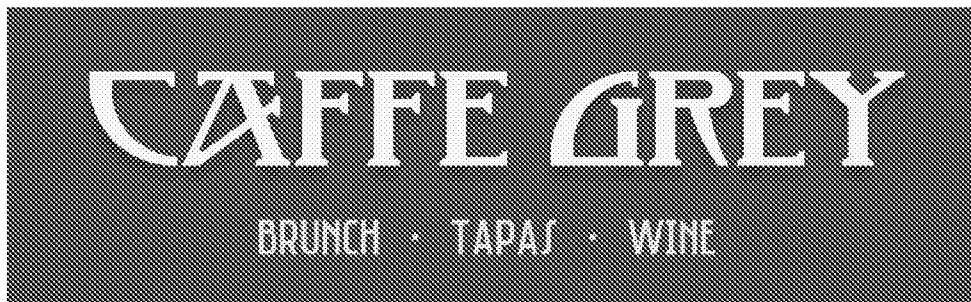


DESIGN STATEMENT
for

Caffe Grey
26 Felpham Road
Felpham



052 – November 2021

bayside
ARCHITECTURAL DESIGN LIMITED

1.00 INTRODUCTION:

26 Felpham Road is a ground floor retail unit which has been unoccupied for some time located in the centre of Felpham village. The building sits with other retail and residential units on the main through road through the village.

2.00 PROPOSAL:

Caffe Grey will be a brunch café serving breakfast and light lunches during the day. In the evenings of Thursday, Friday and Saturday it will be open for tapas style food including the sale of alcohol. There are to be bifold doors which in the summer will open up the whole of the front giving it a Mediterranean feel of eating inside outside. There is no brunch style or tapas style eatery in Felpham nor immediate surrounding areas, this will bring a new feel to the area whilst improving the look of the village and its empty currently tatty building. This will bring a lot of foot fall into the area from both Butlins holiday makers and local residents.

3.00 LOCATION:

26 Felpham Road is located in the centre of Felpham, village two miles east of Bognor Regis on the coast of West Sussex.



1 – Location

4.00 ASSESSMENT OF PHYSICAL CONTEXT:

The property faces north, on the southern side of Felpham Road, with other retail and residential properties in the vicinity. Attached to the north is another retail unit currently used as a Dog Groomers, above is a three bedroomed self-contained flat with access to the south. To the rear is a small block of flats with parking in Admiralty Road.



2 – Felpham Road elevation



3 – Adjacent retail premises



4 – Bin storage area to north of adjacent unit

The building has been adapted over many years with different elevational treatments of brickwork and render with flat roofs. To the rear is an access alley which runs from Old Coastguards and to the side an alley direct from Felpham Road, both of which are gated.



5 – Rear alley

5.00 ACCESS:

The proposals do not change access arrangements to the site from the highway which is via a main existing pedestrian door for customers and a rear access door from the side alley for staff. The bifold doors will not primarily be used for access but to create a feeling of space to the premises particularly useful in the summer months. There is an 80mm step from the pavement that unfortunately can not be changed due to existing levels and no room to incorporate a ramp, however portable solution may be provided if this creates a problem.

There is no on-site parking but directly in front of the unit is layby parking.



6 – Layby parking outside

Additional public off street parking is available in the free car park located opposite in Links Avenue.



7 – Location aerial view

6.00 LAYOUT:

There is a simple layout with a main dining / seating area which will incorporate a bar to the front of the premises with the bifold doors opening onto the pavement. To the rear is the kitchen which has access for deliveries. A new accessible WC will be constructed for customers use accessed from the main dining area.

7.00 SCALE & APPEARANCE:

There is no change in the size or scale of the building. Currently a rundown retail unit will be renovated to create a fresh modern building with bifold doors opening onto the pavement to create a Mediterranean feel of eating inside outside.

Advertising signage is carefully coordinated with the modern styling as shown in the visual below. Text sizes – 40cm, 23cm to main sign and 15cm and 10cm to sign over entrance door. This will be illuminated by the existing façade light.

The shop be painted in dark grey colour with bold yellow and white writing. The bifolds will incorporate frosted window graphics for privacy.

These signage proposals are much less obtrusive then the previous retail unit which a photograph is included in this application.



8 – Felpham Road Artist's impression

Opening hours will be restricted to the following:-

- Sunday to Wednesday to 8:00 to 16:00
- Thursday Friday and Saturday 8.00 to 16:00 and 18:00 to 23:00

An Alcohol Licence application for the premises has been successful. This creates a much needed evening social spot for this end of Felpham after the Old Barn public house has closed.



9 – View from Felpham Road along side alley

The extract duct from the kitchen is located on the south elevation to ensure minimal views from neighbouring residential properties and also from the street scene. This 400mm duct from the canopy hood over the cooker incorporates four baffle grease filters, 5 amp speed controller and two sound attenuators in the external duct at changes of direction. The exhaust will discharge at high level a minimum of 1 metre above the flat roof onto the roof area away from any opening windows of adjacent units.

Fan technical information is included in this application.

8.00 LANDSCAPING:

The premises has no external space that can accommodate potential landscaping as doors open direct onto the pavement where obstructions cannot be placed. However the bifold doors will encourage the adjacent area to be kept clean and tidy enhancing the visual appearance for all users of the parade.

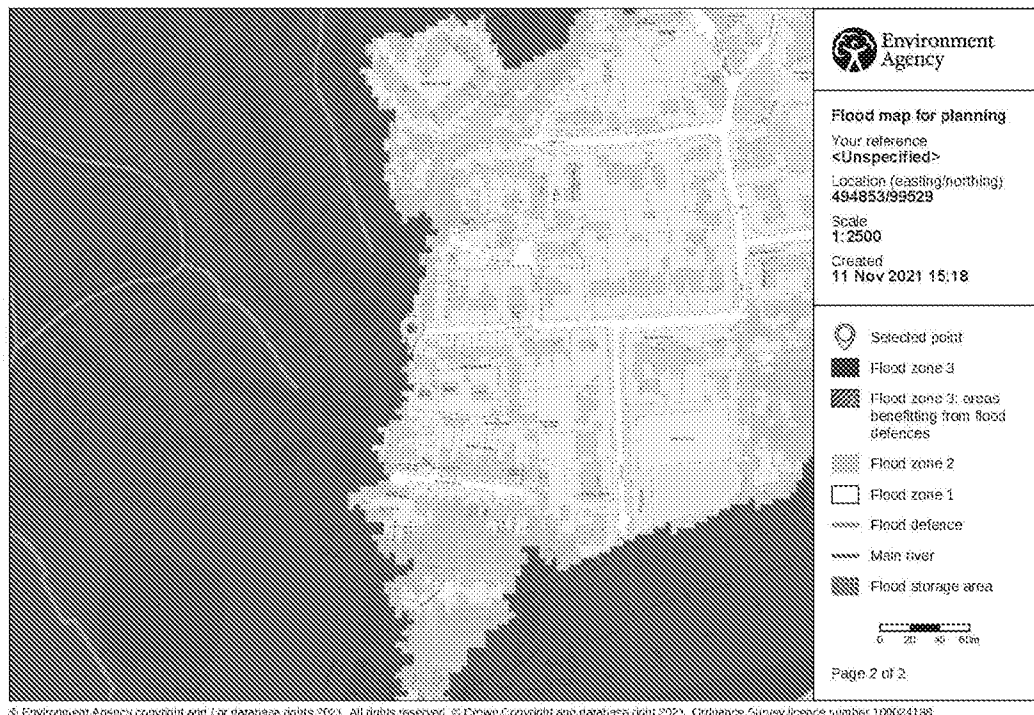
The existing bin storage area is under the control of the landlord and is shared with other retail and residential premises and is located to the north of the adjacent retail unit with direct access from Felpham Road for collection.

9.00 FLOOD RISK:

As per the Environment Agency's website the site falls on the boundary of flood zone 1 and zone 3. No recent incidences of flooding are known in the locality.

- Proposed ground floor level is at the existing retail unit ground floor level.
- Existing ground floor level is set at least 80mm above the surrounding ground level.
- The proposals do not have habitable residential accommodation on the ground floor.
- There is no change in the means of surface water disposal.

- Premises is always staffed, should there be a flood incident then there is plenty of time as on the edge of zone 3 so all customers can safely be evacuated prior to any possible safety issues.



10 – Flood Risk Map

10.00 CONCLUSIONS:

This proposal will allow the new tenants to provide a much needed local dining and social business which will attract footfall into the local shopping area which will benefit both businesses and local residents.

We feel the works are not detrimental to neighbouring properties or the street scene, this application should be granted.