decisions have been made.



The Development Objectives

- ▶ **Viability** – To ensure that the land use proposals will be financially viable, taking into account the high costs of site preparation
- ▶ **Stakeholder Interest** – To meet the needs and aspirations of the stakeholders, including the local community
- ▶ **Employment Generation** - To provide new employment opportunities in Bognor Regis
- ▶ **Land Use Planning** – To provide opportunities for the provision of new land uses, which reflect known market demand and the planning policy context generally
- ▶ **Flexibility** – To ensure that redevelopment of the Site can respond to a variety of potential investor scenarios

Development Principles

The Land Use Concept

There is a preference for a high value mixed land use concept which emphasises quality design, occupiers and employment opportunity. Within this context a number of core, secondary and other land uses are appropriate to the redevelopment of the site from the land use planning perspective.

Core Land Uses

The core employment generating land uses have the potential to take up significant portions of the site.

► Retail Shops

- (i) Convenience Shopping in the form of a new food store/supermarket and other supporting retail facilities, including restaurant/café as appropriate; and
- (ii) Comparison Shopping in the form of bulky-goods/warehouse style facilities and including garden centres.

► Business

Offices (other than Financial and Professional Services); Research and Development; and Light Industry. Employment provision may be flexible to meet market/investment circumstances and can include for small/medium scale enterprises (SMEs).

Secondary Land Uses

These land uses are compatible with the site and will add to redevelopment viability and employment generation.

► Storage and Distribution

Use for Storage and Distribution Centres (normally Warehousing) The scale of new storage and distribution centres will be limited due to low employment generation.

► Hotels

A business style hotel incorporating a range of supporting food and beverage, seminar/ workshop and health and fitness facilities.

► Sui Generis

Other special uses, not falling under any other use class and could include: (i) car showrooms ; and (ii) petrol filling station, normally in association with retail development.

Other Land Uses

Consideration may also be given to housing on part of the site in the event that the core land uses do not sufficiently support development viability. Housing is therefore a 'back up' option only.

Should it be necessary this should reflect a broad range of house types, but with an emphasis on the market priority for low income housing.



Development Principles

Additionally the draft Development Brief includes a package of land use, environment and urban design guidelines, which form a framework to be used in guiding later detailed planning of the site. Extracts from the Brief are below:

LAND USE PLANNING

Affordable Housing - In the event that housing development is proposed for the site, then Affordable Housing should be provided within the policy and operational context of ADC.

Local Facilities and Services - Local facilities and services should be provided as required to meet the needs of the site redevelopment proposals and as agreed with ADC.

Highways and Transport Aspects - The redevelopment of the site should optimise accessibility by foot and cycle to a wide range of nearby employment opportunities, retail areas, community facilities, open space facilities and public transport. There should be good internal circulation across the Site for all vehicular movements, which should be integrated with pedestrian and cycle movements through an integrated movement framework,

Vehicular Parking - Parking provision for new development should be accordance with the policy and standards set by ADC.

Public Footpath - Upon redevelopment, the siting and design of the public footpath between the A29 and the Airfield Land to the east of the Site should be an integral part of the site layout. It should be designed to provide a safe, secure and attractive route across the Site.

ENVIRONMENT

Site Contamination - Technical studies related to ground contamination are extensive and should form the basis for meeting the environmental impact reporting requirements, required to support a planning application(s).

Noise and Vibration - Technical studies have shown that problems of noise intrusion from the A29 road and the railway can be overcome through a variety of mitigation measures

Sustainable Design and Construction - The site redevelopment proposals should be planned and designed to maximise environmental sustainability, particularly taking account of: (i) energy/power generation; (ii) water conservation and sustainable use; and (iii) waste management and recycling.

Drainage and Flood Risk - The Site is contained in both the tidal and fluvial flood plain areas and as such the redevelopment proposals should demonstrate that sustainable mitigation measures can be provided.

URBAN DESIGN

Gateway Environment - Central to an understanding of the Site is its "Gateway" characteristic, both from the view perspective of the A29 corridor and from the railway to the immediate east. Planning and design of the Site should reflect this Gateway characteristic and enhance it.

Landscape Design - The A29 frontage and the railway frontage of the Site should be enhanced through the creation of a landscape corridor.