From: planning@adur-worthing.gov.uk
Sent: 13 December 2021 18:11
To: planning@adur-worthing.gov.uk
Subject: Comments for Planning Application AWDM/2044/20

Flag Status: Flagged

Comments summary

Dear Sir/Madam,

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 13/12/2021 6:11 PM from Mr Troy Wade.

Application Summary

Address:	Former Riverbank Business Centre 39 Old Shoreham Road Shoreham-By-Sea West Sussex BN43 5FL
Proposal:	Application to vary Condition Number 26 of previously approved AWDM/0935/13. Amendment: retail store to be utilised as a convenience store to be open for trade or business between the hours of 7.00 am and 10.00 pm on a 7 day per week basis, including Public Holidays.
Case Officer:	Gary Peck

Click for further information

Customer Details

Name:	Mr Troy Wade
Address:	11 Salt Marsh Road, Shoreham-by-sea, West Sussex BN43 5QJ

Comments Details

Commenter Type:	Member of the Public
Stance:	Customer objects to the Planning Application
Reasons for comment:	
Comments:	The reason given for the application to extend retail hours is that a tenant cannot be found who is willing to occupy the space within the already-permitted hours of 08:00 to 18:00. However, I do not believe that the marketing efforts to occupy the shop have been scrutinised. Who have marketing efforts currently been directed at? For how long? At what price? With what investment? Across what geography? I am an international marketing consultant and know the enormous difference targetting the right or wrong audience can make, for example, or at the right or wrong price point.

If only one kind of possible tenant (i.e. convenience store retailer) has so far been targetted, then it would be incorrect to say that the developer has tried - unsuccessfully - to market the property. Another kind of retailer might simply need to be marketed to, and who might quite happily accept the current hours.

The last resort should be to change the hours allowed in the space, as it possibly has huge ramifications on the living standards of people in the estate, and is not what they bought into!

I would request that the documented marketing efforts of the developer to date are provided and scrutinised.

Kind regards