

IVON BLUMER ARCHITECTS LTD

The Studio
41 West Drive
Aldwick Bay
West Sussex
PO21 4LZ



Karl Roberts
Director of Place
Arun district Council Planning Department
Arun Civic Centre
Maltravers Street
Littlehampton
West Sussex
BN17 5LF

26 November 2018

Ref Detailed Planning Application at, The Beachcroft Hotel, Clyde Road – The Beach Huts

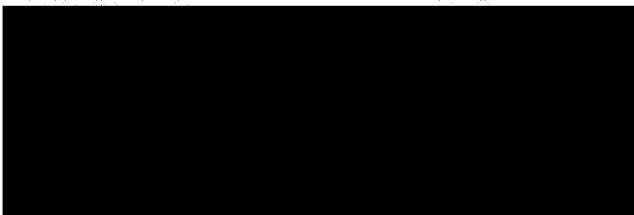
Dear Mr Roberts

Please find attached documents as submitted through the planning portal today, in support of a detailed planning application for:

“Proposed development for an extension to The Beachcroft Hotel, comprising of 4 self- contained Beach Huts with sleeping accommodation at, Clyde Road, Felpham”

I have attached a brief introduction.

Yours sincerely



Ivon Blumer

Director – I H Blumer & A M Blumer

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Continued.....

The Beach Huts is a unique development of 4 sea front beach huts with sleeping accommodation, located on the sea front at The Beachcroft Hotel, Felpham, Bognor Regis. The huts are to be located behind the sea wall on the promenade, front taking full advantage of the location and amazing views looking to the west along the Felpham promenade and beach.

Each hut will have a lounge area, leading to an external deck, sleeping accommodation on a mezzanine floor, ancillary bunk bed room and boutique style bathroom. The accommodation has been designed to appeal to those looking for a traditional seaside family holiday experience.

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 Savary's are committed to supporting the local economy with this modern well designed forward thinking investment at The Beachcroft Hotel.

With a proposed investment of up to £0.5 million, the new huts will form a unique addition to the Felpham seafront and promenade, whilst creating a valuable addition of much needed family holiday accommodation for The Beachcroft Hotel.

Designed in a modern contemporary architectural style inspired by the many similar beach huts and chalet style sea front houses in the locality, the huts will be an iconic design statement forming part of the future regeneration of Bognor Regis and the surrounding parishes.

An important aspect of the proposed design is the dramatic mono pitch roof finished in a zinc standing seam metal cladding complimenting the adjacent building at the Old Gun Post and other seafront properties along the promenade.

The building will be constructed using modern methods of construction with high eco credentials.

The design includes for a well-considered landscaping scheme both on the promenade side and along Clyde Road, integrating the building into the sea front landscape, whilst respecting the local marine environment.

Director – I H Blumer & A M Blumer