

DESIGN & ACCESS STATEMENT

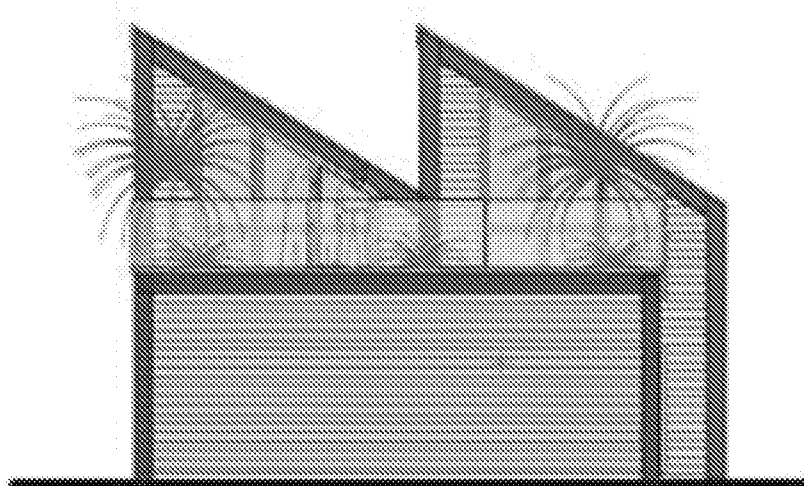
PROPOSED REAR EXTENSION

THE BEACHCROFT HOTEL

CLYDE ROAD

FELPHAM

PO22 7AH



IVON BLUMER ARCHITECTS LTD



Hotel from Clyde Road

Introduction

The Beachcroft Hotel

Clyde Road, Felpham West Sussex. PO22 7AH

The Beachcroft Hotel is a 3 star award winning family run hotel owned by Peter and Lana de Savary, well known entrepreneurs and hoteliers. The de Savarys are committed to supporting the local economy with this modern well designed forward thinking investment at The Beachcroft Hotel.

This Design & Access Statement sets out to explain why the proposal has been designed in a particular way and the aspects that have been considered before submitting the application.

The planning application follows previous applications FP/56/12/PL which was passed conditionally on 03/2021.

The proposed external refurbishment of the existing swimming pool, construction of both the roof terrace and the two cottages will provide high quality family accommodation for up to

12 people with private terrace and outstanding sea views. This will provide highly marketable accommodation following on from the huge success of The Beach Hut Suites

The proposal is the first phase of an ongoing enhancement of the rear approach to the Beachcroft Hotel.

Should this application be refused it is unlikely that the owner of the Beachcroft Hotel will build the approved cottages.

ASSESSMENT

1. Description

The Beachcroft Hotel has 32 en-suite rooms; made up of doubles, twins or family rooms and 4 x 2-bedroom beach huts. Many of these rooms have superb views looking out over the English Channel.

Facilities include the hotel Restaurant, the beach hut suites, a function room, bar, lounge, indoor pool, Blake's terrace bar and garden.

The current swimming pool building in a poor state of repair on the outside and is now visually detrimental to the hotels improving image and the public view from the promenade.



Hotel from Canning Road & Promenade

2. Proposed development

The applicant is a private company, The Beachcroft Hotel, owned by Peter and Lana de Savary.

The proposal is for external modifications to replace the existing pitched roof with a new flat roof incorporating a roof terrace and re-clad elevations to match the Beach Hut Suites and the approved cottages 1 & 2.

The roof terrace will be for the exclusive use by the residents of the approved cottages. The existing footprint and internal plan will remain the same as the current layout.

The proposal is to build the cottages and roof terrace together and is the first phase of further improvements to the rear of the hotel.

The development is to form an important part of an ongoing modernisation of the Beachcroft Hotel, creating desirable and attractive high quality family holiday accommodation, currently lacking at The Beachcroft Hotel.

3. Assessment of Setting/Surroundings

The Hotel is situated at the seaward end of a quiet, mostly residential cul-de-sac and spans between Clyde Road & Canning Road, in the village of Felpham. Nearby is Butlins Holiday Camp. The Beachcroft Hotel is only five minutes from Bognor Regis railway station by car. From the A29 the hotel is signposted in both directions and may also be found by following signs to Felpham Village and 'Brown Bed' signs until the Beachcroft Hotel sign can be seen. There is a local bus stop at the end of Sea Road which travels from Bognor Regis town centre every 15 Minutes.

The hotel is known to many people in the locality and provides a venue for social gatherings, dining, meetings, functions and festivities throughout the year. It prides itself on the high standards of service, customer care and cuisine, amply demonstrated by the number of awards it has won.

ACCESS

4. Related Documents

The Building Regulations Approved Document M.
CABE Design & Access Statements.
Beachcroft Hotels Ltd. Access Statement.

5. Relevant Policies

The design for the proposed addition to the hotel follows the brief to provide good access and internal circulation and conforming to the relevant section of the Approved Document M.

6. Accessibility

Currently access to the hotel is all on one level, with one small access ramp to the front entrance leading to reception in the main building, there are rooms on the ground floor which are easily accessible.

The hotel has two car parks with space for 38 cars. Guests usually use the main car park located on Clyde Road. There are clearly marked disabled (Blue Badge) spaces located at the closest point to the entrance pathway.

The proposed application will provide access only from the first floor of the approved cottages.

7. Emergency Access

As existing.

DESIGN

8. Proposed Use

The Beachcroft Hotel currently has 32 rooms, 4 x 2-bedroom beach hut suites and a function room which doubles as the restaurant. Demand for rooms often exceeds availability especially for family accommodation. To redress this and to help meet the needs of guests & visitors an extension is proposed on a plot of unused land to the rear of the Hotel.

9. Amount of Development

The Beachcroft Hotel sits on a plot of 2342 sq. metres consisting of buildings, car parks, gardens and unused land. The existing building occupies circa 900 sq. metres. The proposed roof terrace will provide an additional area of 75 sq. metres of private external space. No increase in floor area to the existing hotel.

10. Layout & Appearance

The overall external design is in a similar architectural style to The Beach Hut Suites (owned by The Beachcroft Hotel) on the southern side of the hotel and the approved cottages 1 & 2, as shown on the elevations. The proposal is to build the cottages and roof terrace together and is the first phase of further improvement to the rear of the hotel.

The height of the proposed development is less than the existing pitched roof building and will not give rise to any overlooking of the existing residential properties on Canning Road.

The proposed architectural detailing, materials and colours will be similar to The Beach Hut Suites, following a house theme for The Beachcroft Hotel.

11. Landscaping

There are no trees or significant planting of any kind which would be affected by the proposed development.

It is proposed to include some new landscaping to the boundary and roof terrace.

The existing perimeter wall, will be rendered and painted to match the hotel.

The car park will continue to be surfaced with gravel and new paving with low level lighting to assist guests/ visitors arriving at the new rear entrance.

The paving will be similar and match that at the front of the Hotel on Clyde Road.

12. Flood Risk Assessment

According to the Environment Agency's flood mapping the area of proposed development lies just within the low risk Flood Zone 1. See map below.



Figure 4 Environment Agency Flood Risk Map

Due to the low risk of flooding and the first floor location, it would not be expected that the proposed new hotel accommodation would be at risk of flooding from the sea

The following proposal falls under the EA's Flood Risk Standing Advice:
AB/82/11

The EA did not object to the previous applications FP/56/12/