Waterloo Square, Bognor Regis

Project Ref: 18.103 | Date: 16th November 2020 | Revision: 02 | Planning

Design and Access Statement - 3

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7.1 Summary

Introduction 1

Design and Access

This Design & Access Statement has been produced to support the detailed application of the former Beach Hotel Waterloo Square, Bognor Regis and should be read in conjunction with all submitted drawings and documents.

This is a new scheme creating a formal break in the development while providing a gateway feature corner to Waterloo Square.

The proposed scheme has been designed based on planning and heritage comments and has a more traditional appearance. The proposal now forms a single building fronting the esplanade and reducing any impact to the conservation area.

This document will provide information on the locality and how the design has evolved, responding to the context, pre application advise and a desire to provide a building of strong architectural merit.

The site is currently vacant and was once the setting of the Beach Hotel overlooking the Esplanade. In its place the proposal intends to deliver a high quality residential building to respond to and compliment its surroundings and the Conservation Area in which it sits.

Site Analysis

Site Location

2.1

Aerial view depicting the site, surrounding context and The Steyne and Waterloo Square conservation area

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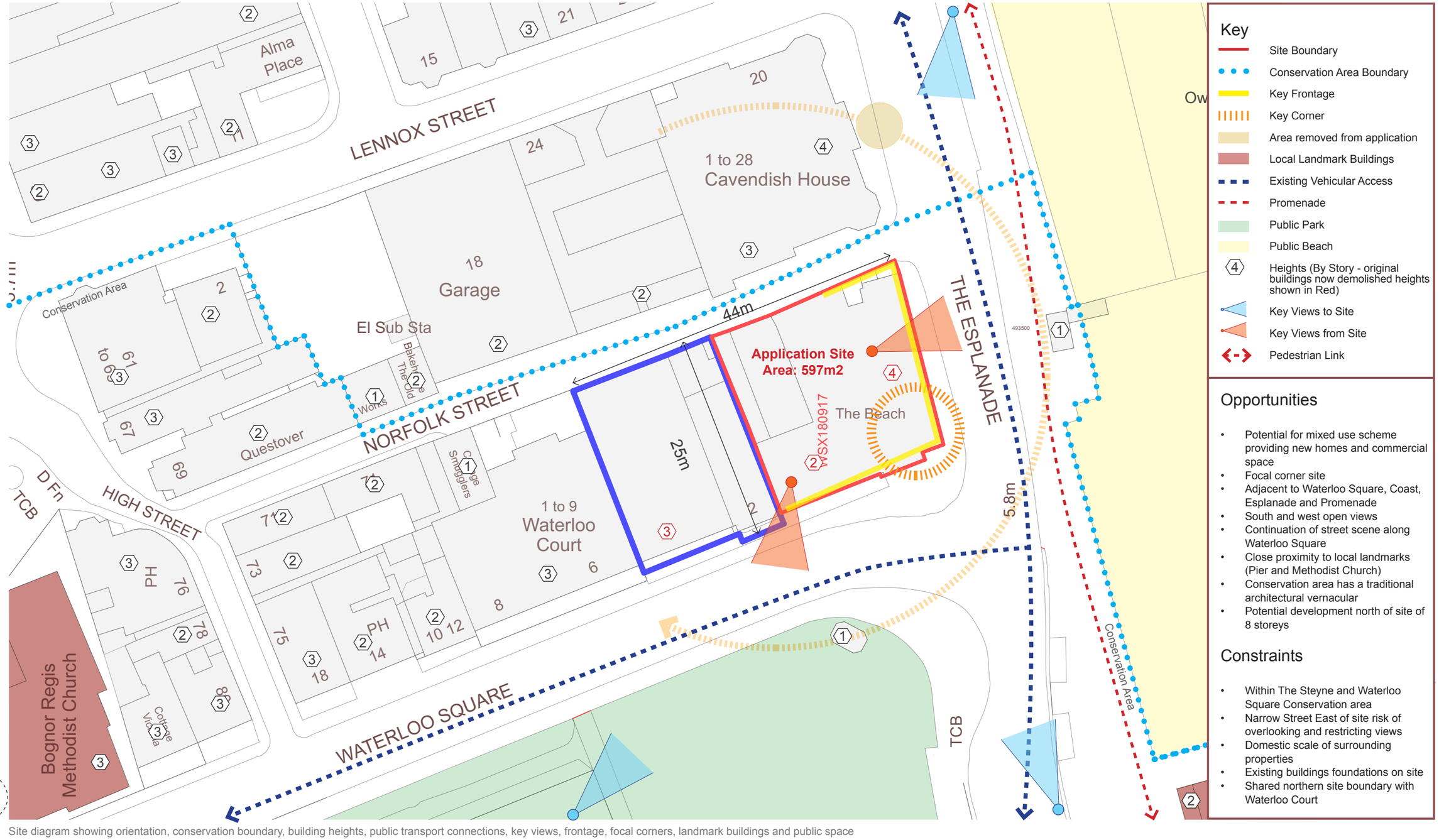
Site Analysis

Opportunities and Constraints

2.2



Opportunities

- Potential for mixed use scheme providing new homes and commercial space
- Focal corner site
- Adjacent to Waterloo Square, Coast, Esplanade and Promenade
- South and west open views
- Continuation of street scene along Waterloo Square
- Close proximity to local landmarks (Pier and Methodist Church)
- Conservation area has a traditional architectural vernacular
- Potential development north of site of 8 storeys

Constraints

- Within The Steyne and Waterloo Square Conservation area
- Narrow Street East of site risk of overlooking and restricting views
- Domestic scale of surrounding properties
- Existing buildings foundations on site
- Shared northern site boundary with Waterloo Court

Site diagram showing orientation, conservation boundary, building heights, public transport connections, key views, frontage, focal corners, landmark buildings and public space

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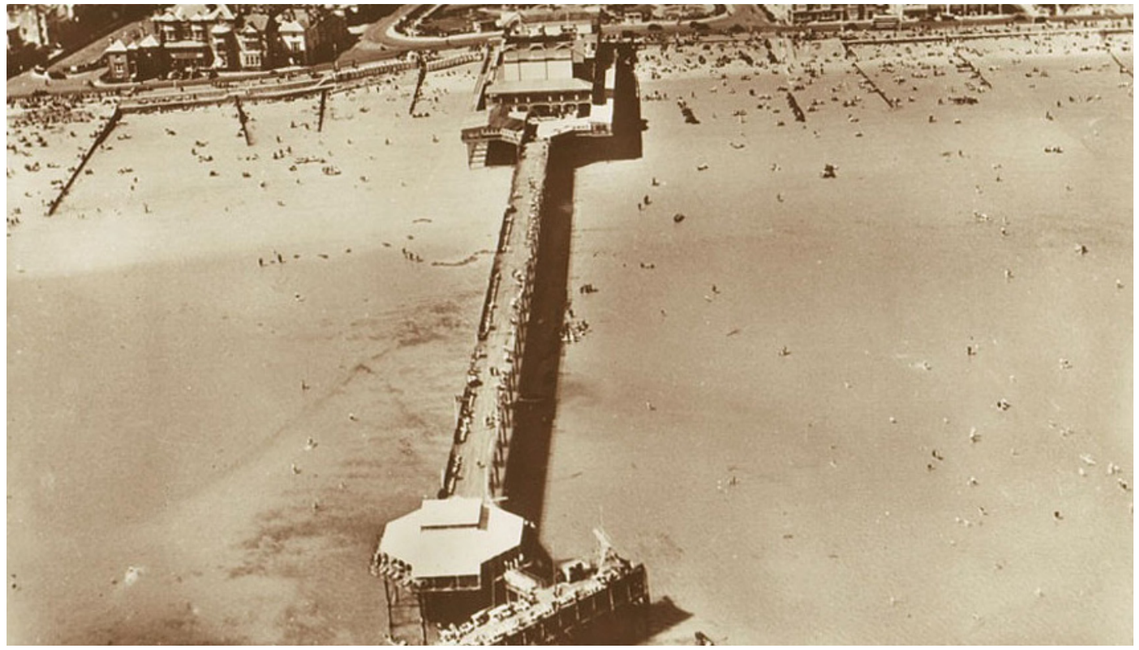
Historic Images



Initially developed around a space intended to protect the views from Fitzleet House, Waterloo Square created an inland landscaped public space, fronting the coast, that compliments the parallel The Steyne with the Pier forming an important landmark at the southern edge.

The Beach Hotel, 4 storeys in height dating to the mid-19th, century acted as a focal point at the south eastern corner, along with the street scene framed Waterloo square until it caught fire amid Storm Angus November 2016.

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Site Analysis

Photographic Study

2.4

Top: Showing site in current condition from the Promenade | **Bottom Left:** Shows the esplanade looking towards Waterloo Square | **Bottom Right:** View from the pier looking back at the site

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Conservation Area - Key Architectural Features

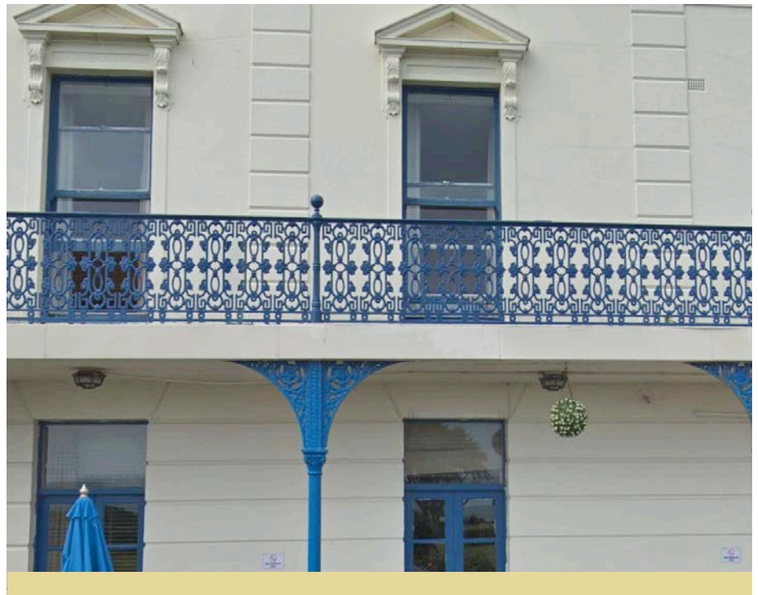
3.0

Conservation Area - Key Architectural Features

3.1

Balconies

15 Waterloo Square, PO21 1TE



Royal Norfolk Hotel, PO21 2LH

24 The Steyne, PO21 1TP

19 Waterloo Square, PO21 1TE

Examples of balconies and railing details

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Conservation Area - Key Architectural Features

Bay Windows and Balconies

3.2

15 Waterloo Square, PO21 1TE

4 Waterloo Square, PO21 1SU

Cavendish House, PO21 1NA

The Former Beach Hotel before demolishion

A study of surrounding bay windows adjoining or adjacent to balconies

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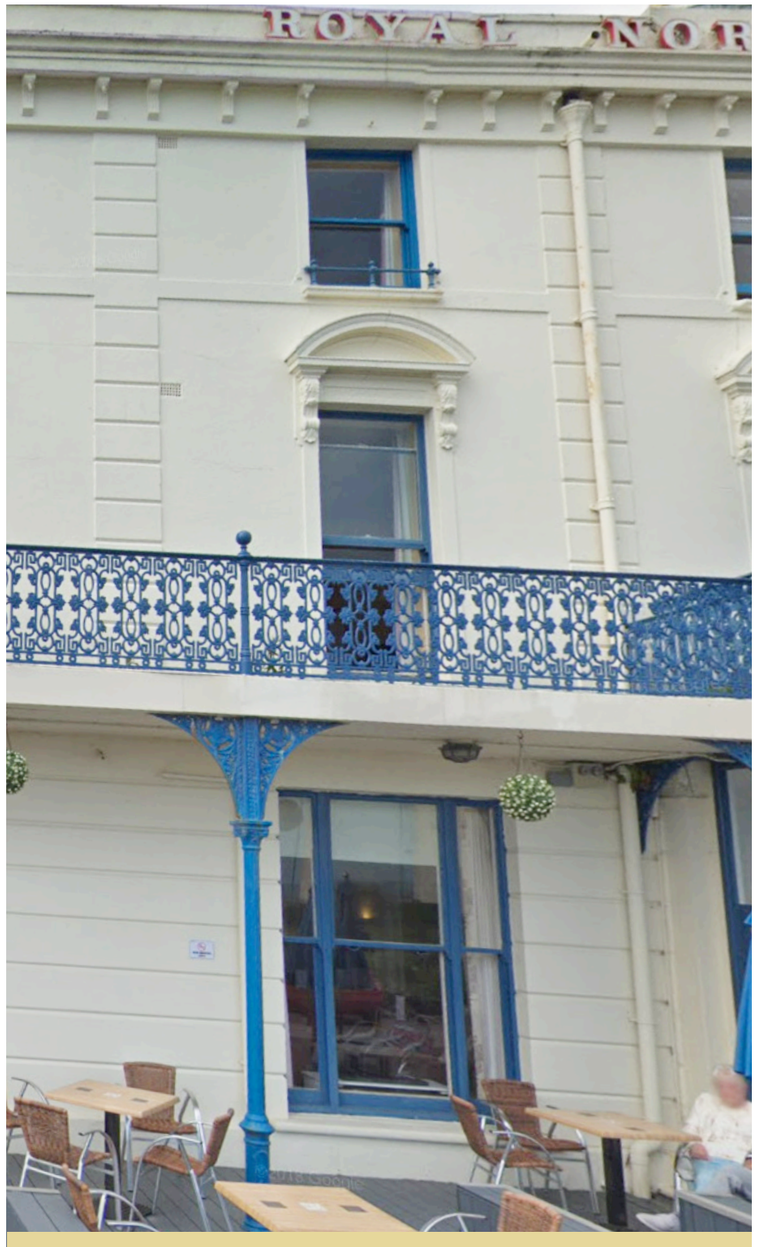
Conservation Area - Key Architectural Features

3.3

Windows

19 Waterloo Square, PO21 1TE



Royal Norfolk Hotel, PO21 2LH

The Unicorn, The High Street, PO21 1RY

The images show how the surrounding architecture has used the hierarchy of window openings

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Conservation Area - Key Architectural Features

3.4

Entrance

The Royal Hotel, PO21 1SZ

9 The Steyne, PO21 1TX

15 / 17 Waterloo Square, PO21 1TE

Bognor Regis Pier, PO21 1SY

Pronounced formal entrances populate the conservation area utilising columns, cornices and pediments in their design

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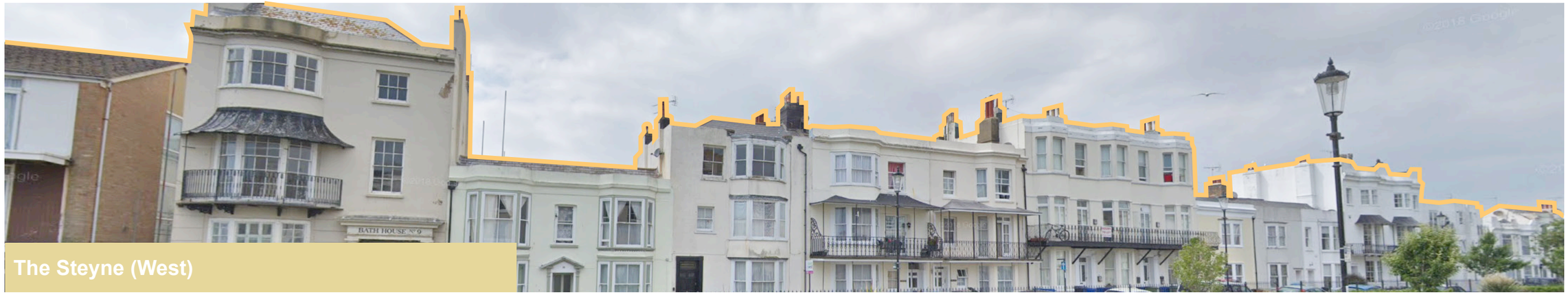
Conservation Area - Key Architectural Features

3.5

Roof Line

Waterloo Square (East)



The Steyne (West)

The Steyne (East)

The street scenes of the conservation area create a varied stepping roof line framing Waterloo Square and The Steyne. Buildings shown before fire and demolition on application site.

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Conservation Area - Key Architectural Features

3.6

Symmetry

Royal Norfolk Hotel, PO21 2LH

Bognor Regis Pier, PO21 1SY

Bognor Regis Museum, PO21 1XA

The formal and landmark buildings within the conservation area have symmetrical façades

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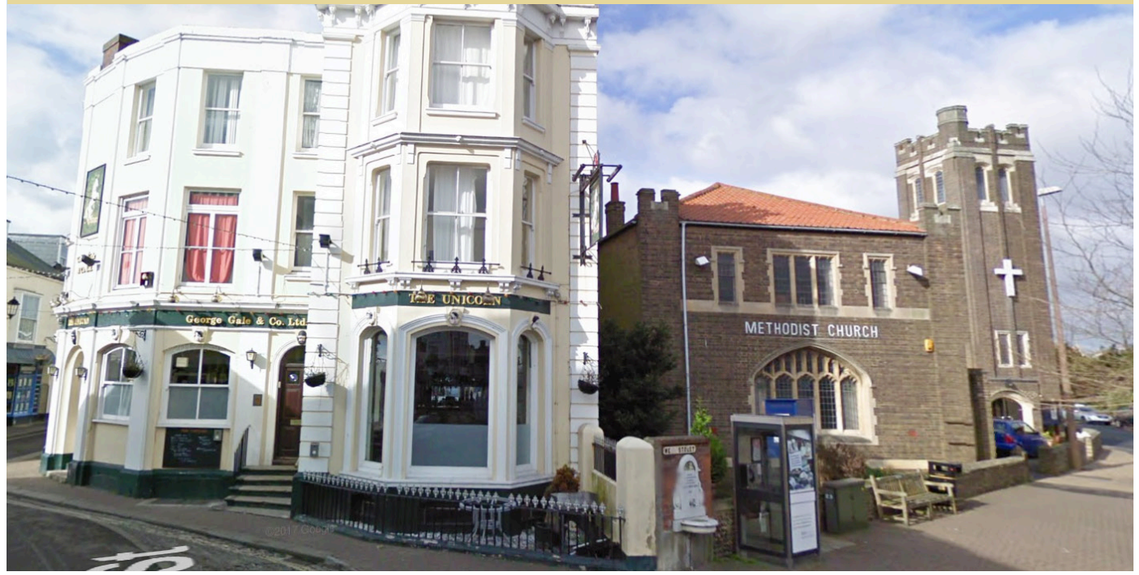
Conservation Area - Key Architectural Features

3.7

Materials

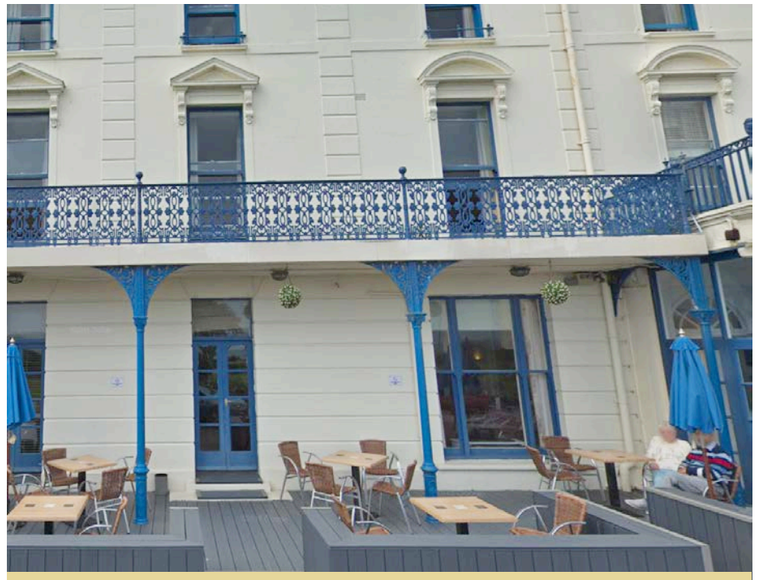
Bognor Regis Methodist Church, The Unicorn, PO21 1RY



19 Waterloo Square, PO21 1TE

The Carlton Hotel, PO21 1NF

Royal Norfolk Hotel, PO21 2LH



The predominant material of the site's surroundings is light coloured stucco however brick structures are not uncommon.

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Design Development

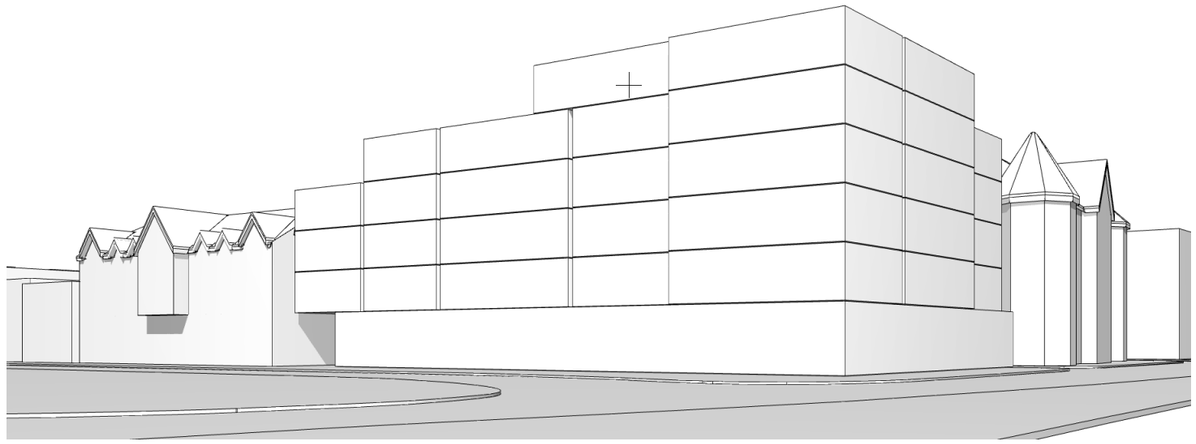
4.0

Design Development

4.1

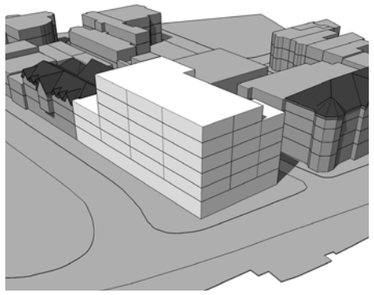
Concepts 1

The diagrams below illustrate the initial concept massing options for the site.

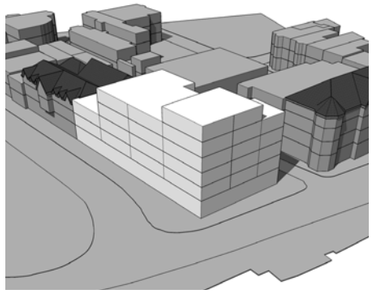


1. Building form stepped to match neighbouring building

2. Building form stepped with tallest element on the esplanade



3. Square building form with little articulation.



4. Square building form with corner articulation.

5. Articulated building form with corner element.

Early concept sketches

After understanding the site, along with its constraints and opportunities we then tested various forms in terms of scale and massing, appraising each and began to consider the architectural language appropriate to the site.

Our intent is to design a building which follows the demolished Beach Hotel footprint, set back from the public footpath and which responded visually to the evident grain and rhythm which runs along the Esplanade and Waterloo Square.

Various building forms were tested and massing options were produced to identify connection to existing context.

Having produced various massing options, the preferred scheme contained:

- A taller corner feature that would address Waterloo Square and the Esplanade.
- Stepping the building down to meet the existing buildings on Waterloo Square provided the opportunity in variation in roof form and connected the development back into the conservation area.
- Articulation to each elevation would help break up the mass of the building and provide detail and interest to this important gateway site.

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Design Development

Concepts 2

After preparing initial design ideas the scheme was developed further and presented to the council for pre application advise.

West Elevation viewed from Waterloo square

ARUN DISTRICT COUNCIL

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HGP Architects
Furzehall Farm
Wickham Road
Fareham
PO16 7JH

Your Ref:
Our Ref: PAA/151/18/

Please ask for: Mr S Davis
01903 737874

25th April 2019

Dear Mr Goodman

Pre-Application Advice

A new 8 storey mixed-use development is proposed for the site of 2/4 Waterloo Square and the former site of the Beach Hotel. The proposal consists of 3 retail units at ground floor with 55, 1 and 2 bed residential
units.

2-4 Waterloo Square and the Beach/ Mud Club The Esplanade Bogor Regis

I write regarding the above matter and your enquiry received on 30th November 2018.

Description Of Proposed Development

From the details submitted, I understand that you propose to redevelop the existing site by erecting a new building of between five and eight storeys comprising of basement parking (28 spaces), ground floor retail & restaurant space and 55 flats spread over the 1st, 2nd, 3rd, 4th, 5th, 6th and 7th floors, many with small balconies. The proposed design includes an open rear servicing area with access to bin & bike stores and the plant room. The submission is accompanied by proposed block, site, floor, elevation and 3D plans.

Description Of Site

The application site is currently vacant having been in part subject to a fire and demolition and in part demolished due to concerns with the part of the site that had survived the fire (see BR/191/18/PL). It had formerly been occupied by a mix of building up to a total of three storeys in height. There is/was no provision for parking within the site. On-street parking is very limited and either pay & display or resident permit only. The site is predominantly flat and there are no trees affected. There are also no boundary treatments (the site is currently enclosed by temporary hoarding).

Description Of Locality

The site is part of the Bognor Regis seafront. It is located outside of the primary retail area but includes a mix of retail (including restaurants & bars), leisure (including hotels) and residential uses. In addition, the Grade II Listed Bognor Regis Pier is located diagonally opposite the site to the southwest. The centre of Waterloo Square contains a bowling green and public gardens.

decpaa

Pre application advise

In April 2019, the scheme was presented to the Council and pre application advise was given. The scheme consisted of 50 units over 8 stories and is indicated with a red line on the bottom left diagram on this page.

Conclusion of the advise was:

In principle, there would be no officer objection to the redevelopment of this site, to the introduction of new commercial uses or to residential development on the upper floors. However, based on the comments, I have to conclude that were an application for planning permission to be submitted in its current form then it would likely be refused as a result of the following issues/concerns:

* Not clear as to whether any class A1 retail units are proposed (which would be in conflict with policy 3 of the BRNDP);

* Residential amenity issues re the relationship of the new building to existing residential development to the north and east;

* How the building relates to nearby buildings and the Conservation Area; and

* Harm to the Conservation Area and other nearby heritage assets principally due to the height/massing of the proposed building;

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Design Development

Concepts 3

4.3

The following application was submitted to Arun District Council in 2019 under Planning Ref BR/282/19/PL.

2019 Planning Application:

Planning permission was submitted in the October 2019 under planning ref: BR/282/19/PL for a new 7 storey mixed-use development for the site of 2/4 Waterloo Square and the former site of the Beach Hotel.

The proposal consisted of:

- A basement for residential parking,
- 2 retail units at ground floor with,
- x49, 1 and 2 bed residential units.

The design of the building took reference from the surrounding conservation area's historic vernacular, utilising bay windows and balconies in a contemporary way to capitalise on views of the coast and Waterloo Square.

The south western corner was articulated to follow the precedent set by the former Beach Hotel.

The contrasting top floor provided a contemporary solution above a formal light base.

Planning response:

Arun District Council's response was that in their option, the application would likely be refused as they felt that the massing was too great and that the building did not respond to the merits of the surrounding conservation area.

2020 Revised application:

A new amended scheme in April 2020 was proposed under planning ref: BR/282/19/PL creating a formal break in the development site offering permeability and increased pedestrian connection from Waterloo Square to Norfolk Street with the aim of reducing the mass of the building.

The proposed, much lower scheme, was redesigned based on planning and heritage comments and has a more traditional appearance. The proposal formed two separate buildings which also assisted in breaking up the massing of the development and reducing impact to the conservation area.

This scheme was unfortunately refused due to its size and massing.

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Concepts 4

Following planning comments, the scheme was again redesigned with the view of reducing the massing and connecting the building to the conservation area.
The following pages describe how the scheme has been amended.

1. Building form defined as Top - Middle - Bottom

2. Rhythm identified along Street frontage typically found in the conservation area

3. Building form designed to match the footprint of the former beach hotel.

4. Top floor set back reducing the apparent height of the built form

5. Corner feature added to provide interest and help turn the corner

Development of Ideas

When studying the immediate setting for the proposal there is a clear and distinct street pattern present. Typically buildings are designed into three identifiable zones being a strong base, articulated middle section with a smaller set back top or roof. Vertical bands of a consistent width can be seen and are emphasised through the use of facade articulation with bay and window arrangements.

Also evident, and as already demonstrated, there is not a consistent building height to be found along the seafront, instead the heights vary from 2-7 stories which provides the esplanade with an interesting and diverse skyline.

A mix of bay windows, ornate metal railings, balconies, columns and articulation at roof levels give the area a characteristic “seaside town” feel with buildings being a mix of white and coloured stucco and brick façades. Building corners have a distinct identity and provide a sense of place and way finding in the area.

Our proposals reuse this simple palette and architectural elements with the aim to improve and enhancing the conservation area. In addition only the former beach hotel footprint has been used to reduce the overall massing of the development and which will allow pedestrian access to Norfolk street, helping to encourage greater foot fall and enhancing the conservation area.

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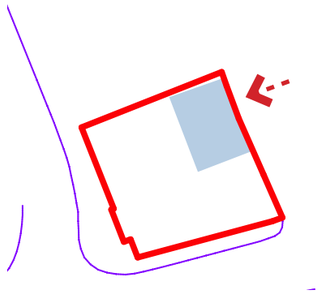
Design Development

Concepts 5

4.5

The diagrams below illustrate the concepts for the building and how is has been informed by its context and setting

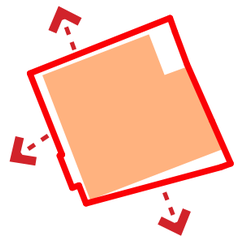


1. Car Parking

In order to provide a discrete parking area, parking is proposed accessed from Norfok Street.

2. Frontage & Activation

A continuation of the existing street frontage to provide activation and interest along The Esplanade. The intention was to use the previously sited Beach Hotel footprint as a guide for the extent of the development.



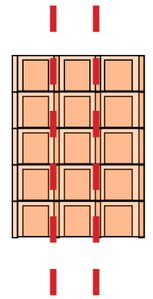
3. Views

Designed to exploit the views out over the sea for the majority of the residents to enjoy.

To reduce the massing impact the scheme was split into one single building.

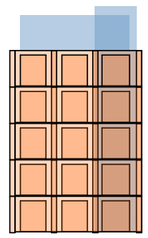
4. Corner Plot

An expressed corner feature has been evolved to allow the building to turn the corner gently allowing the facade to continually wrap around from Waterloo Square to the Esplanade.



5. Pattern & Rhythm

A visual response to the existing historic street pattern present along Waterloo Square, the Steyne and the esplanade by articulation of the facade, providing a sense of rhythm and repetition.



9. Setbacks

The uppermost floor has been intentionally setback to provide further visual interest and articulation to the scheme. This setback provides the opportunity to introduce a change in materiality at high level akin to neighbouring properties in the conservation area.

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Concepts 6

The diagrams below illustrate the key architectural elements that informed our proposals

1. Building form has a regular rhythm with Base - Middle and Top

2. Feature Bays

3. Balconies

4. Vertical articulation

5. Building corner articulated and raised to address street corner and provide focal point

Model Concepts:

Massing models were made to examine the built form within its context and used to demonstrate both the connection to the surrounding buildings and wider conservation area.

Key architectural design features were introduced which included:

- Feature bay windows
- Regular rhythum of window and door openings
- Balconies with decorative railings
- Vertical articulation
- A feature focal corner.

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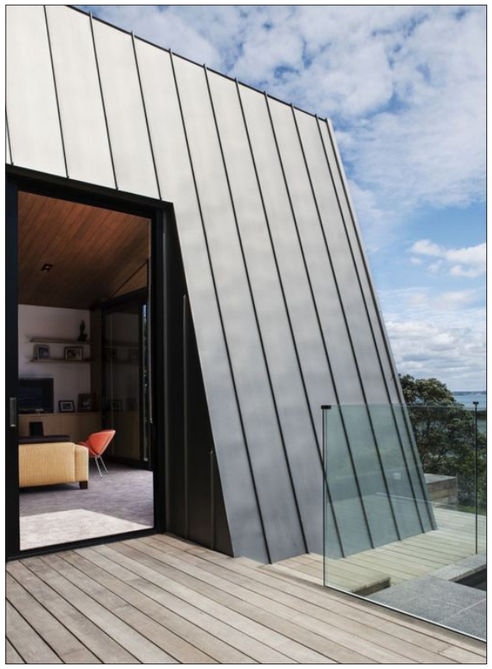
Design Development

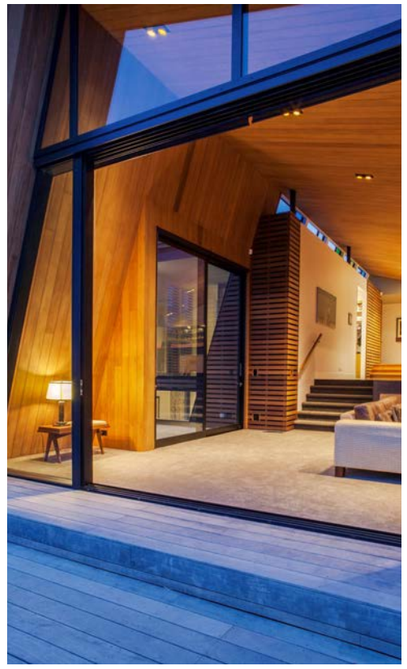
4.7

Concepts 7 - Appearance

The following illustrates our proposals for the development. Key architectural design elements have been taken from the conservation area and form the basis for our proposals which include: covered terraces, roof canopies, bay windows, balconies, set backs, horizontal and vertical detail banding with an articulated roofline.

Proposed massing model





Simple buildings form at higher level giving the feel of quality

Bay windows

Roof canopy

Terrace with covered canopy

Retail at ground floor level with larger windows opening onto street

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Surrounding Regeneration Proposals

5.0

Surrounding Regeneration Proposals

Gardens by the Sea - Winter Garden

5.1

Aspirations for Bognor - The following illustrations demonstrate the quality and contemporary designs that have been recommended for the nearby Winter Garden Site and Linear Park

Proposal Description:

On the Regis Centre site overlooking the seafront, visitors will be met by the spectacular Winter Gardens with a backdrop of world-class botanical displays hosting ever-changing exhibitions,gallery space and events. The plans include:

1. Winter Garden
2. Theatre
3. Hotel Entrance, Shops and Pub,
4. Mixed use Residential
5. Sky Bar, Elevated Garden with Performance Space
6. Esplanade/ Promenade improvements
7. Key Sculptural Feature
8. Multi Storey Car Park

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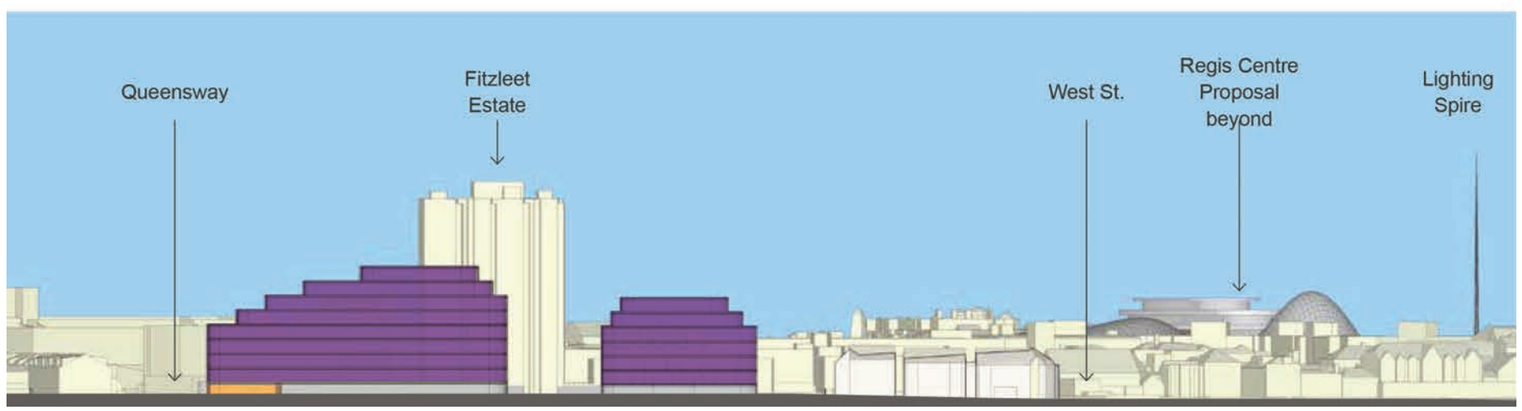
Surrounding Regeneration Proposals

5.2

Gardens by the Sea - Linear Park

Proposal Description:

On the Hothamton site, inland from Waterloo Square near the pier, a new park lined with an avenue of trees will be created, along with a children's play area, cafés and car parking. This will create a 'green corridor' linking the town and railway station to the seafront, with open views to the sea. The buildings will house cafés, restaurants or shops at ground level, with two residential apartment blocks of 6 and 8 storeys above.



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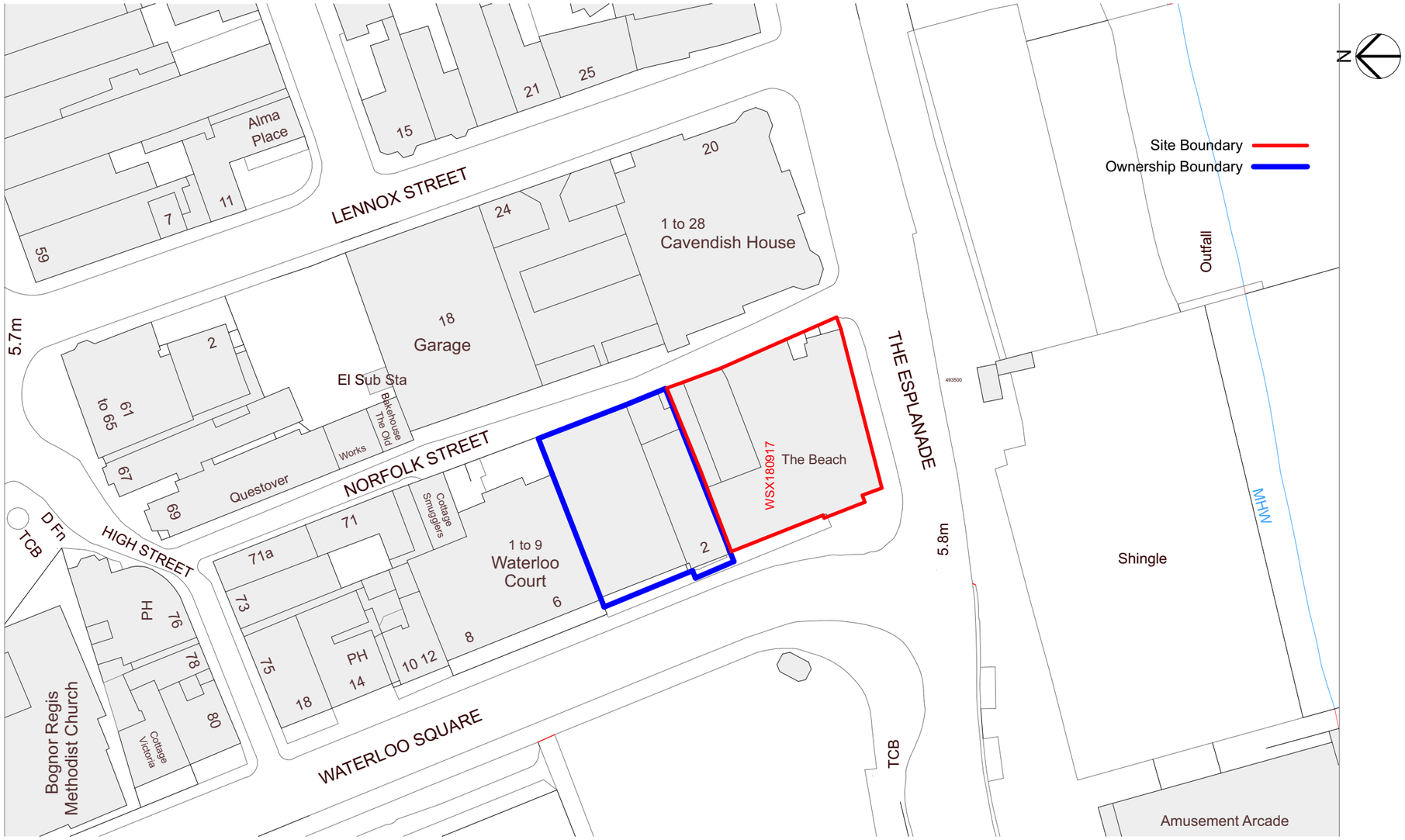
Design Proposal

6.0

Design Proposal

Site Layout

6.1



The proposal:

A new 5 storey mixed-use development is proposed for the site of the former site of the Beach Hotel. The proposal consists of residential parking, 2 restaurant / cafe / retail units at ground floor level with 11x 2 bedroom residential units.

The design of the building has taken reference from the surrounding conservation area's historic vernacular, utilising bay windows and balconies to capitalise on views of the coast and Waterloo square.

The south western corner is articulated to follow the precedent set by the former Beach Hotel.

The single building forms an individual identity with the aim of reducing the massing and visual impact to the conservation area.

This scheme replaces the former beach hotel structure destroyed by fire and previously demolished and contains 11 high quality residential units for private sale.

The units have been designed to take advantage of the waterfront setting and contain traditional bays with large windows to reflect the nearby conservation area. Unit sizes are well above National space standard and enjoy private amenity with sea views.

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Drawing Not To Scale

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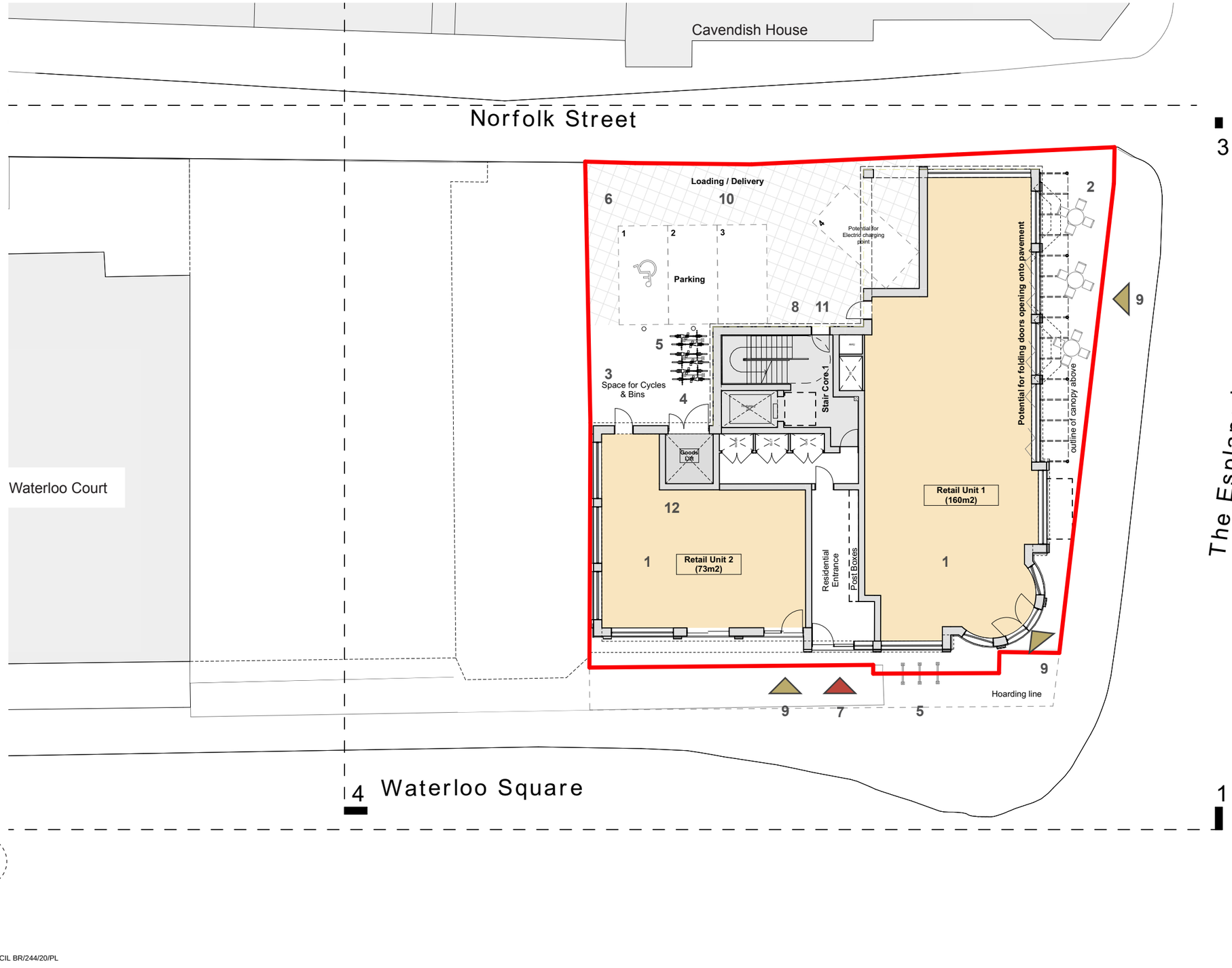
Design Proposal

Ground Floor

6.2



Legend

1. Restaurant / cafe / retail
2. Potential for outside seating
3. Residential Refuse Store
4. Retail Refuse Store
5. Staff / Visitor Bikes
6. Car Parking
7. Residential Entrance
8. Norfolk Street Entrance
9. Retail Entrance
10. Loading Bay
11. Alternative entrance / exit
12. Goods Lift to basement bins

Key

Retail Area

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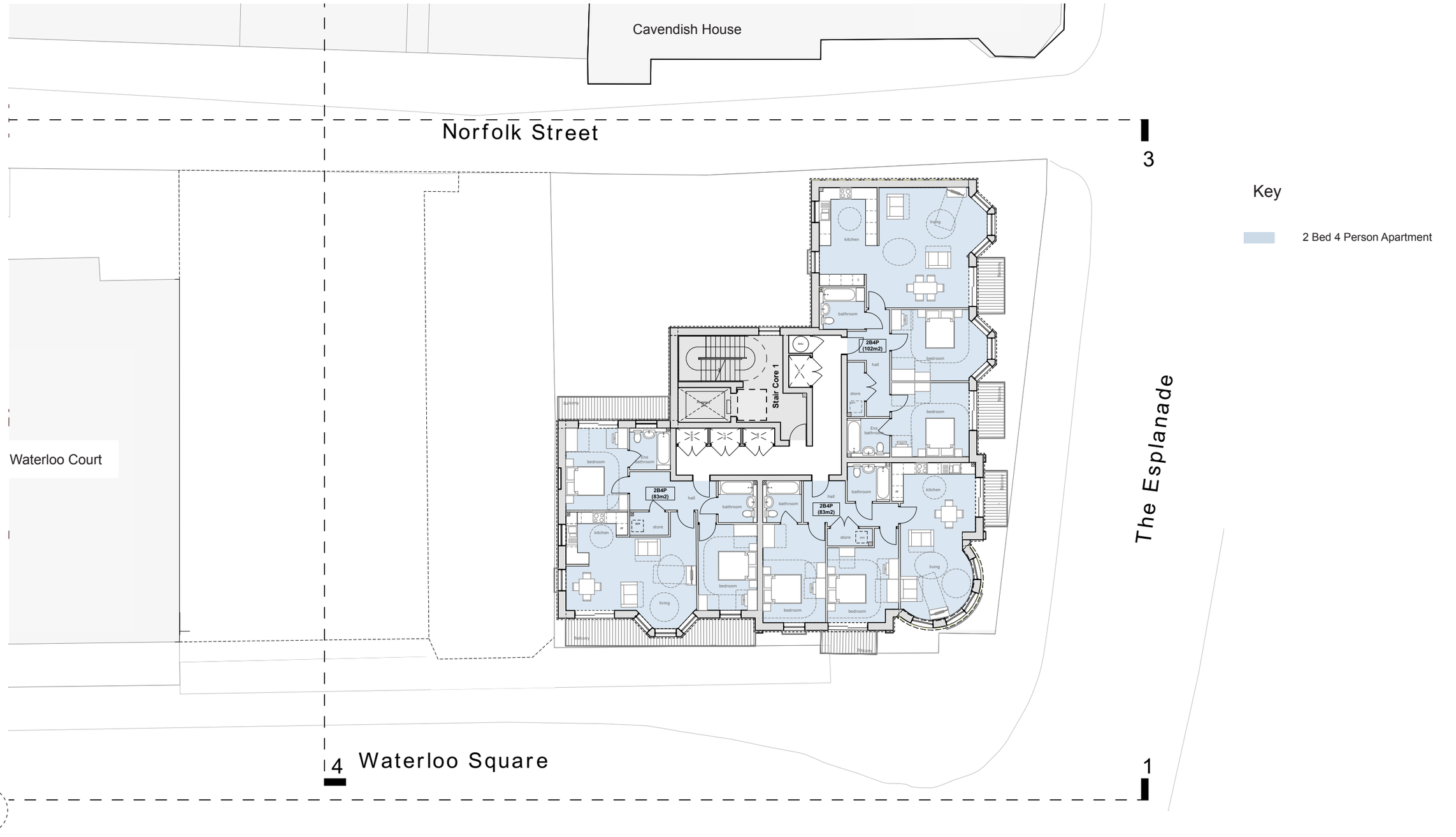
Design Proposal

Typical floor plan

6.3



Key

2 Bed 4 Person Apartment

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Waterloo Square Accommodation

Floor	Retail Unit	Area m2	2B - 64m2	2B - 83m2	2B -102m2
Ground	1	160			
	2	73			
1st Floor				2	1
2nd Floor				2	1
3rd Floor				2	1
4th Floor			1	1	
5th Floor					
Total:		233	1	7	3

Total Beds:	2 Beds	11
Total Units		11

All 11 residential units are designed in accordance with N.D.S.S requirements

Apartments are 2 Bed 3/4 person units @64 m2 - 83m2 in line with N.D.S.S.

Cycles spaces have been shown similar to the Josta double stacking system with a separate storage area for retail cycles. Refuse areas have been provided for residents and retail useage in line with Arun District Council standards.

4 Car spaces (with 1 disabled bay) have been provided with access off Norfolk street, along with a loading area for the retail units.

No requirement for affordable units are required as under Arun District standards.

All numbers are indicative and subject to change through design development.

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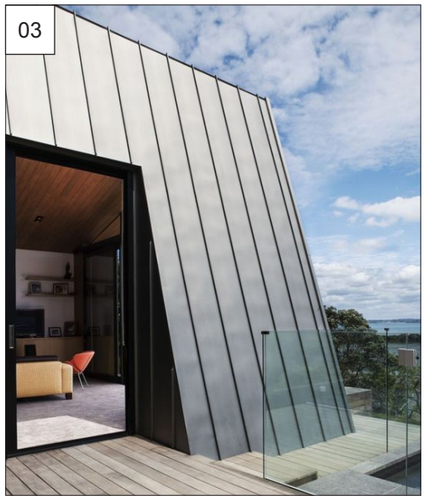
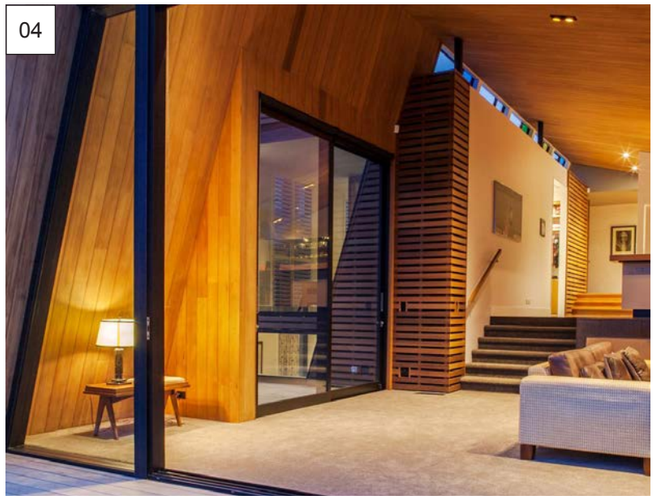




The design intent is to interpret the existing architectural styles and details into a new clean, crisp building which evokes high quality. Through our studies and analysis the list below provides the key opportunities we would wish the proposal to adopt while still having a connection to the conservation area;

1. External balconies to allow private residential amenity accessed from the apartments.

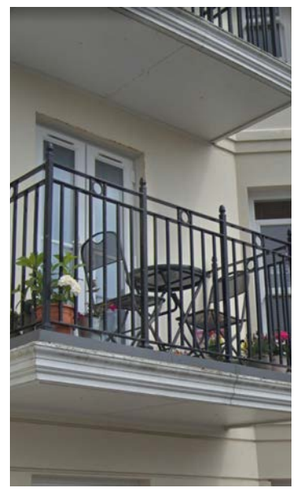
2. Traditional architectural features used to define the buildings character and define its identity.

3. Contrast of materials at higher level to help define building elements such as setbacks and roof elements which provide quality to the building.

4. Large window opening provide great views over the esplanade

5. Articulation of the ground floor units through well detailed clean openings.

6. External materials used to match those found in the conservation area.



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Sustainable Approach Summary

In order to deliver environmentally responsible building stock, an exemplar approach is being proposed based on low energy design principles. In summary, this approach involves energy demand minimisation through effective building form and orientation to promote high levels of daylight, good envelope design and proficient use of building services such that the building itself is being used as the primary environmental modifier.

It is worthy of note, that long term energy benefits are best realised by reducing the inherent energy demand of the apartments in the first instance. This is the approach adopted by the Design Team.

To further reduce the environmental impact of the design, and in accordance with the requirements of the City Plan, the intention is to incorporate water conservation measures to limit water use to 110 litres per person per day through careful selection of fittings.

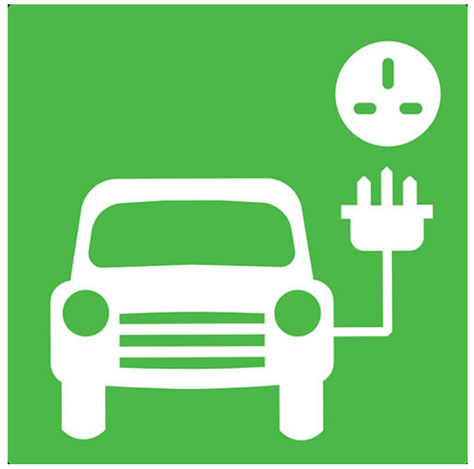
It has been shown via accredited computer modelling that, by incorporating the best practice energy efficiency measures presented herein, results in a reduction in CO_2 emissions compared to a notional building of 4.1%.

Having reviewed the feasibility of installing each LZC technology solution, the following is proposed for inclusion on the scheme, at this stage, to compliment the energy efficiency measures, resulting in a combined minimum 19% reduction in CO_2 emissions compared to Part L 2013 Building Regulations:

• Energy Efficiency Measures (4.1% CO_2 reduction)

• 28kWp (c. 188m2) Solar Photovoltaic Panel installation (15.2% CO_2 reduction)

Total = 19.3% combined CO_2 reduction against Part L 2013 Building Regulations



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Conclusion

7.0

Conclusion

Summary

7.1

View 1. Artistic impression of the proposed development viewed from the Bognor Regis Pier

Design Summary

Our proposal demonstrates a vision for the site and for future developments not only along the Bognor Seafront but also leading back into the Conservation Area and heart of the town.

The scheme is not just a landmark building but an intellectual elegant design solution that responds to the vision for Bognor to raise it's profile, and act as a catalyst for potential future improvements to the Esplanade, preserving and enhancing the Conservation Area.

The development responds to its context with a regular rhythm of the bays and architectural features that take reference from the neighbouring buildings. With good access to public transport links into Bognor Town Centre and with amenities nearby the site is suitable for a residential development.

Overall the scheme offers an attractive place to live within a pleasant environment and we are pleased to put forward our Proposal for Waterloo Square, Bognor Regis.

Open attractive ground floor areas

Quality Architectural detailing

Elegant robust materials

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