

LANCING VILLAGE



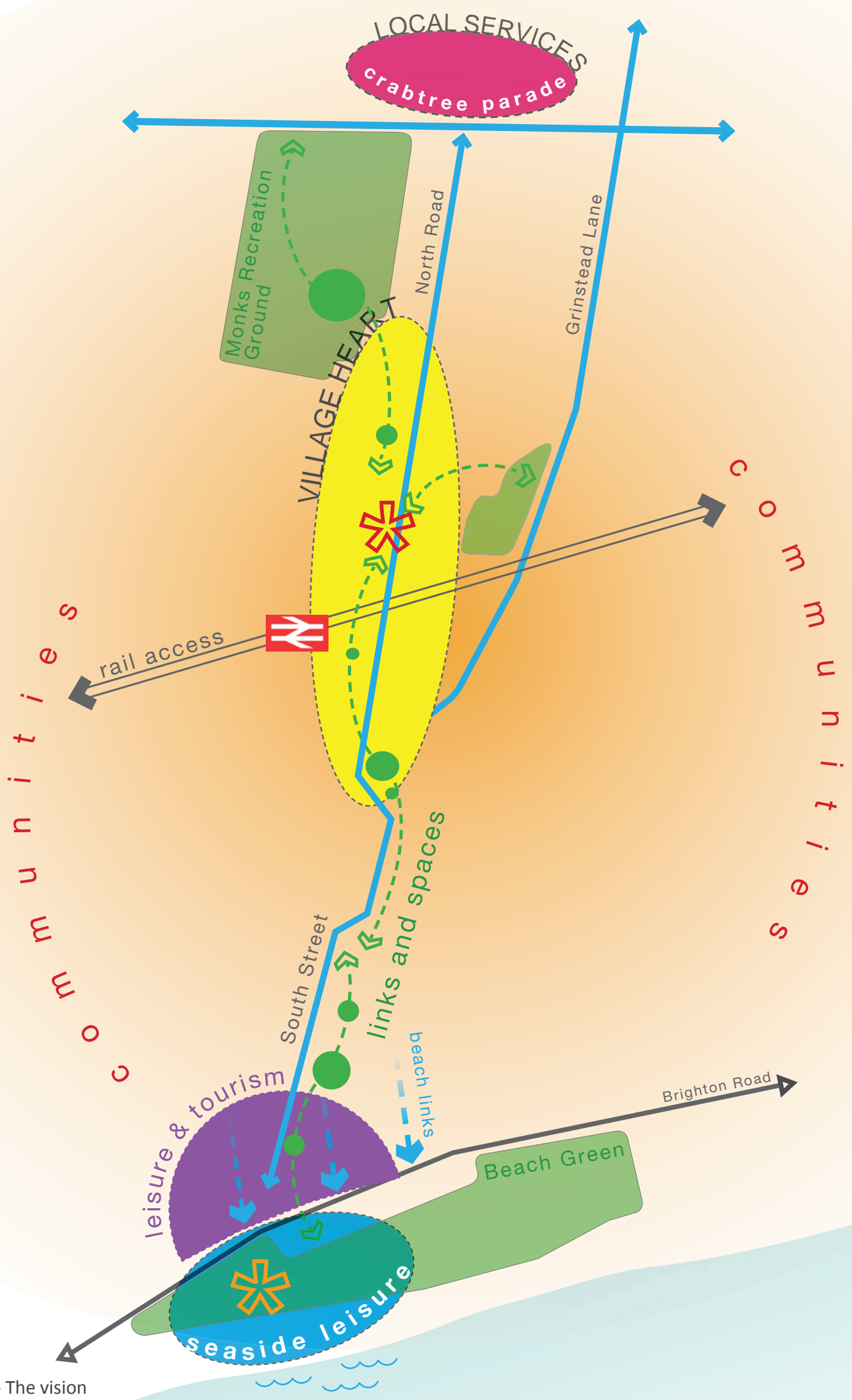


Figure 1 - The vision

A vision has been developed to help bring the community together and provide a shared target for the future of Lancing.

Exciting things are happening in Lancing. People are coming together, talking and initiating change. As the momentum continues to build it is critical that there is an agreed vision setting out the direction of change and guiding the efforts of the Councils, businesses and local community so that everyone's collective actions contribute towards shared long term objectives.

This report sets out that vision – a shared community vision and action plan for the future of Lancing village and seafront. It is intended to be something of which Lancing is proud, that inspires, motivates and guides the next steps.

The core recommendations of the vision are to

...transform the heart of Lancing into a vibrant 21st Century village, a place that is attractive, diverse and full of life, with a unique identity and brand that can be experienced virtually as well as physically.

...establish a lively seaside destination on South Street and Beach Green, with places to eat, drink, relax, play and enjoy outdoor and watersports activities.

...create a network of community places and spaces that connect the main destinations and reflect the strength of the community in Lancing.

...transform streets into attractive places for people, while promoting more effective access for vehicles, parking, cycling and public transport.

The vision is specific to Lancing as a place and a community. It is based on a clear understanding of the history, physical environment, the strengths, aspirations and needs of the community. It has been developed with the people of Lancing, listening to what they love and loathe, and is supported by a detailed understanding of how Lancing currently operates as a place to live, visit and experience.

The vision identifies the broad regeneration and planning strategy, land uses, development opportunities and measures to stimulate economic growth, as well as transport, visual and streetscape improvements. It then contains an action plan which sets out the steps to achieve these objectives, identifying priority projects and other opportunities for each of the key places.

This vision will help things to happen in Lancing provided the next steps are put into action. The future of Lancing is the responsibility of everyone concerned: Adur District and Lancing Parish Councils, the local community, individuals, businesses and landlords. Everybody must add their piece of the puzzle to make a better future for Lancing.

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Appendix A - Consultation report

The vision will become reality with hard work and everyone working together.

Engaging the community

A shared vision cannot be developed without talking to people. The vision process has involved discussions with the community through a range of events and activities. With many stakeholders and community members sharing an interest in Lancing, the vision process has provided an opportunity to tap into active local interest and a mechanism of bringing different people and interests together.

Listening to the community of Lancing has been essential in building a clear picture of what people currently dislike about Lancing and what they would like Lancing to become in the future. The local community has had opportunities to be involved in this process through the following initiatives:

The team has connected with those people of Lancing who have web access through regular posts on the Lancing Regeneration Facebook page, Adur and Worthing Regeneration Facebook page, and the Lancing Parish Council website.

During a two day exhibition in March the team held meetings with the community in the Parish Hall and talked to people at an evening drop in session. The team also visited and talked to owners of a number of businesses in Lancing. Questionnaires were available to complete asking questions about likes, dislikes, and hopes for the future.

A further two day exhibition was held in April to show the draft vision proposals to the community. The exhibition was then on display in the Parish Hall for a further week. The exhibition materials were published on the Parish Council's website and on various facebook pages. Questionnaires were available to complete asking for feedback on agreement/disagreement with the vision proposals and allowing any further comments or recommendations.

The team has also been on hand to give advice to the community preparing their bid for Lancing to become a Mary Portas Pilot town.

What the community said

The feedback received has fed into the evolution of the vision. Some key messages are below, with more specific feedback included in each report section.

Lancing has a strong community with a good range of community facilities, but it lacks a village 'heart', a sense of arrival and quality public spaces.

There are a good range of local services and popular markets but the shops are poor and there is little leisure provision. Local businesses are struggling and buildings look rundown, with vacant shops contributing to a poor street appearance.

Lancing is a great kite surfing location and Beach Green is a major asset that is well used but could be improved to draw visitors and help create the 'day out' experience that is currently lacking.

Streets and spaces in Lancing are dominated by cars and people find it difficult to move around on foot.

People would like more attractive streets with planting, trees, outdoor seating, street lighting, improved crossings and connections to the seafrost and a common identity.

Parking is seen as a major issue that is pushing people away.

Lancing is being missed by people travelling in cars due to the lack of signage from the north and south.

The railway station provides good public transport and a central drop-off point but creates a physical barrier that severs the village.

Lancing is poorly perceived and fails to attract visitors. A cohesive identity, brand and improved signage are needed to help address this.

Continuing to work together

The community is already talking through other various teams and initiatives, including Lancing Regeneration. In order for the vision to become a reality this needs to continue with more people getting involved and more action from local businesses, landlords and landowners.



Figure 2 - Assets



Lancing has many assets and qualities that are unique and that will help its future if properly harnessed.

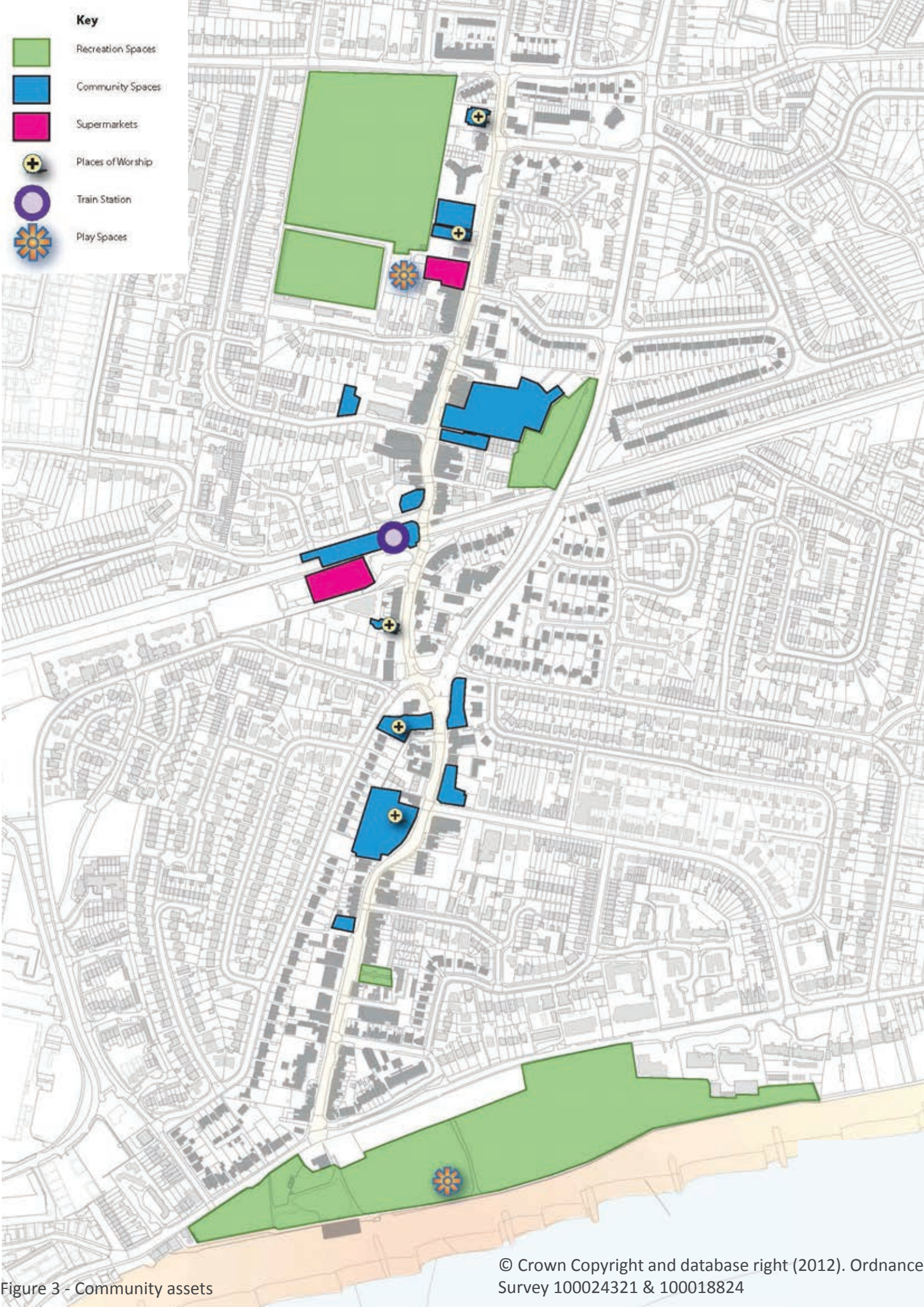
Maximising assets

Lancing has a number of major assets that provide substantial potential for future stabilisation and growth.

The following are a number of major assets that gives Lancing a strong base for future success:

- Lancing is well located in relation to economically strong southern coastal places such as Brighton.
- Lancing has excellent access particularly by car, bus and train from the wider area.
- The seafront and green are major assets that could attract visitors and serve as a basis for economic regeneration.
- Lancing is surrounded by numerous local attractions bring people to the area (see figure 2 and images below).
- Lancing has a substantial local catchment population.
- Lancing is a popular location for kite surfing and other watersports.
- Lancing's heritage as a village is a unique selling point that local people relate to.
- Lancing has a very strong community who are highly active and want to see change.
- There is a good supply of local services and community facilities.
- There are existing projects already underway that are starting to initiate a change in Lancing, led by a number of different groups.





Key

- Recreation Spaces
- Community Spaces
- Supermarkets
- Places of Worship
- Train Station
- Play Spaces

Figure 3 - Community assets

There are a number of big challenges to be overcome in a coordinated way.

Big challenges

While Lancing has many assets that provide a positive outlook for the future, there are a number of big challenges that must be overcome in order to maximise Lancing’s potential.

Changing perceptions

Feedback from consultation suggests a strong view that Lancing is poorly perceived both externally, as a place to visit, and within the catchment as a place for local people to shop and spend time. This is generally attributed to the quality of the offer and the appearance of the buildings, streets and spaces, as well as a lack of destination pull or identity, and a lack of promotion of Lancing’s assets.

Quality and diversity of offer

While Lancing provides well for its catchment population in terms of local services and community facilities (see figure 3), the quality of the shopping and leisure offer is considered poor among the local community. An analysis of land uses and businesses revealed interesting findings. Across the whole of Lancing there is a relatively good range services and facilities when assessed quantitatively, and a healthy proportion of shops in A1 use. The key issue is the quality of the offer – anecdotal evidence suggests locals and potential visitors consider the quality of the offer in Lancing to be poor, and there is certainly a shortfall in leisure provision that adds to the experience of a shopping place. A strong evening economy is will be essential to Lancing’s success and a flexible approach needs to be adopted by Environmental Health and Planning Officers to support good schemes that contribute to this.

Point of difference and identity

Despite assets such as the seafront, kite surfing conditions, and heritage as a village, Lancing does not have a clear identity or a point of difference that sets it apart from other places. In smaller towns and centres, differentiation is essential for future success. A role and niche needs to be found for Lancing to establish a future role in providing services on the south coast.

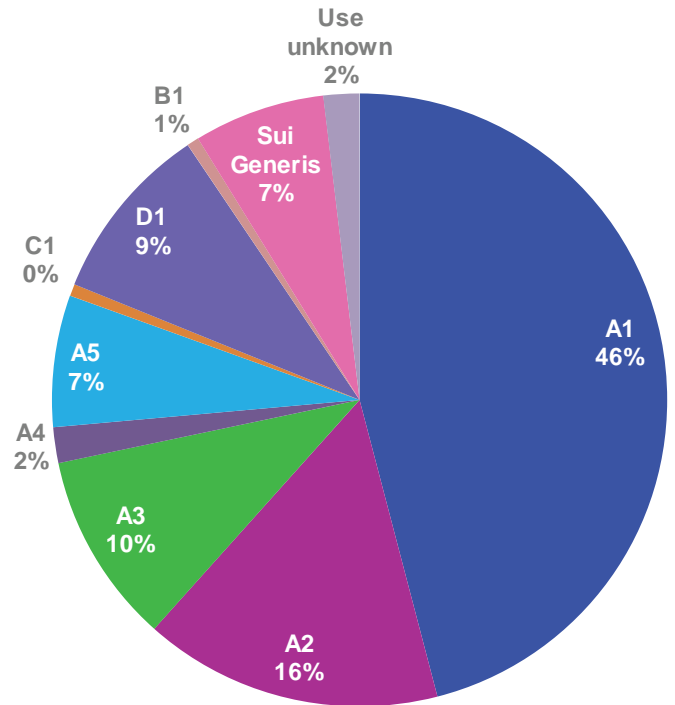


Figure 4 - Lancing as a whole has a fairly balanced land use provision in quantitative terms, although the leisure provision (A3 and D2) is low for a centre of this size and should be targeted at around 30-40%.

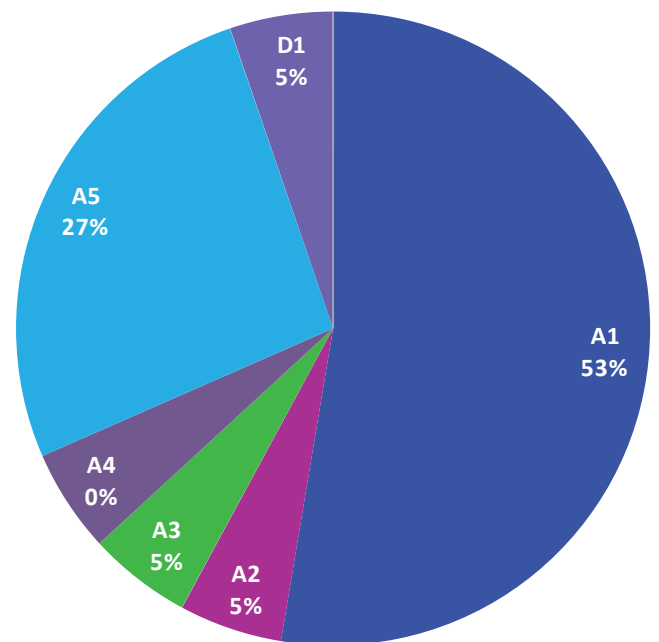
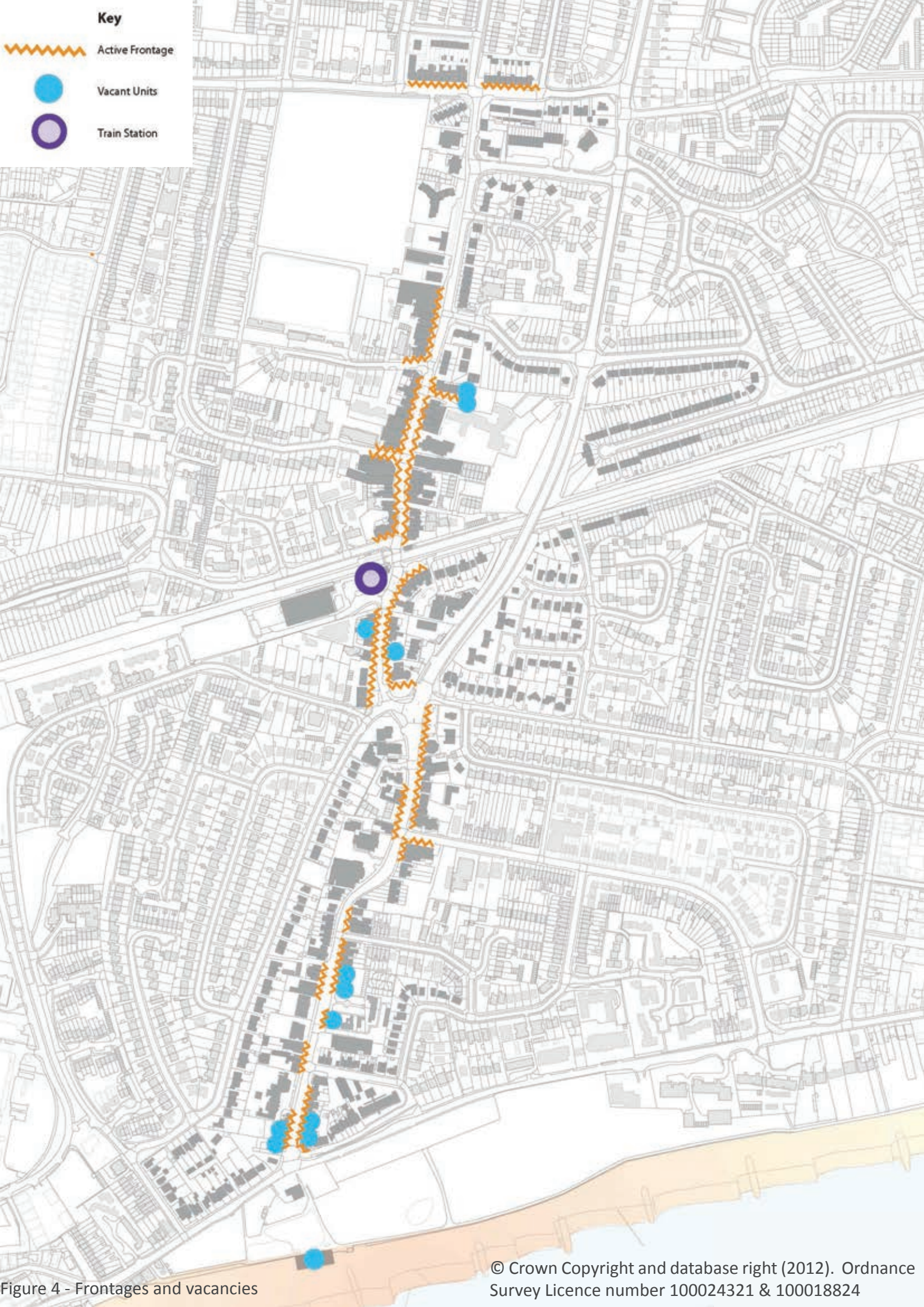


Figure 5 - Crabtree Parade has a high proportion of hot food take aways which may be contributing to the lack of pedestrian footfall in this area.



Key

- Active Frontage
- Vacant Units
- Train Station

Figure 4 - Frontages and vacancies

Quality of appearance

A major factor affecting external perceptions of Lancing, local pride and local use of the village is the poor condition and appearance of the buildings, streets, spaces, planters and street furniture. This is a major issue that has been addressed by the vision.

Access – vehicles, pedestrians, cyclists

Access into Lancing is currently hampered by the lack of signage or any sense that you have arrived, particularly by car but also on foot, cycle, bus and at the train station. Once you have found Lancing, parking is difficult and the roads are vehicle dominated. Moving around as a pedestrian or cyclist is not a pleasant experience; the railway line presents a barrier to movement to the south from North Road and the roads in general are difficult to cross.

Lack of a community heart

Lancing has no real ‘heart’ or community focal point. The village is very linear in nature and there are few public spaces or places to sit and gather.

Length and fragmentation

Before being severed by the railway in the mid 1800s, and later by the A27, North and South Lancing were two separate villages. Over time incremental change on North and South Street has led to an elongated village with businesses located at intervals along a significant stretch of frontage. Most likely owing to this length, there are short sections of business frontage all along North Road and South Street, but in South Street these frontages are fragmented and many of the businesses are isolated. For that reason there is a larger number of vacant units on South Street.

Raising awareness

Despite the fact that Lancing does have a number of assets, there is a lack of awareness of what is on offer particularly to potential visitors. There is little signage directing visitors to the shops or seafront and a lack of promotion of what is on offer.

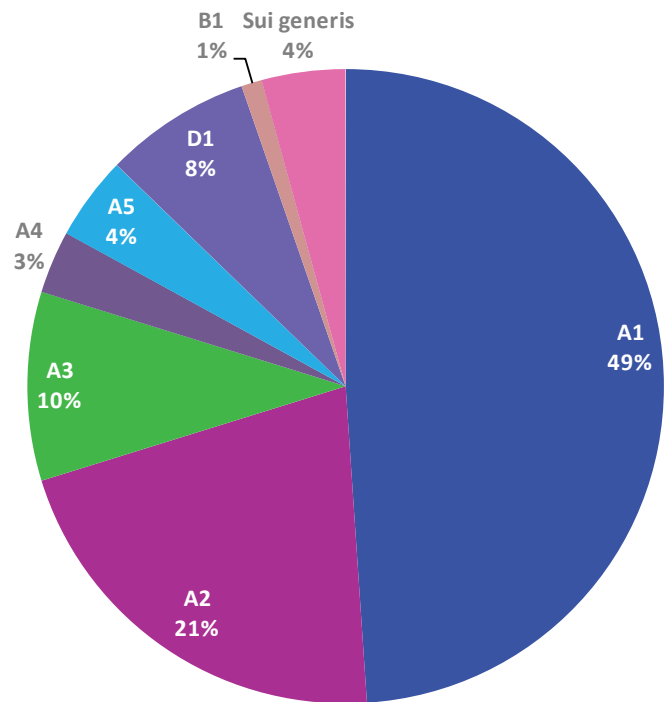


Figure 6 - North Road and South Street (to Grinstead Lane Junction) contain a good proportion of shops (A1) but a low percentage of cafes and restaurants (A3) which are important to providing an experience that will attract local people to shop here and enliven the centre in the evening.

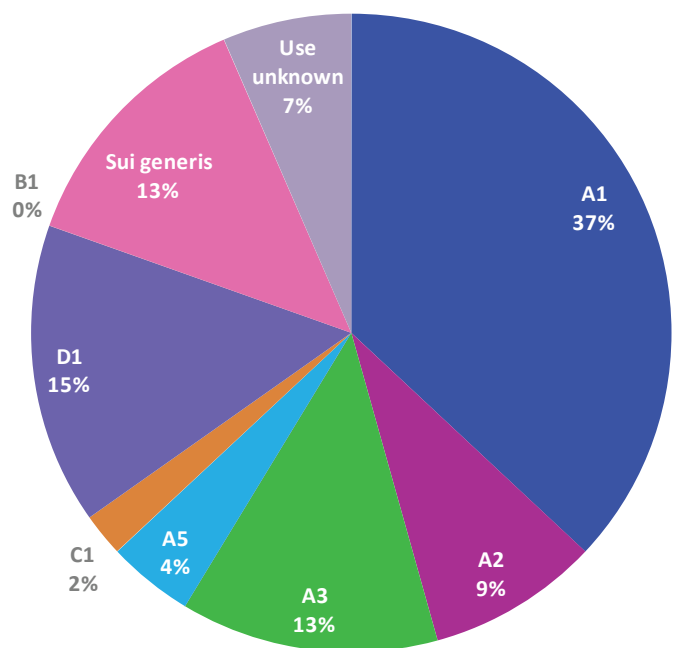


Figure 7 - South Street (Grinstead Lane to Brighton Road) contains a higher proportion of community uses, but there are also more vacant units.

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A vision for Lancing's future has been developed that everyone can be proud of and work towards.

The vision sees Lancing becoming a vibrant village, an exciting seaside visitor destination, and a place that provides for the needs of the community. A number of core objectives are linked to the vision for each of the areas. Any future projects should work towards achieving these objectives.

A vibrant 21st Century village

Lancing will become an attractive, modern village with local and boutique shops, cafes, restaurants and community services. People will explore and interact on the new tree-lined streets and via the 'Love Lancing Village app'.

There will be excellent access and parking for cars, but traffic will pass through calmly. The streets will be for people, with new and improved public spaces for gathering, gossip and enjoying community events, including on Queensway, North Road and South Street.

The heart space on North Road will create a focal point for the community and the stunning gateway entrance from South Street will show that you have arrived in Lancing.

Objectives for the village:

V1: Transform Lancing into an attractive and distinctive village.

V2: A good mix of quality shopping and leisure.

V3: Enable local businesses to thrive.

V4: Create spaces where the public can gather and a village heart.

V5: Make the environment people friendly.

V6: Excellent parking and public transport facilities.

A lively seaside destination

South Street and Beach Green will become a lively seaside visitor and leisure destination. South Street will come to life with new cafes, restaurants and seaside shops. Visitors will stay in guesthouses along Brighton Road.

A gateway on Brighton Road will lead to the beach via a new park on Beach Green with an esplanade and places to sit, relax and play along the way, and new facilities for water sports and leisure activities.

Objectives for the seaside zone:

S1: Transform the seafront into an exciting destination.

S2: Promote cafes, restaurants, guest houses, leisure and sports, and specialist shops.

S3: Excellent access to the seafront for pedestrians.

S4: Create a gateway which announces arrival into Lancing.

S5: Excellent parking and public transport facilities.

A network of community places

Places outside the village heart and seaside zone will become a network of places for the community. Crabtree Lane will be a strong local parade that is attractive and accessible. There will be community and living zones in the areas that connect the destinations on North Road and South Street.

The streets will be attractive with new trees and landscaping, seating areas and community pocket spaces.

Objectives for the community places:

C1: High quality public realm throughout Lancing Village.

C2: Support local businesses in Crabtree Lane.

C3: High quality community facilities and activities.

C4: Good quality new housing in Lancing Village.

C5: Create interesting places that connect the destinations.

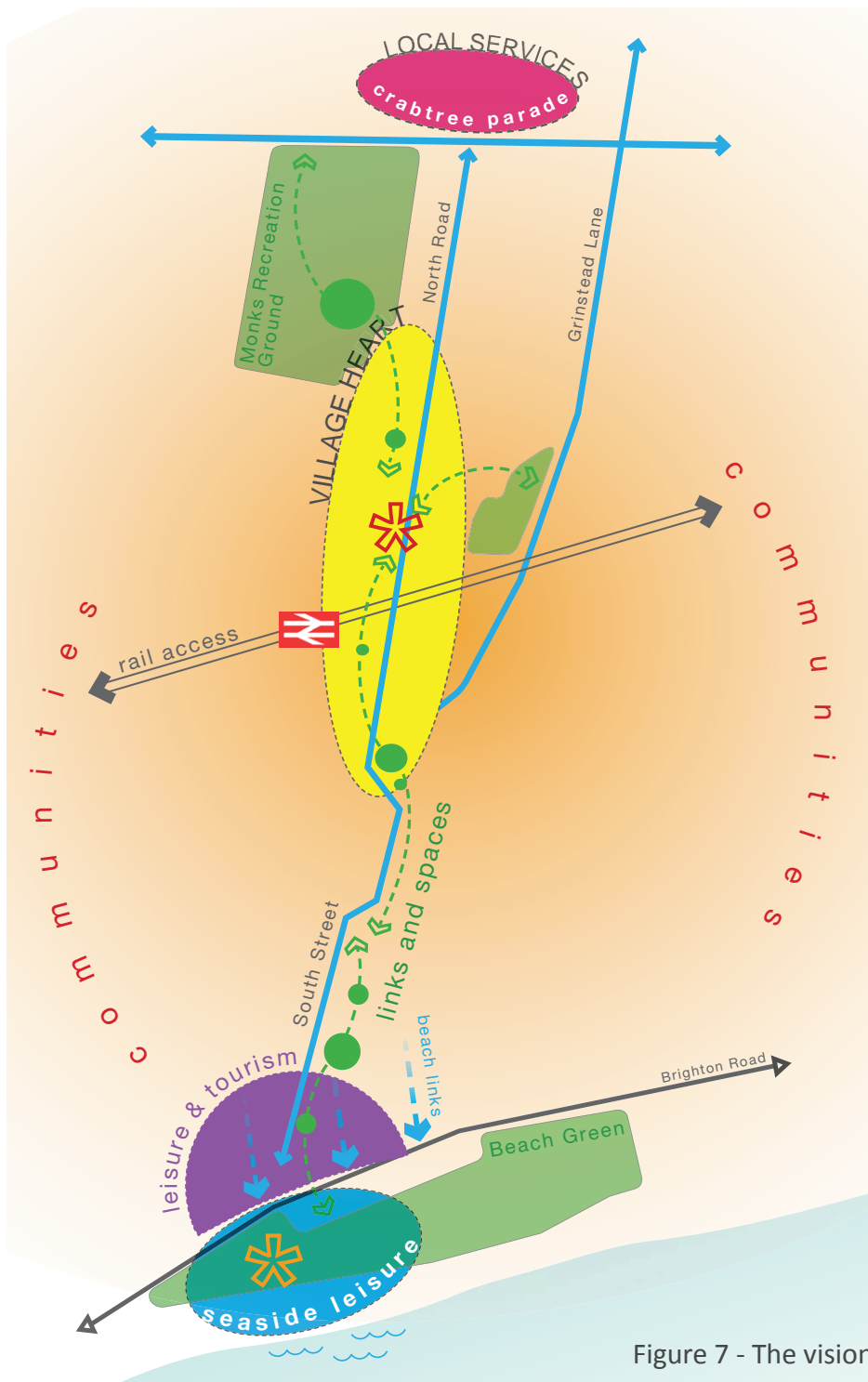


Figure 7 - The vision





Figure 8 - North Road in the future?



Lancing will become an attractive, vibrant place with a modern village identity

Becoming a 21st Century village

Successful future shopping places will be those that are attractive, unique and bustling, that offer an experience and make innovative use of technologies and online media. The vision sees these characteristics as the basis of Lancing's future. It focusses on creating a modern village identity, improving the quality of the appearance and the offer, animating the streets, and creating a virtual Lancing experience.

An animated, buzzing village

People are at the heart of a successful village. Shops and services in town centres are sustained by the presence of people and passing trade. Lancing must be able to attract people by offering an experience to complement rather than compete with the rise of internet shopping.

For Lancing to become a 21st Century village, there must be a greater diversity of high quality shops as well as cafes and restaurants and visitor facilities that create an experience. A range of shop sizes should be encouraged, and the potential for a niche shopping offer explored through a market testing, identity and branding exercise. More high quality cafes and restaurants should be encouraged, with outdoor seating space on the streets and to animate Lancing in the evenings.

Activity in the streets and community events will also help to provide a unique experience, including street entertainment, outdoor markets and festivals. Outdoor events are common to the traditional ideology of a British village and will therefore help to enhance the modern village identity. Events can also help to connect the village and the seafront, such as kite surfing displays in the village heart. Community events must be held in the heart of the village to give maximum benefit to local businesses, on the main streets rather than in car parks or halls. Events will have maximum exposure and impact through temporary closure of the North Road heart, or by holding village wide events in streets and pocket spaces.

Events and activities will happen in Lancing provided that the streets are well designed and new spaces are created, but this type of activity will also be kick started

by an initial series of events or event programme. The design of streets and spaces should provide for events by widening and decluttering footways, and creating new public spaces in Lancing.

Appearance and identity

The way a place looks is central to the way it is perceived and experienced. There is a feeling among the community that Lancing is tired and run down and that this is putting off visitors. There is also a sense that Lancing lacks any visible indicators of identity and heritage. Uplifting the appearance will make a dramatic difference in Lancing, but doing so in a way that provides an identity and modern cultural heritage will make that step change that sets Lancing apart.

Identity as a concept is both subjective and emotive, and it would not be right for the vision to specify what Lancing's identity should be. Further research and a separate exercise led by local people is needed for a collective agreement to be reached. The vision can however suggest the factors to be considered in developing an identity for Lancing, based on the feedback received from the community. The factors for Lancing include its history as a village, the proximity to the seafront, deco influence, kite surfing etc. The vision sees Lancing becoming a modern village and that should be the starting point for any identity or branding exercise.

The appearance of Lancing must be uplifted in a coordinated way, with improvements to the streets, spaces and buildings, and this vision provides a strategy and principles to guide that change. Creating attractive streets and spaces will require refurbishment of the public realm and providing high quality street furniture. The strategy for this is discussed in the public realm section, including greening where possible. A network of new spaces is promoted throughout Lancing, connecting the village and seafront, and creative design of those spaces will help provide nodes of interest. This is already happening on South Street where funding has been granted by Adur District Council for a sensory garden. For more details of the project being implemented by Lancing Regeneration visit www.facebook.com/LRSensoryGarden.

Public art and indicators of culture and heritage will contribute towards an identity. Examples of suggestions from the community include public art on the Luxor building and a modern museum. Public art and a cultural trail will be supported in Lancing, but it must be delivered in a coordinated way that does not clutter or prevent flexible use of streets and spaces for events, gathering and outdoor seating. Adur District Council has committed funding for new art installations at Lancing Station and Beach Green.

The look of buildings will be a critical factor in improving the identity of Lancing. This is partly cosmetic in terms of refurbishing building facades and upgrading shop fronts, but is also about encouraging high quality local tenants to occupy units. Principles for shop fronts are included on the following pages.

Promoting talent and enterprise

Creating an animated village will increase the visitor footfall and therefore benefit local businesses. However existing businesses will also require support to help them sustain the business in the short and longer term. In the shorter term mechanisms for supporting businesses include reassessing business rates, and considering the potential for a BID or community trust in Lancing Village. In the longer term successful business requires an attractive brand and promoting the offer. Support should be offered to businesses in Lancing to help them improve their business, for example by offering a series of 'help your business' style workshops.

New talent must be nurtured and new businesses encouraged to locate in Lancing. Strong connections should be developed between the village, local schools, colleges and universities, and youth groups. Space should be provided for young entrepreneurs to test and develop their business expertise. This can be achieved by the offer of Meanwhile Leases on vacant or underused units in the village or by holding a 'starter' market with free stalls for young businesses. The great thing about these projects is that they also help to enliven and breathe new life into Lancing. Young businesses should be supported as they evolve, meeting their changing needs met at different stages, with a long term commitment to helping businesses locate permanently in Lancing.

A virtual village

A successful 21st century village must be interactive and connected virtually to promote the village offer and events, connect the community and create a buzz online about Lancing. A strategy for innovative and targeted use of social media for Lancing should be developed, identifying opportunities to connect with typically harder to reach younger generations. The online promotional strategy should be developed in conjunction with a branding and marketing strategy for Lancing as the two are inherently linked, and a joined up approach is needed to maximise the impact. Examples of innovative online media that could be explored include:

- 'love Lancing village app' for the latest generation of phones, tablets and laptops, showcasing Lancing's offer, events, people and businesses.
- Dedicated Lancing website.
- Interactive online 'mood boarding' using media such as Pinterest (an online pin board) to capture and portray the life and branding of the village using images.
- Bespoke QR codes (a bar code that can be read by apps on mobile phones, linking to a website or giving information to the user) on posters and in windows to advertise events.

Local media should be used as a resource to positively promote Lancing. Local radio stations and newspapers should be brought on board and encouraged to support the future of Lancing.

Lancing as a brand

Once a clear identity and offer has been established, Lancing needs a brand to promote. The vision establishes Lancing's heritage as a village as a starting point, but this will need to be developed through further market testing, research and consultation with the community. Once a clear brand is established, a marketing strategy should be developed to promote the brand and market the offer to both visitors and to promote Lancing as a destination for new businesses.

Designing shop fronts

The appearance of shops can make a real improvement to an area, and in Lancing good quality shop fronts will be a significant step towards developing the village character. The style, colour, materials, signage and displays in shopfronts should reinforce the Lancing identity. Below are a number of key design considerations and examples to inspire the business community to be creative.

Simplicity and elegance

Choose a simple design which shows off the elegance of the colour, sign letters and other detailing through its quality. Clutter on the façade from plastic and multiple projecting signs, poorly designed canopies, over dominant lighting fixings, and over complex designs should be avoided as they detract from the quality of the appearance.

Quality materials and techniques

Shop fronts in Lancing should reflect tradition, skills, and trades. The use of natural products such as timber and hand painted signage should for example be promoted. Modern materials such as plastics, aluminium, Perspex and stainless steel can be appropriate if they are of the highest quality and detailing. The use of acrylics or shiny materials tend to cheapen the appearance of shop fronts and their use should be avoided, particularly over large areas.

Complement and interface with the building

Study the building to which it the shop front will be attached and the neighbouring buildings to create a design that complements and bring out the best in the building. There are buildings in Lancing with interesting characteristics, and good quality shop fronts fitted to those and other buildings would better reveal and make buildings more attractive.

Proportions and styles

Window proportions should reflect the proportions of the building and should be broken up into smaller compartments by timber mullions and glazing bars where appropriate. Large plate glass shop fronts should generally be avoided unless it can be demonstrated that this fits well with the building style.

Shop fronts should not extend across a number of building units. Even if a shop occupies more than one unit, the shop front should respect the sub-division of the building. The design of doors must be in keeping with the quality of other elements of the shop front. The materials used and style should match those of the main windows, including for example the use of timber to divide the glazing into compartments.

Quality signage

The shop sign is the face of the business and brand. The quality of signage is crucial to achieving a shop front that reflects the character of a village and that draws in potential customers. More modest, but good quality signage has a greater impact than over dominant signs. The main sign on shop fronts in Lancing should sit flush with the façade or have limited projection.

The lettering should either be hand painted or individually applied lettering. The use of acrylic or fluorescent materials in signs is considered inappropriate and should be avoided. Horizontal projecting signs are common to villages and can help to create that character in Lancing if well designed. They should be fixed at the top of the façade and not above. Street numbers must be visible on shop fronts.

Lighting

Lighting on shop fronts can add to the attractiveness of Lancing in the evening and also help to make people feel safer. Lighting needs to be carefully designed so that it helps emphasise quality features of the frontage. Neon signage should be avoided.

Displays and window dressing

The display of products in and outside shop windows has an important role in making a shop attractive to potential customers and contributes to the character of an area. The window dressing should tell a story about the offer and entice people in through the colour scheme, positioning and selection of the products. Stacking and hanging products are examples of ways that displays can be made interesting, as well as using soft fabrics and flags. Displays that have a theme can be powerful, and the theme can be changed regularly to attract interest from passersby.



Figure 9 - South Street in the future?



A lively seaside destination along South Street and on Beach Green will attract people to Lancing.

Becoming a seaside destination

For Lancing to become a lively seaside destination the right activities must be encouraged within the Seaside Zone, as well as measures to uplift the quality and appearance of the streets and spaces and shop fronts, but with a different approach to the village heart. The seaside destination will not be successful unless there is an area of activity on Beach Green which provides an attraction for visitors. Once that activity zone is in place it will generate the footfall required to sustain and attract businesses, such as restaurants, to South Street.

Establish a leisure destination

The seafront location, Beach Green and kite surfing conditions, present major opportunities for Lancing to become a seaside destination. If this is done in the right way it could enable substantial economic regeneration in Lancing, with major positive impacts on South Street and Lancing as a whole.

The Seaside Zone in Lancing will become a leisure destination with cafes, restaurants, guest houses, and some limited local shops on South Street, as well as businesses associated with seaside activities. Facilities for outdoor sports, play and general enjoyment of Beach Green and the seaside will be strongly promoted on Beach Green. For this aspect of the vision to be successful, it will be necessary to restrict inappropriate uses that detract from this character. This is discussed further in the next section.

It will also be necessary to relocate inappropriate uses and buildings to enable the creation of a successful seaside leisure zone. This is discussed further below.

Uplift the appearance

To achieve the seaside destination the appearance of the streets, buildings and shop fronts in South Street must improve. The public realm will require refurbishment and the treatment should reflect and respond to the proximity to the seafront. The principle will be to add new tree planting which will make the streets more attractive, but the species will need to be carefully considered so that they can withstand the windy conditions.

Improve access

Improving access for pedestrians is a fundamental concern in South Street and on Beach Green. The public realm improvements in South Street should focus on making the streets safer and more walkable, encouraging people to walk from the village heart, and a key principle for future improvements to Beach Green will be to improve access for pedestrians and disabled people.

Create a gateway to Lancing

There is currently no visible indication that you have arrived at Lancing from the Brighton Road, or visual connection from South Street to Beach Green and the seafront. A fundamental objective of the vision is to address that issue and create an attractive gateway to Lancing at the junction of Brighton Road and South Street, with direct sightlines to Beach Green.

This is not only about improvements to the public realm and signage, but requires more significant change in this location. A major factor in enabling the gateway to be created will be to relocate the existing car forecourt and tyre units on the frontage as they obstruct the sightlines to the seafront and present a very poor quality image of Lancing. Replacing these buildings with high quality gateway buildings will dramatically improve perceptions of Lancing.

An activity area on Beach Green

The gateway at Brighton Road will lead to an activity area on Beach Green drawing people from South Street to the seafront and creating a unique attraction. The activity zone will involve upgrading an area of Beach Green to create footpaths to the seafront and zoned areas for different informal activities, including seating areas, planting, children's play, outdoor sports such as skating. There will be cafes, restaurants and facilities for watersports.

The character of Beach Green will be retained and, following feedback from consultation, minimal tree planting is proposed in this area. The rest of Beach Green will be protected for informal recreation and natural habitat areas.

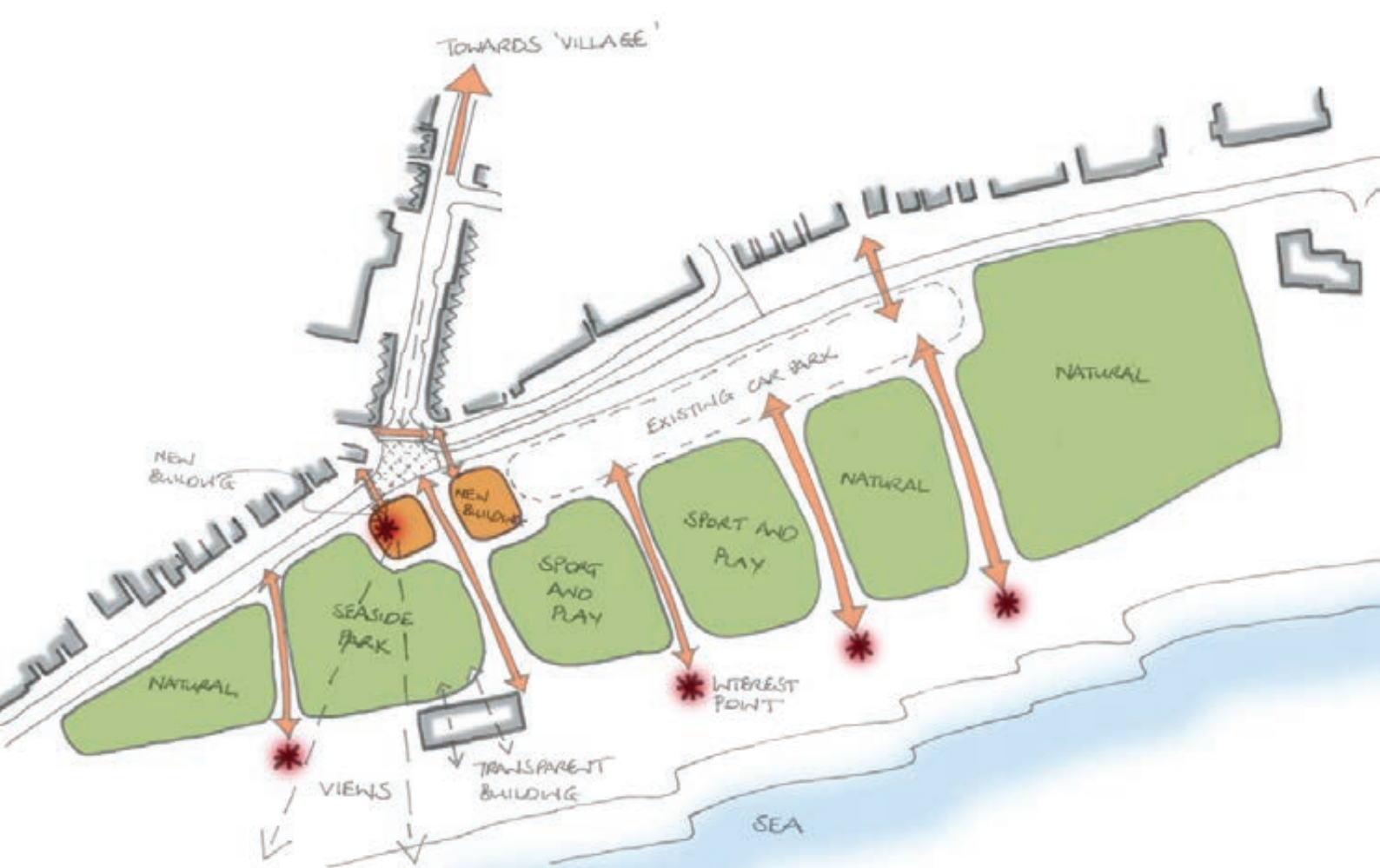


Figure 10 - Design principles for Beach Green



Beach Green

Beach Green is one of Lancing's best and most valued assets, but it could be even better. The vision sets out a series of strong guiding principles for the future of Beach Green that have been developed through consultation with the community.

There is no one single approach to change on Beach Green and it will require careful consideration and detailed design studies in the future, but the overarching guiding principles are set out below, along with a number of issues and opportunities that should be considered for Beach Green during the detailed design stage.

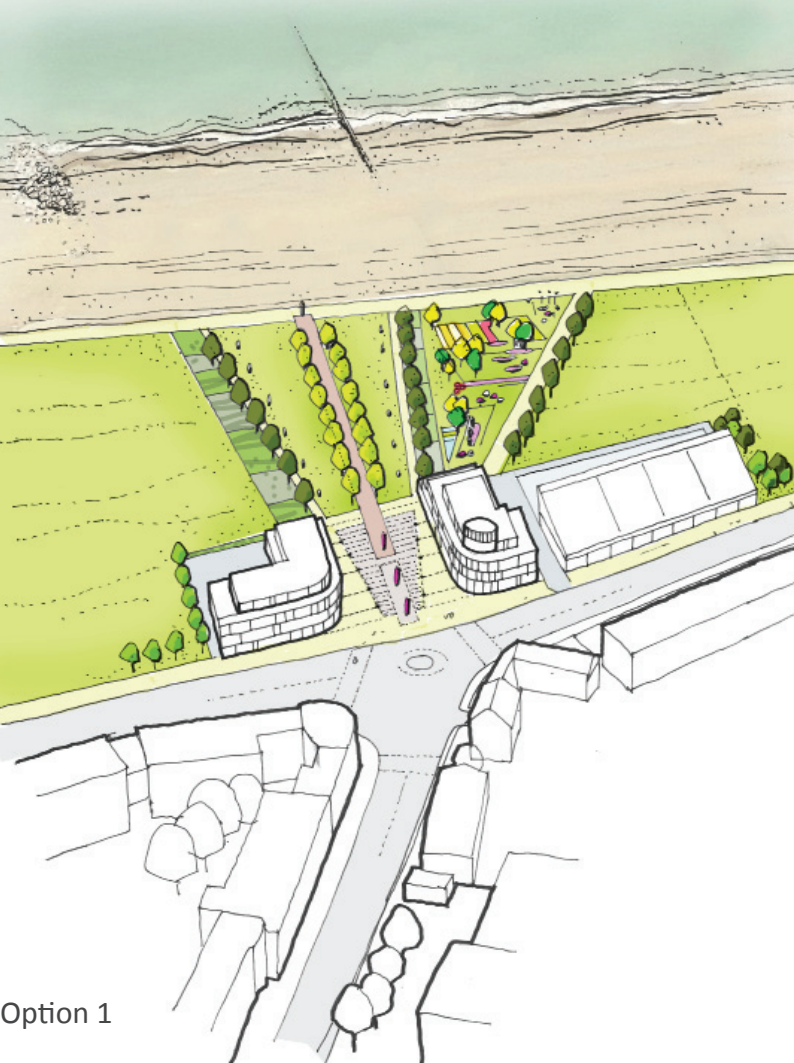
The following overarching principles should be adopted for Beach Green so that the maximum economic benefits are achieved, while preserving the existing character as a green:

1. Create a pedestrian gateway from Brighton Road to Beach Green at the junction with South Street.
2. Provide clear signage to the beach, green and facilities, and to the village shops, services and train station via South Street.
3. Relocate the existing car forecourt and tyre sales units and remove the commercial buildings that house them.
4. Develop a gateway building or buildings in this (previously developed) location which announces Beach Green, terminates the vista along South Street and provides activity to draw people onto the green. The types of use that would be appropriate in these buildings include cafes and restaurants at the ground floor and hotel or guest accommodation, commercial or community uses above.
5. Provide direct sightlines from South Street to the green.
6. Create an activity area leading from the gateway to the beach. The activity area should feature different zones of informal activity such as seating areas, a high quality children's play area (relocated from the current location), a skate park or other such activities. The exact nature of uses should be determined through consultation and further testing during the detailed design stage.
7. The activity area should feature attractive landscaping and planting, but trees should be kept to a minimum to reflect the character as a green.
8. There should be no additional buildings outside the previously developed zones to protect the character and openness of the green.
9. There should be no residential uses outside the built up area as this is not a use that supports the objective for a leisure zone and it would set an undesirable precedent for future development on the green.
10. The existing beach building is recommended for removal to allow direct visibility to the seafront and full openness. This option was however not favoured by the majority of respondents. If removing the building is not feasible the existing building must be refurbished to the highest architectural quality, including glazed walls providing views to the sea.
11. The remainder of Beach Green must be protected from development and preserved as space for informal recreation and natural habitats.

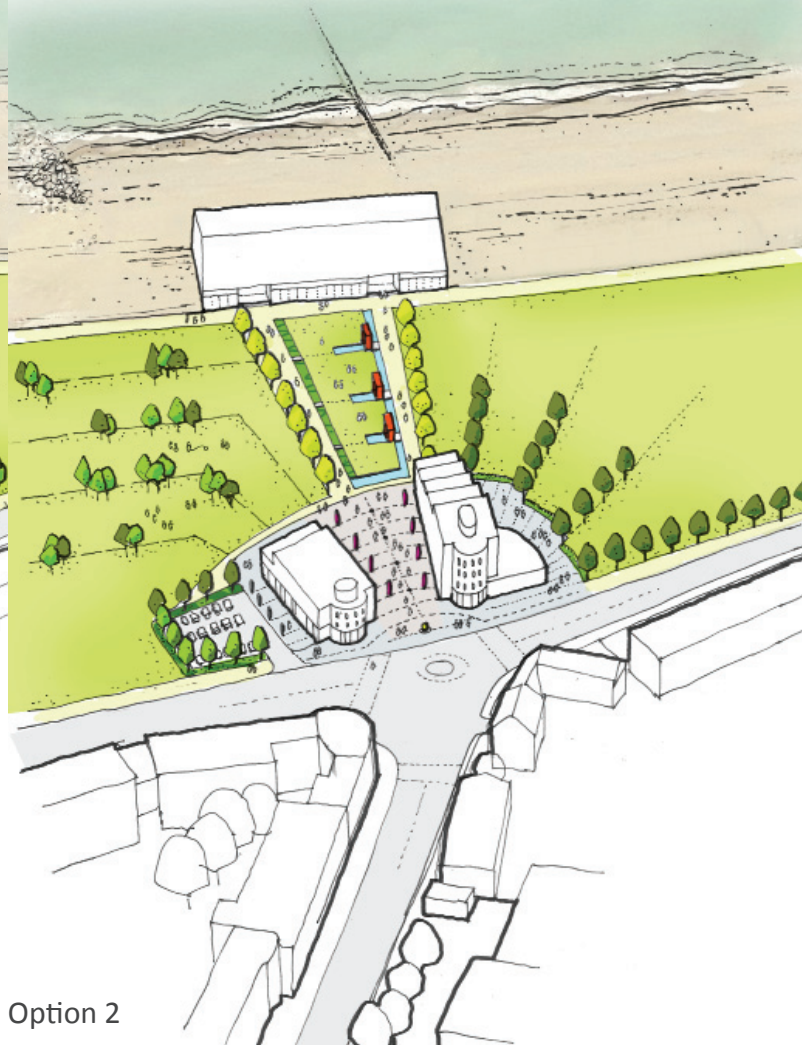
A number of these principles may be contentious and resisted by different parties, but the collective implementation of these principles is essential to maximising the economic regeneration benefits.

A close working partnership must be developed between Adur District Council, Lancing Parish Council, freeholders, leaseholders and tenants of the buildings proposed for removal to reach a deal that works for all parties. This will not be a simple task and will require commitment and financial backing. The existing Parish Council access covenant will not hinder the proposals, but is a further reason that the Parish Council must be a close partner in any project.

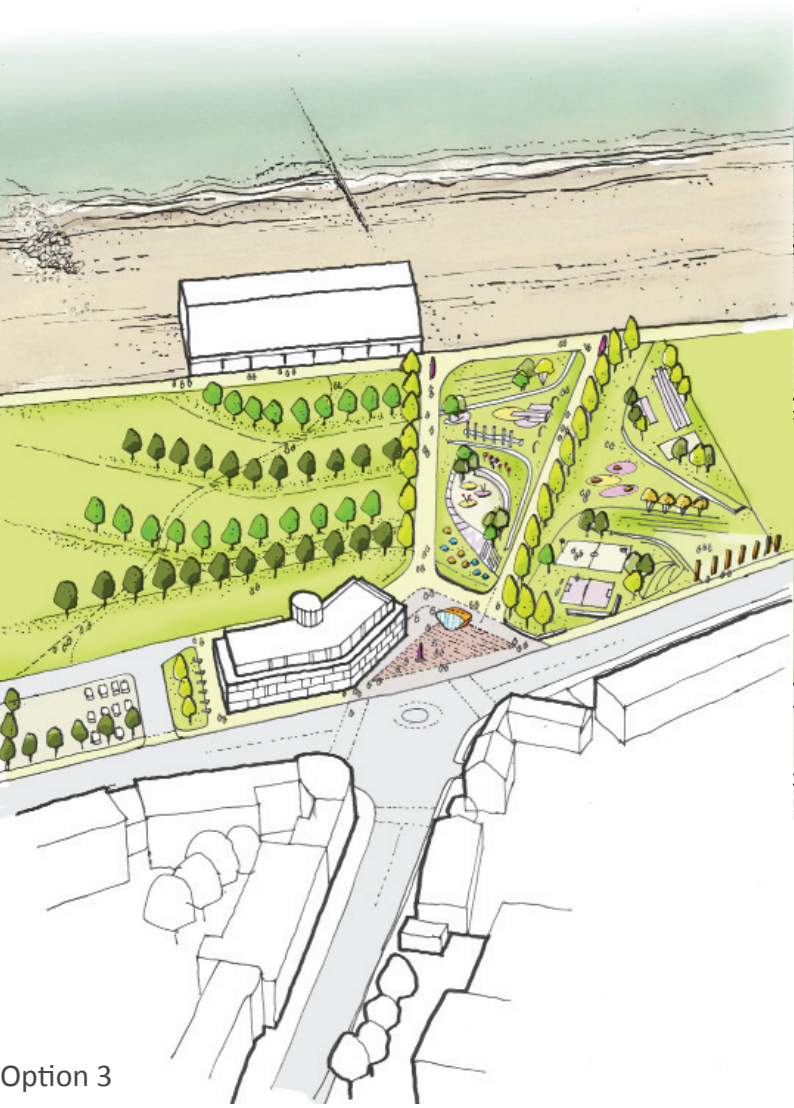
It is not anticipated that all improvements on Beach Green will happen at the same time. The focus should initially be on relocating the car forecourt and tyre sales businesses. If this does not happen it will prevent Beach Green from becoming a seaside destination and positive regeneration of South Street. Any resources available to facilitate this key priority should certainly be directed to this key enabling project.



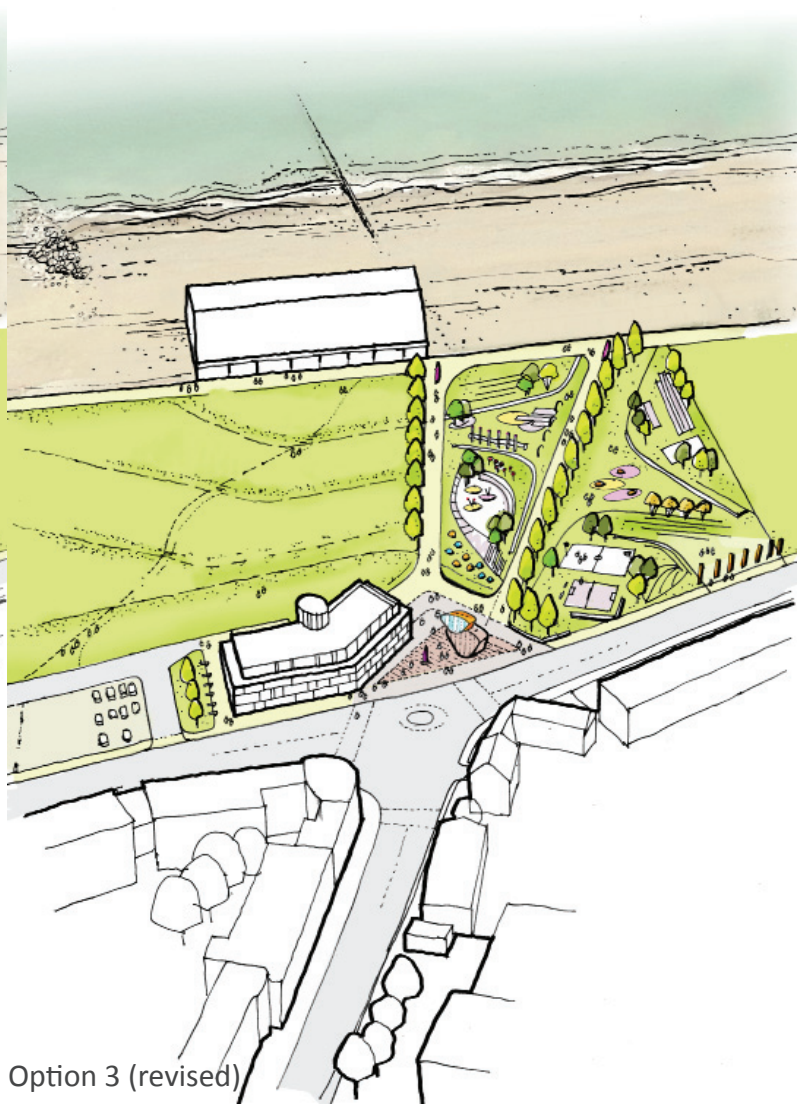
Option 1



Option 2



Option 3



Option 3 (revised)

In addition to the overarching principles, the following issues and possibilities for Beach Green should be explored through the detailed design process.

- Provide new level access routes from across the green.
- Improvements to the existing car park and the potential for parking in closer proximity to the seafront, particularly for disabled people.
- Management of the car park such that it may be time limited to avoid users parking and going to other destinations outside Lancing.
- Potential to play with the landform to create shelter from the windy conditions and break up the space.
- Refurbishing or replacing the public WCs.
- Measures to prevent vehicle access to the green other than via designated points.
- Provision of more beach huts.
- Provision of fitness facilities within the activity area.
- Alterations or improvements to the cycle and footpath route along the seafront.
- Access routes for the Beach Building if retained to allow deliveries and drop off.
- Retention of the existing kiosk.
- Preservation of the old fun forts.

Beach Green options

As discussed previously, the vision seeks to remove the existing building on the beach to create a new gateway from Brighton Road with direct access to the beach (option 1). However, the feedback from consultation was that the majority of respondents wanted to give the existing owner a chance to make the building good.

Alternatives which retain the Beach Building are available and can be taken forward into detailed design if removal of the existing building is not found to be feasible. While these options will not fully maximise the regeneration potential of the area, they would result in a significant step change. The fundamental priority, as discussed on the previous page, is removing the inappropriate uses and building on the Brighton Road frontage.

Alternative options presented to the community were:

Option 2 - Retain the existing building and create a gateway space and walkways that focus on that building as central axis. To achieve the objective of a clear sightline to the open seafront, this option would necessitate glazed or transparent treatment of the building front and rear to allow views through.

Option 3 - Retain the existing building and create a gateway building that deflects the vista away from the building with the walkways and landscape design leading out to the seafront.

The feedback from the majority of respondents during the consultation on the draft vision was a preference for option 3. If the Beach Building does stay, it must be refurbished to the highest design and architectural quality. A suggestion was made to hold a RIBA architectural design competition for the building refurbishment, which would help to transform the building into the landmark quality required to justify its retention in this prominent beach location.

The community clearly felt that the current character of Beach Green should be retained and disagreed with the transformation to a park. A revised option 3 has therefore been shown which better reflects the existing character of the green while creating the activity area.

CRABTREE LANE

KEY









-  Main destination
-  Town centre uses (A1, A2, A3, A4)
-  Community safeguarded (D1)
-  Recreation space safeguarded
-  Residential and community (C3 & D1)
-  Mixed community and town centre frontage
-  Mixed community and residential
-  Allow conversion to residential



Figure 11 - Land use strategy

Activity must be focussed in the right places. Each place has a unique role to play.

Managing the land use pattern

The vision defines clear roles for each place in Lancing. This will help to ensure that the core areas of activity are healthy and sustainable in future. A coordinated and managed approach to land uses is needed to strengthen and focus activity in the main destinations of the Village Heart and Seaside Area. Elsewhere, there must be restrictions on uses that compete with and weaken the activity in the destinations. Strong policies against retail anywhere outside the designated zones and edge or out of centre retail must be adopted.

The Village Heart

There is a big opportunity for Lancing to build on its heritage and develop a strong identity as an attractive 21st century village. This will in turn create the all important point of difference and experience that are essential ingredients for future success. The village heart will be the location for town centre uses so that it becomes rich with activity.

1. Promote town centre uses by adopting a flexible policy approach to the permitted use of units in the village zone indicated in red on figure 11 for shops (A1), services (A2), cafes and restaurants (A3), and drinking establishments.
2. Encourage new cafes and restaurants (A3). Applications for change of use must demonstrate that there will be a positive contribution towards the village character through the appearance of the frontage and the quality of the offer.
3. Protect sites in community (D1) use as shown in orange on figure 11. There is potential for mixed use redevelopment on the dotted site. Development should be community-led providing a like for like replacement on site which improves upon the existing community facilities. Town centre uses (A1, A2 and A3) along the North Road frontage should be encouraged to enliven and strengthen the North Road frontage and connect the community sites into the village. It must be demonstrated that community uses will occupy the majority of the site and that the frontages are of the highest design quality.

4. Protect pubs (A4) as important community assets by restricting changes of use where possible. New drinking establishments (A4) may be acceptable provided they do not have a negative impact on local residential amenity and that the design of the frontage contributes positively to the village character.
5. Resist changes of use to hot food takeaways (A5) to avoid displacing the town centre uses that play a vital role in enlivening the Village Heart.
6. Allow changes of use to offices (B1) at upper levels to provide space for local businesses if there is a demonstrable need. Resist changes of use at ground floor level to office (B1) to avoid the loss of space for publicly accessible services that will enliven the streets.
7. Allow conversion to residential (C3) at upper levels provided it does not result in a loss of employment floor space. Resist conversion to residential at the ground floor so that active frontage is maintained.

Places outside the Village Heart, Seaside Area, and Crabtree Lane

The places in between the main destinations will play a different but equally important role in providing homes and services for the community. To achieve this, the following land use principles apply:

8. Protect sites in community (D1) use, indicated in orange on figure 11, as important community assets. Any redevelopment of community sites should include re-provision of the community use.
9. Adopt a presumption against changes of use from residential (C3) to protect the area as a place to live.
10. A flexible approach should be adopted to allow changes of use to residential (C3) or community (D1) to strengthen the role as a community and living zone.
11. Restrict any other changes of use to avoid damaging the vitality of the activity zones (village heart, seaside and Crabtree Lane).












- KEY**
-  Main destination
 -  Recreation space safeguarded
 -  Local services (A1, A2, A3)
 -  Residential and community (C3 & D1)
 -  Leisure and local services (A3 & A1)
 -  Residential and guest house (C1 & C3)
 -  Leisure and community (A3, D1, D2)
 -  Beach safeguarded
 -  Mixed community and residential
 -  Allow conversion to residential
 -  Mixed residential and leisure frontage



Figure 12 - Land use strategy

The places in between the main destinations must not compete with their offer.

The Seaside Zone

The seafront in Lancing is one of its most valuable assets. The vision seeks to build on this as a point of difference and a unique offer of a day out experience. A seaside zone will be promoted on South Street and Beach Green (see figure 12) where leisure and tourism uses are encouraged to create a destination and contribute towards tourism-led economic regeneration in Lancing. The following land use principles apply:

1. Adopt a flexible approach to allow use of units for cafes and restaurants (A3), leisure (D2), and local shops (A1) that complement the seaside offer.
2. Encourage new cafes and restaurants (A3) where they contribute towards enhancing the seaside character through the appearance of the frontage and the quality of the offer.
3. Allow new local and specialist shops (A1) where they contribute towards enhancing the seaside character through the appearance of the frontage and the offer. Retail uses must not compete with or have a negative impact on the viability of retail in the village heart.
4. Allow new drinking establishments (A4) provided it is demonstrated that there will be no negative impact on local residential amenity and that the design of the frontage contributes positively to the seaside character.
5. Encourage changes of use to guest houses (C1) on the Brighton Road frontage (figure 12).
6. Resist changes of use to hot food takeaways (A5) unless the design and offer contributes towards the seaside character.

A leisure zone is promoted on Beach Green (see figure 12) with an opportunity to create an activity area and esplanade connecting South Street to the beach. The land use principles for this area are as follow:

7. Any new development should be on previously developed sites to preserve the character and openness of Beach Green. Promote leisure uses, including sports and recreation (D2), cafes and restaurants (A3) within new development.

8. Allow a limited proportion of other uses that are complementary to the main leisure function. Complementary uses include community (D1), ancillary offices (B1), a limited amount of specialist retail (A1), and visitor accommodation (C1).
9. Development on Beach Green will only be acceptable if it contributes towards the economic regeneration objectives for a visitor destination. There should therefore be a presumption against residential uses (C3) anywhere on Beach Green.

Crabtree Lane Parade

Crabtree Lane should be reinforced as a place for local services which provide conveniently for people living nearby. The services must not however compete with and weaken the village. The following land use principles apply:

1. Crabtree Lane will continue to be an appropriate location for local shops (A1) that directly serve the local communities, professional services (A2), local cafes (A3) and offices (B1).
2. Local services should be contained within the areas indicated in blue on figure 12. Changes of use from residential to A1, A2 or A3 use outside the blue area should be resisted to avoid weakening the parade by extending it and increasing the number of services to a level that is unviable.
3. Changes of use to shops (A1) should be supported, provided evidence is supplied to justify the use on in relation to local need and that the use will not negatively affect the viability of shops in the village heart.
4. Restrict changes of use to hot food takeaways (A5) to establish a more balanced local offer, unless evidence can be provided to justify a strong local need when considering the existing provision.
5. Allow conversion to residential (C3) at upper levels. Resist conversion to residential at the ground floor so that the local parade is protected.

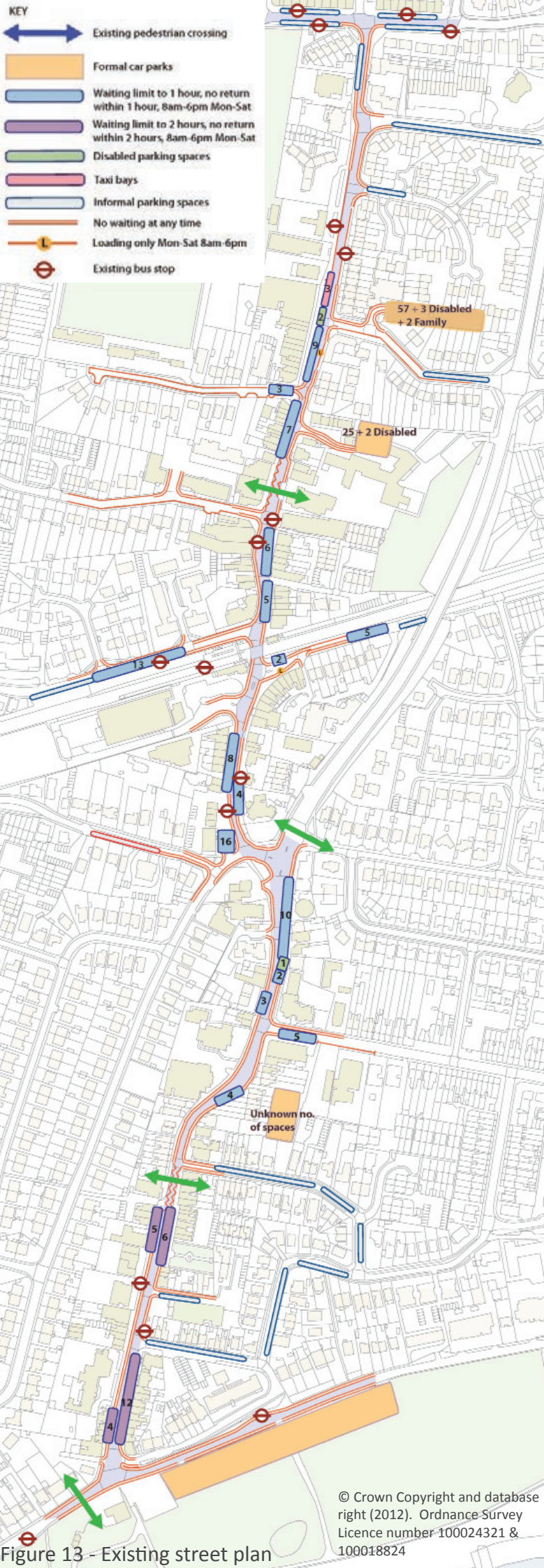


Figure 13 - Existing street plan

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The way streets and spaces function, look and feel is critical to the success of Lancing.

Existing

Lancing has a range of different streets and spaces, the majority of which are not designed to their full potential. Like many small towns the roads and footpaths within Lancing have been designed to prioritise and benefit vehicles, leaving pedestrians with obstacles and uninviting streetscape. This layout, combined with the location and ease of use of crossing points, quality of the streetscape and parking provision, has unfortunately led to reduced appeal of the village centre to pedestrians.

It is apparent that pedestrians do not fully use the village centre due to the perception of walking or travel distances and the fact that ease of movement is compromised by poor crossings and general domination by traffic.

Vehicle movement: Currently the road widths and junctions are designed to benefit and maximise vehicle movement, this leads to excessive speeds and makes it difficult for pedestrians to safely cross the road. Many of the road widths can be physically reduced, the turning radii into side streets tightened and junctions reconfigured. The mini roundabout is not appropriate within this shopping environment. Generally speeds are considered above average due to the above and it is obvious that many vehicles are using the North Road as a short cut – this doesn't benefit the character and feel of the village centre nor the shops and businesses

Parking: There are three off street car parks, two of which are not used to their full potential due to the perception of distance and their accessibility. On street there are an abundance of double yellow lines in Lancing, many of which could be reconsidered if the character of the village centre was reflected upon and an agreement to help reduce traffic speeds and design the village to benefit local people – i.e. accepting it takes longer to drive through the village and the need for heightened driver awareness. The existing on street parking is well used, but is commonly in key areas which could support valuable public space to generate activity and vibrancy within Lancing.

There are many areas where additional on street parking could be introduced to help balance this change. It is important to ensure the right type of parking is provided in the appropriate location.

Pedestrian movement: There are few pedestrian crossings in Lancing which naturally discourages people from moving around the village centre on foot. This combined by narrow footpaths in key linking areas lead to the demise of the pedestrian experience when in Lancing.

Vegetation: There are very few trees within the streets of Lancing. There are opportunities and these will be linked to reconfiguring the road and parking. Other forms of greening other than the existing planters should also be considered.

Bus stops: These are typical of a main access road with pull in bays to allow vehicles to move past when the bus is stopped. In this village setting the bus stops should be within the running carriageway and it would be appropriate to reconsider the exact locations.

Streetscape quality: The general streetscape is in need of revitalisation to try and help the image of the village centre, footpaths in areas are degraded and there are several small spaces which currently fill no function which all contribute to Lancing not achieving its potential.

The key principles for the streets and spaces in Lancing are described on the following pages.



Figure 14 - Proposed street plan

An effective balance needs to be struck between the needs of people, cyclists, cars and buses.

Proposed

The streets in Lancing today are characterised by vehicle dominance and excessive speeds, few pedestrian crossings, a lack of usable space and generally a poor user experience. However the distribution of shops and businesses, the width and nature of the streets and provision of parking are generally all good, albeit not operating to maximum efficiency and generally perceived as poor. There is lots of potential to build upon this base and the success will rely on finding a balance between a number of key considerations which allow the village to function efficiently and provide an enjoyable user experience.

Improving parking is essential and the strategy is to maximise parking while at the same time improving other essential components of the village. There must be better pedestrian areas, crossings, bus stops and more open spaces. To achieve this there will need to be compromise and a considered balance. The three main components of this balance are explained below.

Pedestrian circulation: This is fundamental for the success of Lancing. A strategic approach to providing regular crossing points is necessary to improve connectivity and reduce the perception of walking distance. This way there is heightened footfall which improves animation and in turn helps shops and businesses. Many of the existing junctions require reconfiguration to enable better, safer pedestrian crossings in locations where people need to cross the road. Introducing more places where people can cross roads will deter through traffic from using the village roads as short cuts, particularly lorries and other non desirable village traffic, and will at the same time present Lancing as a more people friendly place for those using it and spending time there.

Parking provision: Lancing requires a good supply of both short and medium stay parking in locations which are convenient, easily accessible and useful. The use of existing car parks should be promoted where possible to encourage people to spend more time in the village centre by parking in one location and then walking through the village. This can be achieved by offering time limited free parking in the car parks. The car parks should also be made more

visible and attractive through improvements to signage and routes to and from the village heart.

On street parking is also essential for short durations to meet the needs of local businesses and to ensure vibrancy and animation in Lancing. On street parking also has the benefit of helping to slow traffic speeds. The approach is therefore to increase on street parking in convenient locations wherever possible throughout the main routes in Lancing. There will however require a balance and some existing on street parking will be relocated to allow new crossings, vital public spaces, bus stops in convenient locations, and the creation of a heart for Lancing. On street parking should be short duration, limited to 30 minutes or an hour depending on the location.

Public space: It is important to create good quality public pedestrian space in Lancing to improve the user experience and allow outdoor activities to take place. This will improve the offer for the local community and revive North Road, in turn attracting more people to Lancing and helping shops and businesses. There is no village square in Lancing and, given the street configuration, it is difficult to achieve one. There are however a number of smaller spaces that, when linked by improved footpaths and crossings, can work together to achieve the same effect. There are lots of opportunities to help green Lancing with careful consideration to not impede movement or the function of spaces.

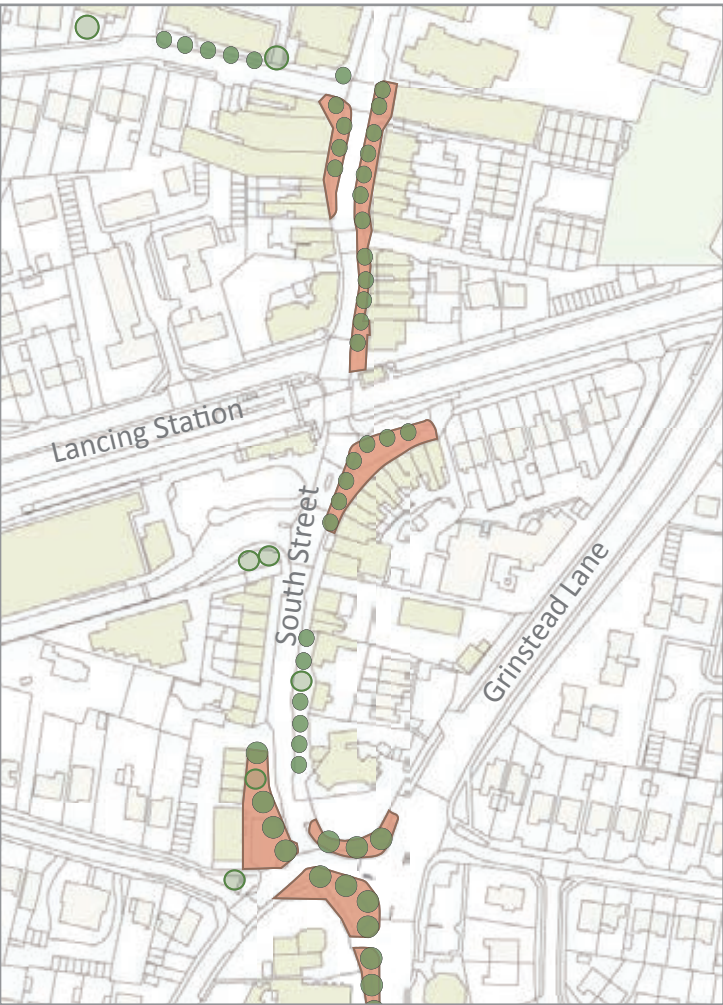
The points above are the basis for the entire length of the shopping area (North Road, Queensway and South Street) with a different emphasis on different areas depending on the location, nearby uses and availability of space. If any one factor overrides the other Lancing will be imbalanced, as it is now. The adjacent plan starts to map out possible changes at a strategic level – new crossing points, reconfigured junctions, reduced carriageway widths, wider footpaths, rationalised bus stops, new on street parking facilities, greening, reduced clutter and the displacement of existing parking to create usable public space.

To achieve this there must be acceptance of change. Lancing must operate as a whole, with acceptance of an holistic strategy based on improving function and changing the way people use the village.



Figure 15 - Village green junction space in the future?

Figures 16a and b (below) - Potential public spaces



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Creating attractive streets and spaces where people can sit, gather and for events will enliven Lancing.

Spaces

The proposals for improving streets and spaces in Lancing are based on achieving a balance between parking, circulation and new public space. This section identifies individual spaces and potential projects which can be implemented to begin to initiate change and improve Lancing.

These spaces will be places where people can sit, gather and where community events are held. Wherever possible, the streets and spaces will be greened with new trees and planting to make Lancing an attractive place. There is no one 'village square' identified in Lancing, but there are a number of smaller spaces which could be well linked to achieve the same goal. These are set out below.

North Road 'Heart of the heart' space The vision proposes a pedestrian friendly area in North Road. The treatment of the road and footways is such that it will feel like a heart for the village, while still allowing traffic to flow through. It would be created by relocating the existing on street parking and the bus stop to allow the addition of new pedestrian crossings and widened pavements. The widened footpaths are greatly needed in this area to improve the pedestrian experience, as well as creating stronger connections to South Street across the railway line and further north along North Road.

A key consideration in this area for the detailed design stage will be testing and improving the current junction from Sompting Road north of the railway line. This should be included in the transport studies required to inform the next stage of design work on the village heart.

Station Parade space By reorganising the junction layout to the south of the railway line a new public space can be formed in front of the existing shops and businesses at Station Parade, along with a new pedestrian crossing linking to the station. The creation of this space will allow tree planting and a functional quality public space where small scale events can be held. The road layout will also permit new parking spaces on the edge nearest the railway line to replace any parking displaced elsewhere.

Village Green This is a key area within the village heart which needs significant improvement to provide a positive perception and image of Lancing. By reconfiguring and narrowing the junction of South Street and Grinstead Lane better pedestrian crossings can be achieved, along with new tree planting and planted areas.

By relocating parking outside the row of shops a new public space can be created which is suitable for activities and events, as well as outdoor seating. This will be an important destination within the main shopping area to provide an attractor to draw people from the station and to ensure that businesses in South Street, to the south of the railway line, survive.

Pocket Spaces There are a number of small spaces along North Road (e.g. Queensway) and South Street which can be improved to connect the village heart to the seaside zone, and to create a network of spaces where people can sit and gather. This network of spaces will provide nodes of activity to draw people between the village heart and the seafront. These spaces need to reach out onto the street to help the feeling of space for those walking along the footpath. One such space is already proposed for a new sensory garden.

Beach Green is one of Lancing's best assets and provides a large public open space next to the sea. With the proposals to create a sensitive new leisure development at the connection to South Street and an esplanade which links to the sea, a new public square is created. This will be an attractor and a destination suitable of hosting events and linking to the green and seafront.

Generally the streets can be greatly improved within Lancing. By balancing out the functional elements there will be more opportunities for street trees and seating areas. Where possible, shops should be encouraged to use their forecourt areas to help provide added interest into the street scene.



Figure 17 - South Street in the future?



Helping people to find their way to and around Lancing will increase awareness and accessibility.

Street furniture

All places need a basic palette of street components to ensure function and make the streets and spaces useable, and Lancing is no exception. Care however must be taken to avoid clutter and excessive amounts of items within the footway which can impede circulation and add confusion. The style of all street furniture in Lancing should be high quality, contemporary and neutral in design as the main focus should be on the shops and businesses. Street furniture should be selected to ensure it is high quality, robust and maintainable.

Seating is essential at appropriate locations where people would want to sit. Different forms of seats should be considered including benches and plinths and also those with backrests and armrest. Moveable seating linked to cafes and restaurants should also be encouraged where space permits.

Bins are a necessary addition to every street, however should be used sparingly to try and encourage people to reduce litter. These need to be functional and practical and visually should not stand out – they should be neutral in design and colour so that they blend into the streetscape.

Bollards should only be used where necessary to guide vehicular traffic or physically prevent access. A square timber bollard would be appropriate in Lancing adding to the seaside village feel and character.

Cycle racks should be provided in the village next to the key spaces where it is deemed safe to store your bike. Generally cycling should be encouraged and signage from the seafront national cycle route should be promoted. Given the feel of the village, all the proposals look to reduce vehicular speeds and this should encourage more cycling. Cycle lanes in the village should be avoided to remove possible conflict between different users. Cyclists should be in the road moving at a similar reduced speed as other vehicles in this new calmed environment.

Given the lack of large open areas in Lancing planters are not recommended as they take up considerable space and are costly to maintain and difficult to move.

The addition of street trees at appropriate locations is a more suitable solution and represents a long term commitment to greening the villagecentre. Areas of the streets should be planted where possible, and hanging baskets are another alternative to introduce seasonal change providing they are well maintained and attached to existing structures such as light columns.

Signage and legibility

Local people know their way around Lancing but often make decisions on how to get to their destinations based on perceptions. People should be encouraged to walk and cycle, and this will help local shops and businesses and add to the vitality of Lancing. Signage and legibility is therefore for everyone – it can help locals realise how close areas are and through improvements to the villagecentre make them more attractive to walk to.

People's first impressions of Lancing are equally important. Accessibility is key and currently it is not clear on how to find the core shopping area from the north (A27) and likewise there are few indications from the south (A259). Simple signage can be a great asset and help put Lancing on the map. On arrival into Lancing it is key to understand what the village has to offer. Pedestrian way finding and information can assist this with clear directions throughout the village centre encouraging people to explore Lancing further.

9

Turning the vision into reality

The vision won't happen overnight. It will require positivity, commitment, partnership and compromise.

There is no one solution for achieving the objectives of the vision for Lancing. As a centre in multiple ownerships and with many different interests, a number of different methods and mechanisms will need to be used to make things happen.

The vision will not become a reality overnight and all in one go, change will instead be incremental. But as projects are brought to life, momentum will build and further opportunities will be opened, provided all efforts are focussed in the right places.

Efforts should be targeted in the right places, particularly at the start of the regeneration process, so that the building blocks are put in place. There is a necessary sequence of activities, with high priority projects seeking to improve the offer and experience of Lancing so that locals and future visitors have an improved perception of Lancing, and its reputation as a 'poor neighbour' can become one of the past.

Action Plan

The tables on the following pages set out the action plan for delivering the vision, starting with those priority projects or initiatives that are needed to kick start regeneration, followed by other opportunities that can be put in place at any time to help improve Lancing.

Regeneration Partnership

The vision will take a strong commitment to change and collaboration. Lancing will need a regeneration partnership between the Councils, local community and voluntary groups (including Lancing Regeneration), and local traders.

A number of priority projects should be the focus of initial efforts in the Village Heart.

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
<p>Establish a land use management framework through planning policies to provide clear guidance on appropriate uses.</p> <p>Define core shopping area for Lancing in village heart.</p> <p>Safeguard existing community facilities and sites.</p>	Adur District Council. Underway.	<p>Statutory.</p> <p>Recommendations to become policies in the new Local Plan.</p> <p>Potential for a Local Development Order in village heart to allow flexible change of use (between A1-A4, B1, C1, D1 and D2) to sustain occupancy.</p>	Draft planning policy to be prepared and included in draft Adur Local Plan.
Public realm enabling works for the whole of Lancing to include detailed surveys, transport study, design development, safety audits and further consultation (with local businesses and stakeholders).	West Sussex County Highways, Adur District Council and Lancing Parish Council.	Publicly funded project.	<p>Agree project champion and identify funding for enabling works project.</p> <p>Appoint consultant to undertake enabling works project.</p>
Village Green public realm works. Can be delivered in two distinct phases - the car park / public space and the junction reconfiguration.	West Sussex County Highways, Adur District Council and Lancing Parish Council.	<p>Publicly funded project.</p> <p>Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.</p>	<p>Agree project champion.</p> <p>Assess project costs and seek funding.</p> <p>Commission detailed design.</p>
Village heart of the heart space. Single phase scheme.	West Sussex County Highways, Adur District Council and Lancing Parish Council.	<p>Publicly funded project.</p> <p>Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.</p>	<p>Agree project champion.</p> <p>Assess project costs and seek funding.</p> <p>Commission detailed design.</p>
Station Parade space, parking and new pedestrian crossing. Single phase project.	West Sussex County Highways, Adur District Council and Lancing Parish Council.	<p>Publicly funded project.</p> <p>Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.</p>	<p>Agree project champion.</p> <p>Assess project costs and seek funding.</p> <p>Commission detailed design.</p>

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
Upgrade shop fronts throughout the village heart and South Street.	Individual landowners and tenants, with guidance and assistance from Adur District Council and Lancing Parish Council.	Shop Front Design Guide to be adopted to supplement the village heart planning policies. Potential for LDO to incorporate PD rights for improvements in line with identified design principles. Funding initiative to offer grants to shops who can demonstrate their design will enhance the village character. Potential for village BID to levy funds for improvement of shop facades and public realm.	ADC to produce or commission a Shop Front Design Guide. Lancing Parish / Adur District Councils to consider potential to joint fund shop front improvement grants. Local businesses to consider whether there is a desire for a village BID – put to ballot.
Refurbish unit and shop front at no 17 North Road to create a Village Action community shop.	Committed by Lancing Parish Council.	Publicly funded project.	Scheme to be implemented and shop opened.
Upgrade street lighting throughout Lancing Village.	Committed by Lancing Parish Council.	Publicly funded project.	Street lighting to be in place in time for Christmas lighting. The street lighting should be selected to fit with the modern village character.
Upgrade street furniture and add new seating throughout Lancing Village, with new seating focussed on future public spaces.	Partnership between Adur District Council and Lancing Parish Council.	Publicly funded project. Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.	Agree project champion. Detailed street furniture proposals to be prepared in association with the detailed design of priority public spaces and streets The street furniture should be selected to fit with the modern village character.

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
<p>Develop an identity and place branding strategy for Lancing, building on the vision work.</p> <p>Marketing campaign to raise awareness of Lancing's offer and establish an identity – Love Lancing?</p>	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative.	<p>Agree project champion.</p> <p>Tap into the skills of the local community to develop an identity, branding and marketing strategy.</p> <p>Include proposals for online promotion and resources.</p>
Dedicated website, online resources such as 'Apps' and brochure to promote Lancing's brand, shops and services.	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative.	<p>Agree project champion.</p> <p>Tap into the skills of the local community to develop resources, in line with the branding strategy.</p>
Actively seek potential tenants that fit with the Lancing brand and market the benefits of Lancing.	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative.	<p>Agree project champion.</p> <p>Produce Lancing marketing brochure / website in line with the brand identifying the 'package' on offer for potential tenants.</p> <p>Outreach to potential businesses who fit with the Lancing brand.</p> <p>Promotion of 'meanwhile' uses of vacant units by appropriate groups.</p>
New signage announcing arrival in Lancing, directing to the shops and seafront.	Partnership between Adur District Council and Lancing Parish Council, supported by West Sussex County Highways.	<p>Publicly funded project.</p> <p>Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.</p>	<p>Agree project champion.</p> <p>Detailed signage strategy to be prepared, based on the recommendations in the vision / branding strategy.</p> <p>Local competition to design the signage, judged by a panel of local experts.</p>
Public realm management and maintenance strategy to be implemented to sustain the quality of improvements.	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	<p>Regeneration partnership initiative.</p> <p>Potential inclusion in village BID.</p>	<p>Review existing management regime and arrangements to assess the effectiveness and identify areas of improvement.</p> <p>Consider BID potential.</p>

There are other opportunities in the Village Heart and more will certainly follow as momentum gains.

Below are the other opportunities for projects in the Village Heart that are necessary to deliver the vision. There is no timescale on these projects, they can be started and completed at any time to help deliver regeneration in Lancing.

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
Upgrade the children's playground to the rear of North Road.	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative. Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.	Agree project champion. Assess the works required to bring the playground up to standard. Apply for funding depending on the works required.
Community events, markets, trading initiatives and initiatives to improve the occupancy of vacant units in the village heart. Queen's Diamond Jubilee celebrations on 2nd to the 5th June. Adur & Worthing Food & Drink Festival 7th to the 15th July 2012.	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative. Included in Mary Portas Pilot bid (outcome TBC). Potential inclusion in village BID if the application is unsuccessful.	Await outcome of the Mary Portas Pilot bid. Jubilee and Food & Drink events already committed. Agree project champion. Assess traders interest in becoming a BID if unsuccessful. Initiate BID application process if there is interest.
Workshops for local businesses which provide understanding of the importance and benefits of perceptions, image, branding, marketing, visual merchandising and online media.	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative. Included in Mary Portas Pilot bid (outcome TBC).	Agree project champion. Assess interest for workshops and commission workshop materials production. Use local skills to develop and deliver the programme, with assistance from consultants as necessary.
Relocate existing shop tenants from South Street into the village heart.	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative.	Agree project champion. Assess availability of potential units in village heart, including discussions with landlords. Identify relevant landlords and tenants. Initiate discussions with landlords to assess the desire to be relocated.

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
Promote a local / niche retail offer, for example through providing space for local crafts and trades. Space could include within vacant or underused units and also in a 'Starter' street market.	Commence following branding exercise. ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative.	Agree project champion. Explore potential to incentivise landlords leasing to start up or local businesses through business rates. Set up a 'Starter' market to take place in the forthcoming year.
Shop local campaign to encourage the catchment population to choose to shop in Lancing.	Underway. ADC with support from LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations.	Regeneration partnership initiative.	Develop and publicise Adur's existing Shop Local Campaign in Lancing. Lobby local community groups to sign up to shopping local and help promote the campaign.
Improvements to the public toilets in the village heart.	Partnership between Adur District Council and Lancing Parish Council.	Publicly funded project. Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.	Agree project champion. Assess whether the existing toilets can be effectively refurbished and maintained. Explore alternatives i.e. financial maintenance support for the general public use of toilets in public houses in the village heart.
Public artworks at Lancing train station and on Beach Green.	Underway. Adur District Council.	Publicly funded project.	Run competition for artist. Implement public artwork.

A number of priority projects should be the focus of initial efforts in the Seaside Zone.

Below are the priority projects for the Seaside Zone. The first three projects should be put in place as soon as possible to enabling projects that follow. The remainder of the priority projects are not in a specific order, but should be started as soon as possible to get Lancing's regeneration underway.

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
<p>Establish a land use management framework through planning policies to provide clear guidance on appropriate uses.</p> <p>Promote leisure uses and prevent changes of use to uses that compete with the village heart. Protect Beach Green from residential uses and against inappropriate development.</p>	<p>Underway.</p> <p>Adur District Council.</p>	<p>Statutory.</p> <p>Recommendations to become policies in the new Local Plan.</p>	<p>Draft planning policy to be prepared and included in the draft Adur Local Plan.</p>
<p>Prepare a detailed masterplan of Beach Green in partnership with the community, drawing on the vision principles.</p>	<p>Adur District and Lancing Parish Councils.</p>	<p>Publicly funded project.</p>	<p>Agree project champion.</p> <p>Prepare a brief for the masterplan / design exercise.</p> <p>Commission consultants to undertake the study.</p>
<p>Relocate the existing car forecourt and tyre sales businesses on Beach Green.</p>	<p>Adur District and Lancing Parish Councils.</p>	<p>Publicly or grant funded project.</p>	<p>ADC and LPC to engage with businesses.</p> <p>ADC / LPC to commission study to identify alternative sites and business case. See for example www.adventuretourism.org.uk</p> <p>ADC to consider bid for funding from the Coastal Communities Fund to address a key barrier to economic regeneration.</p>
<p>Create a new activity area with gateway buildings on Beach Green, including seating areas, new planting, children's playground, skate park.</p>	<p>Adur District and Lancing Parish Councils.</p>	<p>Publicly or grant funded project.</p> <p>Promote opportunity to potential development partners to assess potential interest.</p>	<p>Include in detailed masterplan of Beach Green in partnership with the community, drawing on the vision principles.</p> <p>ADC to consider bid for funding from the Coastal Communities Fund to unlock a prime opportunity for economic regeneration.</p>

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
Encourage relocation of the existing Beach Building to allow direct views and access to the seafront (option 1).	Adur District and Lancing Parish Councils, working with landowner.	Partnership initiative.	Discussions to be held by ADC / LPC with owner to assess feasibility of relocation as part of the masterplan process.
OR create a leisure activity area on Beach Green with outdoor sports facilities, cafes / restaurant and community space (option 3).	Landowner, with guidance from ADC and LPC.	Private initiative, with support and guidance from ADC and LPC.	Architectural competition to ensure the highest quality refurbishment scheme. ADC to hold regular pre application discussions with the landowner to provide advice and guidance on the appropriate scheme.
Upgrade the public facilities on Beach Green, including toilets, provision of shower and water tap (in conjunction with the creation of a leisure activity area).	Adur District and Lancing Parish Councils.	Publicly funded project. Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.	Study to assess the works required as part of Beach Green masterplan design exercise. Must relate to the future activity zone on Beach Green.
Upgrade the public realm on South Street, including relocation of parking, crossings and new tree planting (subject to suitable species). Create new crossings on the Brighton Road.	West Sussex County Highways, Adur District Council and Lancing Parish Council.	Publicly funded project. Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.	Agree project champion. Assess project costs and seek funding. Commission detailed design.

There are other opportunities in the Seaside Zone and more will certainly follow as momentum gains.

PROJECT	LEAD / STATUS	DELIVERY MECHANISM	NEXT STEPS
Upgrade paths and access routes on Beach Green, and consider other improvements to public car park, cycle routes and footpaths etc.	Adur District and Lancing Parish Councils.	Publicly or grant funded project.	Consider as part of detailed masterplan of Beach Green in partnership with the community. Consider bid for funding from the Coastal Communities Fund to unlock a prime opportunity for economic regeneration.
Upgrade pocket parks along South Street (including sensory garden).	ADC, LPC, Lancing Regeneration, Chamber of Commerce, traders and local organisations. Funding committed via ADC's Pot of Gold for sensory garden.	Publicly / grant funded project. Regeneration partnership initiative.	Detailed design on the sensory garden is underway in consultation with the community. For other projects: Agree project champion. Assess project costs and seek funding. Commission detailed design. Local businesses to consider whether there is a desire for a village BID – put to ballot.

Projects that will help uplift Crabtree Lane and the community zones are also important for the future.

PROJECT	LEAD / STATUS	MECHANISM	NEXT STEPS
<p>Establish a land use management framework through planning policies to provide clear guidance on appropriate uses.</p> <p>Protect the parade.</p> <p>Prevent changes of use that would compete with and compromise the village heart.</p>	<p>Underway.</p> <p>Adur District Council.</p>	<p>Statutory.</p> <p>Recommendations to become policies in the new Local Plan.</p>	<p>Draft planning policy to be prepared and included in the draft Adur Local Plan.</p>
<p>Public realm improvements to include new crossings, limited stay parking, and new street furniture.</p>	<p>West Sussex County Highways, Adur District Council and Lancing Parish Council.</p>	<p>Publicly funded project.</p> <p>Explore the potential to direct Section 106 contributions from nearby major developments that will affect the community in Lancing.</p>	<p>Agree project champion.</p> <p>Assess project costs and seek funding.</p> <p>Commission detailed design.</p>

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Consultation report - what the community said about the draft proposals, and how we responded.

Now Lancing has a clear vision and an action plan to make that vision happen, all that is left to do is for the community to come together and make things happen.