

Bognor Regis Masterplan Options Report

Consultant Team

Urban Delivery

Kay Elliott

Petersham Group

Quartet

Hemingway Design

Chilmark Consulting

Trident

Arup

Bognor Regis:
Report Summary February 2017

Bognor Regis: Regis Centre & Hothamton Sites – Summary Report

February 2017

A. Introduction and Options

1. This Masterplan report sets out a summary of the work undertaken on behalf of the council to assess the redevelopment potential of the Regis Centre and Hothamton sites. Each site has been considered based on two distinct approaches which are set out below.

Regis Centre New Theatre Option

2. This option comprises a large winter gardens with new theatre, decked car park (replacing existing spaces), new hotel with relocated pub, residential block with restaurants and retail. It also proposes refurbished gardens along the Esplanade, roof gardens/performance space on the roof of the new theatre, removal of surface parking along both sides of the Esplanade that fronts the Regis Centre site, narrowed roadway and improved step/ramp access to the beach. It is also proposed that the site has a new public art feature, suggested as a spire, to act as a location marker.

Regis Centre Refurbished Theatre Option

3. This option comprises a small winter gardens with a refurbished theatre and additional new facilities, new hotel with relocated pub, residential block with restaurants and retail. As with the option above it proposes refurbished gardens along the Esplanade, (but does not propose a roof garden/performance space on the roof due to anticipated structural issues), retention of the existing (improved) surface car park (retaining existing spaces) that could also host events/markets etc. Also, in line with the above option, removal of surface parking along both sides of the Esplanade that fronts the Regis Centre site, narrowed roadway and improved step/ramp access to the beach and a new public art feature, suggested as a spire, to act as a location marker.

Hothamton New Park Option

4. This option establishes a new significant piece of public realm incorporating replacement of existing parking spaces, which could include retail pavilions as well as new childrens' play area, possible senior gym and other outdoor uses. New development would be in two or more buildings to the western side of the new park on the site of the existing health centre and on the western part of the current surface car park. The buildings could accommodate retail at ground floor with residential, student accommodation or other forms of residential use at upper floors. Operational parking for the new buildings will be contained predominately within the building footprints.

Hothamton Perimeter Development Option

5. This option establishes new development around the perimeter of the site and replaces the current parking spaces within a decked facility. Retail uses could be accommodated at ground floor and residential, student and other forms of residential use at upper floors. Operational parking for the new buildings will be contained predominately within the building footprints. We have assumed the existing childrens' play area and sunken gardens will be refurbished as part of the project.

1. Leisure Options

6. In considering the leisure mix that would best suit and be appropriate to the Regis Centre and Hothamton sites we have been mindful of the need to try and develop facilities that will appeal to the widest possible audience, and be suitable across all seasons. They must appeal to the local resident population, but they must also attract visitors and tourists from further afield.

7. Families have been at the very heart of the thought processes that have driven the leisure mix recommendations for the two redevelopment sites.

8. That thinking has also been steered by the need to create a truly compelling and unique visitor destination that will stimulate interest and encourage people to visit and re-visit. It will need critical mass too, to ensure that visitors have plenty to see and do.

9. It has not been possible to identify any smaller operator(s) or attraction concept(s) to provide a 'leisure box' solution that would work in Bognor Regis. Bearing in mind also the feedback from previous public consultation exercises, the particular aversion in some quarters to a multi-screen cinema offer and the prerequisite of being able to attract a meaningful and year-round footfall we maintain that the 'leisure box' solution is not appropriate for the Regis Centre redevelopment, or indeed the Hothamton site.

10. Nevertheless, Bognor Regis has the opportunity, specifically with the Regis Centre redevelopment, to create an extremely individual and interesting scheme with the potential to draw and sustain significant audiences, and the family audience, in particular.

Regis Centre Site

11. We are proposing a mix of cultural and leisure uses focused on two core elements:

a) A reconfigured Alexandra Theatre providing a cultural hub for the performing arts

b) A winter gardens complex, similar in concept positioned alongside and connected with the cultural hub.

12. This will create an attraction in its own right containing a range of both permanent and temporary activities and events within a wonderful botanical/horticultural setting. Part giant greenhouse, part horticultural display, part events space, part events venue, part leisure attraction, part educational resource, part entertainment platform, and all with a compelling range of catering and retail offers to add interest and activity.

13. Specifically we propose the following range of leisure components to both attract and serve the new Regis Centre audiences, as set out below.

14. Within the reconfigured Alexandra Theatre space, or the winter gardens, but ideally bridging the two, we recommend inclusion of a flexible gallery space to house temporary and touring exhibitions. Whilst the programming for such a space would need to be year-round and appeal to a broad mix of audiences we would envisage much of the programming being aimed at the family market. Recent research by the Association of Independent Museums and the Touring Exhibitions Group (TEG) highlights the popularity and success of temporary exhibitions as a footfall driver. TEG note that there are currently some 200 exhibitions available for touring and that typically 34% of such exhibitions occupy between 10m² and 100m² and 62% are under 200m². When exhibitions feature dinosaurs and other child-focused themes families will be attracted in significant numbers. Also by scheduling a mix of temporary exhibitions much can be achieved in sustaining attendance levels that will, in turn, support the other activities within the wider scheme.

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15. This area should also usefully incorporate an education room where school parties, organized special interest groups and others could be accommodated for pre-booked talks, presentations and lectures. Provision of retractable bleacher seating could allow such a facility to double-up as a studio performance space too.

16. Although the winter gardens would be dominated by wonderful botanical/horticultural displays there are opportunities to enhance and supplement those with vivarium, aquarium or other insect, butterfly, reptile or fish features to broaden the appeal of the displays. The small vivarium gallery within the Manchester Museum has proved a significant draw for children and families. Similarly, a look at attendances in the various greenhouses at Kew Gardens amply illustrates how the simple inclusion of fish and reptiles adds significantly to the family appeal of the individual greenhouse displays.

17. While addressing enhancements to the core botanical/horticultural exhibits in the winter gardens it may also be appropriate to consider a science corner where Bognor's unique microclimate could be explained by way of an edu-tainment feature. This might serve as one of a menu of science topics that could be rotated across the year to appeal to a wider audience and differing age groups over time, and linking in, as appropriate, to national curriculum subjects and topics.

18. Water fountains are another family-focused feature which could either be integrated within the winter gardens or sited outside on the piazza space or enhanced promenade/beach-front space, perhaps in the style of those featured at Granary Square at Kings Cross in London or the Tumbling Bay children's playscape at the Queen Elizabeth Olympic Park. Fountains, whether installed as a visual treat enhanced by lighting and music programming, or more specifically as a children's play space, can offer a wide range of opportunities that can be adapted to suit the time of day, prevailing weather or season. Fountains could also be used to enhance and enliven the external areas particularly during the summer season.

19. Provision is being made for the inclusion of a range of retail units and it will be important to ensure that they embrace a compelling mix of retail and catering offers which will appeal as much to families as to adults. The tenant search needs to reflect the Regis Centre's role as a visitor destination in its own right (for both residents and tourists) and not simply an extension of 'AN Other High Street'. Retail and food & beverage should not be confined to discrete permanent shop units but should include provision for 'pop-up' and temporary units to offer street food, farmers markets, arts and crafts workshops and artisan stalls to add a sense of colour, vibrancy, atmosphere and street theatre.

20. The evolving concept for the Regis Centre site sees the creation of a winter gardens that will attract people to and then draw them through the site, irrespective of the time of day or season. This core, an attractive visual beacon, should be closely and cleverly integrated with interesting specialty retail, catering offers and activities and the cultural hub of the re-modelled theatre, providing a mix of temporary and more permanent exhibition and performing and visual arts spaces. When these powerful ingredients are combined with the opportunity for staging seasonally focussed events, both within the winter gardens and on the external piazza space, the new Regis Centre site could offer a unique and compelling mix with the critical mass to serve and appeal to both the resident population of the wider Bognor Regis area whilst also drawing visitors and tourists into the area from further afield. For the avoidance of doubt, the DCMS-funded, CABE-managed Sea Change initiative that ran between 2008 and 2011 amply demonstrated the potency of culture, in its widest sense, as a catalyst for sustainable, social and economic regeneration in English coastal resorts.

21. In Sheffield's winter gardens there is a successful initiative by Common People Enterprise CIC, offering a pop-up shop opportunity. Budding entrepreneurs can book the pop-up shop space for a two-week slot without the worry of high overheads. In 2014 the pop-up shop apparently hosted 45 aspiring businesses, two of which went on to open their own permanent shops in Sheffield. They also operate a pop-up café space, although not within the winter gardens.

22. The ideas set out above focus on the remodelled Regis Centre, but the scheme is more than just the core buildings. The new Regis Centre will also have improved external spaces, public realm and the refreshed seafront esplanade and beach frontage as part of the wider attraction canvas to draw and hold residents, visitors and tourists.

23. There will be a wide combination of features, whether indoor or outdoor, permanent, seasonal, temporary or transient. But successful destinations are not dependent simply on built structures, they must also offer an extensive events programme embracing events, activities, festivals and happenings, ensuring that the new Regis Centre and its environs will be far greater than the sum of its parts.

24. The combination of facilities and events will ensure that the complex has the widest possible appeal and that families will be a core audience.

Hothamton Site

25. The leisure development concept for the Hothamton site focusses, in terms of public realm, on the creation of a French-style boulevard or avenue – a linear park – in part to provide parking spaces, but more significantly to provide something of a green lung or spine within the site. This feature will serve as an informal gathering place; a tree-lined colonnade that can provide relaxation and recreation through a variety of offers, including perhaps:

- Rotunda-style cafés and stalls
- A boules or pétanque 'terrain' with activity encouraged by establishing local leagues and competitions
- Adventure golf (modern crazy golf, now gaining considerable popularity)
- A 'senior gym' with a variety of outdoor equipment to inspire and engage older local residents
- A similar 'junior gym' with equipment specifically designed and styled for younger participants
- A childrens' play space or adventure playground with associated café provision for parents and carers
- A bandstand to accommodate musical and other performances
- Public seating to encourage people-watching

26. Whilst the above might well be year-round facilities the busier holiday periods and summer months could see much more being staged here with:

- Week-end street or farmers markets
- Craft fairs
- Pop-up street food stalls
- Street entertainers
- Regional, national or even international boules events
- Night markets
- Christmas markets

27. This space would not only serve the residential community to be accommodated within the wider Hothamton site and neighbouring streets but others in transit, whether commuting workers, residents from further afield who are walking through the area or, indeed, simply local families and tourists exploring Bognor Regis.

28. The Hothamton site is not seen as competing with the Regis Centre but as a complementary facility with perhaps a rather greater focus on the

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local residential population and workforce.

2. Theatre Options

Vision

29. Currently Arun Arts manages and operates the Alexandra Theatre as a community theatre serving Bognor Regis and the immediate region, working in close partnership with local arts and community organisations and the University of Chichester to deliver a range of high quality entertainment at the Regis Centre. The vision going forward is for the Regis Centre to remain a community theatre but to become a major catalyst for the regeneration of the seafront, operating a year round programme of arts and events for both residents and visitors to Bognor Regis. This may involve programming activity in related spaces, for example music in the winter gardens.

30. A key part of this developing vision is the creation of dynamic partnerships with major producing venues, including Chichester Theatre, to provide opportunities for enhanced engagement with families and young people.

Artistic Programme

31. The encouraging response to the current mixed programme indicates that the theatre is developing a strong audience so there is no reason to suggest any dramatic changes. The theatre should maintain a high quality pantomime as this will provide a significant income each year. The development of drama is an important addition to the programme and this will benefit from the addition of a studio space within the new facility. Arun Arts' collaboration with Chichester Theatre and the House network should result in the development of new touring partners and a more varied programme which is

likely to include Arts Council funded organisations.

New Facilities

32. Essential changes include a new studio theatre seating around 120/150, improved catering and kitchens, a new café/restaurant, new front of house facilities, improved rehearsal space, cinema equipment and new seating of 425-450 seats in the auditorium. A full audit should be made in due course of technical requirements if a

decision is made to keep the existing theatre.

3. Planning Context

33. The Development Plan for the Arun District includes the 'saved policies' of the adopted Arun District Local Plan 2003 (ADLP) and the adopted Neighbourhood Plans of the District (in this instance, the adopted Bognor Regis Neighbourhood Development Plan 2015 – 2030 (BRNP)).

34. These documents set out policies which provide a framework for development in the District against which planning applications are determined. The 2004 Masterplan also contains a number of objectives that are relevant to both sites.

35. In addition, there is an emerging Development Plan currently being prepared by the District Council, Arun District Local Plan 2011-2031. The policies of the National Planning Policy Framework (NPPF) are also relevant material considerations.

Regis Centre Site

36. The land use principles and proposed mix for the Regis Centre (both under the New Build and Refurbished Theatre options) accord with the 2004 Masterplan, adopted Local Plan policies, including SITE2 concerning Bognor Regis Town Centre regeneration and with the BRNP policies, particularly at policy 8f.

37. The essential requirements to provide a mixture of uses and activities is met by both development options in an integrated manner. The options make efficient use of the available land and also seek to ensure safe movement for pedestrians, cyclists and vehicles in an attractive streetscape setting.

38. Policy DEV34 promotes the development and extension of tourist accommodation and attractions. The refurbished/re-developed theatre, the proposed hotel accommodation and the enhanced public realm, including the significant new winter gardens attraction

all serve to meet the requirements of this policy.

39. The development options accord with the 2004 Masterplan, and the BRNP policy 2 which seeks to promote Bognor Regis' seaside identity. The role of the proposed lighting spire in conjunction with an improved pedestrian and shared space public realm and enhanced opportunities to improve inter-visibility between the seafront and the town are notable benefits of both development options.

40. The quantum of residential development and the levels of public and private car parking to be provided align with Development Plan policies and seek to ensure no net loss of existing parking levels.

41. The two development options have taken design, townscape and character issues to be at the heart of the scheme's evolution and feasibility testing. The Local Plan (particularly policy GEN7) and the Neighbourhood Plan (particularly policies 2, 6, 7, and 8a) seek and support excellent design responses and include policies to protect and support the existing character and context of the townscape in this key location.

42. The proposed options respect the character and heritage of the area, including the Grade II Listed Town Hall building at the north-eastern corner of the site area.

43. Design options have sought to respond to the existing scale and massing of building structures, stepping development bulk and heights up towards the seafront to provide a greater sense of presence and image. To the east of the site area, the development options seek to offer a greater sense of presence and establish a regular alignment of built-form to the existing street pattern.

44. The proposed heights of the new buildings balance the need to create a significant scale and quantum of commercial, leisure and residential floorspace to deliver a form of development with the height and scale characteristics and context of the area; not least the juxtaposition of the

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existing residential dwellings on Belmont Street.

45. While proposed heights are greater than those currently on site, or in the immediate surrounding area there is a significant opportunity to use height to create an enhanced sense of place and focus as well as to ensure that individual elements such as the winter gardens and the residential block facing the seafront are of a scale that responds to the Regis Centre area as a key town centre regeneration site.

46. While the development options are not sufficiently detailed to consider architectural and design in detail, the options and design principles/parameters underpinning both options can support policies SITE2 and BRNP 8f by enhancing the built environment and quality of the townscape and the objectives of the 2004 Masterplan.

47. Pedestrian and cycle amenity has been a central component in the creation of both development options. The proposals to enhance existing links through improved streetscape, an elevated setting for retail uses facing to the seafront and greater pedestrian permeability and legibility through the proposed winter gardens and refurbished/re-developed theatre all accord with Development Plan policies (particularly saved Local Plan policies GEN7, GEN15, GEN20, SITE2 and BRNP policies 2, 6, 7 and 8f).

48. The amenity of occupiers, visitors and residents of the various proposed uses are also key considerations. While the protection and enhancement of such amenity is a matter for more detailed design stages, the development options both offer strong delineation of individual land uses and activities throughout the Regis Centre site and offer the potential to ensure that each activity can be undertaken without detrimental effects arising for other occupiers, users or residents. Public and private spaces can be effectively identified and managed and the use of natural desire lines for movement within and through the Regis Centre site will help support amenity protection.

49. The development options are predicated on securing adequate access and egress for all the proposed uses. The development options recognise the varying needs of different occupiers,

visitors and residents and also the importance of enhancing accessibility of the site as a whole within the town centre and seafront environment.

50. The development options do re-organise and re-locate parking on the Regis Centre site from the existing situation, but this approach is in accordance with Local Plan policy AREA7 as suitable alternatives are to be provided and it helps meet the aims of urban renewal for this key area of the town centre.

51. The development options approach is to ensure no net loss of existing parking provision and both options propose levels of car parking provision that are sufficient to meet Development Plan policy requirements (policies GEN12 and AREA7) which are linked to current West Sussex County Parking Standards.

52. Both development options for the Regis Centre site offer a significant pack of sustainable development benefits in accordance with the NPPF and with the Development Plan policies. The package includes enhancements to the streetscape, public realm, visitor, retail and residential experience in this key location. The development of the winter gardens together with a re-furbished or redeveloped theatre complex will offer social and environmental benefits adding to the strength of the community infrastructure offer.

Hothamton Site

53. The mix of uses proposed under both development options includes retention (or expansion of the existing public open space), retail, residential, public and private car parking and enhanced pedestrian/cycle access and facilities.

54. The new Park Option provides a more significant level of development and a greater level of enhancement and physical change to the Hothamton site (due to the proposal for an extensive, new linear park running north-south through the site and beyond) than the Perimeter Option which represents a more modest re-organisation and

rationalisation of existing uses in the area.

55. It is considered that the Park Option, despite the more significant level of development and change proposed is consistent with the Local Plan (GEN7 in particular), meets the general development objectives of the BRNP (policies 1 and 2), and accords with the objectives of the 2004 Masterplan.

56. Both development options therefore align with Development Plan policies for the regeneration and development of mixed use schemes in Bognor Town Centre (Local Plan policy SITE2 and BRNP policy 8g).

57. In both development options, the scale of development proposed sits comfortably with surrounding town centre uses and activities. There is a need however to ensure that development on the northern edge of the site (where Queensway wraps around the site edge) offers a design form and massing that respects the scale of adjacent buildings.

58. Like the Regis Centre development options, the quantum of retail, residential development and the levels of public and private car parking to be provided align with Development Plan policies and seek to ensure no net loss of existing parking levels.

59. The two development options have taken design, townscape and character issues to be at the heart of their evolution and feasibility testing. The Local Plan (particularly policy GEN7), the Neighbourhood Plan (especially policies 2, 6, 7, and 8a) and 2004 Masterplan seek and support excellent design responses and include policies to protect and support the existing character and context of the townscape.

60. There are existing high rise buildings on the Fitzleet Estate (up to some 17 stories) to the east of the Hothamton site (west of Queensway) and these buildings, especially the brick point tower (already frame the development character, townscape and heights prevalent in the wider area). This allows the new development proposed under both options to front onto the Park, or refurbished existing open spaces, and to explore larger volume and height structures without eroding the townscape

character in the northern area of the site.

61. The development options, particularly the Park Option propose larger scale development than currently on site, but have been based on a stepped height and bulk approach that seeks to relate building envelopes to the surrounding areas north of Queensway and to step heights downwards for development blocks towards the south of the Hothamton site and closer to the Conservation Area boundary.

62. The designated Steyne Conservation Area boundary is located to the south of West Street and covers the area between the Hothamton site and The Esplanade. Local Plan policy AREA2 confirms that development that preserves or enhances the character or appearance of a Conservation Area will be supported. Similarly, emerging Local Plan policy HER SP1 affirms the support for development proposals that conserve or enhance the historic environment of the District.

63. Development proposals must seek to conserve and enhance the character of the Conservation Area and this includes its setting.

64. The Park Option seeks to extend and enhance the public open green infrastructure through the heart of the Hothamton site and from this perspective will provide a significant enhancement to the setting of the Conservation Area. This is in addition to the re-organisation of land uses (to allow the new Park to be created) that will re-inforce pedestrian and cycle network links between the Seafront Pier and the town centre.

65. While the development options are not sufficiently detailed to consider architectural and design in detail, the options and design principles/parameters underpinning both options can support Development Plan and BRNP policies by enhancing

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the built-environment and quality of the townscape.

66. Pedestrian and cycle amenity has been a central component in the creation of both development options for the Hothamton site. The proposals to enhance existing links through improved streetscape and particularly the refurbishment or creation of a new Linear Park setting offer a substantial and important positive effect on occupier, visitor and resident amenity.

67. The Park Option proposal will expand the level and quality of open space provision (in accordance with Local Plan policies GEN7, GEN20 and AREA5) and will contribute to the wider regeneration aims for Bognor Regis town centre in policy SITE2, and as set out in the 2004 Masterplan.

68. The Perimeter Option, offers a refurbishment of existing public open spaces and allows new development blocks to better address the arrangement of current land uses. It therefore offers benefits for local amenity in a similar manner to the Park Option but represents a less transformative regeneration of the area. The Perimeter Option also accords with the Development Plan policies in the Local Plan, BRNP policy 8g and the 2004 Masterplan, in this regard.

69. Public parking provision will suffer no net loss and indeed is slightly increased through the development options; this approach is in accordance with Local Plan policies GEN12 and AREA7 as suitable alternatives are to be provided and it helps meet the aims of urban renewal for this key area of the town centre.

70. The Park Option would involve a re-organisation of parking to sit within the new development blocks and in a surface public car park, on-street, adjacent to the proposed Linear Park. In The Perimeter Option, the public car parking is placed into a multistorey structure

together with undercroft/basement level parking under the appropriate development blocks.

4. Conclusions and Next Steps

71. The concepts set out in this report highlight the potential that both sites have to contribute both new development and crucially new 'places' within the town centre.

72. The Regis Centre site has the potential to act as a focal point for the town, linking the main retail area with the beach. Creation of a flexible but strong leisure and cultural draw in a structure that will help to extend the attraction of the town beyond the peak holiday season, will act as a wider catalyst for change.

73. The Hothamton site also has the potential to deliver more than just new development. The proposed new Park provides a strong new link between the high street and the seafront.

74. These are high level concepts and much detailed work needs to be undertaken to ensure they can be created, delivered and managed to create long-term facilities for the town, its residents and visitors.

75. Many seaside towns are undergoing a renaissance. Bognor Regis has the

The Great British Seaside - Site 1

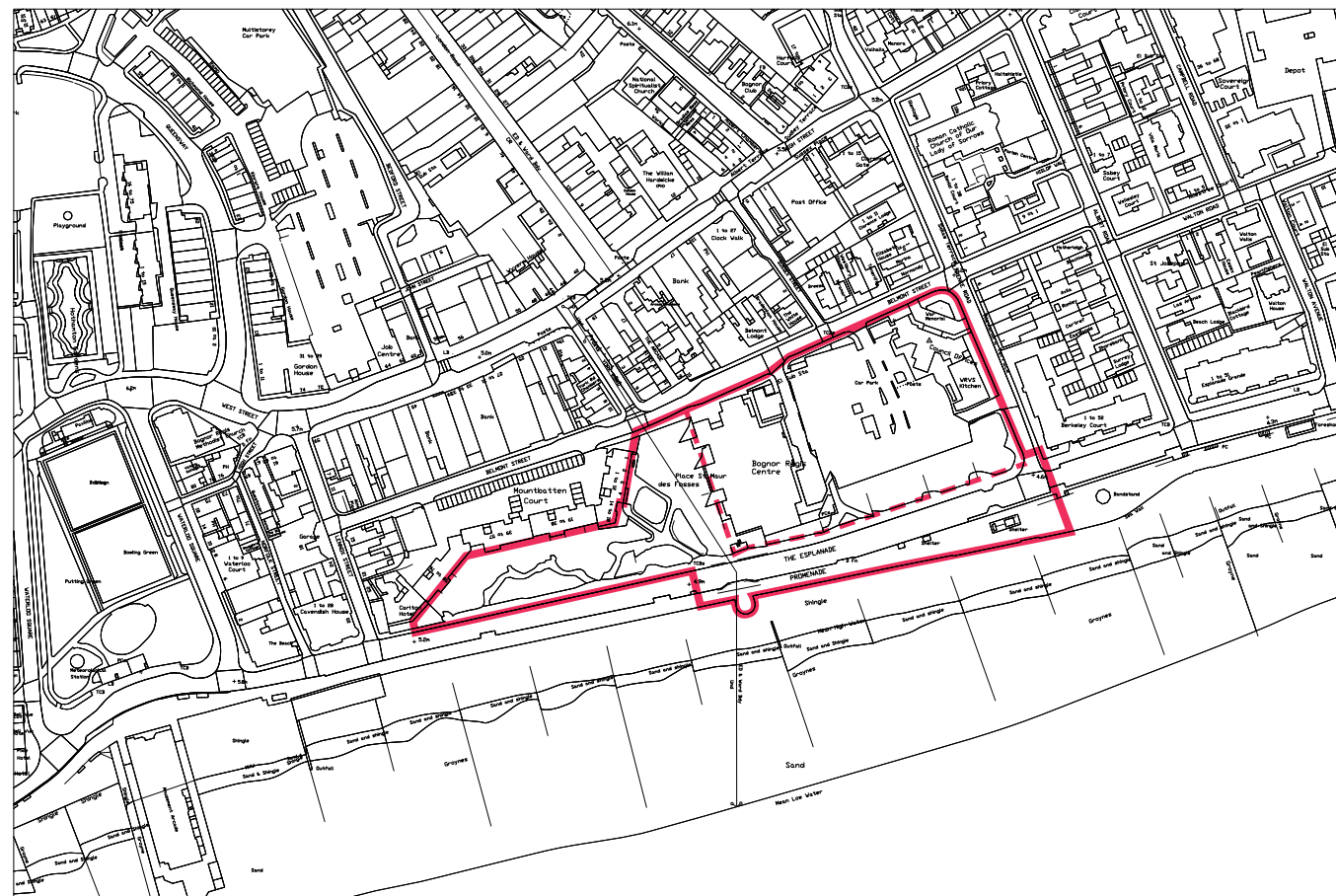
Gardens by The Sea - The Regis Centre

**‘Bognor, I love, when
summer heat prevail,
Around the coast to
wander; and inhale
The breeze, that blustering
from the briny main,
Gives health and vigour
to the rural swain...’**

- Dally, in his Bognor, Arundel and Littlehampton Guide (1828)

Regis Centre: Site Location & Constraints

Site Location

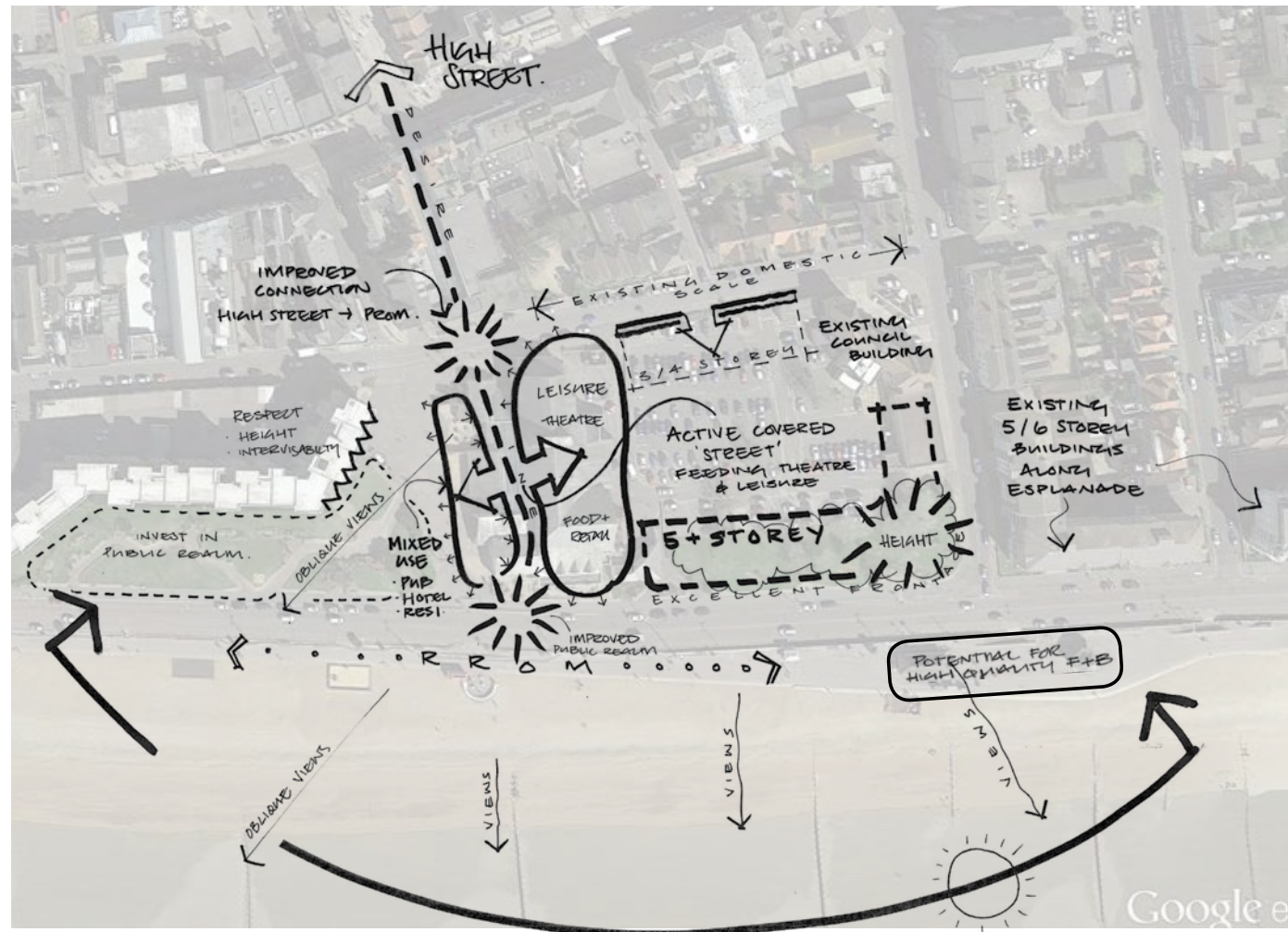


The current proposal utilises area outside of the report area illustrated (red dashed) and the proposed red line boundary (red solid). Generally this relates to improvements to the public realm.

Principle Constraints



Regis Centre: **Concept & Key Design Principles**



Bognor Regis' Renaissance - Seaside Regeneration

A new destination focusing a mix of cultural, leisure, aspirational restaurants and luxury residential creating connectivity between the town centre and promenade.

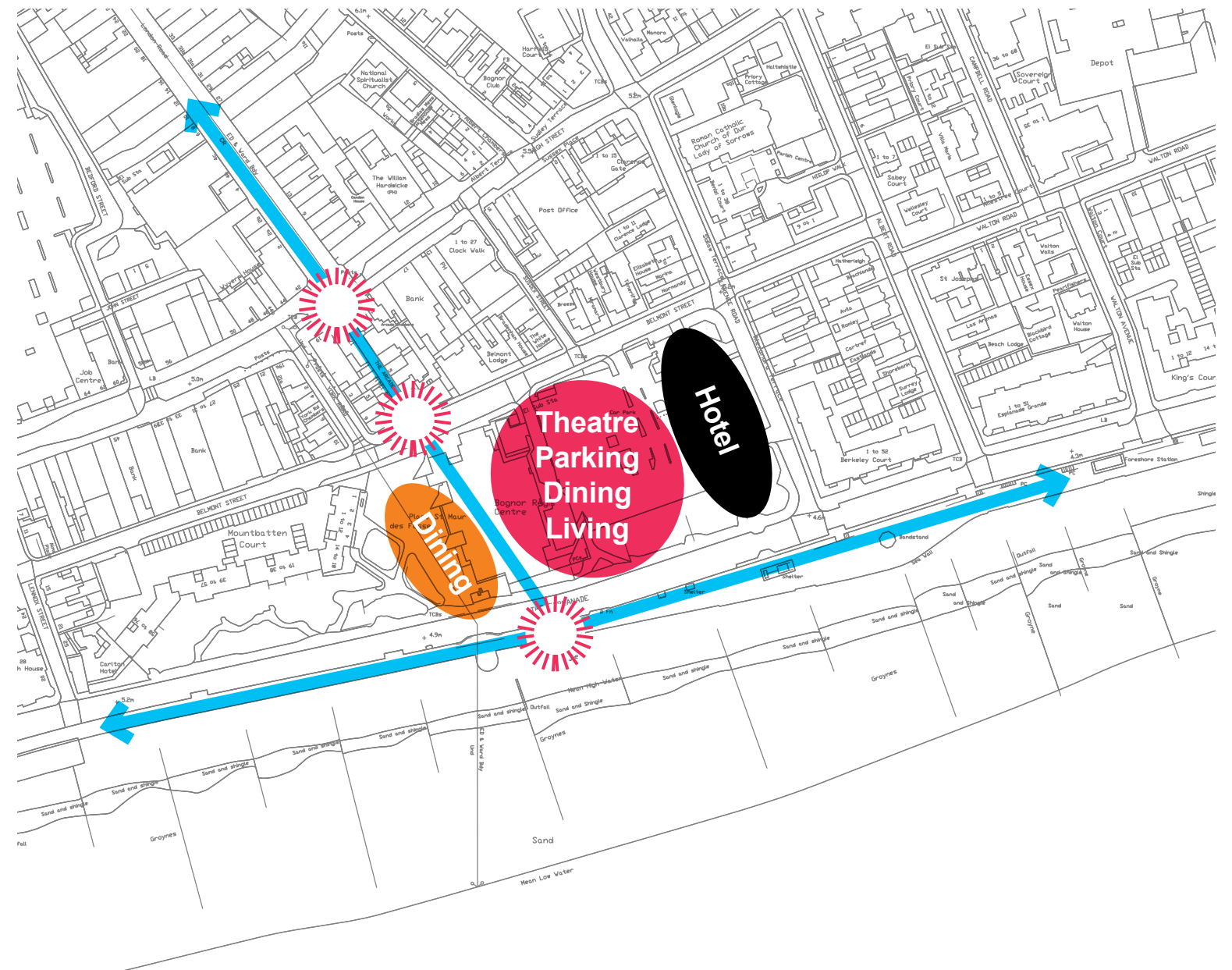
A focus on leisure and culture which:

- Provides a destination for public activity for people of all ages and abilities, which is fully accessible and easy to navigate
- Celebrates and respects the unique qualities of this seafront location and capable of flexible use throughout the year
- Encourages public life, enabling a variety of activities to take place, responsive to change throughout the day and seasonal needs
- Accommodates the future needs of new and repeat visitors to the town and a vibrant location for the local residents




Regis Centre: **Concept & Key Design Principles**

Design Principles

- A mixed use development providing spaces capable of use throughout the year and in inclement weather
- A Destination: create a clear, identifiable destination for visitors and the surrounding areas creating a focus on culture and leisure
- Connectivity: reconnect the high street with the promenade creating a lasting, positive first impression
- Re-balance the relationship between traffic and pedestrians along The Esplanade. Address the public realm to improve access, between the site and the prom, and the attractiveness of the key streets
- Provide significant activity at ground floor level capable of increasing both the dwell time of visitors and opportunity of return visits
- Provide an opportunity for taller legible buildings. Create new public art and utilise existing art, monuments and structures to improve wayfinding and legibility
- Surfaces: high quality, coherent surfacing and high quality landscape design raising the public perception of the Regis Centre site
- Light: Consider creative lighting, particularly at night, to provide different characters to the same place throughout a 24hr period
- Accommodate the needs of those who live, work and play within the town as well as encouraging new visitors

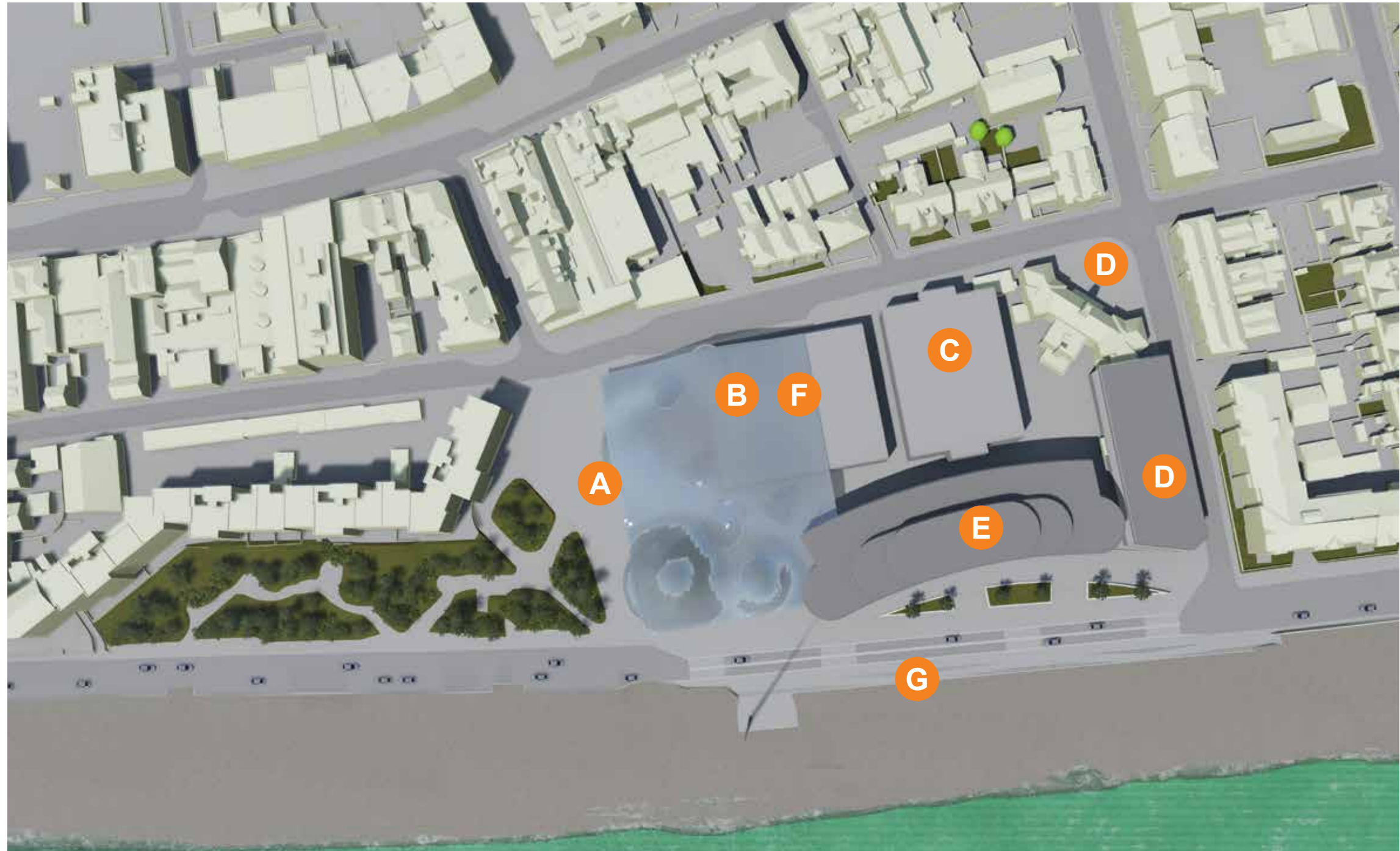


Legend

-  Key Connections & Linkages
-  Development Potential
-  Important Node

Regis Centre: **New Theatre Option - Proposed Masterplan, Gardens by The Sea**

Indicative Roof Plan



Legend

- A Winter Garden
- B Theatre
- C Multi Storey Car Park
- D Hotel Entrance + Brewers Fayre
- E Mixed use A3 + Residential
- F Sky-Bar - Elevated Garden / Open Area Performance Space
- G Extensive public realm improvements including narrowing of carriageway, outside dining areas and additional crossing points

Use Legend

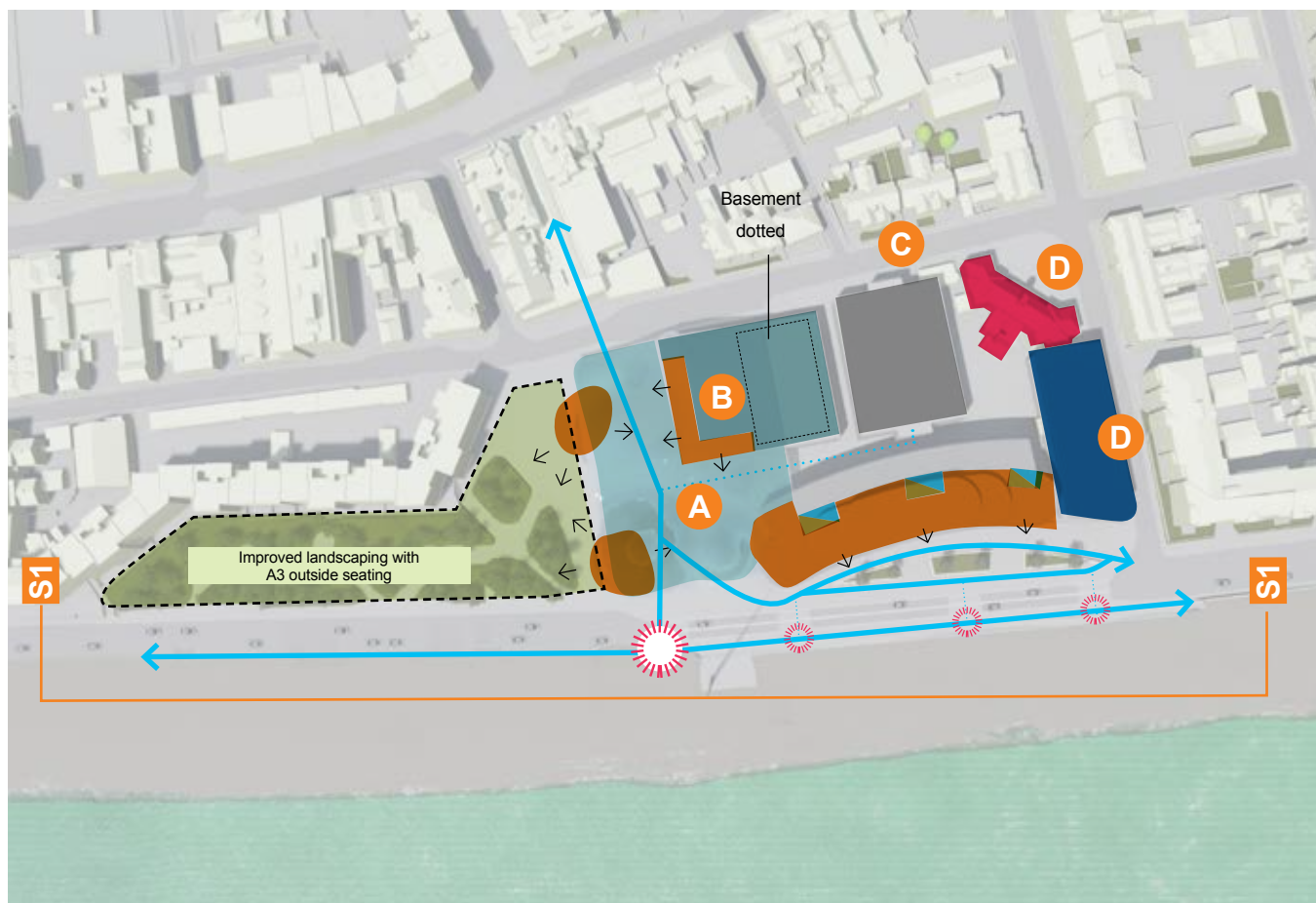
- Winter Garden
- Theatre
- Use Class A3
- Hotel
- Brewers Fayre
- Open Market Residential
- Servicing / waste
- Stair Core
- Parking



Regis Centre: **New Theatre Option - Proposed Building Uses**

Indicative Floor Plate Layout

Typical Ground Floor Uses



Indicative Floor Plate Layout

Typical Upper Level Uses



Use Legend

- Winter Garden
- Theatre
- Use Class A3
- Hotel
- Brewers Fayre
- Open Market Residential
- Servicing / waste
- Stair Core
- Parking

Legend

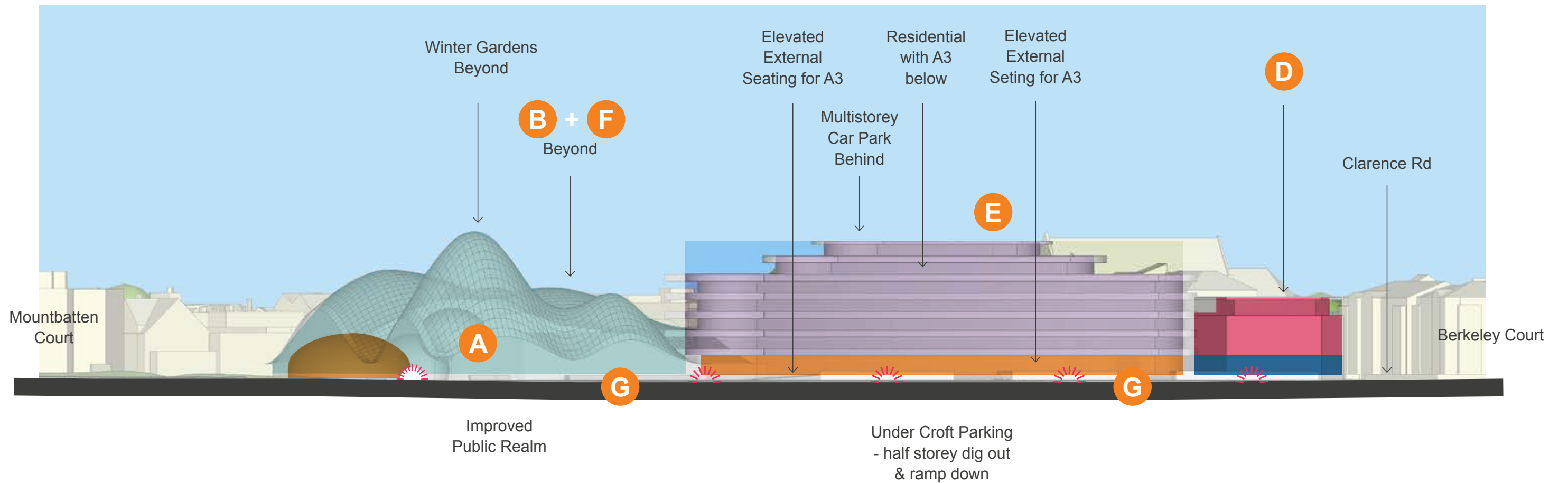
- A Winter Garden
 - B Theatre
 - C Multi Storey Car Park
 - D Hotel Entrance + Brewers Fayre
 - E Mixed use A3 + Residential
 - F Sky-Bar - Elevated Garden / Open Area Performance Space
 - G Extensive public realm improvements including narrowing of carriageway, outside dining areas and additional crossing points
- Key Connections & Linkages
- ☀ Important Node



Regis Centre: **New Theatre Option - Indicative Section**

Indicative Section

Typical Uses View North from The Esplanade



Use Legend

- Winter Garden
- Theatre
- Use Class A3
- Hotel
- Brewers Fayre
- Open Market Residential
- Servicing / waste
- Stair Core
- Parking

Legend

- A Winter Garden
- B Theatre
- C Multi Storey Car Park
- D Hotel Entrance + Brewers Fayre
- E Mixed use A3 + Residential
- F Sky-Bar - Elevated Garden / Open Area Performance Space
- G Extensive public realm improvements including narrowing of carriageway, outside dining areas and additional crossing points



- Key Connections & Linkages
- ⊙ Important Node

Regis Centre: **New Theatre Option - Visual Examples, Gardens by The Sea**

A Winter Garden



B New Theatre & Rehearsal Spaces



E New Hotel



E Unique Dining Experience



E Luxury Apartments

Regis Centre: **New Theatre Option - Movement & Public Realm**

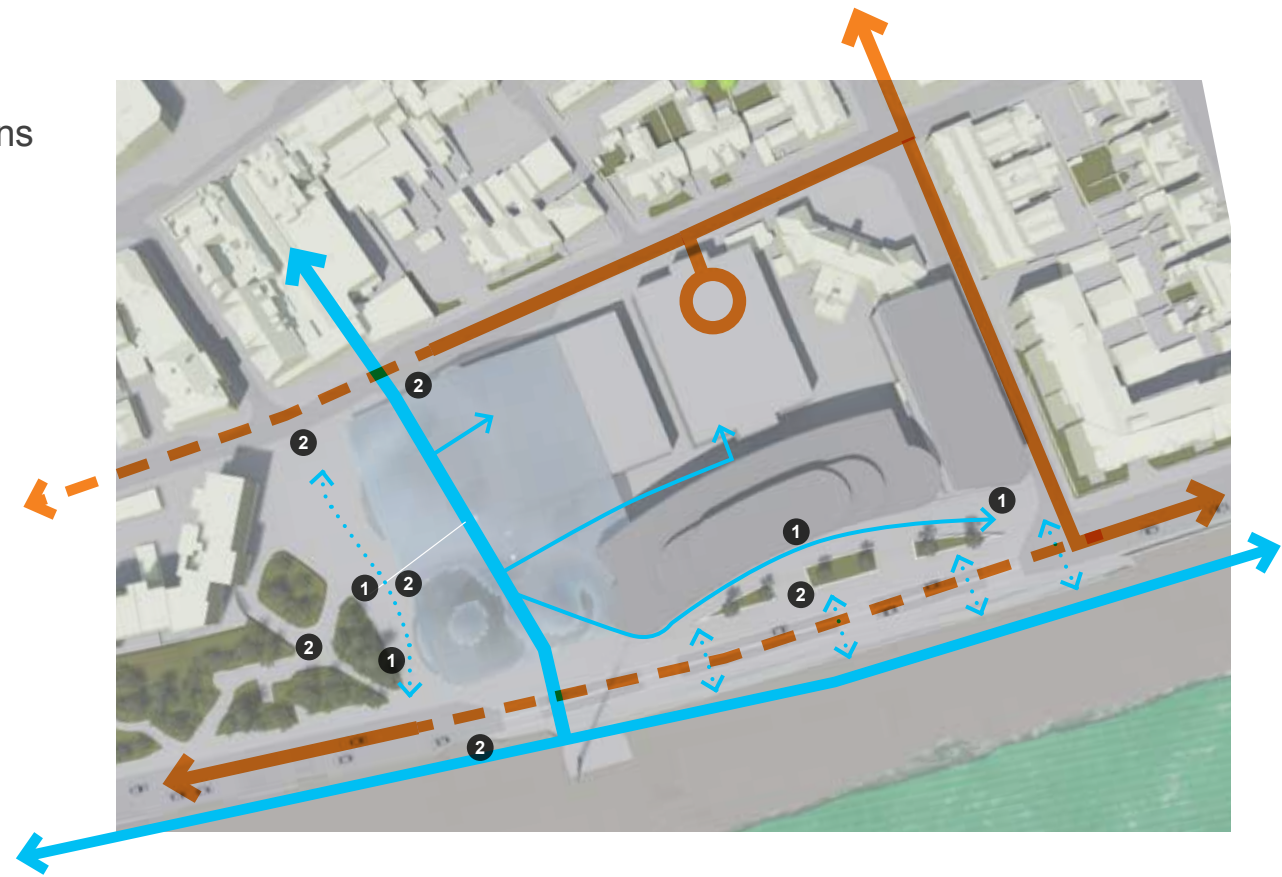
This section explores the potential for enhanced activity and social vitality through significant improvements in streetscapes adjoining the Regis Centre, and especially strengthening the link between the high street and promenade through the site.

Significant opportunities exist to re-balance the relationship between traffic and the public realm in ways that will improve access, traffic movement, safety, and the quality of place.

This approach will give a clear and distinctive identity to the Sea front as a destination.

Indicative Movement Patterns

- Legend
- 1 External Seating
 - 2 Improved Public Realm & Access
 - 3 Carriageway Reduced – Parking Removed
- Pedestrians
- Vehicular



Regis Centre: **New Theatre Option - Amount**

Heritage

Listed Town Hall Building

Trees

No individual TPO identified

Ecology

A protected species survey is likely to be required due to loss of trees and existing buildings. Note seasonality of surveys may delay application.

Flood Risk

Site identified to/adjacent to a flood zone

FRA required to inform design development and support application.

Utilities

Surface water sewers with 3m & 4.5m easements as indicated. Detailed design development required. development needs to consider easements, access to substation (relocate if possible). Infrastructure capacity and availability of gas, electric, water & telecoms should be confirmed.

Contamination & Geotechnical

Unknown.

Transport

Consider removal of on-street parking
Esplanade carriageway reduced
Loss of parking approx 15%. Offset by additional spaces in multistorey car park

General note:
floorspace has the potential to be increased by 20%

	GIA m ² Build Area		Units		Parking	
	Residential	Commercial				
Block A Levels						
Winter Garden						
0	-	3000	1		-	
Sub Total	-	3000	1		-	Inc. for 2 new A3 Kiosks
Block B Levels						
Theatre						
-1		95				
0	-	1535	-		-	
1	-	810	-		-	
Gallery	-	190	-		-	
Sky Bar	-	300				Provision for external performance/outdoor cinema
Roof Garden	-	500				
Sub Total	-	3430	-		-	
Block C Levels						
Multistorey Car Park						
4 Levels	-	-	-		200	50 per deck
Sub Total	-	-	-		200	
Block D Levels						
Hotel - New Build						
0	-	1030	Brewers Fayre		0	
1	1030	-	25 Beds		0	
2	1030	-	25 Beds		0	
3	1030	-	25 Beds		0	Target 60 - 80 beds
	3090	1030	75 beds		0	
Block E Levels						
Mixed Use Block			A3	Resi		
0	-	1300	5		60	
1	1100	-		10	-	
2	1100	-		10	-	
3	1100	-		10	-	
4	1100	-		10	-	
4	800	-		8	-	
5	600	-		3	-	
	5800	1300	5	51	60	

Regis Centre: **New Theatre Option - Visualisation**
Gardens by The Sea

Visualisation - View east along promenade



Regis Centre: **New Theatre Option - Visualisation** **Gardens by The Sea**

Visualisation - View east along promenade



Regis Centre: **New Theatre Option - Visualisation**
Gardens by The Sea

Visualisation - View east along promenade



Regis Centre: **New Theatre Option - Visualisation**
Gardens by The Sea

Visualisation - View east along promenade



Regis Centre: Refurbished Theatre Option

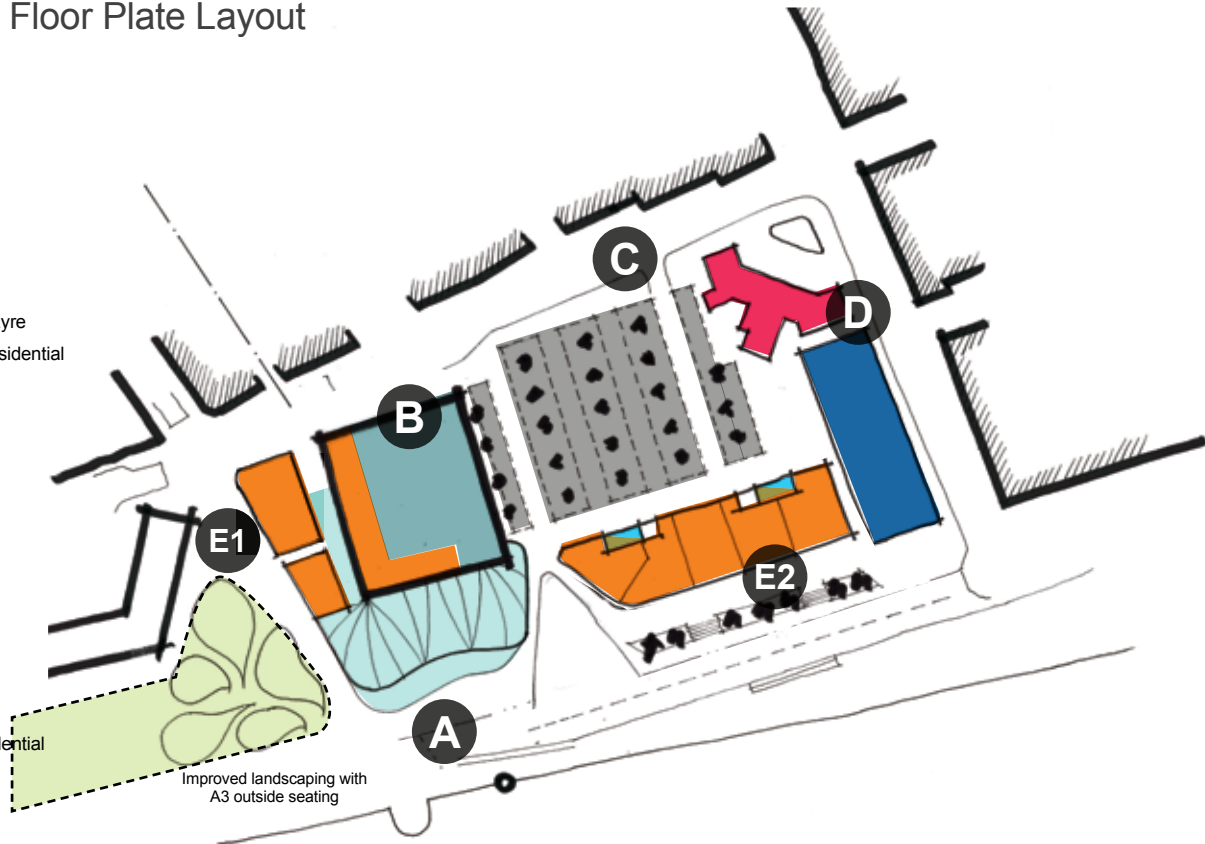
Indicative Floor Plate Layout

Typical Level 0

- Legend
- A** Winter Garden
 - B** Theatre
 - C** Surface Car Park
 - D** Hotel + Brewers Fayre
 - E** Mixed use A3 + Residential

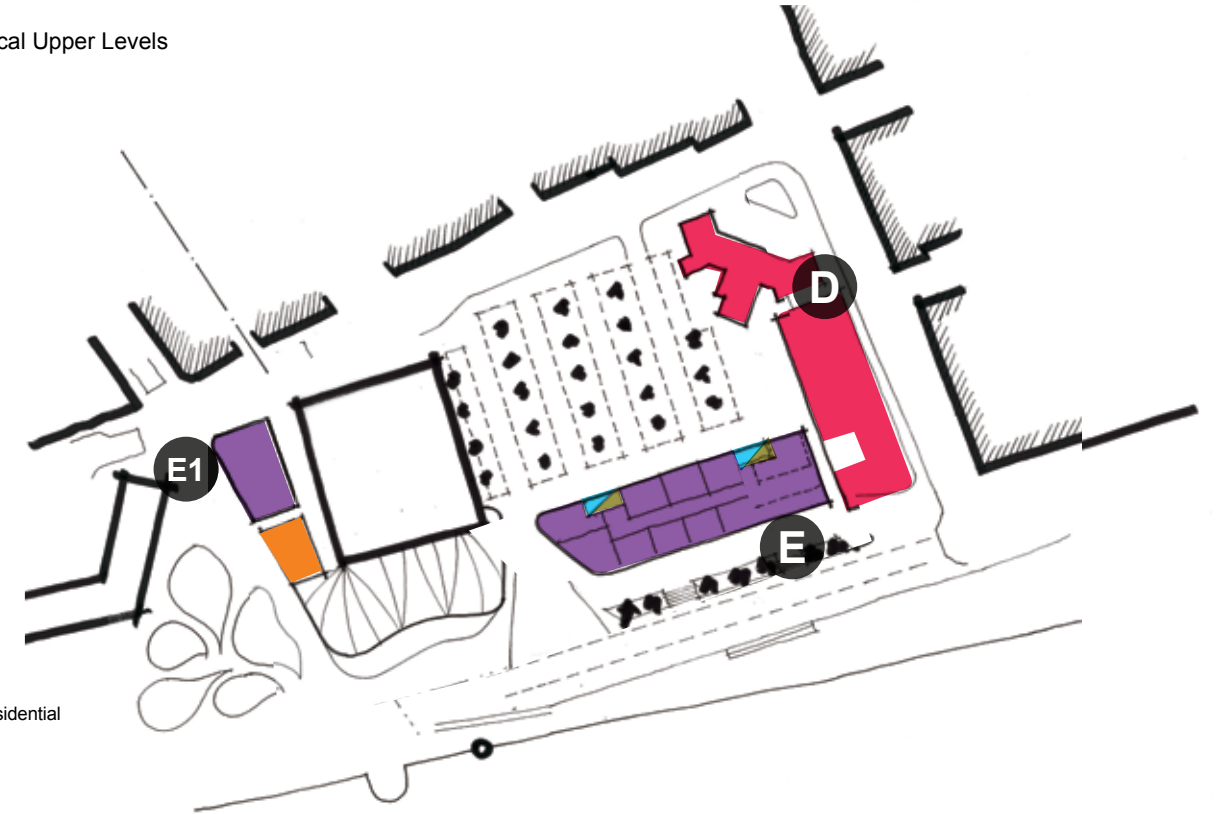
Use Legend

- Winter Garden
 - Theatre
 - Use Class A3
 - Hotel
 - Brewers Fayre
 - Open Market Residential
 - Servicing / waste
 - Stair Core
 - Parking
- Improved landscaping with A3 outside seating



Typical Upper Levels

- Use Legend
- Winter Garden
 - Theatre
 - Use Class A3
 - Hotel
 - Brewers Fayre
 - Open Market Residential
 - Servicing / waste
 - Stair Core
 - Parking



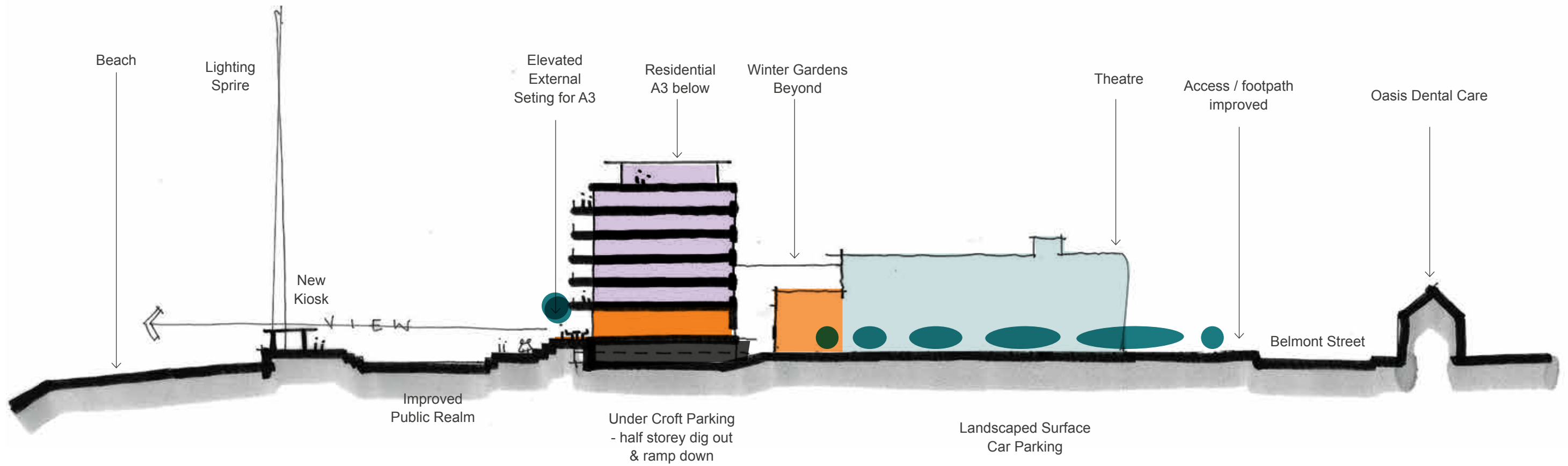
A Winter Garden



B Refurbished Theatre



Regis Centre: **Refurbished Theatre Option**



C Multi-use Car Park

E Unique Dining

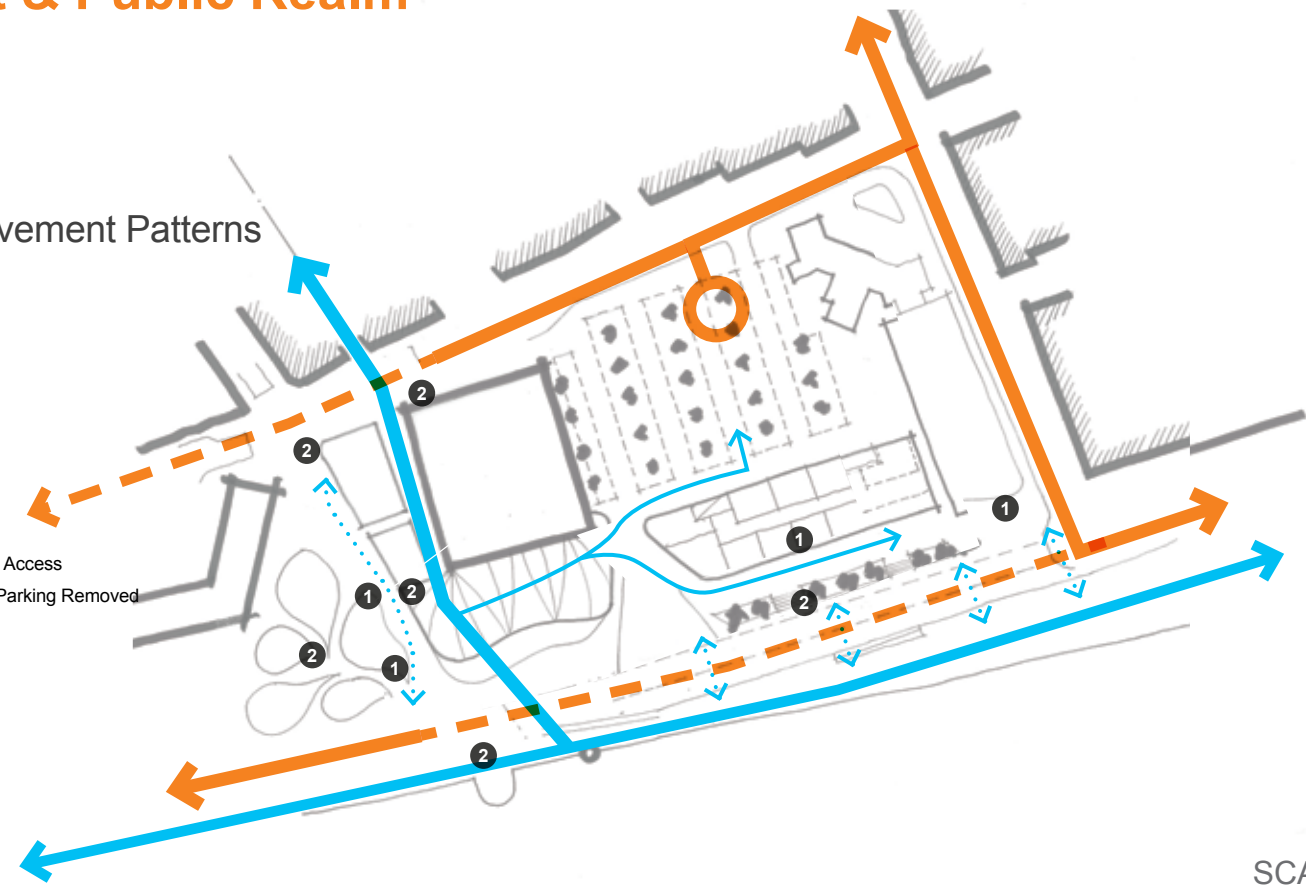
E New Public Realm



Regis Centre: Refurbished Theatre Option - Movement & Public Realm

Indicative Movement Patterns

- Legend
- 1 External Seating
 - 2 Improved Public Realm & Access
 - 3 Carriageway Reduced - Parking Removed
 - Blue Pedestrians
 - Orange Vehicular



Regis Centre: Refurbished Theatre Option - Amount

Heritage

Listed Town Hall Building

Trees

No individual TPO identified

Ecology

A protected species survey is likely to be required due to loss of trees and existing buildings. Note seasonality of surveys may delay application.

Flood Risk

Site identified adjacent to flood zone

FRA required to inform design development and support application.

Utilities

Surface water sewers with 3m & 4.5m easements as indicated. Detailed design development required. development needs to consider easements, access to substation (relocate if possible). Infrastructure capacity and availability of gas, electric, water & telecoms should be confirmed.

Contamination & Geotechnical

Unknown.

Transport

Parking proposed to be surface within a structured landscape treatment to soften. This parking provision should be capable of catering for a range of uses including markets and events throughout the year.

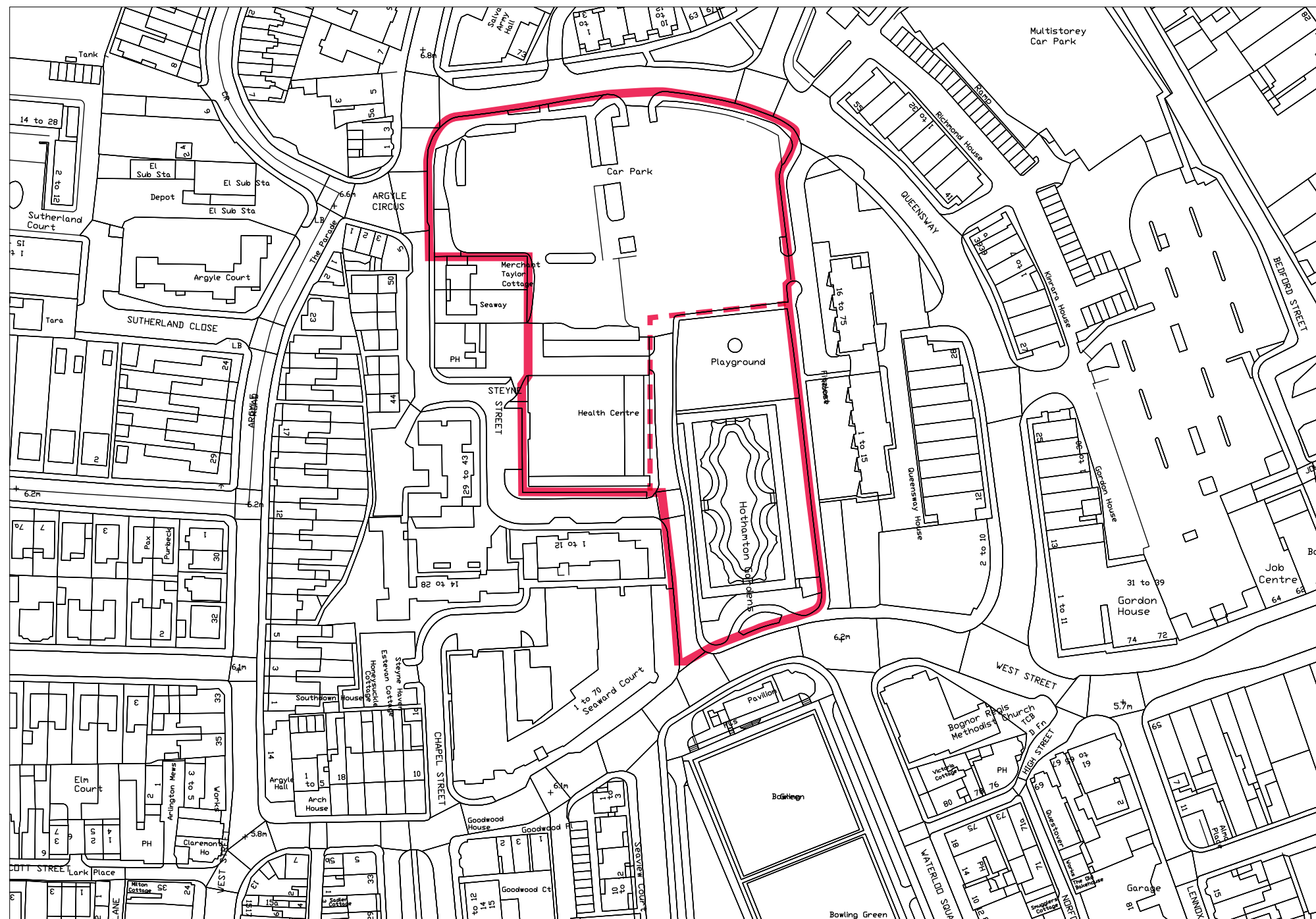
General note:
floorspace has the potential to be increased by 20%

	GIA m ² Build Area		Units		Parking	
	Residential	Commercial				
Block A Levels						
Winter Garden						
0	-	1110	1		-	
Sub Total	-	1110	1		-	
Block B Levels						
Theatre						
0	-	1800	1		-	
1	-	-	-		-	
Sub Total	-	1800	1		-	
Block C Levels						
Surface Car Park						
0	-	3250	-		145	
Sub Total	-	3250	-		145	77% of existing
Block D Levels						
Hotel - New Build						
0	-	1030		Brewers Fayre	-	
1	1030	-		25 Beds	-	
2	1030	-		25 Beds	-	
3	1030	-		25 Beds	-	
	3090	1030		75 beds	-	Target 60 - 80 beds
Block E1 Levels						
Mixed Use Block			A3	Resi		
0	-	450	2	-	-	
1	320	300	1	4	-	
2	320	-	-	4	-	
	640	750	3	8	-	
Block E2 Levels						
Mixed Use Block			A3	Resi		
0	-	1400	5	-	50	Some tandem parking
1	1100	-	-	12	-	
2	1100	-	-	12	-	
3	1100	-	-	12	-	
4	1100	-	-	12	-	
4	800	-	-	8	-	
5	400	-	-	2	-	
	5600	1400	5	58	50	

The Great British Seaside - Site 2

Hothampton

Hothamton: Site Location



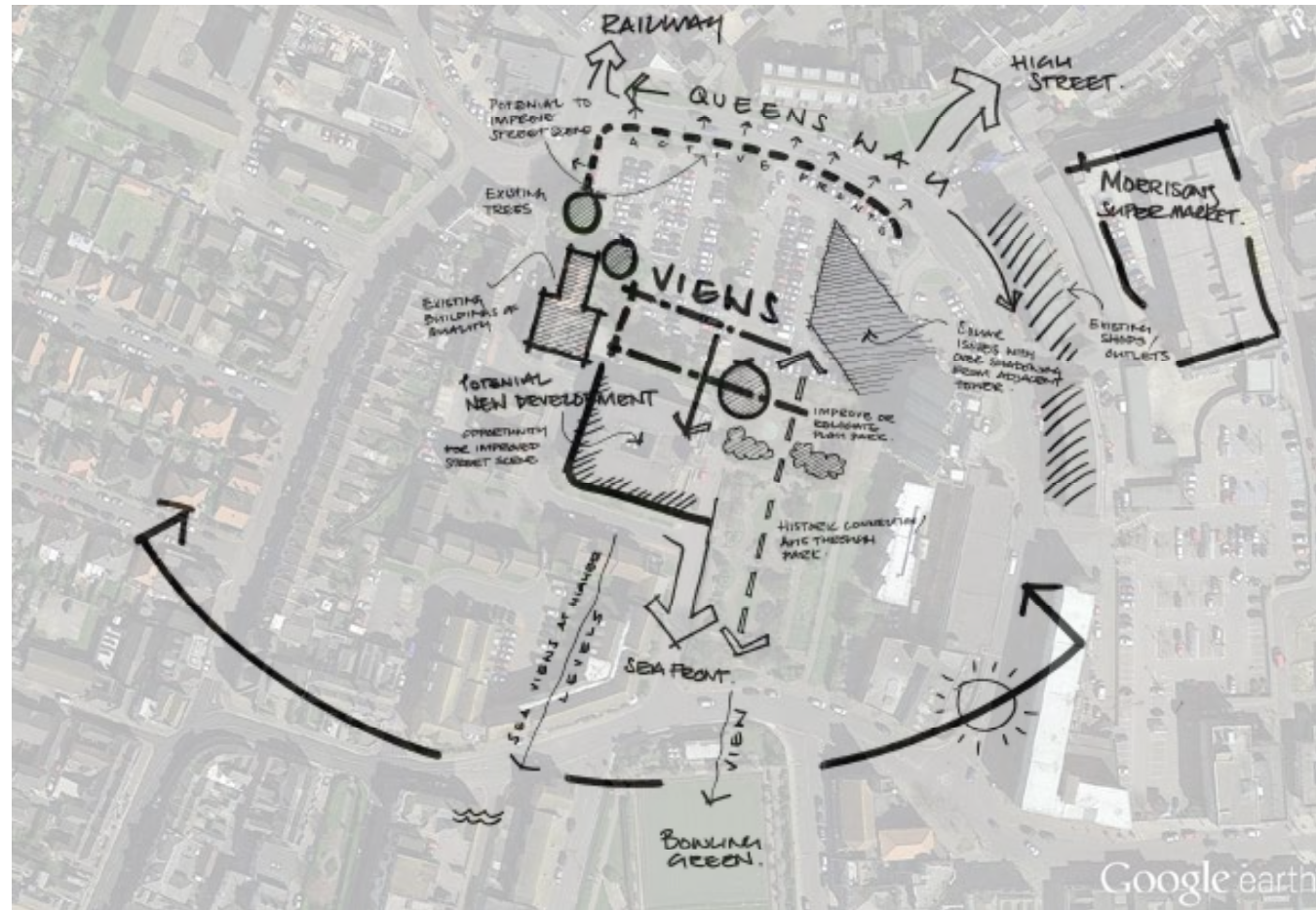
The Hothamton car park, adjacent gardens and existing health centre are within the centre of the town, bounded to the north by Queensway and the south by West Street. The site represents an important node within the town and one of the main vehicular approaches. Although well located, connectivity should be key to any proposal making stonger linkages to the railway station, high street, promenade and pier.

It's central location makes a compelling proposition for sustainably located, residential development, capable of contributing positively to the local community.

Where possible the parking provision should be retained but redistributed in a way that enhances the place and makes a positive, identifiable contribution to the public realm.

The current proposal utilises area outside of the project area defined as a red dotted line. The increased site boundary area, defined by a solid red line, generally relates to improvements to the public realm and carparking.

Hothamton: **Constraints**



Hothamton: **Concept & Key Design Principles**

Create a new residential community and a place with a clear identifiable character within the town.

A mixed use development focusing on the unique character and natural assets of Bognor Regis and this central location

The creation of a clear and legible landscaped park improving connections to the promenade, improved quality of car parking and provide a focus for new public activity and events.

Accommodate the needs of a range of ages and abilities, in a safe, fully accessible and easy to navigate space

Encourage public life, enabling a variety of activities to take place, capable of responding to change throughout the day and seasonal needs

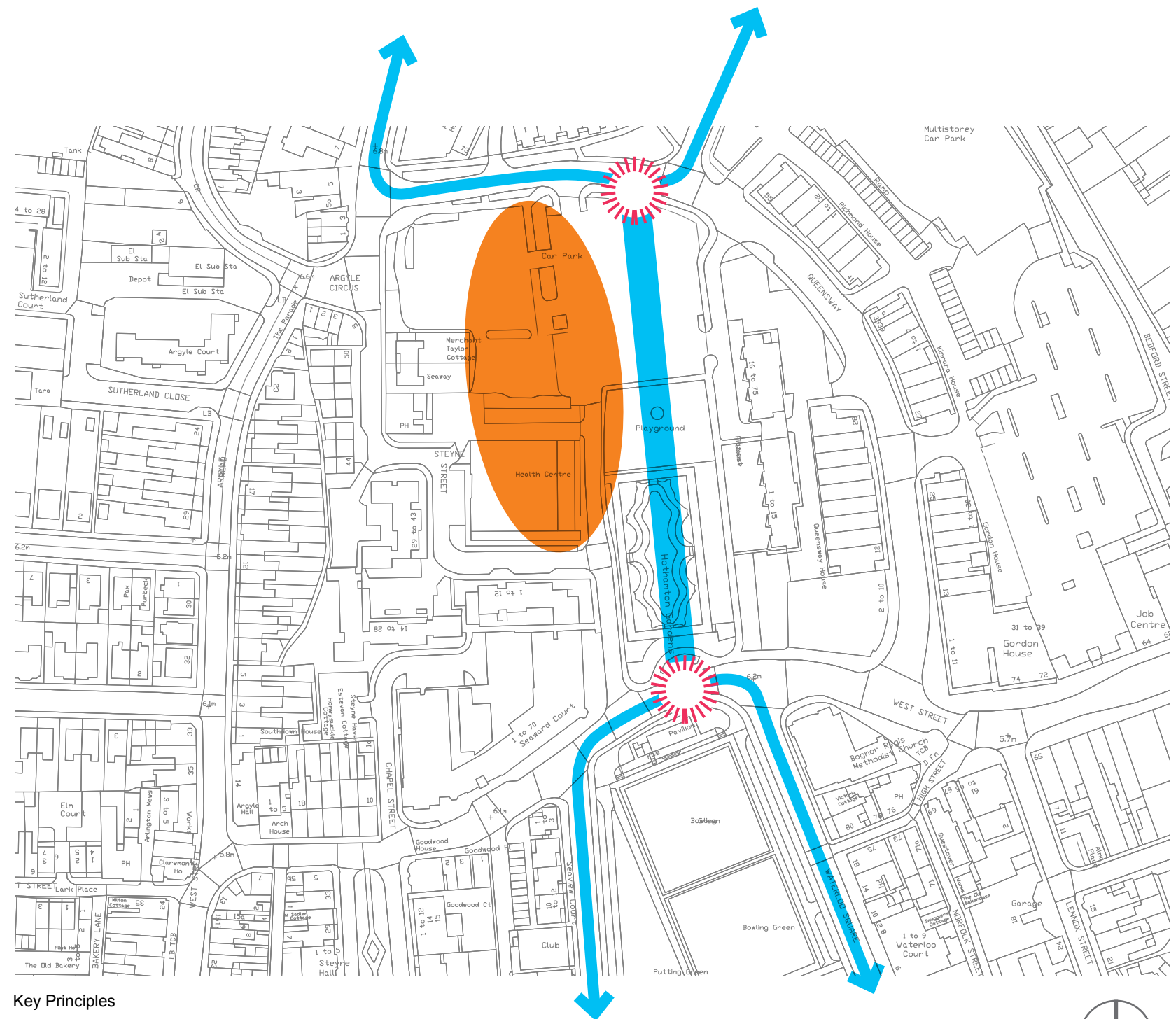
Provide a durable, clutter free and easily maintained, environment

Accommodate the needs of those who live and work within the town as well as catering for the needs of visitors

Hothamton: Concept & Key Design Principles




Design Principles

- A mixed use development
- A sense of arrival: create a clear, identifiable point of arrival to create a lasting, positive first impression
- Connectivity: Create a strong link between the railway station and the promenade. Create a potential circular loop linking; the high street, the promenade, the pier and the railway station
- Provide an opportunity for taller buildings within a high quality, publicly accessible park setting
- Provide opportunity at ground floor level for convenience store/s & food/drink outlet/s (use classes A1, A3, A4 & A5) along Queensway and within park
- Enhance residential value with access to both sea and park views
- High quality landscape design raising the public experience.



Key Principles

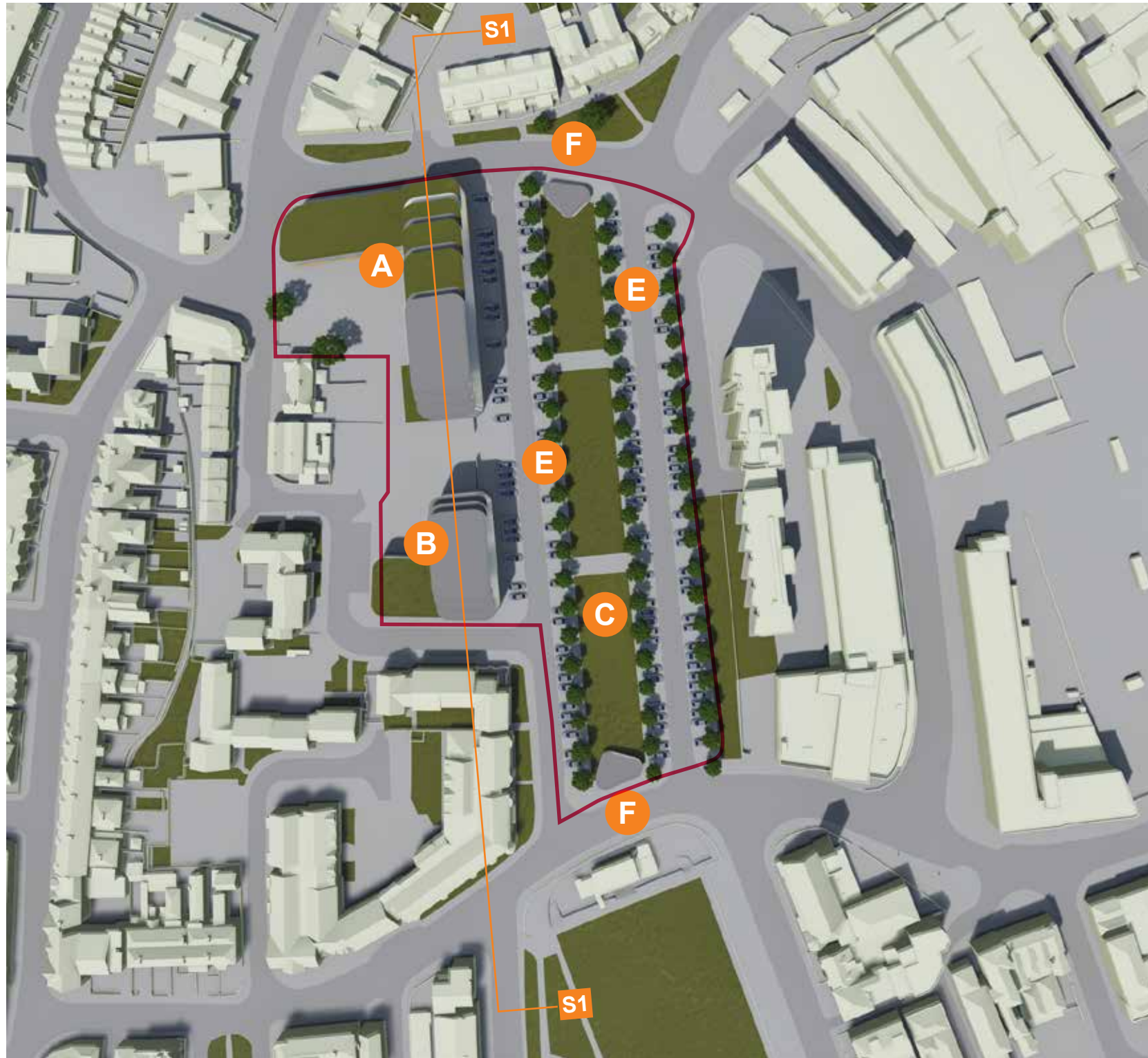
Legend

-  Key Connections & Linkages
-  Development Potential
-  Important Node



Hothamton: **New Park Option**

Indicative Floor Plate Layout
Typical Roof Plan



Indicative Floor Plate Layout
Typical Level 0



Legend

- Residential Block A - Mixed Use
- Residential Block B (Phase 2)
- New linear Park
- Private Surface Parking
- Public Surface Parking
- Food & Drink Outlet / Kiosk

Use Legend

- New Linear Park
- Use Class A1
- Open Market Residential
- Servicing / waste
- Stair Core
- Parking

Hothamton: **New Park Option**

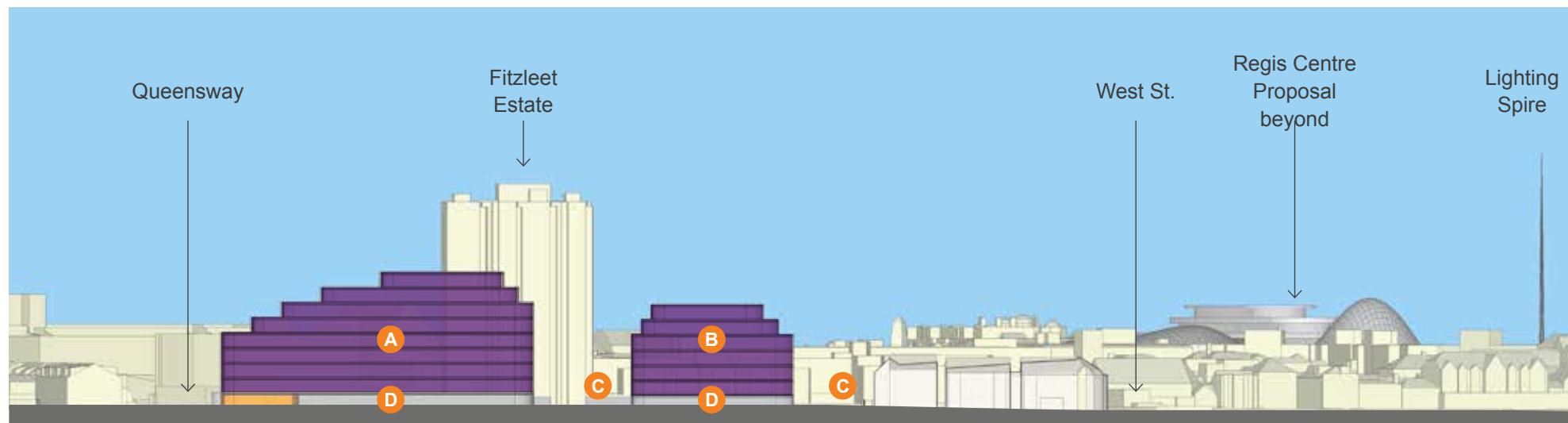
Indicative Floor Plate Layout
Typical Level 3



Indicative Floor Plate Layout
Typical Level 8



Indicative Section **S1**



Hothamton: **New Park Option - Uses**



Uses

- A Place for Relaxing
- Music
- Natural Play
- Seasonal Markets
- Artisan Markets
- Night Markets
- Informal Events

Hothamton Car Park: **New Park Option - Uses**



Uses

- Art Installations
- Refreshment Kiosks
- Seasonal Attractions

Hothamton New Park Option: **Visualisation**



Aerial view north



Aerial view south west



View from West St. looking north



View from Crescent Rd

Hothamton New Park Option: **Visualisation**



Hothamton New Park Option: **Amount**

	GIA m ² Build Area		Units	Parking	
	Residential	Commercial			
Block A Levels					
Mixed Use					
0	-	550	-	65	For resi above
1	-	-	16	-	
2	-	-	16	-	
3	-	-	10	-	
4	-	-	10	-	Accommodation size: Gross internal 60-85m ² 1-3 beds Excluding penthouse
5	-	-	9	-	
6	-	-	8	-	
7	-	-	6	-	
8	-	-	2	-	
Sub Total		550	77	65	
Block B Levels					
Resi - Phase 2					
0	-	-	-	40	
1	-	-	7	-	
2	-	-	7	-	
3	-	-	5	-	Accommodation size: Gross internal 60-85m ² 1-3 beds Excluding penthouse
4	-	-	5	-	
5	-	-	4	-	
6	-	-	2	-	
Sub Total	-	-	30	40	
Block C Levels	Residential	Commercial			
Linear Park					
0	-	2980	-	-	
Sub Total	-	2980	-	-	
Block E Levels	Residential	Commercial			
Public Parking					
0	-	-	-	205	
Sub Total	-	-	-	205	

General note: floorspace has the potential to be increased by 20%

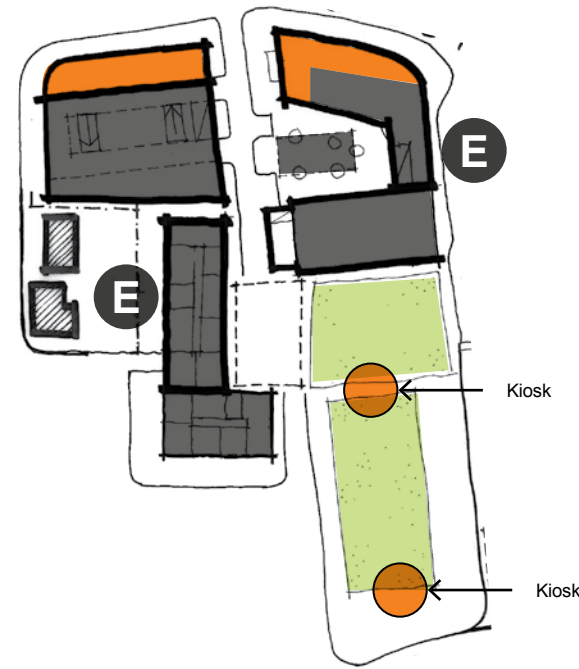
Hothamton: Perimeter Development Option

Indicative Floor Plate Layout

Typical Roof Plan



Typical Level 0



Typical Upper Levels



SCALE 1:2000

- | | | | |
|----------|--|------------|-------------------------|
| Legend | | Use Legend | |
| A | Residential Block A - Mixed Use + undercroft parking | | Park Referbished |
| B | Residential Block B + Undercroft Parking | | Use Class A1/A3 |
| C | Exsting Parks Referbished | | Open Market Residential |
| D | Decked Car Parking | | Servicing / waste |
| E | Private Car Parking | | Stair Core |
| | | | Parking |

Hothamton Car Park: Perimeter Development Option - Amount

Block A Levels	GIA m ² Build Area		Units		Parking	
	Residential	Commercial	Resi	A3/A1		
Mixed Use						
0	-	360		1	50	For resi above - A1/A3 subject to value
1	1200	-	15	-	-	
2	1200	-	15	-	-	
3	1200	-	15	-	-	
4	1200	-	15	-	-	Accommodation size: Gross internal 60-85m ² 1-3 beds Excluding penthouse
5	640	-	8	-	-	
6	640	-	8	-	-	
7	420	-	3	-	-	
Sub Total	6500	360	79	1	50	
Block B Levels						
Residential						
0	-	-	-	-	45	
1	1120	-	14	-	-	
2	1120	-	14	-	-	
3	1120	-	14	-	-	Accommodation size: Gross internal 60-85m ² 1-3 beds Excluding penthouse
4	1120	-	14	-	-	
5	640	-	8	-	-	
6	640	-	8	-	-	
Sub Total	5760	-	72	-	45	
C Parking	Residential	Commercial				
Existing Park						
0	-	2155	-	-	-	
Sub Total	-	2155	-	-	-	+ 2no. Kiosk a 80m ²
Block D Levels	Residential	Commercial				
Decked Parking						
0	-	400	-	-	30	
1	320	-	4	-	50	
2	320	-	4	-	50	
3	320	-	4	-	50	
4	-	-	-	-	20	
Sub Total	960	400	12	-	200	

General note: floorspace has the potential to be increased by 20%

HEMINGWAY DESIGN

In addition to the concepts for both sites set out above, the next section highlights additional themes and features that will help to animate the site and its surroundings

Regis Centre

BOGNOR REGIS' RENAISSANCE - SEASIDE REGENERATION

Whilst there are some solid examples of British seaside town's fortunes turning around and becoming attractive brands in their own right (think Margate, Hastings, Broadstairs, Abersoch, Bournemouth and Boscombe), Bognor Regis continues to punch below its weight and foster negative perceptions both locally and nationally. However unfair these negative perceptions are, they are tangibly holding the town back from capitalising on its natural, historical and cultural assets.

Whilst there has been unfulfilled opportunity for many years, timing is often everything in placemaking and encouraging a change of perceptions (think Margate and the Turner Contemporary, Liverpool and the European City of Culture). Bognor Regis is entering a phase of major change and real opportunity with the significant investment in the town that will attract vibrant and forward thinking businesses and young people studying and working in high tech industries. There is also the opportunity arising from the media needing a fresh coastal story to focus on.

The UoC Digital Tech Campus development, formation of the Digital Tech Hub at the train station and improvements to the town centre and seafront public realm have created some positive news and momentum in the town. There is activity to stimulate new creative businesses; a planned vibrant promenade with improved cultural offering and 1000 young students to kick start and support the night time economy.

THE HEMINGWAYDESIGN APPROACH TO REGENERATION & PLACE-MAKING

At HemingwayDesign we work in a number of towns and cities that have suffered economically and socially over the past decades and occasionally attend round table discussions or conferences in these towns that focus on regeneration. There is no fairy dust to be sprinkled, but rather a complex and diverse set of actions and situations that can help to help a place improve for its residents and visitors.

In no particular order of importance we have listed our Top Ten Regeneration Tips, some of which apply to Regis Centre and Hothamton Car Park.

Regis Centre

FOOD + DRINK OFFER

The future development of the site will provide great retail and F&B opportunities and the meanwhile use should be step change to delivering this. A temporary structure that draws on the quality of East Beach Cafe, Littlehampton and pop-up restaurant Xiringuito, Margate is the aspiration. Linked to a water sports / wellbeing centre (see 2).



Temporary shipping container structure



[Xiringuito, Margate](#)



Regis Centre

WATER SPORTS / WELLBEING CENTRE

Could the water front cafe offer more than food? Could there be connected water - sports facilities, equipment storage & rental and changing facilities.

Could the facility also include a coastal sauna / spa type offer?



Saint Hilaire



The Overstrand, Boscombe



LÖYLY, Helsinki



Regis Centre

SEA BATHING HUTS

A nod back to Bognor's sea bathing heritage.

Temporary (or permanent) moveable beach huts / sauna's / kiosks.



Bognor Beach, early 20th century



[Haeckles](#), Margate

Regis Centre

PUBLIC ART / SCULPTURE

Quick win place making solutions should also be considered at an early stage of development.

Engage international and local artists as well as students and young people from local collages to create pop-up / semi-permanent sculptures and structures on the sea front and along the promenade.



[Comedy Carpet](#), Blackpool



[Mirrored beach hut](#), ECE Architects, Worthing



Regis Centre

LANDSCAPED PUBLIC REALM

A state of the art Youth Zone / Artistic
Active Play & Sport - extreme sports and
seaside games (could this be linked to
William Blake)



[Blaxland Riverside Park](#), Sydney Australia



[Youth Factory](#), Factoría Joven



Regis Centre

WILLIAM BLAKE SEA FRONT VIEWING PLATFORM

Opportunity to work with [The Big Blake Project](#) and for Bognor Regis to claim William Blake as their own.

A sculptural icon / art piece / viewing platform / beacon that interprets a Blake poem or illustration - 'Stairway to Heaven' has obvious possibilities



William Blake



[Labyrinth staircase](#), Thailand



Regis Centre

MUSIC & PERFORMANCE SPACE

A beach front hangout & a platform for cultural events/performances. This could be an extension of the Littlehampton public realm?



[Stage by the sea, Littlehampton](#)

Regis Centre

ACTIVATING THE MULTI-STOREY CAR PARK

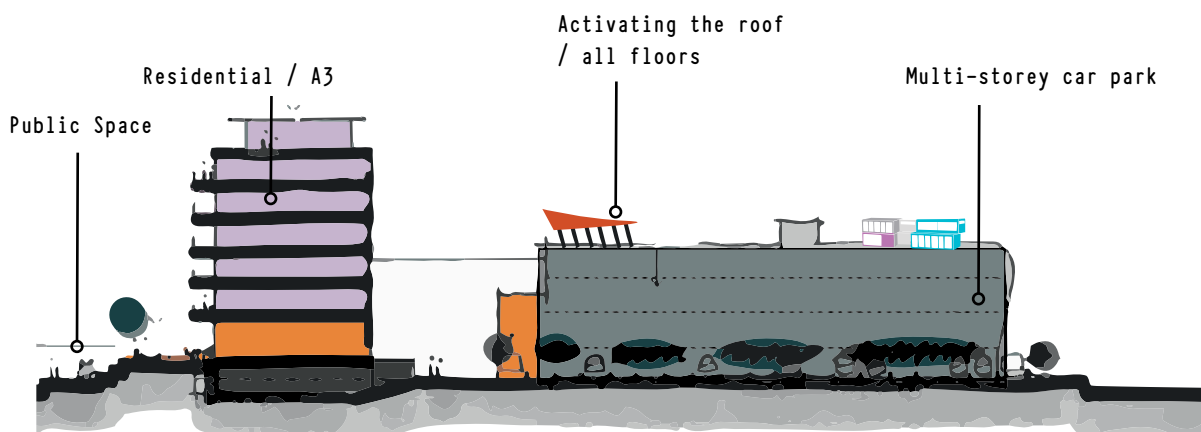
If the car park is to remain on the site then we must consider alternative uses.

Could the top floor, or all floors, double up as an events space? A temporary destination for makers/ food market, gallery and performance space etc. There are some great examples of this

Frank's Cafe, Peckham
<http://frankscafe.org.uk/>

Recently opened Storeys, Wood Green
<http://www.storeys.london/>

Bussey Building outdoor cinema
<http://www.rooftopfilmclub.com/>



Bold Tendencies



Franks Cafe, Peckham



Storeys, West London

Regis Centre

WINTER GARDENS

A modern greenhouse.

There is opportunity for the public realm and covered space to become an amazing sea front wedding and events venue.

A place to learn about the Climate whilst scaling the walls & climbing the foliage



This document identifies preliminary options for general development on both site 1, The Regis Centre and site 2, Hothamton Car Park - both in Bognor Regis. Confirmation of final areas and numbers are subject to further detail design development and input from additional consultants. This document does not provide any guarantee of areas, planning permission or building regulations permission.

Architecture
Landscapes
Interiors
Urban Design

**Kay
Elliott**

5-7 Meadfoot Road
Torquay
Devon TQ1 2JP
United Kingdom
T +44 (0)1803 213553
F +44 (0)1803 298578
admin@kayelliott.co.uk
www.kayelliott.co.uk

RIBA 
Chartered Practice