INTRODUCTION:
This exhibition has been arranged so we can obtain your views on the conceptual improvements of publicly owned space in the town centre; including paving, seating, lighting, planting etc. collectively referred to in the following boards as the Public Realm.

The town centre has been broken down into 5 separate projects. Each of these projects are outlined on the following boards accompanied by a brief that was formed by attendees of a key stakeholder workshop held at the beginning of the project.

The location of the proposed enhancements is shown on the plan to the right. The proposals have been prepared on behalf of Arun District Council, Bognor Regis Town Council and West Sussex County Council to show how the streets and spaces might look following the implementation of the public realm improvements.

OVERARCHING OBJECTIVES:
- The key pedestrian route between the train station, town and seafront should be strengthened.
- Create opportunities for families to spend longer in the town and chances for play.
- Create a vibrant and attractive centre to the town with space for al fresco eating, seating for shoppers, markets, high quality concessions and street entertainment.
- Raise the quality of the town centre environment and experience.
- Create a town centre that is distinctive from others, creating an attractive destination that differs from other local towns.
- Attract more and higher spending customers to the town centre.
- Create a town that is more easily navigated on foot.
- The improvements to Bognor Regis will create a place that people want to visit and that businesses want to locate to, attracting both local people and visitors to visit, relax and spend money.

The collection of words on the left were used by people at the workshop to describe the character, activities and features that should be included once the Bognor Regis public realm improvements are complete.
BOGNOR REGIS TOWN CENTRE PUBLIC REALM IMPROVEMENTS

BOARD 2

PUBLIC REALM MASTERPLAN:

Board 2 demonstrates the overall approach to the public realm improvements and how the individual projects outlined on boards 3, 4 and 5 work together to form a joined up approach to uses and activity, spaces, materials, furniture and planting.

Some aspects of the town centre public realm improvements will be subject to a traffic review to be undertaken by West Sussex County Council. The design for the public realm and the outcome of the traffic review will enable a unified scheme to be delivered while retaining the principles and qualities proposed in the following boards.

PROPOSED ACTIVITIES AND FUNCTIONS

THE LEGIBLE TOWN:

Create a high quality ribbon of features that runs from the train station in the north to the sea front in the south.
BOGNOR REGIS
TOWN CENTRE PUBLIC REALM IMPROVEMENTS
BOARD 3

STATION SQUARE

OBJECTIVES FORMED BY WORKSHOP GROUP

- Create a northern gateway space into Bognor Regis.
- De-clutter.
- Improve connections with the rest of the town.
- Improve wayfinding.
- Unify street furniture with a coordinated approach.
- Encourage visitors to spill out from the train station into Station Road and make the journey into the town.
- Improve crossing points over roads.
- Allow for occasional markets, impromptu street performance and events in 'Station Square'.
- Include a high-quality lighting scheme and highlight architectural gems.
- Include a gateway feature further east along London Road.
- Extend the use of the space into the evenings/make the space more welcoming in the evenings.

NORTH LONDON ROAD JUNCTION

OBJECTIVES FORMED BY WORKSHOP GROUP

- De-clutter.
- Create a stronger connection between Bedford Street and the rest of the town/make clear connections with London Road.
- Introduce a more suitable environment for pedestrians.
- Improve wayfinding.
- Improve the space and act as a powerful welcoming feature to the town.
- Improve connections with the rest of the town.
- Create a northern gateway space into Bognor Regis.
- Act a main entrance to/from the train station.
- Emphasise as main entrance to/from the train station.
OBJECTIVES FORMED BY WORKSHOP GROUP

- Improved pedestrian signage.
- De-clutter the street and introduce a cohesive/coordinated street furniture palette.
- Aim to remove vehicular access completely outside delivery times (pending traffic flow review) apart from emergency vehicles.
- Activate the street; encouraging people to stay longer; opportunities for more café/ al-fresco dining etc.
- Design in opportunities for seasonal street markets and street performance, create a distinctive and vibrant street.
- Include a high quality lighting scheme which is consistent along the length of the street and highlight architectural gems with coloured lighting.
- Introduce tree planting that reinforces the street hierarchy.

BOGNOR REGIS
TOWN CENTRE PUBLIC REALM IMPROVEMENTS

LONDON ROAD
BETWEEN HIGH STREET AND NORTHERN END OF BEDFORD STREET

A distinctive high quality urban environment providing structure and connectivity between the train station in the north and the sea front in the south.
CONCEPTUAL APPROACH TO PLACE ST MAUR

OBJECTIVES FORMED BY WORKSHOP GROUP

- Form a stronger connection into town.
- Easier and clearer road crossing.
- Activate the space for café/ al-fresco dining.
- Extend use of the space into the evening (new lighting and activities).
- Coordinated street furniture.

- Design in the opportunity for events, markets and performances etc.
- Create a southern gateway space into Bognor Regis.
- Provide opportunities for play; in particular water play.
- Encourage families to stay for longer.
- Provide an alternative to the beach that is comfortable in a range of weather conditions.

OBJECTIVES FORMED BY WORKSHOP GROUP

- Crucial point for way finding; junction of London Road, High Street and the Arcade. Form a legible space at this point to enhance connections between the town and the sea front.
- Create a sense of arrival at this junction location.
- De-clutter.
- Aim to potentially provide blue badge parking along the High Street pending traffic review.
- Introduce a pedestrian priority environment.
- Make the Victorian Arcade the focal point of this space.
- Form a stronger connection into town.
- Easier and clearer road crossing.
- Activate the space (opportunities for café al-fresco dining).
- Extend use of the space into the evening (new lighting and activities).
- Coordinated street furniture.

A distinctive high quality urban environment providing structure and connectivity between the train station in the north and the sea front in the south.
WHAT HAPPENS NEXT?:
Following consultation all feedback will be collated and the design proposals amended to reflect the comments made. The revised proposals will be presented to the Project Group which comprises Member and officer representatives from each of the three Councils. A formal decision will be made by Arun District Council’s Cabinet in April 2013 to enable the project to proceed to the detailed design stage.

WHEN WILL THE PROJECT BE DELIVERED?:
The funding currently available will enable part of the design proposals to be delivered. It is planned that the central ‘ribbon’ in the London Road pedestrian precinct would be delivered first, together with improved signage as these will have the greatest impact on enhancing the town centre. It is expected that construction work will start at the end of 2013 and completed spring 2014.

HOW MUCH WILL IT COST? WHERE IS THE MONEY COMING FROM?:
Each of the projects outlined has an estimated delivery cost of £300,000 with the exception of Place St Maur which would cost approximately £800,000 to be implemented. At present there is approximately £280,000 of funding available for the scheme. £100,000 has been received as part of a Section 106 agreement generated through Sainsbury’s developing the former LEC site and the remaining £180,000 has been awarded from West Sussex County Council’s Kick-Start funding programme. Further funding is being sought to enable the remaining areas of the town centre to be improved.

- This project has been part-funded by the Kick-Start programme.
- Kick-Start is a partnership between West Sussex County Council and all seven District and Borough Councils to boost the local economy.
- A wide range of projects are all designed to promote growth, maintain and create jobs, and attract new investment from the private sector.
- Kick-Start will deliver real and sustainable benefits across a variety of sectors from construction to retail, and business to tourism.