



OLIVER MCGOWAN
ARCHITECTURAL DESIGN

DESIGN & ACCESS STATEMENT

AUGUST 2018

THE BLUEBIRD CAFE, FERRING



Aerial site view - Google Earth

THE BLUEBIRD CAFE, FERRING

Introduction	4
Context	5
Site Description	5
Use	7
Amount	7
Vehicular and transport Links	16
Inclusive Access	16
Sustainability	17
Community Engagement Statement	18
Conclusion	21
Appendix 01 - Seating Layout	22
Appendix 02 - Floor Zones	23
Appendix 03 - Community Feedback	24
Appendix 04 - Neighbour Feedback	29
Appendix 05 - Presentation Deck	31

Introduction

This statement is an accompaniment to a formal application for planning permission for the extension of the Bluebird Cafe in Ferring. This proposal should be read in conjunction with the following documents:

- Drawings:

- BCA 1000 Rev.00 – Location Plan

- BCA 1001 Rev.00 – Existing and Proposed Block Plans

- BCA 1002 Rev.00 – Existing and Proposed Site Plans

- BCA 2000 Rev.00 – Existing Plans

- BCA 2001 Rev 00 – Existing Elevations & Sections

- BCA 2002 Rev.00 – Proposed Ground Floor Plans/First Floor Plans/Roof Plans

- BCA 2003 Rev.00 – Proposed Elevations & Sections

- Supporting Statements:

- Detailed planning statement provided by Rodway Planning Consultancy Ltd

- Flood Risk Assessment

- Transport Statement

- Applicant Business Plan

- Bin Storage & Collection Provision Statement

- Noise/Extraction Assessment

- Foul & Surface Water Drainage Statement

- Biodiversity Survey & Report

- Appendices:

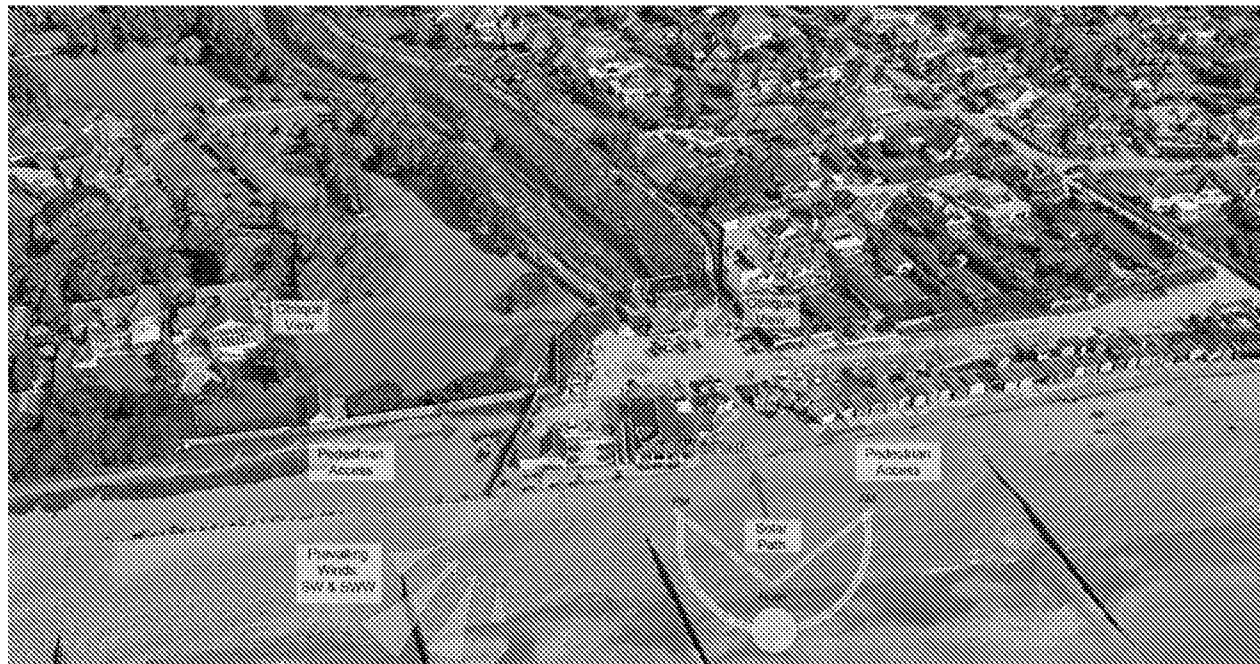
THE BLUEBIRD CAFE, FERRING

Context

Site Description

The historic village of Ferring is primarily visited by both locals and tourists for its beach and the opportunity to enjoy its unique seafront and coastal walks. The Bluebird cafe occupies a beachfront location and has been a popular focal point at the heart of the village community since 1927; serving as a destination for locals and visitors from further afield. The cafe has a beach style appearance with a white painted front and weatherboard cladding.

Ferring village is predominately residential. The Bluebird cafe is located at the end of Ferring Beach car park which is unmade land used by cafe customers, beach hut owners and the general public visiting the beach. Beach huts sit along the shingle line; and almost sitting in isolation within the car park, the Bluebird Cafe is located approximately 40 metres from any other residential development. The Cafe site sits on a plot size of 821 square metres (0.0821 hectares).



KEY

- Site Boundary
- Positive Views
- Oblique Views
- Pedestrian Access
- Vehicular Access

THE BLUEBIRD CAFE, FERRING

The site is accessible from numerous public footpaths including Greensward, the Rife and Pattersons Walk. It has vehicle access from South Drive. Although many people walk or cycle to the cafe there are good public transport links to Ferring village via the No.8 and 8a buses. The nearest train station is Goring By Sea.

Planning History

Detailed information on previous applications made on The Bluebird Cafe can be found in the planning statement provided by Rodway Planning Consultants. However, in brief, previous recent planning applications linked to this site since 2000 are as follows:

- **FG/73/15/PL**

This application was for additional works to application FG/141/14/PL. Works included a new masonry bin store enclosure, amended weatherboard, fascia, soffit cladding colour and a new tiled roof.

- **FG/2/15/DOC**

This application was for approval of matters reserved by conditions imposed under FG/141/14/PL.

- **FG/141/14/PL**

Demolition of the existing garage and external store, new bin and recycling area, new take-away hatch with raised gantry access and single storey rear extension including extraction system.

- **FG/44/03**

New store.

THE BLUEBIRD CAFE, FERRING

Use

The proposed development comprises of a two storey side extension to the existing Bluebird cafe. The extension is to be used for additional seating and kitchen areas. To the South-West of the building there will be a fish and chip serving-hatch and an ice cream parlour.

The additional floor space proposed in these plans provides the cafe with the space it needs to grow. Currently, the Cafe is frequently operating at full capacity and the facility needs more space in order to meet the needs of its customers. Within the constraints of the existing building the Cafe finds it hard to sustain a high level of service to customers.

The applicants vision is to establish the Bluebird Cafe as the central attraction for the village and local community. The proposed plans significantly enhance the current site with the provision of additional amenities and services at the highest standard, which will include fully compliant disabled access and facilities. The cafe will provide free use of the facility for local charitable events and other local clubs or groups would be able to use the space at a discounted fee.

Amount

The plot size is 0.0821 hectares (821m²). The footprint of the existing ground floor of the Bluebird Cafe has a gross internal area (GIA) of 188m² and currently provides seating for 134 people (54 internally seated with approximately 80 externally seated).

This proposal consists of a two storey side extension to the West elevation of the existing cafe increasing the internal GIA by 274m² GIA and will provide an additional 40 covers on the ground floor and 42 on the first floor. External seating 80 covers split between ground floor and roof terrace. (Please see Appendix 01 for further details)

The proposed extension will increase the total ground floor GIA from 188m² to 345m². Additional seating will be provided internally and externally for approximately 72 covers over two floors and a new kitchen prep area will give the cafe the space it needs to develop and function effectively to maintain a high level of service. At present customers regularly have difficulty finding a seat, food waiting times can be long and it can be difficult to move around when customers are queueing out of the Cafe entrance. To the South-West of the building there will also be a dedicated fish and chip

THE BLUEBIRD CAFE, FERRING

serving area and an ice cream parlour. These facilities will help reduce the pressure on the main kitchens during peak periods.

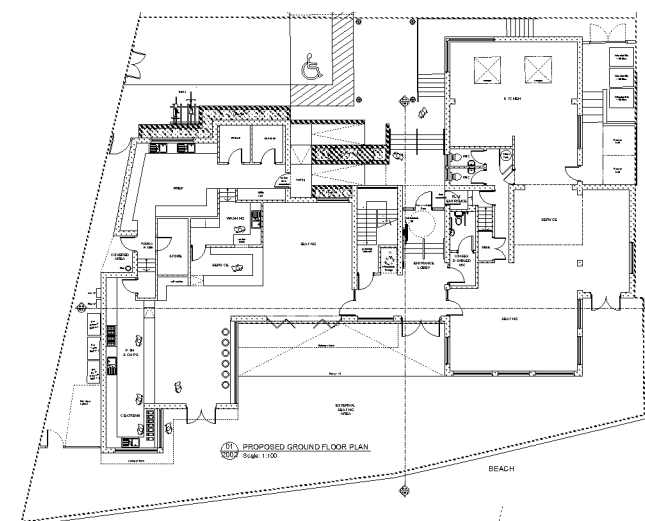
The new proposed first floor provides 117m² of additional floor space. The extension will provide additional seating internally for 42. The proposed new terrace positioned on top of the single storey fish and chip and ice cream parlour provides seating for 18 with outstanding 180 degree panoramic views across the English Channel and greensward to the West. The existing residential unit has been extended from 45m² to 50m².

Layout

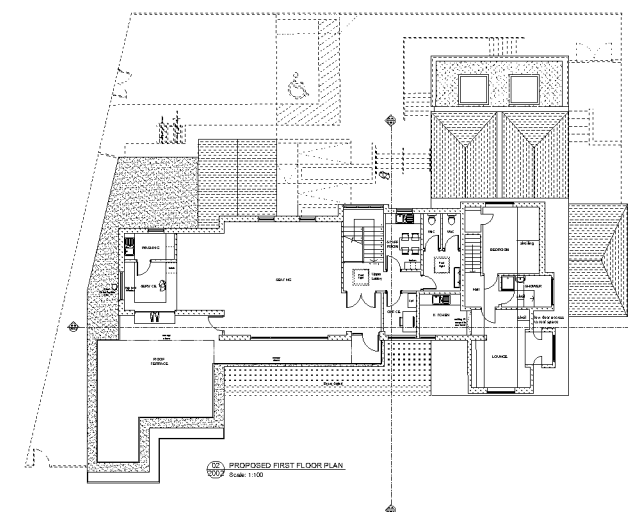
The proposed plans include a new access ramp and wheelchair platform lift which will enable equal access to the entrance lobby (See inclusive access section below for further information). A new improved disabled parking arrangement with level forecourt would enable independent access to the ramp and main entrance. To encourage sustainable travel, 4 secured cycle hoops providing 8 cycle spaces have been included within the cycle store area on the main forecourt. Following public consultations it was discussed that a bicycle repair station including tools, pump and repair products would be useful and these have been included.

The proposed ground floor will enclose the footprint of the existing outbuildings and raised terrace area. Fully inclusive welfare facilities have been included, with level access across the ground floor and external terrace. The plans include a new link building which joins the existing and proposed cafe elements creating a dedicated entrance lobby and approach from the car-park.

On the ground floor a new seating area has been proposed, providing additional internal seating for 40 people. Moving the external seating indoors from existing external areas increases seating availability in periods of poor weather and colder seasons. There are several access points leading out to an enclosed outdoor terrace. During the design process it was important to consider the environmental factors that surrounded the site. The beach fronted property is very exposed to the elements and has been orientated to include an inner sheltered courtyard to protect from prevailing winds.



Proposed Ground Floor Plan



Proposed First Floor Plan



THE BLUEBIRD CAFE, FERRING

A serving counter and dedicated preparation kitchen have also been included on the ground floor, which will support the main existing kitchen. This changes will allow for more produce to be prepared in-house improving the quality and reducing the necessity to rely on outsourced produce. A new area for a walk-in fridge and freezers will provide the necessary space to store fresh produce and also help to minimise delivery frequencies and in turn reduce the operational carbon footprint.

To the South-West of the building these proposals envisage a new fish and chip serving area and an ice cream parlour. The purpose of this enhancement is to attract and cater for the many walkers and cyclist that pass by the cafe; and also to alleviate strain on the main kitchen during peak periods.

The main bin store is located to the rear of the existing cafe. The current provision meets the waste storage requirements (Please see the supporting Bin & Refuse Statement for further details) Additional bins will be stored along the West passageway and therefore will not be visible to residents and the general public. The additional bins will be set on an impervious concrete slab with wash down facilities. The cafe will use the smaller bins during the day and transfer to the larger wheeled bins in the main store at the end of each day. An additional collection day has been proposed at present to ensure the bins do not exceed capacity. The frequency of collection will be amended according to seasonal weather and times of high frequency (Easter, Mother's Day, School Holidays etc).

In the proposal, a new first-floor seating area with servery has been included leading out onto a roof terrace. This enhancement will provide additional seating for a total of approximately 60 people internally and externally. This precise split between internal and external seating is dependent upon weather and event requirements.

Other areas of the first floor include two unisex toilet facilities, a staff room and office. Adding the terrace to the first floor reinstates the loss of ground floor external seating. Although the cafe is located on the beach, seated customers currently are unable to fully enjoy the sea views due to the raised sea defences and groins. The views and outlook from the proposed extension of the Cafe are mainly to the South-West which is predominantly beachfront. Benefitting from 180 degree panoramic sea views, we felt it was of great importance to utilise this aspect and feature

THE BLUEBIRD CAFE, FERRING

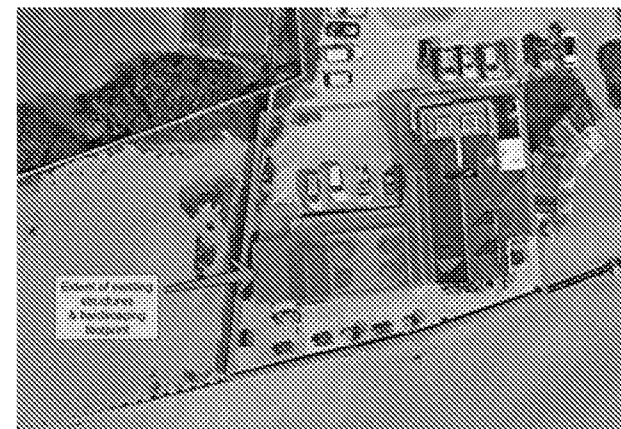
within our design proposal. The first floor will provide a flexible and adaptable internal space which can also be used for local community and charity events.

A key objective of this design was to provide a layout that worked for the Cafe. The Cafe is now reaching output levels that it can no longer successfully sustain. Customers regularly queue out of the doors; and walkways are blocked making it difficult for customers and staff to move around. All of these factors had to be carefully considered during the design process to create a space that would support the viable operation of a busy successful Cafe. The proposed layout offers greater internal flexibility and an efficient use of the space. Creating a new layout that separates the key elements of the business into smaller dedicated zones and with the addition of further seating; the business can develop and ultimately improve the customer experience. (Please see Appendix 02 for further details)

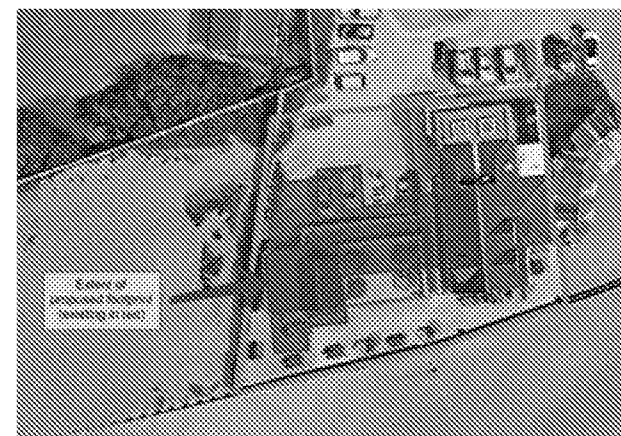
Scale

The proposed extension is a 2 storey property. Overlooking to neighbours and private gardens is kept to minimal levels due to the lack of development in the immediate vicinity. The Bluebird Cafe is located approximately 40 metres from any other residential development. The size of space required for the cafe to run successfully and to a high standard has been considered and this is reflected in the size and scale of the design. We felt it was important to ensure that the proposed extension sits sympathetically alongside the existing Cafe in design and scale and the proposed ridge heights are similar to the existing building.

In arriving at these design proposals we held 2 public consultations which were open to the residents of Ferring. After feedback from one resident we lowered the roof by approximately 700mm on the West side to improve their view of the sunset. In the proposals we have looked to build over the outbuilding and hardscape areas with minimal additions to the North and South. The existing footprint can be seen marked in red on the right. This comprises of the main Cafe, terrace and out buildings including garage and ice cream parlour. The proposed footprint looks to cover the existing built footprint and hardscaping with minimal additions to the North and South elevations.



Extent of existing development and hardscaping footprint



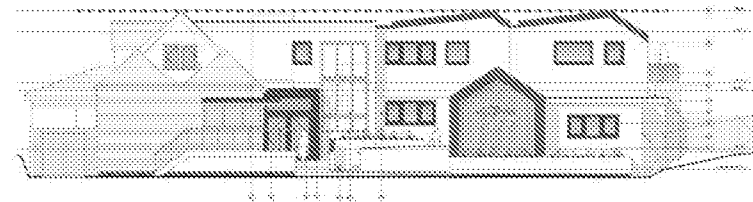
Extent of proposed development footprint

THE BLUEBIRD CAFE, FERRING

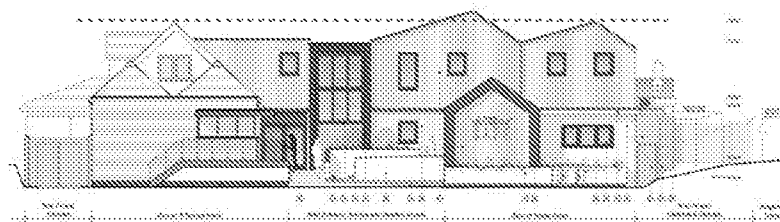
In developing these plans we tested a series of roof designs with flat and pitched roof options. We felt the pitched roof layouts were more in keeping with the surrounding context and also created a more visually appealing aesthetic. Throughout the design development process we were mindful not to exceed the existing Cafe ridge height but found this was very difficult to achieve as the steel beam structure would impede on the head height at the low points (2400mm). See diagrams 01 & 02 showing the lowered pitch angle to maintain existing ridge height. Lowering the ceiling too much would have a negative impact on the quality of the internal spaces especially with overhead services.

The proposed maximum ridge height is approximately 500mm higher than the existing but only for a small section of the design as shown on the proposed elevations. We felt this increase was not incongruous to the design and context and felt the design overall is still subservient to the existing structure. By stepping the link building (main entrance and stairwell) down and then stepping back up with a shallow pitch roof to the ridge. We also purposely lowered the ridge to the West boundary in response to the feedback we had gained from the public consultation. This has helped to reduce the impact on the West boundary to the greensward.

Overall the new proposed development does not effect or impede any neighbours views or quality of light, and we feel the new design makes better use of the space and also provides the facility for the cafe to develop and maintain its high levels of service.



01 - Matching existing ridge height study



0-2 - Increased ridge height (approx. 500mm)

Landscaping

The new cafe extension will provide additional and improved external landscaped areas. The hard and soft landscaping elements will utilise high quality materials and decorative features to match the quality of the proposed building. This will help to enhance the building and link the external and internal spaces. The new proposed extension would be constructed on the demolished footprint of the existing outdoor terraced area, garages and outbuildings.

A new permeable entrance forecourt will include dedicated disabled parking bays, raised planters and low energy LED lighting. A cycle repair station and secured bike hoops have been also been included on the forecourt. Raised planters will be used to soften the plinth at the base of the building on the North elevation and help reduce the overall mass. These are included to mitigate the level difference caused by the sloping site; and in turn provide a visually pleasing approach to the building. Smaller free standing flower beds/pots will be used to the South courtyard and first floor terrace.

The proposal also incorporates a new fully compliant disabled entrance ramp and low rise external steps to the entrance lobby. Further information on this can be found on the site plan. This design affords significant improvement to the access that is currently provided by the existing cafe. A full external landscaping design will be submitted by a professional landscape designer, this will confirm all the materials and also the new and extensive feature planting on the site.

The new proposed first floor terrace provides an elevated seating area to take advantage of the 180 degree outlook across the English Channel. It also offers a great vantage for early evening sunsets across to the Western horizon. As shown on the site plan additional refuse and recycling area is proposed to the West boundary alleyway. This area is not visible to visitors and resident and therefore does not have a detrimental effect on the overall design. Please see the supporting Bin & Refuse Statement for further details.

Appearance

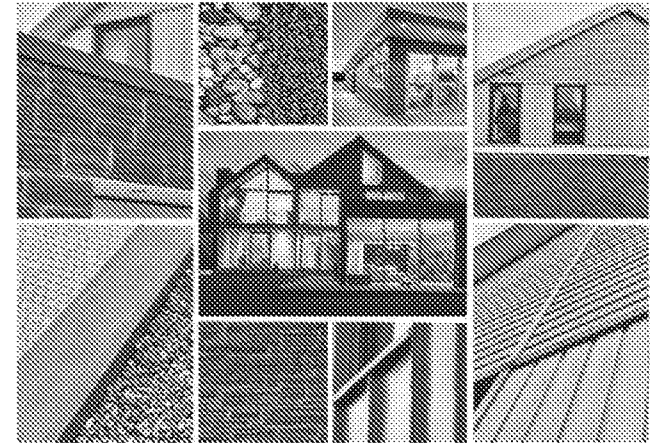
In the proposed design we have considered the location and design of the existing Cafe. We have endeavoured to create something that is sympathetic to the existing building, whilst also providing a contemporary addition that meets the clients aspirations for the redevelopment of the Cafe business. We have looked to retain the pitched roof approach of the existing building added with a beach styled design and elevation treatment. The extension has taken precedent from the cafe itself and neighbouring beach huts. The weatherboard cladding and rendered elements have been included within the proposed design sitting sympathetically in its surroundings.

The two storey side extension will be located on the West side of the existing cafe and with similar ridge heights. During the early design phase we were mindful to not exceed the existing ridge height as we wanted to create a design that was subservient to the main cafe building. This was something we discussed and aspired too during the public consultations. The diagrams to the right highlight the visual appearance of the elevation and we feel the increase in height of approximately 500mm is not incongruous to the overall scheme. In reality it is unlikely to be noticed unless from considerable distance to allow for a true elevation view. Robust materials have been used to the ground floor with lightweight material pallet to the first floor; these include large expanses of glazing to create bright and airy internal spaces and maximises the elevated view across the beach and sea beyond.

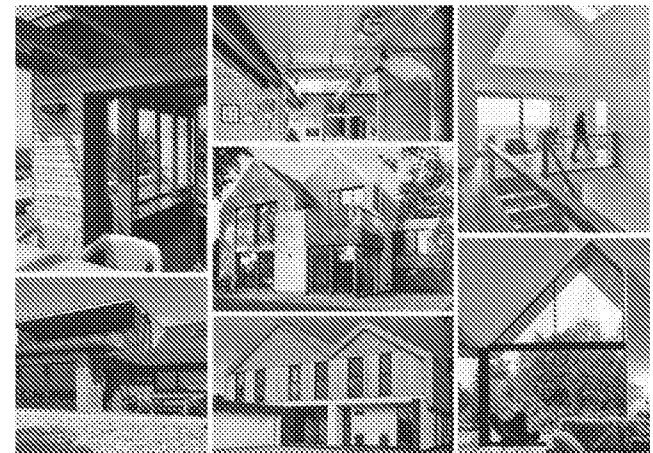
There is a mix of various styles and ages of buildings within the surrounding context of the cafe. Predominantly residential and with no predominant architectural style. We have looked to recreate a beach styled property in the design and the material selection. The standing seam roof lends itself to the harsh winds and salt levels and also offers a low maintenance solution. Rather than just using a cementitious cladding board which would offer far superior performance and lower maintenance requirements we have used large areas of natural timber to create a softer more suitable beach aesthetic. As the cafe sits independently on the site there is no impact on the street scene and we feel it actually improves the current elevation by creating a new dedicated entrance approach.

THE BLUEBIRD CAFE, FERRING

The building has been designed to appear as a series of smaller buildings and purposely articulate the elevations to help reduce the appearance of its mass and overall scale. Detailing has been chosen to compliment the neighbouring properties and also the use of robust materials that can deal with the harsh conditions of its exposed location. The importance of the material choices and layout are critical to the success of the design. The use of high quality roof coverings, facing brickwork, white render and both cementitious and natural weatherboard cladding. All fascia and soffits will be fibre cement but will resemble timber in appearance. This is to reduce on-going maintenance issues due to their inaccessibility.



Materials



Case Studies

THE BLUEBIRD CAFE, FERRING

Access

Vehicular and transport Links

The car park and cafe have vehicle access from South Drive. Although many people walk or cycle to the cafe there are good public transport links to Ferring village via the No.8 and 8a buses. The nearest train station is Goring By Sea (approximately 1.8 miles).

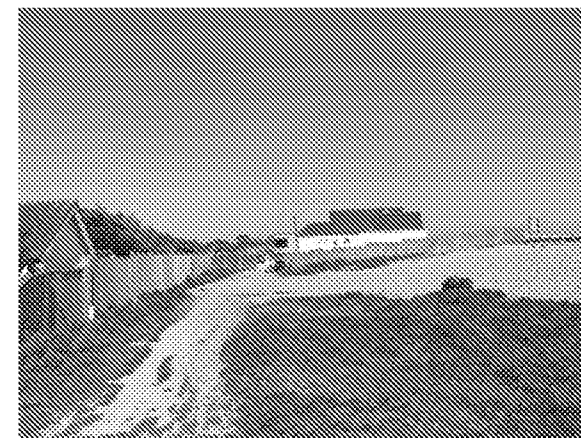
The site is accessible from numerous public footpaths including Greensward - Kingston Gorse, The Rife and Pattersons Walk.

The car park is unmade land. Following the public consultations the car park has been highlighted as an area for improvement. This is something that is recognised by the cafe owner and the long term objective would be to work with other key stakeholders on improving the current provision for parking. Please see the supporting Community Engagement Statement in Appendix X for further details.

Inclusive Access

The building has also been designed to allow for full disabled access and is to meet all relevant building regulations and will be part M compliant. A new improved disabled parking layout with level forecourt will enable independent access to the ramp and main entrance. The proposed plans include a new access ramp and wheelchair platform lift which will enable equal access to the entrance lobby. Fully inclusive access will be gained by a new entrance on the North side leading from the car-park.

The sloping site and uneven ground had to be carefully considered during the design process in order to allow fully inclusive access. There is approximately 1m level difference between ground level and finished floor level (ground floor). During initial studies we investigated different ramp options and found to adhere to the part M of the building regulations the ramp would need to be over 20m (including landings). To reduce the length and also the footprint of the ramp we proposed a shorter ramp. This will still be fully compliant and will provide delivery access to the



Greensward - Looking East
Highlighting sloping site

THE BLUEBIRD CAFE, FERRING

new prep kitchen and also access to the lower lobby of the ground floor. A new wheelchair platform lift can be used to transfer customers to the ground floor.

The staircase has been designed with a low rise to allow ambulant disabled or the elderly ease of access. Generous communal and private entrance lobbies allow ease of access to disabled residents and visitors. All internal doors are minimum 750mm clear, allowing for optimum use of space and ease of access. The building will have level thresholds throughout including patio doors which will allow the external space to be easily accessible. All external hardscaping will be fully accessible with level walkways and allow wheelchair users to fully enjoy the external terrace.

Sustainability

The proposed design uses much of the existing built site and approach to optimise utilisation and is inherently sustainable. However, the opportunity is being taken as part of these proposals to greatly improve both the current building and facilities and the overall environmental footprint of the site. The Cafe is looking to completely change its approach with sourcing produce and also eliminating the use of single use plastics. The thermal properties of both the new and existing building will be much improved and will be designed to meet the requirements of Part L. The opportunity for the potential location of solar thermal and energy capture is to be incorporated into the design as well as rainwater capture for the building. Details of which will be considered further at detailed design stage.

Community Engagement Statement

During the design process extensive key stakeholders engagement was undertaken for the purpose of seeking opinions, comments, recommendations and objections to aid the development of the design and ultimately gain the support of the local community. In developing these plans we have met with the following local groups and stakeholders:

Ferring Parish Council - The client met with members of the Parish Council (including The Chair and Vice Chair) whom were supportive in principle of the concept although confirmed they were not able to comment on the scheme until a formal submission had been made. There were initial concerns raised regarding the 'car park' condition and associated capacity challenges, combined with any potential incremental traffic throughput in Ferring. The client expressed his aspiration to support and potentially contribute to any future plans for additional footpath construction within the boundaries of the 'car park', improving public access.

Conservation Group - 17th May 2018. We were invited to present a short overview of the proposed development to the members at a group meeting at Ferring Village Hall. They confirmed they were not permitted to comment on the design of the scheme until it had been formally submitted for planning. Raised concerns with the condition of the car park and highlighted current traffic problems in Ferring. We discussed that the 'car park' itself is used by all Ferring residents and neighbouring villages and towns for beach visitors. The potential challenge is the 'car park' combined usage by dog walkers, beach hut owners, general public visiting the beach plus Cafe customers. Overall it was a positive meeting and we confirmed that the client will be engaging with the car parks' multiple owners and Arun District Council to try and resolve the condition and accessibility across the space.

FRSA (Ferring Roads Scheme Association) - Client met with Margaret Metcalf - No comments regarding the proposed scheme. Client discussed and proposed some options to assist with traffic management and parking issues in Ferring. Margaret confirmed the FRSA is aware of the traffic and congestion issues and are looking to improve the situation but are reliant on West Sussex County Council Highways.

THE BLUEBIRD CAFE, FERRING

Voluntary Public Consultations - 26th May & 8th June 2018

In the spirit of inclusion and community engagement the client voluntarily organised two discrete presentations by invitation to residents of both North and South Ferring, with a view to presenting an overview of the proposed development. Invitations were sent to the local residents in south Ferring and also public notices were left on the village hall notice board and also the Bluebird Cafe.

The objective of these sessions were to establish collective clarity in terms of the proposed development and to glean feedback as to the design, incorporating any viable adjustment for the final planning submission.

The sessions were held on 26th May 2018 at The Ferring Village Hall and 8th June 2018 at The Bluebird Cafe respectively. Both consultations were well attended with approximately 120 visitors present at each event. Please see Appendix 04 for presentation

The agenda for each session consisted of a 20 minute formal presentation, 15 minute Q&A and an open invitation to submit feedback post the meeting via a published email address.

Feedback & Follow up

In the moment feedback from both sessions was on the whole positive with a majority of the attendees in support of the development. There were of course some concerns raised, mainly indexed towards any potential incremental traffic generally in the village and secondly, the amount of available parking surrounding the business premises. We received a number of emails post the sessions (appendix 03) mainly in support of the activity.

Our neighbours in immediate proximity to the business struck independent dialogues with us, again mainly in support of the development, however raising some minor concerns for consideration. In one such instance we have adjusted the design to preserve an oblique view from a first floor room which also addresses a required design alteration to reduce the impact to the greensward by lowering this element approximately by 600mm and have also mirrored the roof pitch design to lower the roof profile to the western boundary.

Neighbours living in 'The Strand' highlighted their support for the scheme and the design. Their concerns were mainly to do with the car-park condition and current high frequency of visitors to the car-park during the summer months.

THE BLUEBIRD CAFE, FERRING

It was confirmed to the residents that the licensing for external events will not be changing and the client also confirmed during the 15 years they had had the license to hold weddings

and private parties there had not been a single complaint regarding noise and anti-social behaviour.

Neighbour Consultations - These were informal meetings and discussions between the neighbours and Cafe owner. Following the public consultations some of the neighbours from 'The Strand' highlighted their support for the scheme and the design and also raised their concerns. These were mainly to do with the car-park condition and current high frequency of visitors to the car-park during the summer months. Noise, dust and concerns with the cafes licensing arrangement. It was confirmed to the residents that the existing cafe license and licensing for external events will not be changing. The cafe owner also confirmed during the past 15 years they have held weddings and private parties, there had not been a single complaint regarding noise or anti-social behaviour.

Others raised their concern with the overall height of the western two storey element and its impact on seeing the sunset. The design team have subsequently lowered this element by approximately 600mm and have also mirrored the roof pitch design to lower the roof profile to the western boundary.

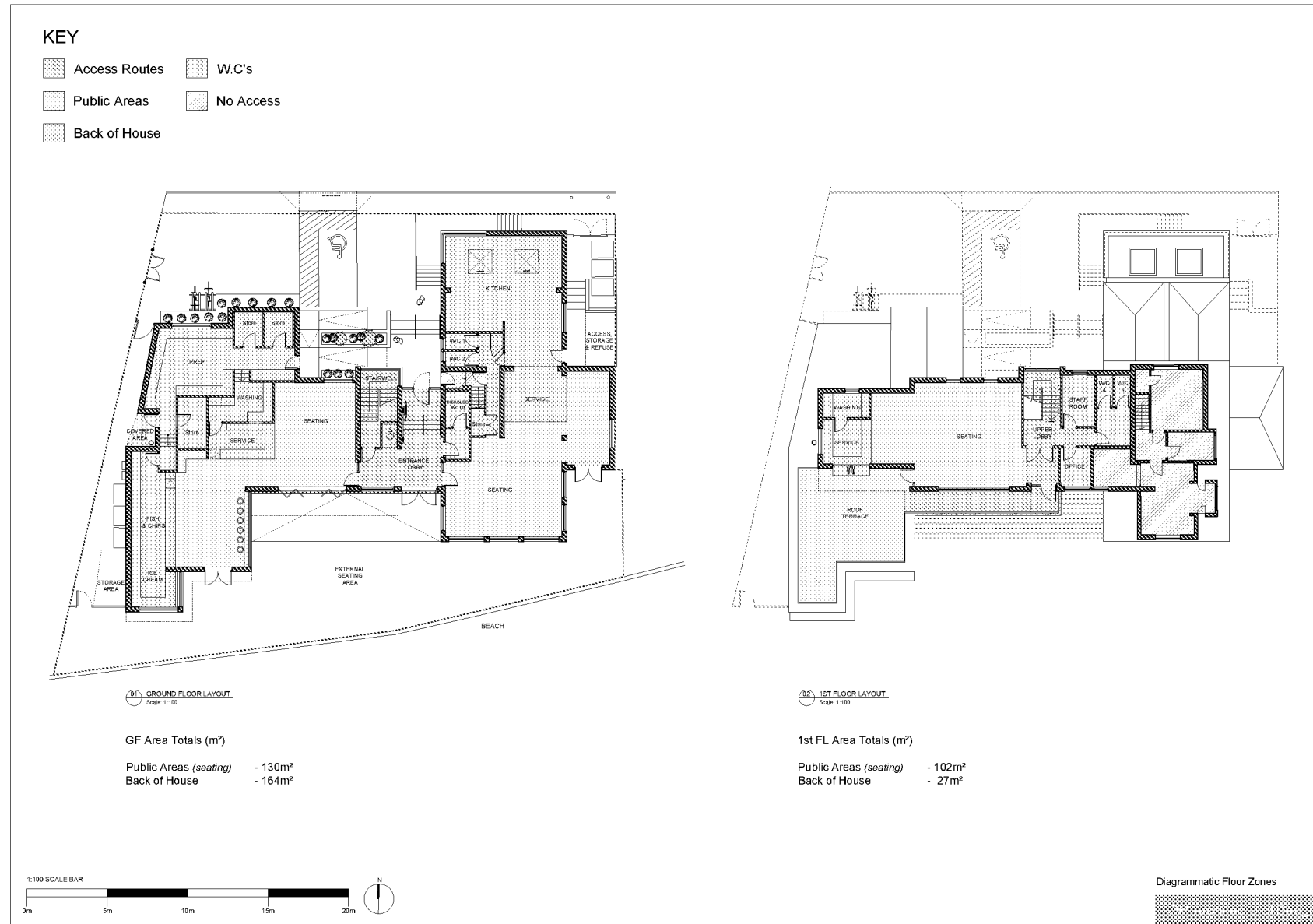
Please see emails received following the public consultations in the appendix 03.

Conclusion

The proposed development seeks to make more efficient and effective use of the existing site with a sustainable proposal for the new Cafe extension. The Bluebird Cafe has built a well earned reputation for providing high levels of service and quality of food. The internal seating area of the cafe has not increased in size over the last 40 years. With the popularity of Ferring Beach to locals and visitors from afar, the Cafe is in danger of becoming a victim of its own success in not being able to meet demand for quality and customer service and experience. With further hard work and maintaining its approach to its valued customers; this proposal offers a solution which provides the Cafe with a more sustainable and adaptable / flexible space that will ensure its continued growth and success within the community.

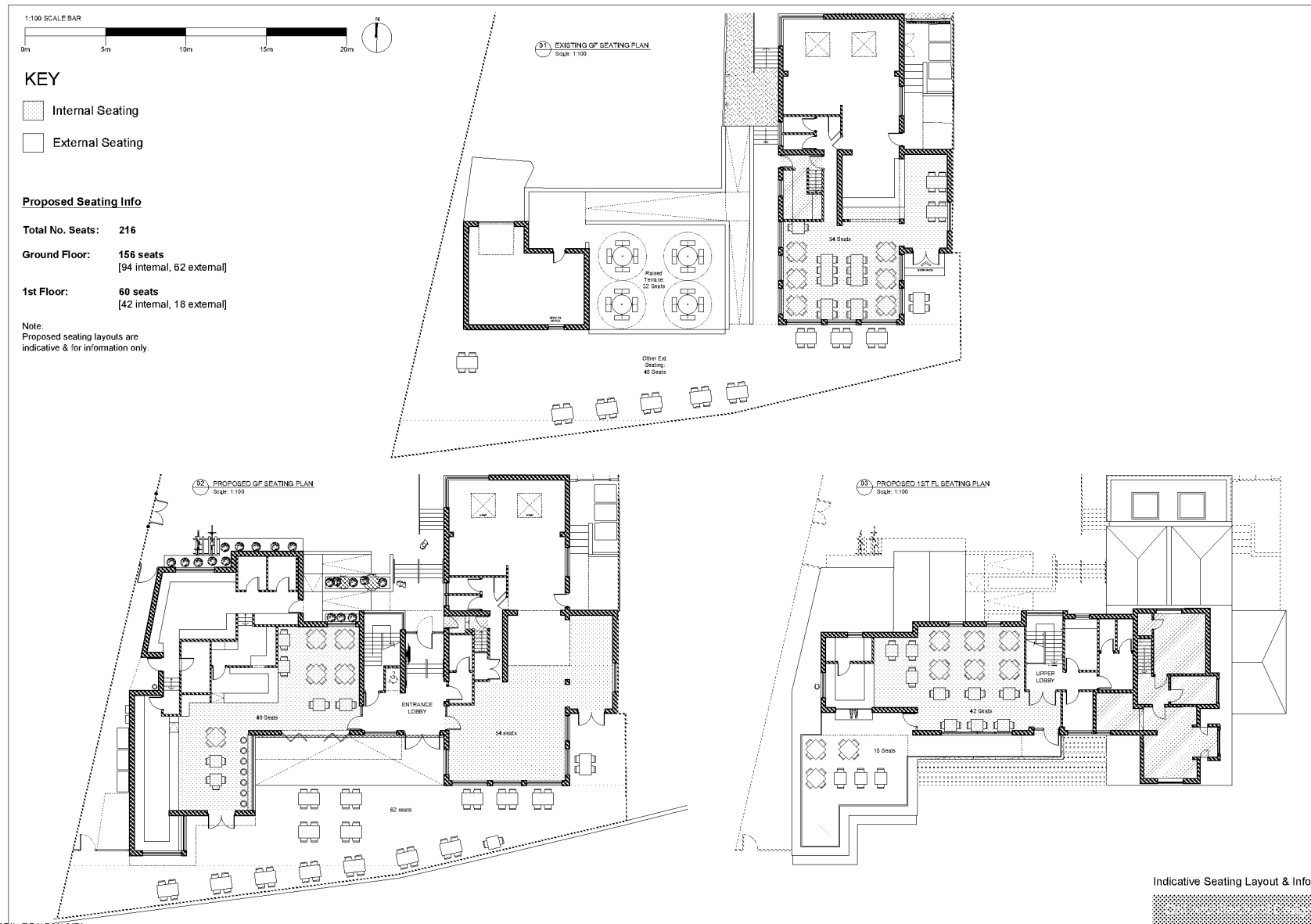
THE BLUEBIRD CAFE, FERRING

Appendix 01 - Seating Layout



THE BLUEBIRD CAFE, FERRING

Appendix 02 - Floor Zones



Appendix 03 - Community Feedback

From: [REDACTED]
Subject: proposed development
Date: 27 May 2018 at 19:06:34 BST
To: [REDACTED]

I came to the meeting on Saturday at the village hall.

I would like to say that I think the proposed development of the Bluebird cafe is an excellent idea, and wholeheartedly support what you would like to do. I feel it will benefit all; those in the village plus the many visitors that come from far & wide in the county.

Not everyone drives to the cafe car parking area. Some may park along Goring gap, or at Angmering car park & walk to the cafe, or pop in on their walk along the seafront. Others like myself walk down from North Ferring.

Unfortunately I was not able to see the plans you had on display at the beginning, & am unable to come to your next meeting in June. I had to leave as I was not happy with the people complaining from their seats. I did not come for that. I thought the point that was made at the beginning, was that we would listen to the ideas, then we could come & see the plans, & ask questions to one of you if we wished. I did not come for a heated debate.

I would like to say I disagree with the complaints that some people made after you had all spoken. I realise that parking is an issue, but some people could walk further, rather than expect to use their car to take them to the door. I agree that there could be some disabled bays for those who cannot walk.

Also many people park there to walk their dogs, or picnic on the beach, they may not come to the cafe at all.

We all have to put up with people parking outside our houses, wherever we live.

I would like to see the plans in more detail & hope that you may have them on display in the cafe or on your website.

I wish you every success with your plans & hope they will come to fruition.

A Driscoll.

THE BLUEBIRD CAFE, FERRING

From: [REDACTED]
Subject: Re Your Development Plans
Date: 8 June 2018 at 21:40:01 BST
To: [REDACTED]

Thank you for taking the time to show us what you are planning to do with your current development.

We spoke to Peter briefly, and expressed how wonderful we think this is, and appreciate what you did tonight as you did not have to.

My husband said people do not like change, but how boring would life be if nothing ever changed. When we first moved here nearly five years ago, one thing that impressed us was the individuality of all the different properties in Ferring.

Without people making change like yourself and the developer who has built that lovely apartment block at the top of beehive lane area's cannot not move forward or improve.

It is wonderful what you are doing both for the community, and for all the other people who drive down to appreciate our glorious beach.

Good luck & don't listen to the minority, who are opposed.

Vanessa & James McEveney

THE BLUEBIRD CAFE, FERRING

From: [REDACTED]
Subject: Blue Bird Development Plan
Date: 8 June 2018 at 11:36:52 BST
To: [REDACTED]

Dear Mr Garrett

Your plan looks incredibly ambitious and I wonder about the business case that underpins it. Even though your Cafe and dog walker reputation attracts from a wide area I suspect the footfall required to support the new building would not materialise unless the restaurant/other activities really took off. Very much your business though.

The main problems would appear to me to be

Noise
Car Parking
Access
Links with the community.

I observe that:

With a proper tarmac car park capacity would be better managed and noise could be reduced;

Licensing regulations can/should control noise and residents close by will have a say in any changes or relaxations. You should engage in a "hearts and minds" campaign to achieve solid local support.

Positives from your development will include:

Improved local facilities for entertainment - the Kingsley development in north Ferring had its detractors but it has transformed that part of the village.

Improved meeting locations for clubs, societies and other groups local and further afield. What about photography classes, painting classes with your local artist Karen, astronomy classes and I suggest you develop a catering link with Northbrook College for their trainee chefs and catering managers.

THE BLUEBIRD CAFE, FERRING

More local employment;

But: The real showstopper for me is a continuance of a free car park for locals, hut owners, beach goers, dog walkers, visitors and cafe users. Without this it's a non starter.

Poor access will always restrict visitors. Bike racks will help encourage cyclists but remember Paterson's walk is rightly " NO CYCLING"

Ferring is rarely comfortable with any change but sometimes, just occasionally, it can be for the better. Judging when that is - we'll there's the rub. I wish you well with your plans and I very much hope that you succeed.

I first visited The Blue Bird in 1958 with my parents whilst staying in a holiday let. In 1961 they bought a house in Sea Lane and I have been a frequent visitor to the Blue Bird (and Lemon Tree) whenever Home from Boarding School, University or Military Service. I am delighted to now live here and my dog walks to you for coffee have been an important part of my cancer treatment.

Thank you.

Yours sincerely

Mark
Colonel MND TURNER MBE

Sent from my iPhone

Sunday 10th June '18

Dear Peter.

Thanks to you and your team for a great presentation last Friday on the new development.

Regret I could not stay for the Q & A session but suspect the usual questions were raised. When will some residents realise the problems of access and parking are with us not only in Ferring but in Worthing & Shoreham!

The development will be great and we will send in our support to the Council once we know the application is in their hands

Best wishes

Appendix 04 - Neighbour Feedback



Conceptual stairwell design with large expanses of glazing to the North Elevation

THE BLUEBIRD CAFE, FERRING



Proposed - North Elevation

Appendix 05 - Presentation Deck



Join Us On Our Journey...

Hello!

Thank you for taking the time to read our proposal and I would like to personally welcome you aboard our new journey!

The Bluebird Café has been at the heart of the Ferring Village community since 1977 serving a destination for locals and visitors from the surrounding area to enjoy our unique beachfront and coastal walk.

The Bluebird has been in my family for 40+ of those years and is much more than just a business to me. My narty childhood was spent living in Ferring and as many of you may know, my late father helped me start the business some 23 years ago, providing the springboard that has made it the success it is today.

So it is with a very real passion that we have created an ambition to undertake a re-development of the current café premises allowing all of us to make the most of the fantastic and unique location. Working in close collaboration with the local community we are hoping to create a significantly enhanced premises whilst providing additional amenities and services that will benefit residents and customers alike.

But this is much more than bricks and mortar. We are transforming the business by 'Going Green', making every aspect of the Café operation and the immediate locale as eco-friendly as possible, involving the entire community to build a sustainable legacy that extends much further than the Bluebird.

Our success is tied to our community and our environment. With your help we can shape the future, reaping the benefits for generations to come whilst preserving the essence of the village and the unique, and beautiful, place we are so lucky to live.

Thank you again for taking the time to read our proposal and please feel free to contact me personally with any questions...all feedback is very welcome indeed!

Yours,

Peter Garrett
Owner, Bluebird Café



Bluebird

Bluebird CAFE FERRING

Site Analysis

The site presents a number of constraints and opportunities that have guided the development of our proposed application scheme.

The existing footprint of the cafe can be seen marked in red (see figure 01). This comprises of the main cafe, terrace and out buildings including garage and ice-cream parlour.

The proposed footprint looks to cover the existing built footprint and landscaping with minimal additions to the north and south (see figure 02). The proposed ground floor looks to enclose the existing footprint whilst adding a first floor with terrace to reinstate the external seating arrangements and benefit from panoramic sea-views.

The building is situated on a sloping site (see photograph 01). The uneven ground levels, along with the addition of the sea defences and groins means there are no sea-views whilst seated internally or externally.

The cafe is now reaching output levels that the existing building can no longer successfully sustain. The proposed layout offers greater internal flexibility with dedicated service areas and a more efficient use of the space.

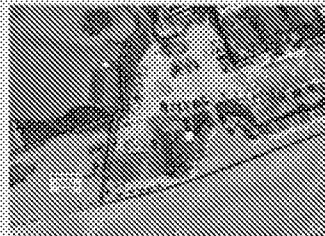


fig. 01



photo 01

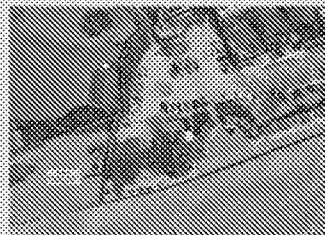


fig. 02

Bluebird



Design Overview

The asymmetric roof reflects the movement of the sea and beach-hut style. It also considers the traditional pitched roof of the existing cafe and surrounding buildings.

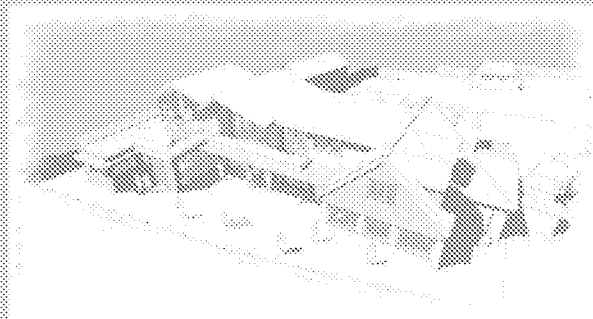
Fully accessible layout to ground floor with dedicated welfare facilities including new wheelchair platform lift to entrance level lobby.

The design incorporates energy saving and sustainable measures, including solar thermal and heat recovery units to the mechanical ventilation system.

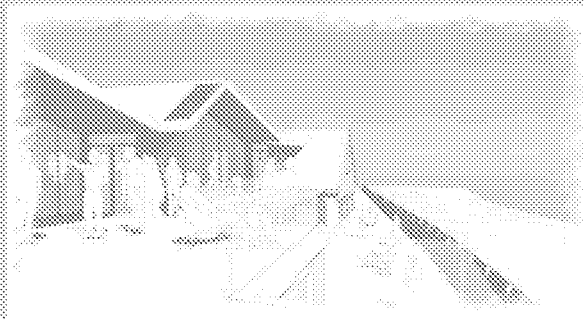
Dedicated facilities including new 'Fish and Chip Counter' and 'Ice-Cream Parlour'. New first floor terrace enjoying panoramic sea views. New feature planters to north elevation and entrance. These are used to reduce the mass and heights from the varied level differences.



2D Sketch - Entrance & Approach



2D Sketch - South Elevation



2D Sketch - First Floor Terrace (South)

Bluebird



Design Overview



Close Studies



Materials



3D Sketch - South Elevation - Beach

Bluebird