

BOGNOR REGIS MASTERPLAN

Planning Policy Guidance

November 2004

Arun District Council

A new role for the 21st Century

- The vision for Bognor Regis is to provide a new role for the town in the 21st Century.
- This new role will build upon its many existing assets and create a series of new attractions for residents and visitors alike.
- At the heart of the vision is the creation of a new vital and viable town centre with a richness of urban form and a quality of architecture that will reposition Bognor Regis as a first class coastal destination.

The Status of this Document

This document is a non-statutory informal planning guide based on the provisions contained in the approved Local Plan (see Appendix A). The purpose of the guide is to both encourage and assist in the economic regeneration of the Town Centre. It is a concept document and should not be read as a detailed land use plan.

Further guidance is to be produced in the form of Development Briefs for some of the key sites in and around the Town Centre.

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Introduction

In June 2003 the Council received a report it had commissioned from Building Design Partnership (BDP), Donaldsons and MVA (transport specialists) setting out a long-term Masterplan for Bognor Regis Town Centre and its environs. This was in accordance with policies in the then draft Local Plan that was nearing completion. Further work was commissioned on the market for office accommodation within the Town Centre.

The Masterplan was put out to public consultation in 2003 and there was a lively reaction towards particular aspects of the plan.

The Council received a report detailing the results of the consultation (24 November 2003) and as a consequence resolved to:

1. amend the Masterplan document
2. reconsult on the revised plan
3. prepare Supplementary Planning Guidance based on the Masterplan

New Planning Legislation

The Council has had to revise this work programme because of the passing of new planning legislation that has completely changed the type of planning documents a District is required to produce. The Masterplan does not fit in with this new system and does not meet the requirements now set for such plans.

Given the substantial amount of work that has been undertaken by the Council and the community on the Masterplan the Council has determined to complete the work in so far as amending the Masterplan document to take account of the results of the public consultation phases and to publish it as a **non-statutory Planning Development Guide**.

This final document is the result of further public consultation.

Section 1 - The Vision

A new role for the 21st Century

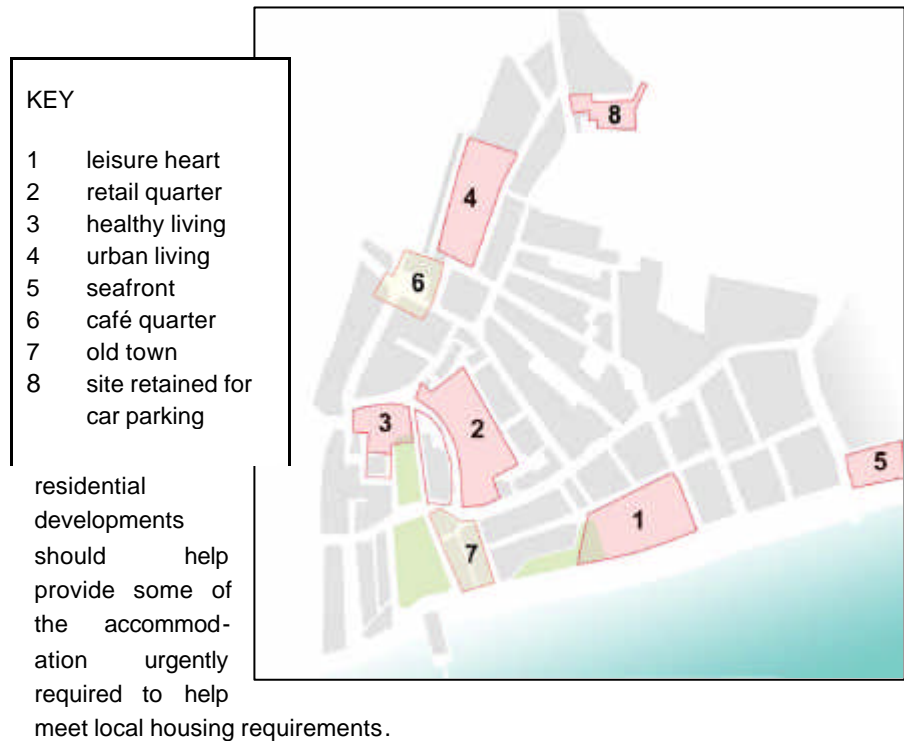
The vision for Bognor Regis is to provide a new role for the town in the 21st Century. This new role will build upon its assets and create a series of new attractions for residents and visitors alike. At the heart of the vision will be a new vital and viable town centre with a richness of urban form and a quality of architecture that will reposition Bognor Regis as a first class coastal destination.

The vision will be delivered through a mix of development, redevelopment and changes of use that will help regenerate the economy of Bognor Regis as a quality place to live and work. The aim is to provide a town centre that offers a unique, quality shopping experience, and a relaxing and exciting place to spend an evening or weekend. The new experience for the town centre user will be delivered through a variety of new landmark buildings with exciting uses and quality public spaces, that will make a new destination in a spectacular setting for residents, businesses and visitors to Bognor Regis. The Masterplan proposes a diverse mix of uses that shall make Bognor Regis an exciting destination.

The jewel in the crown will be the development of the Regis Centre site into a family leisure attraction to create a landmark building that addresses the seafront and animates a first class public space.

To increase vitality and support new facilities the demographic composition of Bognor Regis has to be diversified, this can be achieved through the development of residential dwellings in and around the town centre. The style and scale of

Key Diagram Bognor Regis Masterplan June 2003



Bognor Regis town centre will become a place that has a range of roles and character throughout the day, to ensure that there is something for everyone. Bognor Regis should become more vibrant due to the increased number of people living in the town and the reduction in leakage to competing centres, a result of the new retail offer that Bognor Regis will have. The improved quality of the town centre will increase civic pride and encourage residents to spend an evening in the

town centre having dinner in the Old Town or perhaps meeting friends in the Café Quarter. The diverse evening economy should meet the aspirations of most residents resulting in a balanced and mixed-use character set within a lively, safe and environmentally attractive town centre.

The attraction for visitors will be the opportunity to spend a day or weekend in a quality seaside town that has an excellent shopping environment and a good selection of cafes, bars and restaurants. A town that is legible and is easy to move around, where there are attractions which offer enclosure and shelter on not so sunny days. Bognor Regis will offer the appeal of larger centres in terms of quality of experience; however it will also offer visitors the intimacy that can only be found in smaller towns. More importantly there are parts of the town that will feel individual and special, such as the landmark leisure development on the seafront, where visitors can relax, promenade, visit the theatre or an exhibition before having dinner overlooking the sea.

Bognor Regis will be welcoming to those visiting the town by public transport or car. The town will exhibit a quality public realm that achieves a sustainable balance between pedestrian and vehicular activity and one that connects each of the quarters. A hierarchy of new streets and public spaces will be created on natural desire lines within the town centre to provide areas for people to meet and relax, creating a sense of place and enhancing town centre vibrancy. Each quarter will have a different character, ranging from the cosmopolitan space outside the railway station that may be animated by those eating and drinking alfresco, the family orientated square adjacent to the seafront or the more tranquil, green space in the heart of the community at Hothamton. The architecture will be varied and modern, creating new landmark buildings and providing enclosure and enlivened spaces. There will be a commitment to design briefs for each individual element of the Masterplan, to ensure variety and the highest design quality. The choice of materials will establish new design standards in the wider area.

The town centre vision will create a quality environment of integrated, people friendly streets and open spaces for people to live, rest and enjoy and to provide a new piece of townscape responding to the 21st century. The Masterplan offers a long term vision and strategy to deliver a high quality mixed-use town centre that offers a series of attractions that should provide a prosperous and sustainable future for Bognor Regis. These new quarters will change the social demographics within Bognor Regis. Urban living and the establishment of quality leisure destinations within the town centre will attract upwardly mobile, young professionals who are attracted to this lifestyle. This will help sustain the new facilities by increasing spend within the centre of Bognor Regis.

It is essential that new developments within the town centre be socially inclusive to ensure that they benefit the existing and new community as well as visitors to Bognor Regis.

The published Masterplan included **eight** sites on the key diagram. The Planning Policy Guidance refers to **six** of these sites **and introduces a new site**, all as a result of the public consultation and further work conducted since then, or agreed additional work that has yet to be completed. The two sites no longer referred to are Site 5: The Seafront, and Site 8: Site Retained for Car Parking.

Site 5 has been deleted from the guidance note as the future of this site needs to be considered further in conjunction with the existing and proposed new developments further to the east at the Butlins leisure complex.

Site 8 is an existing car park and the only reason it has been deleted is that a car parking strategy is being developed covering all the public parking sites within the central area. This work is ongoing and consultants are being commissioned to assist the Council and the results will be used to inform the various marketing and development briefs for individual sites.

The Masterplan Principles

The Masterplan reduces uncertainties for the wider community and developers regarding development of the town. It is a non-statutory concept document rather than a detailed implementation plan. It is intended that a new plan will be undertaken that meets the requirements of new planning legislation but as yet the date for this has yet to be included in the Council's draft Local Development Scheme that sets out the priorities for planning work over the next three years.

The town centre has a number of key challenges to be addressed if it is to retain its development in a way that creates a stronger and more versatile location. From work that has been previously undertaken a number of issues have been identified that the must be addressed in order to secure a successful future for the Town:

The Masterplan has been developed on the following principles:

1. Creating a series of integrated character areas themed around particular activities.

The opportunity exists in the town centre to create a series of linked character areas, which will have the combined effect of strengthening civic pride among residents, businesses and visitors to the area. The character areas are based around the main development opportunities in the town, namely:

- ▶ The Regis Centre site for Family Entertainment
- ▶ Hothampton Car Park for extended community and civic functions
- ▶ Fitzleet Multi-storey and Safeway car parks for increased retailing
- ▶ Promenade for seafront activities and attractions

- ▶ A café quarter in the Conservation Area
- ▶ An entertainment area focused around the railway station
- ▶ A new community to the north of the town centre

Critically, the overall regeneration of the town centre can only be achieved if the character areas are linked physically, functionally and psychologically into the life and fabric of Bognor Regis.

2. Strengthening the physical and visual links between the promenade and town centre.

Water is a fundamental attraction in all cultures and for most people. A key goal for the town is to break down the physical barriers between the railway station, town centre and the seafront to reinforce the seaside character of the area and maximise its major attribute.

3. Encouraging a better shopping experience.

Bognor Regis should seek to retain and improve its retail role providing a quality comparison, convenience, specialist and service function for residents and visitors alike. This can be achieved through creating a framework for improvements to the retail environment, expanding the retail floorspace and improving connections between principal retail streets.

Creating opportunities for additional retail development to absorb anticipated increases in retail capacity and demand over the next 20 years, and improve the quality and range of the retail offer including monitoring the potential for the future development of the Safeway car park to provide a critical mass of retailing in the heart of the town centre.

Implementing the proposed developments at the Hothamton, Queensway car park site, which will act as a catalyst to the improvement of Queensway by encouraging greater footfall in this part of the town centre.

Environmental improvements which will create a more pleasant shopping environment, increasing “browse” time and therefore consumer spending. Active town centre management introducing initiatives to manage and promote the town centre.

4. Improving the perceived quality of the townscape and public realm through improvements to key building facades, streets and spaces.

The town needs to achieve a “step change”, in terms of achieving quality through design standards. Higher standards need to be set for streetworks including proposals for paving, furniture, signing and lighting. Development briefs need to ensure that new developments are required to improve the townscape.

5. Creating a better balance between vehicles, pedestrians and cyclists.

A fundamental objective must be to incorporate measures to improve circulation and movement in the town, specifically for pedestrians. Key goals include improving signing and access to car parks, providing designated cycle routes into

and around the town centre and creating safe environments within the heart of the town and promenade.

6. Providing a quality visitor experience to encourage more visitor activity and secure more investment for the tourism product.

Bognor Regis has a long history of being a major tourist attraction. The Masterplan needs to recognise this as an asset and seek to improve the quality and range of the tourism offer to different audiences.

7. Creating a sense of arrival at the town.

Establish distinctive gateways at the boundaries, introducing attractive urban markers and distinctive street furniture to identify quarters.

Section 2 - The Transport Framework

Transport Principles

The transport component of the Masterplan recognises five fundamental principles:

- ▶ the need for safe, convenient and efficient movement;
- ▶ the objective of supporting economic prosperity into the future
- ▶ protection of the local and wider environment
- ▶ the need to serve and support the new development sites
- ▶ consistency with the County Council's sustainable transport objectives

Although when looking at a map of the Town it would seem Bognor Regis has all the elements present to enable the provision of a transport system consistent with those principles, when looked at in more detail there are issues over capacity and investment in all forms of transport serving the town. For example, although the town centre has a mainline rail station, the connections between this and other forms of transport are poor. For those on foot or cycle, the generally flat terrain is accommodating but the presence of high volumes of vehicular traffic provides a sometimes unwelcoming environment.

As with the majority of our towns and cities, Bognor Regis is experiencing the effects of the present transitional period between the dominance of the motor car and the presently held long-term national policy objective of discouraging car use. The convenience and accessibility of the car offer many advantages to those with access to one. However, many do not enjoy such access and are reliant upon an inconvenient and sometimes inaccessible public transport system relative to the

car. Whilst developments offering generous on-site parking provision and access may be attractive to site developers, the impact of the related car movements on the road network come at a longer term cost in terms of the local living environment.

In looking to the future, the Council will seek to strike a balance between the five principles identified earlier anticipating continuance of the now established principle of demand restraint in relation to car use. In overview, it looks to rationalise access by road and draw the maximum benefit from the present network and facilities.

It has to be recognised that the District Council is not a highway authority and many of the actions that might be undertaken fall under the responsibility of West Sussex County Council. The District does have a role to play, both in terms of lobbying the County for more investment, and as a major landowner whose actions can influence such issues as car parking and demands on the network.

In the following, we describe how we see the transport principles need to be considered relative to other aspects of the Masterplan.

Car Parking

The provision and usage of car parks in the town centre will continue to play an important role into the town's development for the foreseeable future. The Council is committed to undertaking a review of its car parking strategy, with assistance from the County Council, and the outcome of the studies will influence future decisions on individual development options.

The County Council has published County-wide car parking policies that have to be considered when determining any planning application. Currently the District is not implementing all parts of the policy and there is on-going dialogue between the Authorities as to the best way forward. These policies are critical when it comes to assessing the amount of on-site and off-site provisions for car parking and any payments towards off-site highway improvements on the major redevelopment sites such as the existing Regis Centre.

Road Access

The general principles underlying road access within the Masterplan are that:

- ▶ access to town centre roads should be restricted to 'local' traffic, i.e. those living or working there;
- ▶ through traffic is diverted away from the less suitable town centre roads to more peripheral and higher capacity routes;

Improvements through traffic management measures is an on-going focus of both the District and the County Council at present. There are many factors that influence the traffic flows on the network and the position is dynamic not static. This is why any applications submitted for the major sites will have to be accompanied by a Traffic Impact report showing how the demand created by the proposed development can be accommodated on the existing network.

The construction of the Bognor Regis Relief Road will have a major impact on the network but as yet there is no certainty about the date for its provision.

Walking and Cycling

Both walking and cycling are important to the continued growth of the town centre. All journeys have at least a part of them made on foot, fewer by cycle, and will be made from home/car/ bus/station origins to various locations within the town centre. Given the range of origins, both within and outside the town centre, it is important that these journeys are fully encouraged and provided for along their entire length.

As the town centre develops, so we will seek to address those links comprehensively and in detail with high quality measure. For example, the Masterplan vision places due importance upon the rail station as a gateway to the town centre with associated new and vibrant activities. Anticipated also is a much improved transport interchange (See Public Transport), the pedestrian link to London Road should be seamless and of high quality to stimulate the desired movement.

Each of the development sites presents an opportunity to provide very real benefits to town centre permeability on foot and bicycle. Most notably, the site between Queensway and Bedford Street offers the chance to provide the much needed east-west link between Queensway and the London Road retail area. The Regis Centre site offers an opportunity to provide a legible path to the seafront and perhaps a traffic-free route to the sea front.

Public Transport

We expect the future to offer a gradual diminishing in the reliance upon the motor car for a substantial proportion of town centre travellers. At present, the various statistics presented within the 1996 Bognor Regis Local Transport Plan (using 1991 Census data) indicate that some 56% of those employed within the town centre use the car for those journeys. For those working outside the area the proportion rises to 87%. Town Centre residential car ownership is relatively low though at 325/1000.

Therefore, as the County Council Local Transport Plan points out, such car reliance adds significantly to peak hour congestion, worsened by journeys to schools and colleges during term time, and tourists in the holiday season. For many, bus transport could offer a meaningful alternative to car use, provided that concerns over accessibility, reliability, service information and quality are addressed.

In terms of transport, the Masterplan looks forward to a future directed in part by aspiration and part by necessity, though these are compatible in most instances. Though in the near term, provision for the motor car in terms of access and parking may serve to provide a high degree of comfort to site developers, it must be recognised it comes at a cost, and in the long run the use of prime town centre sites for long term parking may not be sustainable. It is important to reach an acceptable balance between these needs such that the economic prosperity of the town centre is maintained and enhanced in the centre.

These issues will be resolved through joint working with the County, additional studies as and when funds permit, and by negotiation with individual developers on schemes submitted under the planning act.

Section 3 – The Masterplan

A framework for development

The Masterplan is a framework that provides a coherent vision for the long term development of the town centre. This spatial framework physically integrates key town centre sites, which are currently under performing socially, environmentally and economically.

These key sites create a network of 'quarters' each with an individual identity, but having a wider role to play in delivering an urban renaissance in Bognor Regis.

The June 2003 Masterplan identified 7 'quarters' :

1. **Leisure Heart** 'a mixed use development with a focus of family-led leisure'
2. **Retail Quarter** 'diversifying the attractions and economic activity within the town'
3. **Healthy Living** 'a mixed use community'
4. **Urban Living** 'a new urban community'
5. **The Seafront** 'a quality environment fronted by a series of leisure attractions'
6. **Café Quarter** 'a lively entertainment area at the gateway to Bognor Regis'
7. **Old Town** 'an intricate townscape adjacent to the seafront'

An additional **site 8** was identified as 'site retained for Car Parking' (the existing Coach and Lorry Park) but was not included in any of the 'quarters' and this has been excluded from this guide.

In preparing this policy guidance **The Seafront** site has been omitted due to ongoing discussions with Butlins. A new site along the esplanade, **The Esplanade Site** has been added. The Esplanade Site is the former site of the Esplanade Theatre, now demolished. The site is owned by the District Council and is used as a landscaped garden area and a skateboard park. There is also a concession on site for selling refreshments.

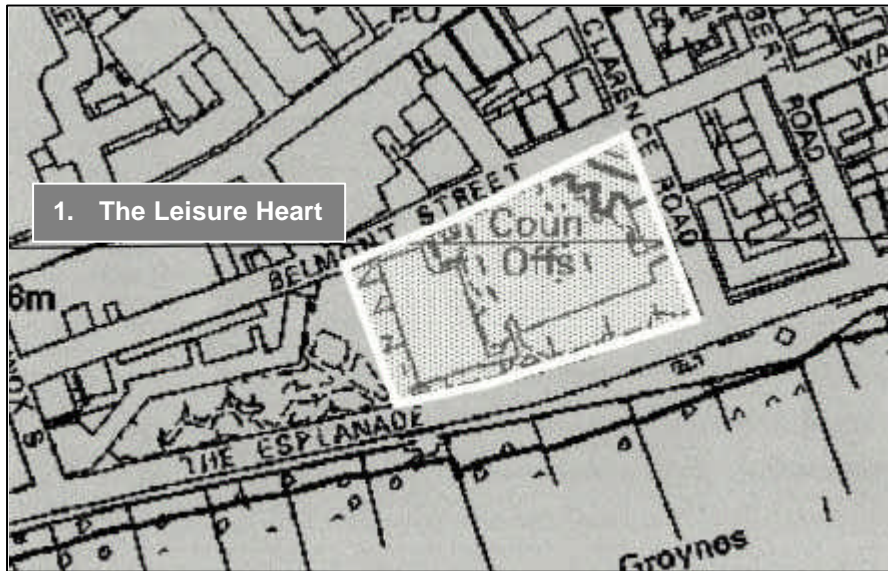
The sites have been renumbered in this document as follows:

1. **Leisure Heart**
2. **Retail Quarter**
3. **Healthy Living**
4. **Urban Living**
5. **Café Quarter**
6. **Old Town**
7. **The Esplanade Site**

Development principles have been established for each area to help reinforce an existing character or to help develop a new identity. These development principles form the background to the planning guidance for developers and land owners set out later in Section 5.

1 The Leisure Heart

The Regis Centre site is the 'jewel in the crown'. Development on this site is pivotal to the long-term future of the town. There is a shared vision that development on this site should consist of activities that attract visitors to the town, and these must be housed within a first class building and public realm.



Character: The predominant requirement is for a family-led leisure/entertainment/cultural centre¹ to replace the existing complex, and of sufficient critical mass to make the seafront a vibrant location.

¹ The Council has commissioned Consultants to examine this issue further

The linkage between the Town Centre and seafront will be reinforced. There is also the potential to close the Esplanade adjacent to the site as part of an overall development scheme dependent on a satisfactory Transport Assessment being made.

The uses within the development are likely to be a mix of commercial and non-commercial, with active leisure related uses such as café's, bars, clubs on the ground and first floors, with the option of residential development on the upper storeys if needed to make the development financially viable.

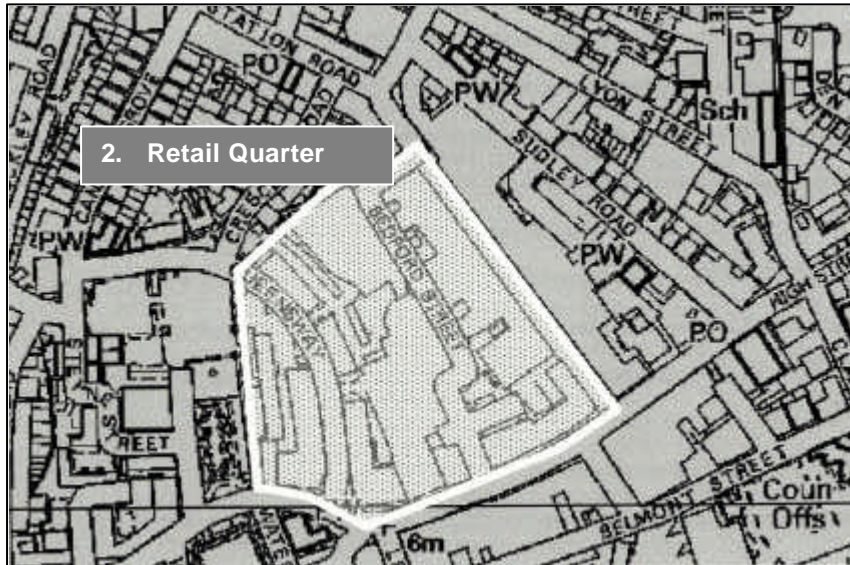
The Town Hall will remain in civic use in an enhanced setting.

Development Principles

- ▶ a landmark development of mixed uses
- ▶ ground floor uses should provide active frontage and generate activity.
- ▶ optional Residential development on upper floors
- ▶ Town Hall to be retained and enhanced
- ▶ limited parking onsite
- ▶ integration of seafront with Town Centre through pedestrian walkway
- ▶ potential for pedestrianisation along esplanade frontage
- ▶ offsite mitigation for highway impacts

2 Retail Quarter

This site has often been described as the heart of the town, due to its physical location and its close proximity to the prime retail area. There is a consensus that Safeway is a valued retailer within the town centre, however it does not make optimum use of this pivotal site. The site is likely to be the most difficult to develop.



2. Retail Quarter

Due to physical and legal constraints surrounding land ownership, medium and longer term development options have been devised for the Retail Quarter. However, the site could come forward for development earlier if the landowner so required.

Character: The retail quarter will attract people to Bognor Regis due to the extensive shopping experience. The development of the new multi-storey development will increase permeability throughout the town particularly from the High Street to Queensway. The retail quarter shall also increase vitality by providing floorspace on the upper levels for residential or office accommodation as market demands dictate. It should be noted that the report from Vail Williams on the potential for further office accommodation in the central area was very positive and this offers some confidence that improvements will be forthcoming during the early years of the plan. Parking associated with the retail offer could be provided within a new multi storey, within the curtilage of the development.

Development Principles – longer term

- ▶ Establish circular retail experience with greater choice and offer
- ▶ Mixed use development including residential and offices, but
- ▶ Retail units only on the ground floor fronting onto Queensway
- ▶ Establish east-west pedestrian route from London Road to Queensway
- ▶ Car parking provision on site
- ▶ Multi-storey development.
- ▶ Provision of affordable housing

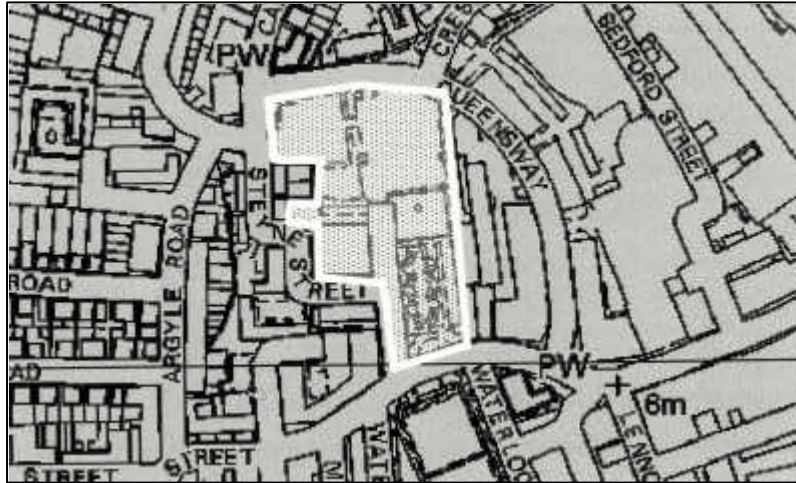
Development Principles – shorter term

- ▶ Mixed use development
- ▶ Car parking provision on site
- ▶ Retail units on the ground floor fronting onto Queensway
- ▶ Infill development on London Road
- ▶ Wet weather link from London Road to Safeway

3. Healthy Living

This site is in the centre of the town and on one of the main vehicular approaches, thus is considered to be a gateway location. Its current use as Hothampton car park does not make optimal use of the value or location of the site.

Character: The creation of a new urban community in the heart of Bognor Regis will enliven the town centre. The development of a cluster of taller buildings will enhance the skyline. The new and existing community will have a stronger identity and will benefit from the creation of a new urban park that connects to the seafront.



The prestigious office, healthcare and library development to the northern edge of the site will complement the landmark residential developments. Parking will be in accordance with current District Council parking policies.

Development Principles

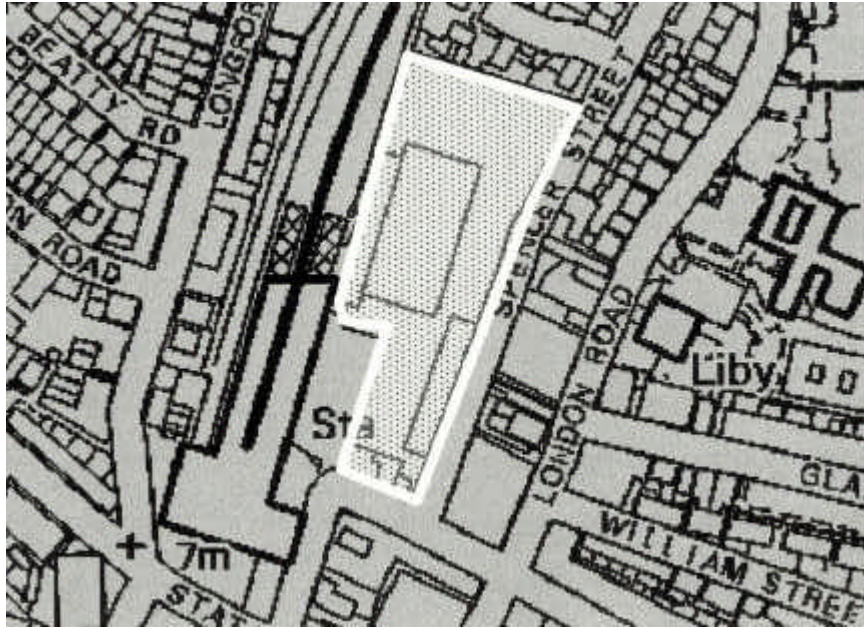
- ▶ Mixed use development
- ▶ Establish physical connections with the town centre, the railway station and seafront. Opportunity for taller buildings subject to design

- ▶ Community uses on ground floor to provide active frontage onto Queensway and Steyne Street
- ▶ Retail units on the ground floor fronting on to Queensway
- ▶ Office accommodation for the County Council with potential for other users
- ▶ Residential development to optimise sea views
- ▶ Provision of affordable housing
- ▶ Create green finger to seafront

4. Urban Living

This urban site is currently in use as a Builders Merchants, however its proximity to the town centre makes it an ideal location for high density housing. Like any other housing development within the Masterplan, residential schemes should be mixed tenure and be built to the standard of current best practice.

Character: The site will provide for housing in accordance with the results of the Housing Needs study. The site also provides a suitable location for an office development adjacent to the transport interchange. Some Station parking would be retained within the development. The potential role of the site for additional town centre parking will be included in the transport study.

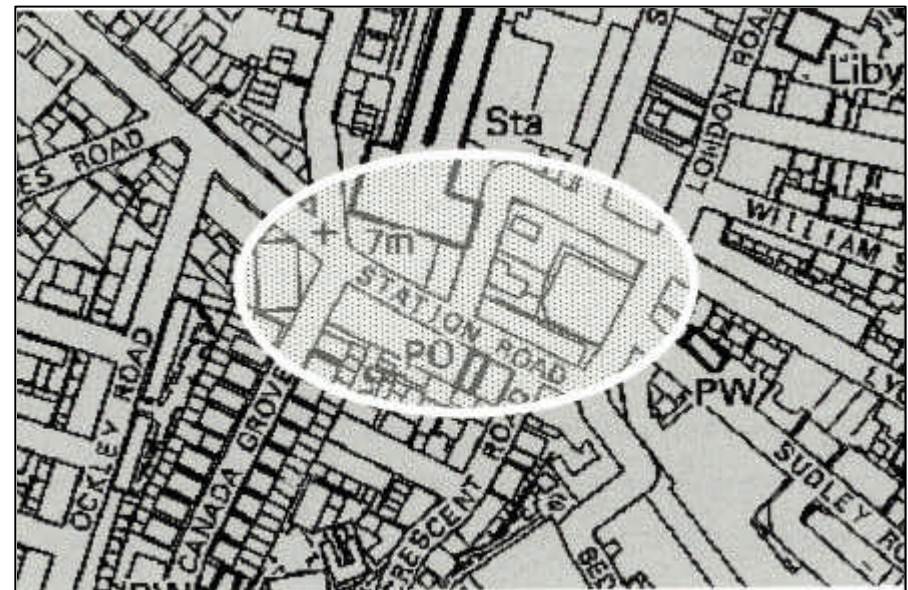


Development Principles

- ▶ Retain parking associated with Railway Station
- ▶ Improve pedestrian links to station
- ▶ Opportunity for office building at the western edge of the site
- ▶ Opportunity for transport interchange at the western edge of the site
- ▶ High density, sustainable urban housing
- ▶ Provision of affordable housing

5. Café Quarter

The environs around the Railway Station provide the ideal location for a vibrant evening economy. At present the younger, more upwardly mobile members of the community go to Chichester for an evening out. Many of them travel by train, thus pass through this transient part of the town. The proposal is to establish a lively and vibrant bar and evening entertainment quarter. The physical character of the area is ideal for these sorts of uses, as the modern bar chains prefer to locate in



buildings with character, such as the rail station or the Reynolds building. Bars such as these, would encourage people to either stay in the town longer or perhaps all evening, which inevitably would result in increased local spend and creation of a buoyant evening economy. Furthermore, the rail station provides a

natural thoroughfare, which increases the likelihood of commercial success. The critical mass and footfall that could be generated in this location could allow for improved transport interchanges e.g. between rail and taxis.

Character: The station area already has some uses in place suitable for a leisure-led evening quarter, such as the two-screen cinema adjacent to the station as well as several bars and food outlets in close proximity. The whole area will be transformed and a new gateway into the town centre created. The west facing public space in front of the station, could become the heart of the quarter as an animated piazza with outdoor dining and seating.

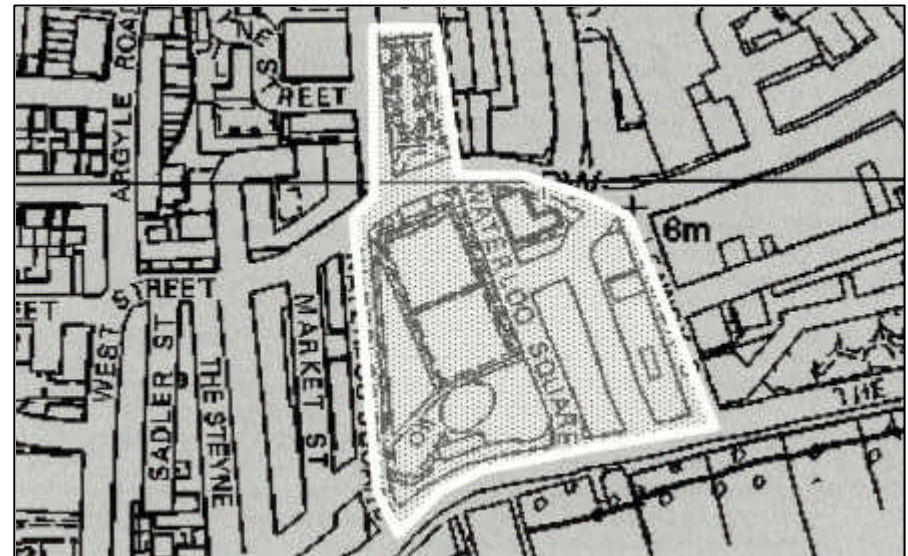
By creating a new character at this location, perceptions and relationships with the rest of the town centre will be changed and the station would no longer feel 'edge of town'. This new quarter will provide a more memorable gateway to the town and would have a large impact in changing perceptions of the town to residents and the wider catchment area. Furthermore development of this nature could happen in the immediate future.

Development Principles

- ▶ Retain and enhance the setting for the cinema
- ▶ Establish Leisure/entertainment/café/bar type of uses in the Station building fronting onto the pedestrianised square
- ▶ Improve pedestrian links from the Station to Lyon Street West
- ▶ Establish café 'type uses in Reynolds Building
- ▶ Improve pedestrian priority by increasing footway widths, and improving pedestrian environment.

6. Old Town

The Conservation Area on the western edge of the town centre is undervalued in the contribution it makes now and could make in the future to setting the historical context of Bognor Regis.

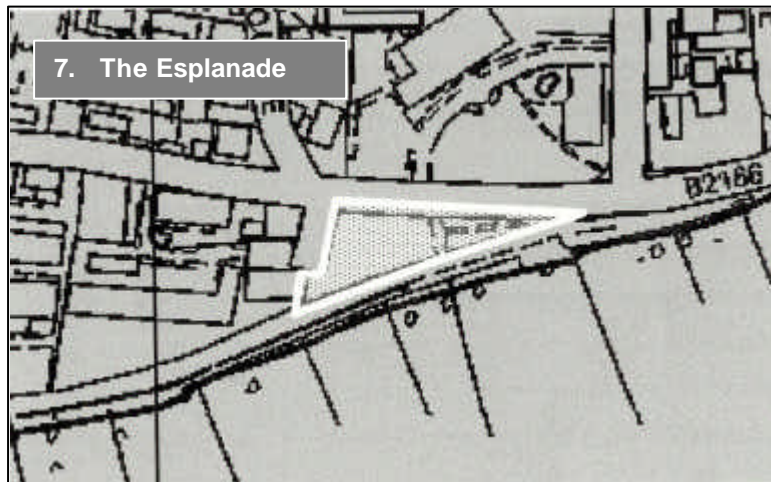


Character: This part of the town has a quality townscape consisting of a fine urban grain, which gives the quarter a very unique character. By improving the quality of the public realm, street lighting, signage etc. this area could become an attractive restaurant quarter. These improvements could be undertaken relatively quickly and inexpensively. A significant operator has stated an interest in trading in the town and this would be the ideal location. An establishment such as this could provide the anchor for similar establishments

Development Principles

- ▶ Retain and enhance character
- ▶ Implement public realm strategy to develop brand and style for Old Town to ensure that improvements, street furniture and public art reinforce the identity of the quarter
- ▶ Encourage establishment of café' type uses

7. Esplanade Site



The site is an open landscaped area with residential development to the west, The Esplanade and The Royal Norfolk Hotel, a listed building, to the north and the promenade and beach to the south.

Character: Development of this site either as an individual leisure related facility or as a satellite of the main leisure facility in the Leisure Heart will require careful design handling in terms of the siting of any built development relative to adjacent housing and The Royal Norfolk Hotel, site coverage, building mass, access, and materials. This is a high profile site immediately adjacent to the promenade along the beach. It is a popular location for youngsters due to the skate boarding facility which would need to be replaced.

Development Principles

- ▶ Enhance the leisure experience along the promenade
- ▶ Compliment the setting of The Royal Norfolk Hotel
- ▶ Have direct pedestrian access to the promenade
- ▶ Must face both seawards and The Esplanade – both elevations must be of high quality
- ▶ May be an independent leisure related facility or associated with other leisure facilities along The Esplanade
- ▶ No on-site parking, only service access.

Section 4 - Sustainable Development

Sustainable Development

The Masterplan seeks to embrace needs of the local community, with the environmental concerns and economic prosperity for all.

The innovative design of new buildings has to provide solutions that minimise energy demand – hence reducing CO2 and global warming potential. Each building should make use of the earth's free resources – excellent daylighting, passive solar heating, groundwater cooling and micro-climate benefits induced by the coastal location.

Further aspects that are fundamental to the sustainability of community is the infrastructure that supports the development. These site-wide considerations have been proposed to provide small-scale combined heat and power, rainwater mains providing supply for non-potable demand, and renewable energy systems where appropriate. The main consideration is ensuring low environmental impact, whilst guaranteeing robust and plentiful supplies to all. Development of the Masterplan will be required to demonstrate how a well-designed, modern environment can enhance and support the provision of high quality urban space and meet the needs and expectations of the community and its partners in the 21st century.

Combined Heat and Power

Primary electricity generation in the UK is generally around 30% efficient. This results not only in higher tariffs for users, but also creates disproportionately high levels of environmentally damaging emissions whilst being wasteful of precious fossil fuel resources at the same time. An alternative method of generating more

efficient electricity, whilst still employing cost effective generation systems, is simply to utilise the excess heat generated in the process.

Combined Heat and Power (CHP) systems have the ability to generate electricity and to simultaneously harness the waste heat produced and increase overall efficiency to around 65%. The heat can be used in a number of ways but most importantly, a CHP system could provide a cost effective, green solution to providing space heating and domestic hot water supply for all new housing, and green electricity.

Renewable Energy

As global warming accelerates and our energy demands continue to rise, we have to adopt cleaner, more sustainable sources of energy. Photovoltaic panels produce electricity from the sun. By cladding the buildings roof and southerly orientated facades, opportunities exist for significant renewable energy generation. It is proposed that renewable energy technology should be designed into the development of each site.

Refuse Strategy

It is clear that today's production of waste is becoming unmanageable, and continued growth in production is unsustainable. The first priority is to reduce the waste at source. This can be achieved by making production processes use the resources more efficiently. Next comes re-use, such as refilling containers, repairing and reconditioning consumer products wherever possible. Recycling

comes next followed by recovery, encompassing elements such as obtaining compost from rotting organic material, utilising timber substitutes from reprocessing mixed waste plastics and energy from incineration.

New developments within Bognor Regis, should provide for sorting and separation of refuse to allow further processing or composting to be easily carried out by Arun District Council. Collaborations with recycling companies should be encouraged to ensure that waste strategies are environmentally and economically viable.

Waste that cannot be recycled at present is either sent to land fill or incineration. Waste incineration centres currently receive municipal waste from a development and use it to create electricity. In Bognor Regis this type of facility could be explored to produce heat for a District Heating system.

Ecology and Water

Considerations include the collection and storage of rainwater which is then treated and supplied to the buildings for WC flushing reducing the overall demand for water. Critical to this is the storage of water in high rain event periods for use later during peak summer periods and this is not an easy problem to solve. The Water Authorities, central government agencies and parts of the development industry are all looking at how to provide more sustainable and eco-friendly buildings and infrastructure e.g. ODPM's Code for Sustainable Building' due to be published next year.

Green Buildings

It is commonly believed that approximately half of the UK's CO₂ emissions are either due to manufacturing processes or transportation, a significant proportion of which is due to the construction industry. Embodied energy is a major environmental factor in buildings, and is often ignored. Embodied energy can be defined as '*the quantity of energy required by all of the activities associated with a*

production process including the acquisition of primary material, transportation, manufacturing and handling.'

The Building Research Establishment (BRE) has produced an environmental profiling system methodology known as "The Green Guide to Specification". It is based upon extensive research into the impact of the production and use of building materials. The "Green Guide" ranks the environmental impact of building materials in either A, B or C with 'A' meaning the least impact and 'C' the highest. The Masterplan should seek to ensure that any proposed buildings score highly against the BRE Green Guide to Specification.

Section 5 – Planning Policy Guidance

Planning Guidance

This section sets out the design principles and requirements for new development in each of the character areas identified in this guide.

Area 1 - The Leisure Heart

This future development of this area is critical to the success of the regeneration of the sea front and adjacent town centre. It is a landmark site and its development is expected to act as a catalyst for change elsewhere in the town.

It is also the site that had attracted most interest during the public consultation on the Masterplan with differing views expressed as to how the site should be developed including the mix of uses, the amount of public car parking to be retained, the amount of residential development that might be provided, the importance of having a major leisure attraction, or public entertainment facility, or hotel, or a landscaped pedestrian feature walk leading to the Town Centre shops.

The Council has commissioned further work on some of these issues and the results will be fed into the development briefs to be prepared.

Planning Guidance Area 1

Any proposal for development within Area 1 must be accompanied by:

- a design analysis

- an economic impact statement
- a transport impact statement

The proposals and accompanying information must be in sufficient detail to show how the development principles set out in Section 3 are addressed.

Design

The proposals must indicate the comprehensive development of the whole site and must include the retention of the Town Hall.

The design analysis must include consideration of how the design links with adjacent buildings, the seafront and boulevard, Pier, the major redevelopment proposed on the Butlins Site, and how it links with the town centre. The design statement must incorporate a description of external materials, ancillary landscaping, both hard and soft, and the proposed treatment of paved areas.

Height

A multi-storey development will be expected; the height will be the subject of negotiation depending on the design concept but is expected to be at least 5 storeys.

Uses

A mixed use development is acceptable, and may, but does not have to, include an element of residential development above first floor level. The principle concern is

what contribution will the development make in total to the economic viability of this part of Bognor Regis.

Transport Plan

The Transport Plan will indicate how the site is to be accessed, the potential impact on the highway network and any offsite mitigation measures proposed to alleviate access and/or parking impacts. There is no overriding requirement to retain the public parking within the existing site boundaries but the loss of public car parking must be addressed within the analysis and may include suggestions as to the provision of public car parking elsewhere. The calculation of the amount of parking required will be undertaken in accordance with current Car parking standards and be guided by the results of the output of further transport and parking studies .

Economic Impact Statement

The economic statement must demonstrate how the proposed development will add value to the Town Centre and to Bognor Regis as a major tourist attraction. [It should be noted that the Council as landowner will seek to be reassured that the development is in itself economically viable and can be implemented notwithstanding anything submitted in connection with a planning application].

Area 2 – The Retail Quarter

This is the largest individual site within the Masterplan and includes the existing retail provision of Safeway and Queensway. The site is located in the heart of the town, in close proximity to the prime retail pitch, and in the opinion of the Council the site, whether improved, extended or redeveloped, is best suited for a primarily retail scheme. This does not preclude a mixed use scheme including office and residential but the ground floor focus must remain retail.

The Council wishes to attract new residential development into the heart of the Town Centre in order to promote the viability of the area, to assist in designing out

crime by having a continuous public presence, and to add to the type of residential accommodation on offer to meet local housing requirements within the town boundaries and avoid the use of more greenfield sites.

Planning Guidance Area 2

Any proposal for development within Area 2 must be accompanied by:

- a design analysis
- an economic impact statement
- a transport impact statement

The proposals and accompanying information must be in sufficient detail to show how the development principles set out in Section 3 are addressed.

Design

The proposals must be accompanied by a design statement that addresses the linkage of this key site with existing retail provision, with the footways through to the sea front and with existing and proposed car parking areas. The design statement must incorporate a description of external materials, ancillary landscaping, both hard and soft, and the proposed treatment of paved areas.

Height

A multi-storey development will be expected; the height will be the subject of negotiation depending on the design concept but is expected to be at least 4 storeys.

Uses

A mixed use development is acceptable, but the primary use on the ground floor must be retail or retail related. The development is expected to include an element of residential sited such as to provide for the overlooking of public space and walkways. The type of accommodation is likely to be high density flats and

apartments of a type and size that best meets the local housing requirements. At least 30% of the provision must be affordable housing as defined by the Local Plan. The principle concern is what contribution the development will make in total to the retail offer and long term prosperity of the Town Centre.

Transport Plan

The Transport Plan will indicate how the site is to be accessed, the potential impact on the highway network and any offsite mitigation measures proposed to alleviate access and/or parking impacts. The calculation of the amount of parking required will be undertaken in accordance with the Councils current Car parking standards.

It is expected that the development will have a major impact on parking and this will be an important element within the scheme. The connection between the retail and residential elements and public transport routes will also be a major consideration.

Economic Impact Statement

The economic statement must demonstrate how the proposed development will add value to the Town Centre. A key issue will be the impact of any proposed development on the existing retail provision and a full retail impact analysis will be required as part of any application details.

Area 3 - Healthy Living

This site is mainly in the ownership of the Council, but it also includes the adjoining Health Trust site and the subsequent phase may involve the re-development of the west side of Queensway, which is in private ownership. This is a gateway site to the town and needs to be treated as such with a strong design and should provide at least one landmark building that is of sufficient height to compete in terms of visual attraction with the other tall buildings in the area. There will be a focus on

new public sector buildings, linked to a park and walkway leading to the seafront. The planning guide allows for and incorporates the redevelopment of the existing car park.

Planning Guidance Area 3

Any proposal for development within Area 3 must be accompanied by:

- a design analysis
- a phasing scheme
- a transport impact statement

The proposals and accompanying information must be in sufficient detail to show how the development principles set out in Section 3 are addressed.

Design

The proposals must be accompanied by a design statement that indicates how the whole area can be redeveloped in a comprehensive manner, even though the development itself may be undertaken in phases.

There must be a plan indicating how the site and its public sector facilities link to the Town Centre, Seafront, transport routes and car parks, existing and proposed.

The design statement must incorporate a description of external materials, ancillary landscaping, both hard and soft, and the proposed treatment of paved areas.

Height

There must be a high impact feature building that acts as a focal point for all the development and this building may be up to ten storeys.

Uses

A mixed use development is expected with a large part public sector related and a large part residential. The type of residential accommodation is likely to be 2/3 bedroom flats and apartments of a type and size that best meets the local housing requirements. At least 30% of the provision must be affordable housing as defined by the Local Plan.

The principle concern is what contribution will the development make in design, employment and housing terms to the future of Bognor Regis.

Transport Plan

The Transport Plan will indicate how the site is to be accessed, the potential impact on the highway network and any offsite mitigation measures proposed to alleviate access and/or parking impacts. The calculation of the amount of parking required will be undertaken in accordance with the Councils current Car parking standards. It is expected that the development will have a major impact on both long and short-term parking and this will be an important element within the scheme. Of particular interest will be the way the loss of existing parking combined with a substantial increase in demand for parking generated by the development itself, will be handled in the context of the overall traffic network.

Area 4 - Urban Living

The redevelopment of this site, which is not in public ownership, would provide the opportunity for a greater intensity of use of the site for predominantly residential use, with an element of office use, and still allow for parking in association with the railway station.

Planning Guidance Area 4

Any proposal for development within Area 4 must be accompanied by:

- a design statement
- a housing provision statement
- a transport impact statement

The proposals and accompanying information must be in sufficient detail to show how the development principles set out in Section 3 are addressed.

Design

The proposals must be accompanied by a design statement that indicates how the whole site can be redeveloped in a comprehensive manner, even though the development itself may be undertaken in phases.

There must be a plan showing how the design takes account of the environmental characteristics, and particular attention has to be paid to the amenities of any proposed residential units. A full noise analysis and mitigation report will be required. The design statement must incorporate a description of external materials, ancillary landscaping, both hard and soft, and the proposed treatment of paved areas.

Height

The residential and office elements will, unless it can be shown to be acceptable to have a higher limit, be in the 2 to 4 story range.

Uses

The type of residential accommodation is likely to be 2/3 flats and apartments of a type and size that best meets the local housing requirements. At least 30% of the provision must be affordable housing as defined by the Local Plan.

Any commercial development will be in the way of offices or institutional uses.

Transport Plan

The Transport Plan will indicate how the site is to be accessed, the potential impact on the highway network and any offsite mitigation measures proposed to alleviate access and/or parking impacts. The calculation of the amount of parking required will be undertaken in accordance with the Councils current Car parking standards. It is expected that the development will retain an element of car parking, both long and short-term, in association with the railway station.

Area 5 – The Café Quarter

The proposals for this area are concerned with improvements to the area's environment and character as a catalyst to the development of this area as a commercial leisure led quarter. The site has high visibility being located around a significant road intersection and adjacent to the railway station. The existing buildings have a character that lends itself to the conversion to recreational, entertainment and leisure uses. This would not rule out ancillary residential accommodation at first floor levels and above, especially uses such as youth hostels/backpackers and similar low cost holiday accommodation.

Area 5 Planning Guidance

Proposals for changes of use to restaurant, café's and similar uses will be encouraged (providing the impacts on any nearby residential properties can be mitigated). Conversely changes from existing A3 uses to residential, office and commercial uses will be discouraged.

Applications involving changes to existing frontages must indicate how the design of the new frontage contributes towards enhancing the character of the area whilst at the same adding vitality and vibrancy to the Café quarter.

Area 6 - Old Town

The emphasis in the old town area is on the enhancement of the existing visual character. The area is of particular significance as it helps establish the historic context of the town.

Area 6 Planning Guidance

The emphasis in all proposals for redevelopment or change of use must be the added value the development brings in terms of the visual and social character to this historic part of the town. Depending on the location residential or café/social type uses might be considered appropriate. A high design standard will be required even for relatively minor alterations to frontages. It is only by attention to design detail that the character can be enhanced.

Area 7– The Esplanade Site

The site is visually prominent and in an area where any development will require the greatest care to enhance this part of the esplanade without impacting on the setting of the The Royal Norfolk Hotel and the beach front. Care will also need to be exercised over the relationship of any new development and the adjacent residential properties

Area 7 Planning Guidance

Any proposal for development within Area 7 must be accompanied by:

- a design statement
- an economic/tourism impact statement
- consideration of a replacement skateboard park

The proposals and accompanying information must be in sufficient detail to show how the development principles set out in Section 3 are addressed.

There must be a plan showing how the design takes account of the adjacent properties and the promenade and beach front. Any development must present a high-quality frontage to both the beach front and The Esplanade road. The amenities of nearby residential properties must be considered particularly in terms of noise and loss of privacy. A full noise analysis and mitigation report will be required. Critical to the successful development of this site is the amount of building mass on this restricted triangular site.

The design statement must incorporate a description of external materials, ancillary landscaping, both hard and soft, and the proposed treatment of paved areas.

Height

This is entirely dependent on the design but a high rise development is unlikely to be acceptable in this location.

Uses

The use on the ground floor must be a tourism related leisure or commercial use. Residential development would not be appropriate. A mixed-use scheme might be acceptable but the dominant use should be leisure related.

Appendix A – Local Plan Policy Site 2

Bognor Regis Town Centre Regeneration

Within the area defined on the Proposals Map, the Council will initiate, support and encourage development proposals which will regenerate the town centre and introduce mixed use developments/redevelopments comprising retail, leisure, residential, office and civic/community uses subject to environmental enhancement schemes and integrated transport management and accessibility strategies.

To be acceptable, all significant development proposals must demonstrate that they meet and/or further the core regeneration aims for the town centre and their long term viability/sustainability. The core aims are to:

Improve the economic viability and vitality of the town centre by attracting new investment;

Enhance the environmental/architectural quality of the townscape and public realm through improvements to space, buildings and street work/furniture.

Create and enhance the physical/visual linkages between the promenade/town centre;

Improve the attractiveness of the retail environment to shoppers;

Increase the attractiveness of the town centre and effectively manage the movement of people and vehicles within the town centre.

In addition, within this area all development/redevelopment proposals will be assessed by the Council against these core aims and opportunities will be sought to negotiate (where appropriate) improvements so as to meet these core aims.

The Council will prepare Supplementary Planning Guidance which will amplify/interpret this policy framework and identify development opportunities for key town centre sites and produce Development Briefs for such sites so as to guide/co-ordinate development proposals. Planning obligations and conditions will also be used to achieve the core aims where appropriate.

Reason

To facilitate/enable the economic and physical regeneration/renewal of Bognor Regis Town Centre and provide the policy framework/criteria against which regeneration and development proposals will be assessed and judge.

Explanation

4.01 The Council continues to work in partnership with SEEDA, West Sussex County Council, Bognor Regis Town Council, Felpham Parish Council and Bersted Parish Council, as well as a number of community groups and their regeneration/renewal projects/proposals in Bognor Regis Town Centre subject to all other relevant policies in the Plan.

The Council and its Bognor Regis regeneration partners commissioned a Town Centre Study in January 2000 with the objectives of creating:

a long-term vision for the revival of the commercial heart of Bognor Regis, specially looking at shopping access and urban design;

a practical and achievable Town Centre Strategy, which is realistic in its implementation and has the support of the community and business in Bognor Regis;

a review of development opportunities specifically Queensway and the Regis Centre;

an Action Plan and Implementation Programme which is deliverable.

The resulting Town Centre Study was published in July 2000 and was adopted as Consultation Draft Supplementary Planning Guidance published for public consultation by the Council in October 2000. This Study and Supplementary Planning Guidance will be updated and republished for public consultation and ultimately adoption by the Council as Supplementary Planning Guidance in order to illustrate sites for significant development/investment opportunities in the town centre and amplify the core aims set out in Policy SITE2.

A number of key projects identified in the Town Centre Study have now been initiated and are in the process of implementation:

A Public Realm handbook was produced in December 2001 which set out strategies for urban design, transportation, design components and maintenance/management in respect of the public areas of the town centre. This document will be integrated into Consultation Draft Supplementary Planning Guidance by the Council and ultimately adopted as Supplementary Planning Guidance.

A vehicular/pedestrian access scheme in respect of the High Street/London Road area of the town centre is well underway and is scheduled for completion in 2003/2004.

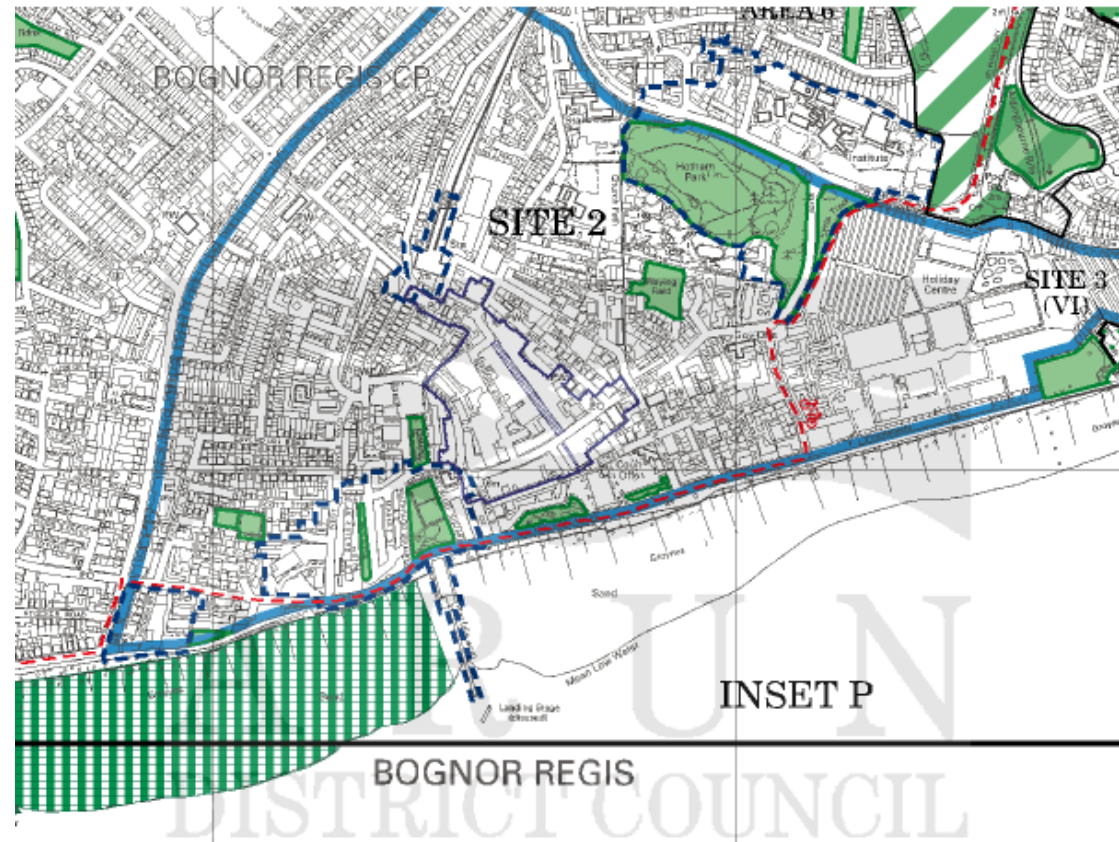
The Council has commissioned a Development and Marketing Brief for the redevelopment of the Regis Centre and Hothampton sites in accordance with Policy SITE2. These sites are principally in Council ownership and were identified in the Town Centre Study as offering the greatest potential for mixed use development opportunities in accordance with the core regeneration aims set out in the Policy. Once prepared, the Development Brief would be published for public consultation with a view to its adoption as Supplementary Planning Guidance. The Council will also consider preparing Development Briefs for other key sites identified in the Town Centre Study Supplementary Planning Guidance in order to guide their future development in accordance with Policy SITE2.

Transport management measures for the wider Bognor Regis, Bersted and Felpham areas, together with improved accessibility to and from the town centre, will be explored/defined as part of the Development Brief to be prepared for Policy SITE6 and the associated A259 Relief Road proposals.

4.06 Proposals for a marina at Bognor Regis continue to be explored by the Council and its regeneration partners but it has yet to be demonstrated that such proposals are acceptable in terms of their environment/traffic impact, coastal effects, infrastructure improvements/costs/solutions, economic regeneration benefits and economic viability. Therefore, as yet the acceptability/viability in terms of the criteria set out in Policy SITE2 have not been demonstrated.

Taken together, Policy SITE2, Policy SITE6 and related Town Centre Study sites/projects combine to create a framework which will guide future public and provide investment in the town with the overall aim of bringing about its long-term economic and physical regeneration and renewal.

Local Plan Policy Site 2



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