

DESIGN & ACCESS STATEMENT & FLOOD RISK ASSESSMENT

For

FORMATION OF NEW GUEST RECEPTION BUILDING FOR
GOLD ACCOMODATION – BUTLINS ATLANTIC BAY VILLAGE

At

Butlin's Bognor Regis
Upper Bognor Rd
Bognor Regis
West Sussex
PO21 1JJ

Existing Service Building - Easting: 494207 Northing: 099136
Proposed Extension – Easting: 494210 Northing: 099149

Arun District Council
Flood Zone 3a – At Risk of flooding from rivers or sea without defences

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INTRODUCTION This statement has been prepared following guidance of the Commission for Architecture and the Built Environment (CABE) and has been supplied to record the process undertaken in the preparation of the accompanying submission.

1.0 Design Process

1.1 The reason for this Application

Butlin's is a chain of large holiday resorts founded by Billy Butlin to provide affordable holidays for all, its Bognor Regis resort opening in 1960 along with Minehead (1962), Barry island (1966) with the first opening at Skegness (1936). Today, once again operating under the Butlin's brand and in the ownership of the Bourne-Leisure group, it continues to offer accommodation in support its entertainment ethos, to cater for different tastes and budgets; ranging from standard rooms and apartments to Silver, Gold and Deluxe rooms for the higher levels of luxury. As tastes change however, so must the facilities offered to Butlin's guests, and ever quick to react to these demands with managed efficiency, the submitted proposal seeks to obtain the Planning Authorities Approval for the enhancement of the Bognor Regis resorts Atlantic Bay Village, Gold accommodation by means of incorporating a **Dedicated Reception building** to provide a customer check-in and Guest Service Interface. The Style forming the basis for the submitted proposal has been trialled for the preceding 12 months at Butlin's Minehead Resort, gaining positive guest feedback resulting in a measureable increase in guest satisfaction.

1.2 Proposal

The submitted application seeks to obtain the Planning Authorities approval for the Erection of a Single Storey Extension from the North Gable of one existing Linen/laundry service building, for the purpose of the extended space together with the existing building forming a new centrally positioned Reception building. The Proposed Location immediately adjoins both the Atlantic Bay Village and its associated dedicated on-site car park, the design with a large glazed open frontage affords very clear visibility for Team and Guests into and outside of the Reception space, to ensure that Team/Guest interface is efficiently managed.

1.3 Constraints

a. Physical: These include, the Preservation and Enhancement of Character for one established functional timber framed service building within the existing resort, the Quality and Security of the existing Village and landscaping settings, mostly achieved through the retention of existing physical features including established landscaping forms, and amenity spaces. The writer considers the provision of one low rise Guest Service building attached directly to an Existing Service Building with very plain elevations, albeit in a central position which will not give rise to privacy or other environmental concerns, and will allow guests resident within the resorts established boundaries to gain a direct benefit from an efficient checking in process, and thereafter to experience a smooth interface with the Guest Services Team.

b. Planning Conditions: Arun District Local Plan 2003 (Draft Arun Local Plan 2012), and National Planning Policy framework including (but not restricted to) –

Dev1 – Sustainable Development
Dev34 – Tourist accommodation and attractions
Gen7 – The form of new development
Gen32 – Noise Pollution
CH3 – Settlement Hierarchy
NE9 – Development in Bognor Regis
CH1 – Local Distinctiveness
NE12 – Tourism Development in Bognor Regis
ERA4 – Development in areas liable to marine flooding



1.4 Analysis

Principal of development: The proposal includes the modification of one existing low rise service building within a larger village theme development of similar buildings, to be adapted for a Service Interface purpose providing opportunity for an enhanced Guest Experience. The proposal represents a minor modification of one building, by extension on a North Facing Elevation which will not be visible from outside of the resorts Boundaries. The Location has been chosen to take spatial benefit from underutilised service space, in a position which is central between a dedicated Car Park and the associated Residential Village. The style of the Building is chosen to ensure that the space can be Easily Viewed from the Village and the Car Park, similarly, that the resorts Guest Service Team can view over and influence or manage occurrences arising in those spaces.

Character and Appearance: The existing building will maintain its extant form and function with the minor modifications referred above. The external walls local to the Extension will be over boarded with Horizontal Timber Cladding, with a Painted Finish to match the adjoining residential Village, the New Extension will be comprised principally of Aluminium Framed Glazing, all finished with WHITE powder coat finishes. The Roof style will include a 1000mm wide overhang which will reduce the heating impact of the glazing, and will also provide opportunity to display non-illuminated signage to advertise the Location and Purpose of the Building. Given the character of the area within and outside of the resorts boundaries, and the presence of a number of very tall buildings all offering identical external amenity, it is not considered that the proposal will have a detrimental impact upon the area.

Residential Amenity: The building sits within a holiday resort, where habitation is taken for periods of a week or fortnight generally, and no units are inhabited on a permanent basis. All units include cooking and bathing facilities although the resort offers a wider opportunity to those wishing to contribute. The proposal would represent enhancement of a Non-Residential Service Interface structure, allowing opportunity for the resident guest / Team interface to be enhanced.

Lighting: The proposal would include the installation of internal occupational lighting, ensuring office and interface areas are suitable for the operation of computer equipment, and safe for all users. Large Glazed areas will allow the internal lighting level to spill over adjacent surfaces, PIR controlled wall mounted lighting would be erected on the existing building face on one side of one new Team access door, and Festoon Lighting would be erected underneath the 1000mm wide overhang. The Signage would not be illuminated either internally or externally, to ensure that lighting is Subtle and remaining local to the Reception Building itself. This will ensure that the building does not afford discomfort or disturbance by light spill into the windows of opposing Residential Units within the adjacent Village. It is not the resorts intention that lighting is excessive or over-bearing. This objective has been achieved at Butlins Minehead resort where the same Reception Building design has a proven track record.

Highway Safety and Car Parking: The resort strictly controls the parking of vehicles on site, and this will not be altered by the proposal. The resort includes a network of private roadways providing essential servicing, but the submitted proposals will not detriment any existing arrangement in this respect.

Risk of Flooding: The site is located within Flood Zone 3a and resort communicates openly with the Environment Agency regarding matters of risk to the site as a whole. The proposal represents minor water – compatible modification to one existing building, and will not cause water to be collected, disposed or diverted in any such manner as to cause the existing arrangements to be detrimented.

Noise: The proposal will not include any equipment or device which would produce amplified Live or Recorded Sound outside of the Building, localised increase of standing/waiting guests in the immediate location of the Buildings entrance doors may be increased, but levels would not exceed those of Vehicle utilising the resorts Car park. The writer is not aware that the Arun District Council has received any compliant or other representation from the immediate community in regard to Noise emission from the Existing Village. No noise limitation requirements are envisaged at this time.

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Equalities Act 2010: The proposal will include level access at new Team and Guest doors, and therefore is considered to embody the protected characteristics of age, disability, pregnancy and maternity, race, religion or belief, sexual orientation, gender re-assignment, marriage and civil partnership. The guest interface Counter will also include a low level desk suitable for use by guests whom may be reliant upon a wheelchair for mobility.

Human Rights Act: The planning authority is minded to consider and take account for any implications which may arise from the Human Rights Act 1988, more specifically articles 1 and 8. The writer does not consider in this case that the proposal will unduly interfere with any local resident's rights and freedoms.

2.0 POLICY APPROACH

2.1 Policy Context

Section 38(6) of the Planning & Compulsory Act 2004 requires that all development proposals are determined in accordance with the Development Plan unless material considerations indicate otherwise.

The writer considers that the submitted proposal complies with the following list of Development Plan policies as it would have no materially adverse effect on the visual amenities of the locality or the residential amenities of the adjoining properties, nor would it have an adverse effect upon the established character of the surrounding area.

Dev1 – Sustainable Development
Dev34 – Tourist accommodation and attractions
Gen7 – The form of new development
Gen32 – Noise Pollution
CH3 – Settlement Hierarchy
NE9 – Development in Bognor Regis
CH1 – Local Distinctiveness
NE12 – Tourism Development in Bognor Regis
ERA4 – Development in areas liable to Marine Flooding

2.2 Pre-application Discussions: No email nor telecom discussions have taken place in advance of this submission due to the limited nature of the proposal, as a minor extension to an existing service building within a central location of the existing holiday resort in a position which will afford no detriment to service nor premises outside of the site boundaries. A similar Structure has been erected at Butlins Minehead Resort within an identical planning context for use and location, and this combined application seeking consent of the West Somerset council for Full Planning and Advertisement has been duly approved.

Community Engagement: The writer has examined the environmental impact of the proposal and considers that No adjoining residential property owners within the immediate vicinity are likely to be affected by the proposal. The writer believes that the Felpham Parish Council and the Bognor Regis Town Council will have ample opportunity to comment within the context of the public consultation process during the Local Planning Authority's formal consideration of the application.

2.3 Analysis

Assessment & Involvement – Conflicts & Resolution: The information gathered by involving relevant stakeholders has provided clear advice on the acceptable form of development for the site, and this is supported by consents already achieved on this site. The applicant has followed best practice in accordance with the Local Authorities guidance for Community Involvement.

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Suitability & Density: The proposed scheme provides a carefully thought out theme to enhance an extant form of service building within an existing Holiday Resort, whilst also providing an opportunity for focal maintenance and weatherproofing works. The final proposal has been the culmination of positive preliminary discussions with the relevant consultees, including a Building Control Body and other parties responsible for control of elements such as new Windows and Doors. The New Structure will provide modern levels of thermal performance to retain internal heat reducing fuel loads, and increased glazed areas will increase opportunities for solar heating benefit whilst summer cooling will be maintained by a large solar overhang and large opposing external doors. It should be noted that the structure erected at the Minehead Resort is South Facing, and operation throughout the 2015 Holiday Season has returned no temperature regulation issues, and no necessity for mechanical heating or cooling systems to be installed.

Landscaping & Security: External landscaping proposals around the extended building will be enhanced where necessary to provide light screening between the new Team and Guest doors on the West Elevation, the resorts landscaping is Mature and not generally in need of any adjustment arising from the proposal. The premises are contained within a managed and secure boundary including on-site 24 hour security. Occupants are encouraged to act responsibly, and the large glazed frontage of the proposed building will provide increased opportunity for Guest Service Team to manage areas associated with the adjoining Village and Car park spaces.

3.0 ASSESSMENT OF FLOODING HAZARDS**3.1 Development Description and Location**

The proposal is within an Environment Agency flood risk area, flood zone 3a (high probability of Flooding), and the works forming the basis for this submission will provide improved service interface associated with an existing residential village, the proposal will represent also the extension of an existing Service Building within an established holiday Resort. The proposal could be considered either in isolation as 'water compatible development' see D.2 PPG25 or otherwise using a pragmatic approach having regard to the scale and nature of the development proposal, as a minor alteration not involving a greater risk to building users.

3.2 Fluvial and Tidal Flooding

Whilst the site falls within flood zone 3a, the proposed works are of limited nature involving materials and alterations which will not cause the existing consented buildings to be placed at a greater risk of fluvial or Tidal flooding.

3.3 Drains, Sewers, & Burst Water Mains

It is not considered that incidental flooding arising from drain, sewers, or water bursts will cause the works or existing buildings greater detriment after the works, than before.

3.4 Ground water flooding

It is not considered that incidental flooding arising from ground water will cause the works or existing buildings greater detriment after the works, than before.

3.5 Flooding from land

It is not considered that incidental flooding arising from land run-off will cause the works or existing building greater detriment after the works, than before.

3.6 Flooding from other sources

It is not considered that incidental flooding arising from other sources will cause the works or existing building greater detriment after the works, than before.

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4.0 CONCLUSION

- 4.1 It is considered that the development proposed by this submission can be accommodated satisfactorily without causing visual harm to the local visual or economic character of the setting. All relevant details required in terms of materials layout, design, scale and landscaping etc. are hereby submitted for full approval. The scheme is considered to sit well with the existing form and pattern of development within the resort and the character of the environment, in a manner which will not adversely affect the residential amenity of adjacent properties or guests of the resort. The writer considers that the new guest interface afforded by the submitted proposal will contribute positively to the guest and visitor experience by providing guests with the opportunity to access an enhanced service interface.

3.0 TYPICAL PHOTOGRAPHS OF EXISTING BUILDING ADJOINING THE ATLANTIC BAY VILLAGE



01 – Existing Building pictured from NW



02 – Existing Building pictured from SW



03 – Separation from Village pictured from West



04 – Existing Building pictured from SE



05 – Structure As Built at Butlins Minehead Resort, Adjoining Atlantic Bay Village and Dedicated Car Park. The structure is pictured here with BLUE Aluminium Frame, the submitted proposal For Bognor Regis would see these frames Finished in WHITE.