



## **Planning Statement**

Mayfair Hotel, Heene Terrace, Worthing.

Change of Use and Alterations to the Mayfair Hotel to  
form 11 Apartments.

at

Mayfair Hotel, Heene Terrace, Worthing.

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Planning Supporting Statement

on Behalf of

Marmont Developments Ltd

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August 2011

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## Contents

1.	Introduction .....	1
2.	The Site and Surroundings .....	2
3.	Planning History .....	4
4.	The Scheme .....	5
5.	Planning Policy Context .....	8
6.	Scheme Appraisal .....	16
7.	Conclusions.....	20

## Appendices

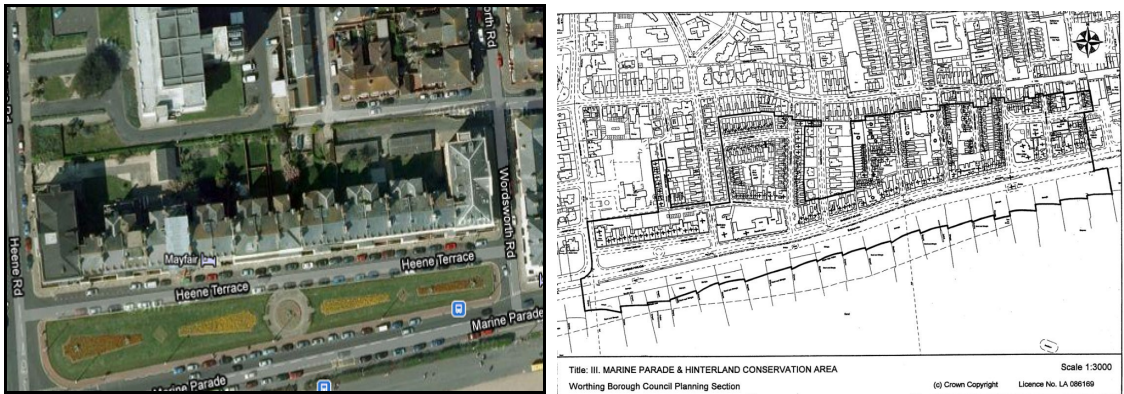
- A. Listing Description
  - B. Extract from Conservation Area Appraisal
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## 1. Introduction

- 1.1 The proposed development involves the change of use of a 21 bedroom hotel into 11 apartments, including the re-configuration of the internal layout and significant repairs and renovation works to the fabric of the Mayfair Hotel, Heene Terrace, Worthing.
- 1.2 The proposal includes a provision of 10 x 2 bedroom apartments from Ground Floor to third floor level and a single 2 bedroom apartment within the roofspace at fourth floor level. The scheme provides for a high quality and highly sustainable residential development within the development boundary for Worthing.
- 1.3 This statement will consider the site and its surroundings (Section 2), the planning history of the site (Section 3), the scheme itself (Section 4), the planning policy context (Section 5) and an appraisal of the scheme in relation to planning history, planning policy and other material considerations (Section 6). The statement concludes in Section 7.

## 2. The Site and Surroundings

- 2.1 The Mayfair Hotel is located on Heene Terrace on the Worthing seafront, facing directly onto Heene Gardens. The Hotel was originally constructed as two separate houses, but has seen alterations over many years to produce the current façade and internal layout.
- 2.2 The building is Grade II Listed in status and lies within the Marine Parade and Hinterland Conservation Area (see aerial image and map below). Relevant sections of these documents are found at Appendices A and B.



- 2.3 The Hotel has been closed for over 4 years and due to a lack of investment prior to this date as well as the intervening time period the building has suffered significantly in this most brutal of coastal environments. The building appears in a very poor state of repair and has been subject to Enforcement Action by Worthing Borough Council in an attempt to secure the long term future of the building and visual amenities of the locality.



- 2.4 Until this time no investor had been found who would be willing to invest significantly in this property and to enable the restoration of this Heritage Asset to the benefit of the local area.
- 2.5 The Mayfair Hotel is currently laid out over 21 bedrooms over three floors as well as basement kitchens and storage with ground floor reception rooms and rear garden area. There is significant evidence of disrepair on all floors of the building and within each of the rooms.
- 2.6 The hotel use has long since ceased with the building more recently used for long term residents as an HMO. The building has suffered from a lack of investment, maintenance and repair over many years whilst in use as a hotel and HMO and shows visible signs of long term neglect. It closed it's doors in 2007 and has remained unoccupied since. The hotel traded for a number of years but for many years had not been a viable business in order to generate the income to fund much needed restoration work.
- 2.7 The exterior of the building is visibly in need of repair with a section of the road outside the property cordoned off to prevent accidents from falling masonry. The building as a whole is in urgent need of restoration and refurbishment.
- 2.8 It is the only building in hotel use on Heene Terrace with every other listed building in the block having been converted to apartments.

### 3. Planning History

- 3.1 The original dwellings in this location, 11 and 12 Heene Terrace were converted to a hotel in the 1920s and many alterations have taken place since this time outside of the planning system.
- 3.2 In terms of recent investigations into the deteriorating state of the building, Worthing Borough Council commissioned PDA to survey the building in 2009 to examine fully the extent of necessary works to bring it back to a viable use and improve the overall condition of the building, particularly its visual appearance.
- 3.3 The applications made over the last 20 years relate to internal alterations to the building including repairs and re-instatement works carried out in 2006 following fire damage to the hotel:

## 4. The Scheme

- 4.1 The scheme subject of these planning and listed building consent applications proposes both internal and external works to convert the building from its existing hotel layout (21 bedrooms) to 11 apartments over 6 floors, including a loft style unit.

### Front Elevation

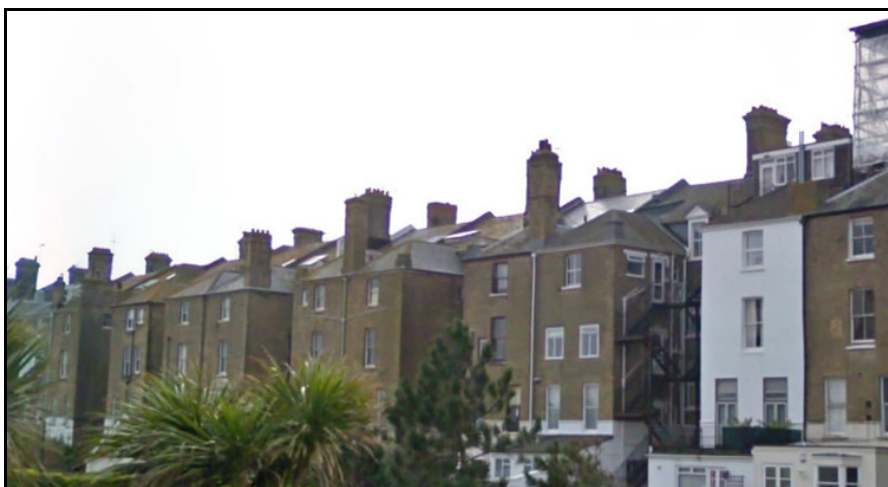
- 4.2 The proposed works to the front of the building include significant repair and restoration of the property back to the original intended form. The works include repair of brickwork, railings, post supports and mouldings, restoration of all sash windows and re-instatement of cast iron rainwater goods. The front facing dormer windows will be restored and mouldings replaced exactly as original.
- 4.3 Significantly, the reinstatement of the original front entrance porch, steps and front door are proposed where the entrance has been blocked up for many years. The original dwellings, 11 and 12 Heene Terrace retained symmetry through the use of a centrally positioned porch feature but this was altered significantly through the hotel conversion process, resulting in the removal of a set of front steps and front door to the western property. There is currently a loss of symmetry and an unbalanced appearance to the front elevation in the row of uniform buildings on Heene Terrace that will be addressed through the reinstatement proposals.
- 4.4 Furthermore, the introduction of further hotel style adornments during the 1920s conversion works such as the front awnings led also to the incremental deterioration of the architectural quality and cohesion originally created by G A Dean in 1865. These will be removed to contribute to the overall repair and restoration works.



- 4.5 Complete replacement of the roof is required with original Welsh slate used where necessary. Significantly, the scheme proposes to rebuild chimneys to the main roof where they have been unsympathetically removed over the years. They will be rebuilt and mouldings reproduced matching the appearance of the originals.
- 4.6 Overall, this scheme seeks to restore the visual appearance of the building back to its original form as constructed in the 19th Century. These works would provide for a significant visual enhancement of the Listed Building itself and the Conservation Area and Marine Parade more generally.

#### **Rear Elevation**

- 4.7 The rear elevation will be extensively restored including the reinstatement of cast iron rainwater goods and reinstatement of sash windows from modern plastic unsympathetic models. An untidy rear cast iron fire escape will also be removed.
- 4.8 The only new features noticeable externally would be the introduction of four traditional dormer windows to the rear roof slope symmetrically placed with two either side of the existing party upstand to balance each of the original roofslopes. Two untidy skylights on the rear of the hotel building will also be replaced with sympathetic conservation rooflights.
- 4.9 Despite some visual uniformity to the terrace there are a considerable number of unsympathetic alterations to the rear of properties including large rear dormers, variety of styles of rooflights, unsympathetic removal of chimneys and projecting lift shafts. Current dormers under construction at West Mansions are bulky, prominent and dominant features.



- 4.10 The proposed dormers at 11 and 12 Heene Terrace will provide for an attractive feature and will assist in providing visual symmetry and balance to the rear of the building. They are small, well proportioned and sympathetic as demonstrated by the 1:1 scale section drawings submitted. They are critical to 'enable' the development to take place through the introduction of an apartment in the roof space and restore this building to its former glory. This element will be discussed in full later in this report.
- 4.11 The rear garden will be subject to a comprehensive and sympathetic landscaping scheme with a communal garden area to the rear for use by residents on the upper floors. The lower ground floor apartments will benefit from private garden areas accessed via new period style French doors as the originals have long since been lost to larger security doors associated with the hotel.

#### **Internal Alterations**

- 4.12 Internally, works will involve the removal of stud partition walls erected to subdivide the property into hotel accommodation in the 1920s. All original joinery within the property will be retained or reinstated where unsympathetically replaced in the past. Architectural detailing such as cornicing and centre ceiling embellishments will be either retained or reinstated. The staircase will be removed to facilitate the introduction of a new staircase and lift core to meet current building regulations. Although two staircases were originally in place, one is compromised by the existing lift shaft and the balustrading from the other is to be removed.
- 4.13 The layouts of the ground to fourth floor apartments will be broadly similar in nature, comprising 2 bedrooms, a bathroom and a kitchen diner area to the southern extent of the units. A key issue in designing the layout of the apartments is maintaining the historic stucco cornice work around the edge of the main rooms with high ceilings as well as the open aspect when viewed from outside the site.
- 4.14 The living/dining and kitchen areas occupy the entire frontage of each bay (3 sash windows) and maintains open aspect when viewed from outside the site. Internally the bathrooms have been designed as a stand alone pod, separated from the historic fabric of the building. The pod would be located in the back outside corner of each room and would be approximately 1m lower than the ceiling, maintaining visibility of the historic form and cornice detail of the original room. Each pod would be constructed from high quality timber and metal, producing a contemporary addition to the unit, providing a positive framing contrast with the historic fabric of the existing building.
- 4.15 All renovation works will be undertaken to a very high standard as show by other examples of Marmont Construction works within Worthing Borough and beyond.

## 5. Planning Policy Context

5.1 A key role of the planning system is to regulate the development and use of land in the public interest. At the heart of the planning framework are statutory Development Plans which seek to guide the decision making process. Section 38(a) of the Planning and Compulsory Purchase Act 2004 requires that, where the Development Plan contains relevant policies, an application for planning permission should be determined in accordance with the Development Plan, unless material considerations indicate otherwise.

5.2 In this case, the Development Plan comprises the South East Plan and the Worthing Borough Core Strategy adopted in April 2011.

5.3 National Planning Policy Guidance Notes and Planning Policy Statements, and Supplementary Planning Guidance are also material considerations.

### **Planning Policy Statements;**

#### **PPS1: Sustainable Development**

5.4 PPS1 outlines the Government's strategy for delivering sustainable development. It states (para. 5), that planning should facilitate and promote sustainable urban and rural development through good quality design and through making the best use of available land.

5.5 The Statement advocates prudent use of natural resources. The example given in the document is using natural resources wisely through using existing buildings and previously developed land. The proposed development makes efficient and effective use of the existing buildings where possible, bringing it back into use through the removal of poor quality and unsuitable parts of the building to allow conversion to meet modern standards and housing requirements for Worthing Borough Council.

5.6 PPS1 also examines the role of design in creating sustainable environments. Design of schemes should be in context and character for the area and should assist in maintaining or enhancing the environment. There is an opportunity here for the attractiveness of the area to be improved through a high quality design on a prominent and historic building.

#### **PPS5 Planning for the Historic Environment;**

5.7 This document provides the planning framework against which any development proposal that effects a 'Heritage Asset' should be assessed. *'The elements of the historic environment that are worthy of consideration in planning matters are called 'heritage assets'. This term embraces all manner of features, including: buildings, parks and gardens, standing, buried and*

*submerged remains, areas, sites and landscapes, whether designated or not and whether or not capable of designation'* (Para 10 PPS5 Practice Guide)

- 5.8 The overriding objective of the guidance is to manage these assets in a way that *'sustain and where appropriate enhances the heritage significance'* Therefore it is key to understand the 'significance' of a heritage asset as a sum of its architectural, historic, artistic or archaeological interest. It will then become clear how changes will affect the specific significance of the heritage asset(s).
- 5.9 The proposed development affects statutorily protected buildings in the form of Heene Terrace (Grade II Listed) and the Marine Parade and Hinterland Conservation Area more generally. These buildings, by reason of their heritage status have been considered to have heritage value, which will be explored further.
- 5.10 In assessing the proposed development, the following policies contained within the guidance are considered to be pertinent;

**Policy HE2; Evidence base for plan making**

- 5.11 In assessing the effect of a development on the significance of a heritage asset one must first understand fully the heritage asset itself. Therefore it is imperative that a detailed knowledge of the asset is assembled to understand fully how it has evolved over time and to whom it is significant and for what reasons. A separate Heritage Assessment has been carried out by Nicholas Antram (Historic Buildings Consultant) which sets out the baseline and the impacts on this listed property.
- 5.12 Policies **HE6-HE12** inclusive provide a framework against which to consider any proposals that effect the heritage asset directly or indirectly through impacts to its setting.
- 5.13 Firstly, the significance of the Heritage Asset(s) must be understood and in this respect the pre application discussions with relevant parties have led to the finalised form that this application takes. A considerable amount of pre-application consultation has taken place with Worthing Borough Council Officers and many elements of the scheme either amended, removed or added. These consultations have led to the *'optimum viable use'* of the building that *'takes advantage of the asset's significance while also conserving it'*. (Para 64 PPS5 Practice Guide)
- 5.14 **Policy HE6** requires that all applicants should provide a level of information proportionate to the significance of the assets and the potential impact upon the significance of the proposals. In this respect these detailed submissions include a thorough analysis of the heritage assets and the impact of the scheme upon them and their setting.

- 5.15 **Policy HE7** also refers to the need to provide supporting information from appropriate and relevant sources to consider the effects of the proposed development on the heritage assets.
- 5.16 It is particularly pertinent to refer to paragraph 77 at this point which cited verbatim states; *'Finding optimum viable use for an asset may require the local planning authority to apply other development control policies flexibly and imaginatively to achieve long term conservation. For example to realise the benefits of bringing an abandoned listed building on the Heritage at Risk register back into viable use it may be necessary to make an exception to policy that restricts residential use on employment land.'* (Para 77 PPS5 Practice Guide)
- 5.17 The Mayfair Hotel has stood vacant for over 4 years. The building is not suitable at present for any use due to its poor condition and significant physical constraints that do not permit its use by non able bodied persons. Therefore, without any other viable uses to date, the building has stood empty and without any inward funding the building will continue to deteriorate unless this viable conversion scheme is carried out. The development should be viewed as quasi 'Enabling Development' in that it supports the repair and future quality of this designated heritage asset, which will be discussed further in respect of Policy HE11 below.
- 5.18 Any re-use of the building will provide significant benefits for the local area, improve amenities of adjacent residents and will secure the future of this Heritage Asset. The benefits of the scheme are well thought out and long term in nature, providing a baseline against which to assess the effects of the proposed works.
- 5.19 In assessing the benefits of the proposed development the following 6 criteria have been considered fully in this scheme and the proposal is considered to meet every one of the criteria to achieve long term conservation and enhancement of the Heritage Asset;
- 1) It sustains or enhances the significance of a heritage asset and the contribution of its setting
  - 2) It reduces or removes risk to the heritage asset
  - 3) It secure the optimum viable use of a heritage asset in support of its long term conservation
  - 4) It makes a positive contribution to the economic vitality and sustainable communities
  - 5) It is an appropriate design for its context and makes a positive contribution to the appearance character, quality and local distinctiveness of the historic environment

- 6) It reveals the significance of a heritage asset and therefore enhances our enjoyment of it and the sense of place

5.20 In designing any scheme full regard would need to be paid to achieving context in respect of the heritage assets and their setting. The proposed scheme has been designed with full regard to the following aspects and is considered to contribute positively, sustaining and enhancing the assets and their setting;

- 1) The significance of nearby assets and the contribution of their setting
- 2) The general character and distinctiveness of the local buildings, spaces, public realm and the landscape
- 3) Landmarks and other features that are key to a sense of place
- 4) The diversity or uniformity in style, construction, materials, detailing, decoration and period of existing buildings and spaces
- 5) The topography
- 6) Views into and from the site and its surroundings
- 7) Green landscaping
- 8) The current and historic uses in the area and the urban grain

5.21 Each and every relevant element of the above has influenced the design, layout and form of the proposed development which is considered later in this report.

5.22 **Policy HE9** provides the mainstay framework against which any application effecting heritage assets must be assessed.

5.23 Policy **HE9.1** places the presumption in favour of the conservation of designated assets, stating clearly that any harmful impact must be robustly justified.

5.24 The proposed development has been considered with full regard to the heritage significance of the asset as detailed fully within the Heritage Impact Assessment and relevant sections of this report. It is clear that the proposed alterations would result in minimal harm to the building by reason of necessary interventions to make the development functional and feasible.

5.25 Therefore, it is considered that Policy HE9.4 is pertinent to this case as we acknowledge that minimal harm will be caused to the asset but not to any 'significant' degree.

5.26 The policy states;

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*Where a proposal has a harmful impact on the significance of a designated asset which is less than substantial harm, in all cases LPAs should ;*

- i) weigh the public benefit of the proposal (for example, that it helps to secure the optimum viable use of the heritage asset in the interests of its long-term conservation) against harm; and*
- ii) recognise that the greater the harm to the significance of the heritage asset the greater the justification for any loss*

- 5.27 The proposed works to this building have been considered fully in respect of their impact on the significance of the designated heritage asset. The works are respectful to the historic significance of the building in its context and the rationalisation of the internal layout, removal of fabric and new additions are considered to cause insignificant harm to the overall significance of the asset. The considerable benefits of the restoration proposals far outweigh any harm to the asset.
- 5.28 The works are considered to be the only viable option to find capital funding to secure its long term conservation as it remains the only viable use for the building in its setting.
- 5.29 It is therefore considered that the proposal is consistent with the objectives contained in policy **HE9.4**.
- 5.30 **Policy HE10** refers to developments that affect the setting of designated heritage assets. The proposed development will impact upon the setting of neighbouring properties within the terrace and the Marine Parade and Hinterland Conservation Area more generally, although to a minor degree.
- 5.31 The proposed works are considered to be respectful of the setting of these designated heritage assets and in bringing the building back into use will enhance the setting of the terrace and the wider area by reason of revealing the quality of the application property/asset to a greater degree to the public.
- 5.32 Overall, it is considered that the proposed works will enhance the setting of the designated assets affected by the proposal, securing long term public benefits through improved appearance, and quality to the surrounding historic environment.
- 5.33 **Policy HE12** provides guidance on recording information related to heritage assets, indicating clearly that the onus of responsibility is on the applicant to investigate the significance of the effected heritage asset and assess fully the effects of the proposed development. In this case, the supporting reports by the Historic Buildings Consultant and AMC Ltd provide a valuable insight into the history of the heritage assets that have informed our views on their significance and how to treat them in this submission. These reports support

this application but are also available for future public use if the planning authority choose.

### **PPG13: Transport**

- 5.34 PPG13 sets out to integrate planning and transport at the national, regional, strategic and local level to promote more sustainable transport choices for both people and freight, promote accessibility to jobs, shopping and leisure facilities and services by public transport, walking and cycling and reduce the need to travel, especially by car.
- 5.35 The travel and parking demands associated with the proposed residential development is considered to be lower than the historical levels associated with the hotel use and lower than those that might result from a restored hotel or other tourism use. Parking controls within the locality will secure acceptable levels of on street parking in the locality with residents able to apply for on street parking permits.
- 5.36 The site is sustainably located within walking distance of the mainline train station, bus stops and local shops, services and general infrastructure. The site provides cycle parking and is accessible by public transport. As such, it is considered to accord with the transport policies outlined in PPG13.

### **Worthing Borough Council Core Strategy**

- 5.37 The Council Core Strategy document contains relevant policies relating to tourism and the historic environment in particular.
- 5.38 **Policy 5** relates to the **Visitor Economy** and point to a demand for a broad range of tourism accommodation in Worthing. The widening of the accommodation offer is noted as helping to bring visitors to the town all year round and may encourage them to stay longer. Where it is no longer viable to continue existing uses, alternative leisure/visitor uses will be explored before loss to a non-tourism use would be accepted.
- 5.39 Policy 5 supports the retention of visitor accommodation stating that the existing stock of visitor accommodation will be safeguarded unless:
- *It is demonstrated that the loss of some bed spaces is the only way of improving the standard of the existing accommodation*
  - *Having undertaken an assessment of viability it is accepted that the current use is non-viable. If this is the case, alternative tourist / leisure / visitor uses would need to be considered before a non-tourism related use would be accepted*

- *Alternative uses will be considered on the basis of whether they enhance the role of the visitor / tourist economy and vitality of the seafront and town centre area*

5.40 The scheme is supported by robust information including a Tourism Performance Appraisal and costs appraisal that demonstrate that the costs of restoration of the hotel and its re-use as such are not viable. The viability information demonstrates that full restoration of the building and its operation as a hotel would not result in sufficient returns in investment to ensure its future upkeep.

5.41 An alternative serviced accommodation use has been appraised but demonstrated to be unviable, mainly due to the considerable financial cost of the repair and restoration works required.

5.42 In terms of **affordable housing**, **Policy 10** would require 20% affordable housing via a financial contribution. The policy approach is to seek to secure on-site provision on sites of 15 dwellings or more, with financial contributions for sites of 6-14 units. This is subject to:

- *the economics of providing affordable housing*
- *the extent to which the provision of affordable housing would prejudice other planning*
- *objectives to be met from the development of the site*
- *the mix of units necessary to meet local needs and achieve a successful development.*

5.43 The viability information relating to the conversion and restoration works is set out in detail in supporting information to the listed building consent and planning applications. To ensure the urgent repair and restoration of this listed building its conversion into 11 apartments as shown in the applications represent the optimum viable use of this building. However, affordable housing contributions to this scheme will render it unviable as a whole and therefore no financial contributions are included within the applications.

5.44 **Policy 12** relates to **New Infrastructure** and states that new development should assist in creating sustainable communities. The policy further states that a framework for financial contributions from development will be informed by the Infrastructure Delivery Plan. Developers are required to deliver the infrastructure that meets the needs that arise from their development, either on-site or through a financial contribution to off-site provision.

5.45 **Policy 16** relates to the **built environment**. It requires new development to demonstrate good quality architectural and landscape design and use of

materials that take account of local physical, historical and environmental characteristics of the area. In particular, new development should display a good quality of architectural composition and detailing as well as respond positively to the important aspects of local character, exploiting all reasonable opportunities for enhancement.

- 5.46 It further states that the settlement structure, landscape features and buildings which represent the historic character of Worthing should be maintained; preserving and enhancing existing assets.
- 5.47 **Policy 18** relates to sustainable energy setting out requirements for renewable energy. The scheme, through restoration of a listed building is inherently sustainable and asset out in the Design Statement has incorporated a range of energy saving measures.
- 5.48 **Policy 19** refers to sustainable travel, requiring developer contributions where necessary and evidence that the transport environment will not be affected by major development. Parking controls within the locality will secure acceptable levels of on street parking in the locality with residents able to apply for on street parking permits. The site is sustainably located, provides cycle parking and is accessible by public transport.

## 6. Scheme Appraisal

- 6.1 The planning and listed building consent applications for the change of use of the Mayfair Hotel and its repair, restoration and alteration to 11 apartments are appraised below.

### **Restoration, Conversion and Alteration to Apartments**

- 6.2 The proposed repair and restoration of the Mayfair Hotel meets an urgent need, both in terms of halting the rapid decline in the condition of a Grade II listed building and ensuring its future upkeep and maintenance. There will be community benefits through improvement of both an eyesore and an environmental detractor.
- 6.3 The current building is in serious disrepair and the extensive works required are described in detail within the Design Statement. As set out in the supporting Heritage Impact Assessment, the significance of the listed building lies principally in the exterior form of the front elevation of 11 and 12 Heene Terrace facing onto Marine Parade. The external works and repairs will provide significant enhancements to this heritage asset particularly through the reinstatement of features such as the front entrance steps and front door to 12 Heene Terrace. The repair of brickwork, railings, post supports and mouldings, sash windows, front facing dormer windows and removal of unsympathetic awnings and hotel fittings will be of significant benefit to this heritage asset.
- 6.4 The works such as the entire replacement of the roof, repair and reinstatement of traditional windows, rear ground floor doors and iron goods will be of considerable benefit to the rear of Heene Terrace, the setting of other listed buildings and the wider Conservation Area.
- 6.5 In terms of the internal works these are aimed at restoration and conservation of the considerable amount of period features remaining in the property. There are some more significant internal alterations proposed in order to facilitate the restoration and conversion including the removal of a staircase and part staircase/part lift shaft that has been the subject of previous alterations. The balustrade and usable elements of this staircase will be re-used in the new proposed central staircase location that will allow appropriate conversion of many of the main rooms of the building without otherwise significant alteration.
- 6.6 The main rooms are proposed to be altered as little as possible aside from repair and refurbishment back to their original condition. In order to avoid insensitive subdivision of rooms kitchens are added in an open plan style and bathrooms proposed to be accommodated as lightweight 'pods' that respect the proportions of the original rooms. The repair or refurbishment of internal

joinery and architectural detailing is described in the Design Statement and demonstrated on the application drawings.

- 6.7 The proposals would result in two high quality, spacious residential apartments on each of the existing five floors of the building with the restoration works carried out to the highest standards.
- 6.8 Crucial to the viability of this scheme is a single residential apartment which is proposed within the mansard roofspace of the building. Four well detailed dormer windows are proposed to the rear roofslope of the building. The proposed dormers are narrow, well proportioned and visually balanced with two on either side of the party wall at the rear. They are high quality in terms of design and use of materials. Low profile cast rooflights are also proposed to replace larger more visible existing rooflights. These will be barely visible features on the rear and will improve the current untidy appearance.
- 6.9 The proposals will sustain the visual quality of the listed building and significantly contribute towards the enhancement of 11 and 12 Heene Terrace. The apartment within the roofspace makes a significant contribution towards the financial viability of the overall scheme which would otherwise be unviable. This has been demonstrated through cost appraisal work which demonstrates the non-viability of a 10 unit apartment scheme alongside other alternatives.
- 6.10 It is important to note the contrast between the high quality proposals and the variety of poorly designed and constructed roof extensions and rooflight additions to the rear of Heene Terrace. To the west of the site is a large box shaped roof extension that significantly detracts from the listed building and various other dormer windows that are either unbalanced or inappropriately designed and constructed. A number of recently permitted dormer windows are currently being constructed at West Mansions which entirely dominate the original roof on all sides and feature thick, visually heavy dormer cheeks. The various additions detract from the uniformity of the rear of the listed buildings and also the character and appearance of the Conservation Area.
- 6.11 The scheme proposals on the other hand are highly respectful of the original listed building, the rear roof slope of which is noted as having less significance than the front elevation in terms of the overall significance of the heritage asset. The high quality and complimentary design will help to sustain and enhance the listed building and surrounding Conservation Area.

#### **Change of Use of Hotel**

- 6.12 The Mayfair Hotel closed in 2007 and for a number of years prior to closure had been running at either a financial loss or low profit without the means to invest in the upkeep and repair of the building. In comparison to the nearby listed Burlington Hotel which maintains a high standard of upkeep and therefore a good level of occupancy, the Mayfair has been unable to compete

for some time as a hotel and tourism destination. It was run as a House in Multiple Occupation (HMO) for around 10 years with both long term and homeless residents, before its closure (as shown in correspondence from Worthing Borough Council in 1999). The investment required to bring the hotel back to such a use would make such an enterprise demonstrably unviable.

- 6.13 As set out in the accompanying Hotel Performance Appraisal there is a good range of hotels, guesthouses and service accommodation in Worthing at present which any refurbished Mayfair Hotel would need to compete against. Market trends indicate that through increased use of internet bookings and organised group discounting there is an extremely competitive market in Worthing. The Appraisal finds that, for example, since the introduction of the nearby Travel Lodge and aggressive competition through high volumes and low rates other hoteliers in the area have seen reduced occupancies.
- 6.14 An annual report by the Tourist Information Centre shows that average nightly stay (nights) in Worthing has reduced from 3.87 nights in 2006 to 3.52 nights per traveller in 2009. The Appraisal also finds that occupancy and ARR has declined in recent years with studies and reports undertaken in 2006 and 2008 showing a low occupancy of 60% and a general downward motion. Furthermore, in contrast with nearby Brighton, the Worthing market remains budget driven with no current hotels embracing the concept of the 'boutique style' hotel, possibly due to lack of confidence in demand.
- 6.15 The Beach Hotel development will challenge this trend but significantly would be in direct competition with the Mayfair should any boutique offering be sought. Aside from the proposed Beach Hotel development new or improved budget accommodation and an otherwise general downward trend, including the closure of many small hotels and guesthouses, has continued to define the market. As noted through Core Strategy planning policy many hotels in Worthing have been converted to residential including two previous larger hotels, the Eardley and The Warnes.
- 6.16 The submitted information has robustly demonstrated that refurbishment of a hotel is not viable and also addressed alternatives including serviced accommodation. The restoration costs of the delapidated listed building are considerable and supported by expert advice on future returns and projections of such use, it has been demonstrated that this could not be made viable.
- 6.17 The loss of the previous hotel operation and proposed conversion to residential apartments has met the requirements of both Core Strategy policy and is considered acceptable as the only viable option to ensure the restoration and refurbishment of this national asset.

### **Viability**

- 6.18 The Design Statement and supporting Cost Appraisals demonstrate that this proposed scheme is the optimum viable to ensure a future for the listed building. The submitted reports further demonstrate that the margins are extremely tight with various compromises being made through pre-application discussions to accommodate the wishes of the Council, including the removal of proposed front dormers to the rooftop apartment, and the need to carry out a high quality development. The 11th apartment within the roofspace is crucial to the viability of this scheme.
- 6.19 As the proposed scheme exceeds 6 residential units, affordable housing and other financial contributions become relevant in line with Core Strategy and development plan policy. However, the considerable investment required in restoring the listed building and maintaining the high quality approach being taken to the works, means that financial contributions cannot be made in relation to affordable housing, education and other contributions normally required.
- 6.20 As set out in the accompanying Practice Guidance to PPS5, *“finding optimum viable use for an asset may require the local planning authority to apply other development control policies flexibly and imaginatively to achieve long term conservation”*. (Para 77).
- 6.21 This is demonstrably the optimum viable solution for this building as demonstrated by the period of unsuccessful marketing, lack of interest from other parties, considerable investment in the cost of restoration and repair works coupled with the ability of the applicant to offer build costs below normal levels.
- 6.22 The current building is in urgent need of restoration. It has been vacant since 2007 with no viable opportunity of return as a functioning hotel or other tourism use. There are considerable benefits to be delivered through the proposed scheme that will enable its sensitive restoration and safeguard the future of this national asset. The proposed scheme is clearly in line with planning policy at local and national level.

## 7. Conclusions

- 7.1 The proposed repair and restoration of the Mayfair Hotel meets an urgent need, both in terms of halting the rapid decline in the condition of a Grade II listed building and ensuring its future upkeep and maintenance.
- 7.2 The external works and repairs will provide significant enhancements to this listed building and the surrounding Conservation Area. In terms of the internal works these are aimed at restoration and conservation of the period features and original integrity of the property. Although some compromise is needed in terms of the internal staircase, benefits will be achieved in the retention and improvement of internal rooms, spaces and features. The additional apartment within the mansard roofspace of the building and rear dormer windows are necessary, sympathetic and respectful additions to the listed building and ensure the viability of the restoration scheme as a whole.
- 7.3 It is demonstrated that there is no viable tourism or other use for the former hotel due to the considerable investment required to address the decline of the building that has been vacant since 2007. The proposals represent the optimum viable solution to enable the necessary works to this building.
- 7.4 The current building is in urgent need of restoration. There are considerable benefits to be delivered through the proposed scheme that will ensure its sensitive restoration and safeguard the future of this national asset. The works will considerably enhance and preserve the special interest of the listed building and enhance the character and appearance of the Marine Parade and Hinterland Conservation Area.
- 7.5 The scheme provides for a high quality and highly sustainable residential development within the development boundary for Worthing.