

Established in 2007, the Board is an independent, non-profit organisation.

www.bognorregisregenerationboard.com

Chair: Raof Daud

Deputy Chair: Cllr Matt Stanley

Planning
Arun District Council
Town Hall
Clarence Road
Bognor Regis
West Sussex
PO21 1LD

By Email: planning@arun.gov.uk; simon.davis@arun.gov.uk

17th May 2021

Dear Sirs,

Re: BR/120/21/PL

The Royal Hotel The Esplanade Bognor Regis PO21 1SZ

Variation of condition 2 imposed under BR/257/20/PL relating to approved plans (changes to the elevations of the western end of the building). This application affects the character & appearance of The Steyne, Bognor Regis, Conservation Area.

In preparing its response to this application the Board has taken into consideration Arun District Council's strategic vision and policies for the locality of Bognor Regis town centre outlined in the Arun Local Plan 2011-2031, the Bognor Regis Masterplan, the Bognor Regis Masterplan Planning Policy and the Bognor Regis Neighbourhood Development Plan. Furthermore, the Board endorses and promotes the established placebranding values for Bognor Regis, as follows:

BOLD - A beacon for a bold future

INNOVATIVE - Blue sky thinking

FUN - Ready for fun

In summary, the Board supports this proposal.

The application is for amendments to the approved plans for the former Royal Hotel granted under the permitted planning permission BR/257/20/PL. The building enjoys a prominent situation, being a strategic and sensitive seafront site located within the Steyne Conservation area.

The Board notes that the amendments sought affect only the western end of the building, formerly known as Jack Rabbit Slims nightclub and not the former Royal Hotel portion which is now fully completed and occupied. Having examined all the application documents including the Design & Access Statement and proposed plans the Board would comment as follows:

- The proposed relocation of the restaurant entrance to the south elevation aligns with the primary pedestrian and vehicular traffic flows, improving local connectivity and enhancing the building's impact on this western gateway to the town centre. The creation of the south facing lobby facilitated by the relocation of the entrance serves to emphasise the seafront location, reinforcing Bognor Regis's coastal identity, building on the restaurant as a 'destination' and bringing greater enjoyment through an enhanced sense of place.
- The accessibility provision enabled by the new lobby treatment is noted.
- The amended glazing treatment to the south and west elevations, although contemporary in design, serves to strengthen the connection of this modern extension to the sensitively restored period former Royal Hotel portion through the lower ground floor window treatments. Additionally, the improved natural light to lower ground floor level can only serve to enhance the experience of both visitors and staff.
- The additional balcony area improves the amenity of the first floor apartment through an increase in outside space, improving the enjoyment and wellbeing of residents and reflecting the varied balcony arrangements of the traditional street scene.
- The relocation of the apartment lobby entrance does not appear to adversely impact on the surrounding residential area in any significant way.
- The amendments to the location and quantity of doors accessing the restaurant to the rear would not appear to significantly impact the surrounding residential area and it is noted that these changes are to support the restaurant in external service provision, increasing the economic activity and benefit of the building to the town centre.

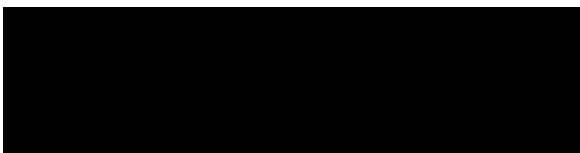
The Board notes that the application is likely to deliver the following benefits:

- Creation of a new seafront restaurant as a destination for locals and visitors alike.
- Employment creation will benefit the wider economy of Bognor Regis, particularly the businesses and services located within the town centre area.

The restoration of the former Royal Hotel has embodied the placebranding values for Bognor Regis through the applicant's commitment to innovation, quality and a people-first approach. The building is both a local landmark and a source of pride for the town, balancing due regard for Bognor Regis's historic identity with ambition and imagination to ensure its continuing improvement.

Thank you for taking the time to consider the Board's representations.

Yours sincerely,



Rebecca White
Advisor
Bognor Regis Regeneration Board

NOTE

The Bognor Regis Regeneration Board is a unique private and public partnership established in 2007. It brings together leading representatives from the key public, private and community stakeholders in Bognor Regis. The Board has three overarching key objectives:

1. To collectively promote Bognor Regis as a great place to live, work, visit and invest
2. To consider, give opinion and comment upon how and to what extent planned and proposed developments contribute to:
 - the town's growth and development;
 - addressing and overcoming the town's socio-economic challenges; and,
 - maximising benefits and opportunities for the town.
3. To consider and evaluate strategies which impact upon the economic growth of Bognor Regis and offer comment, opinion and where appropriate modifications.

The Board is independent and not a part of, or a subsidiary body of, any organisation or agency.