

SECTION 3

The Masterplan

The Masterplan is a robust 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.

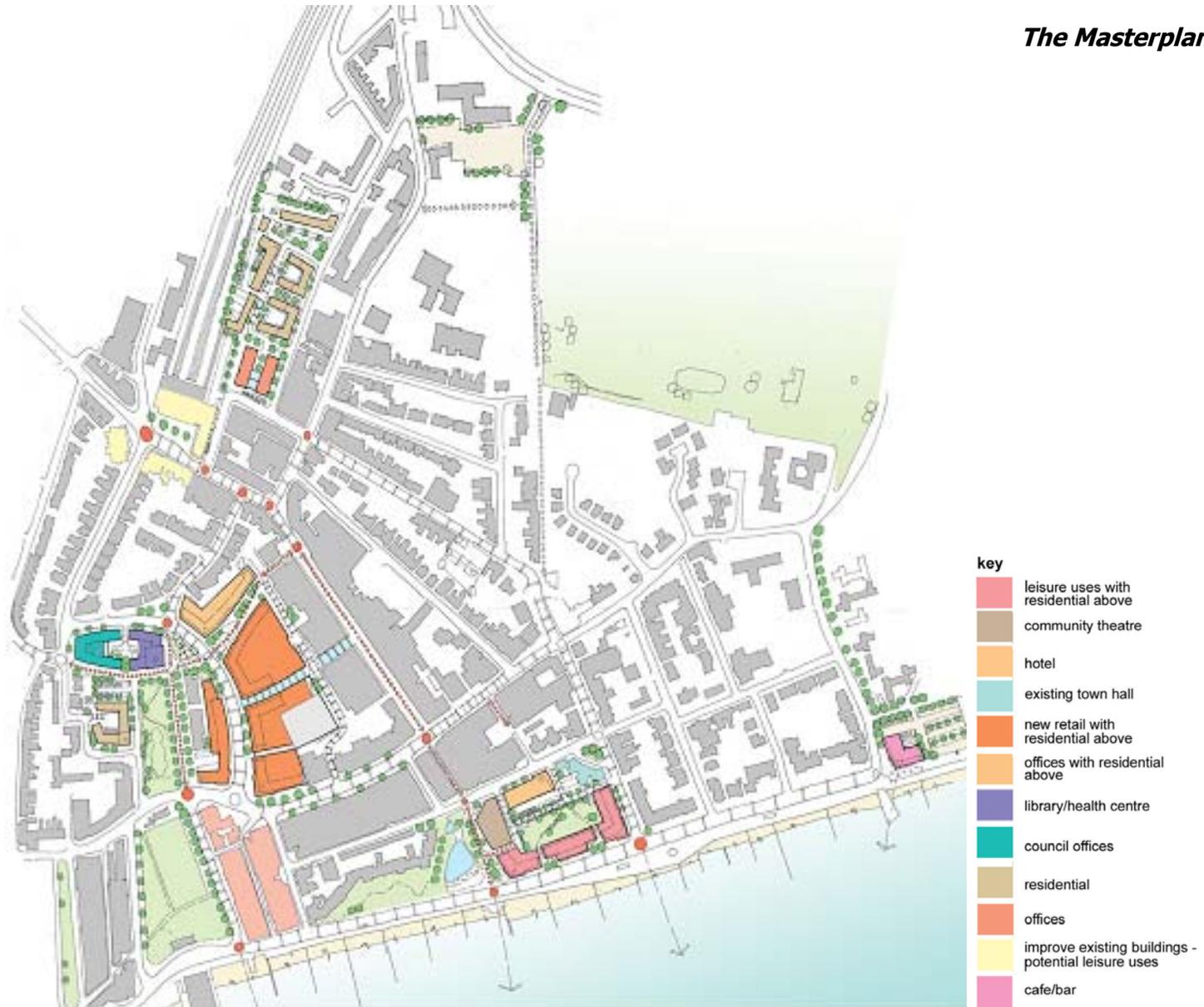
These key sites create a network of quarters each with an individual identity, but having a wider role to play in delivering an urban renaissance in Bognor Regis.

The following quarters have been identified as:

- | | |
|------------------|--|
| 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' |

Each of these character areas has a distinct identity, in order to create the desired sense of place, development principles have been established for each area. The issues surrounding deliverability have also been considered to provide an indication of timescale and development partners. These issues are explored further in section 5, The Action and Implementation Plan.

The Masterplan

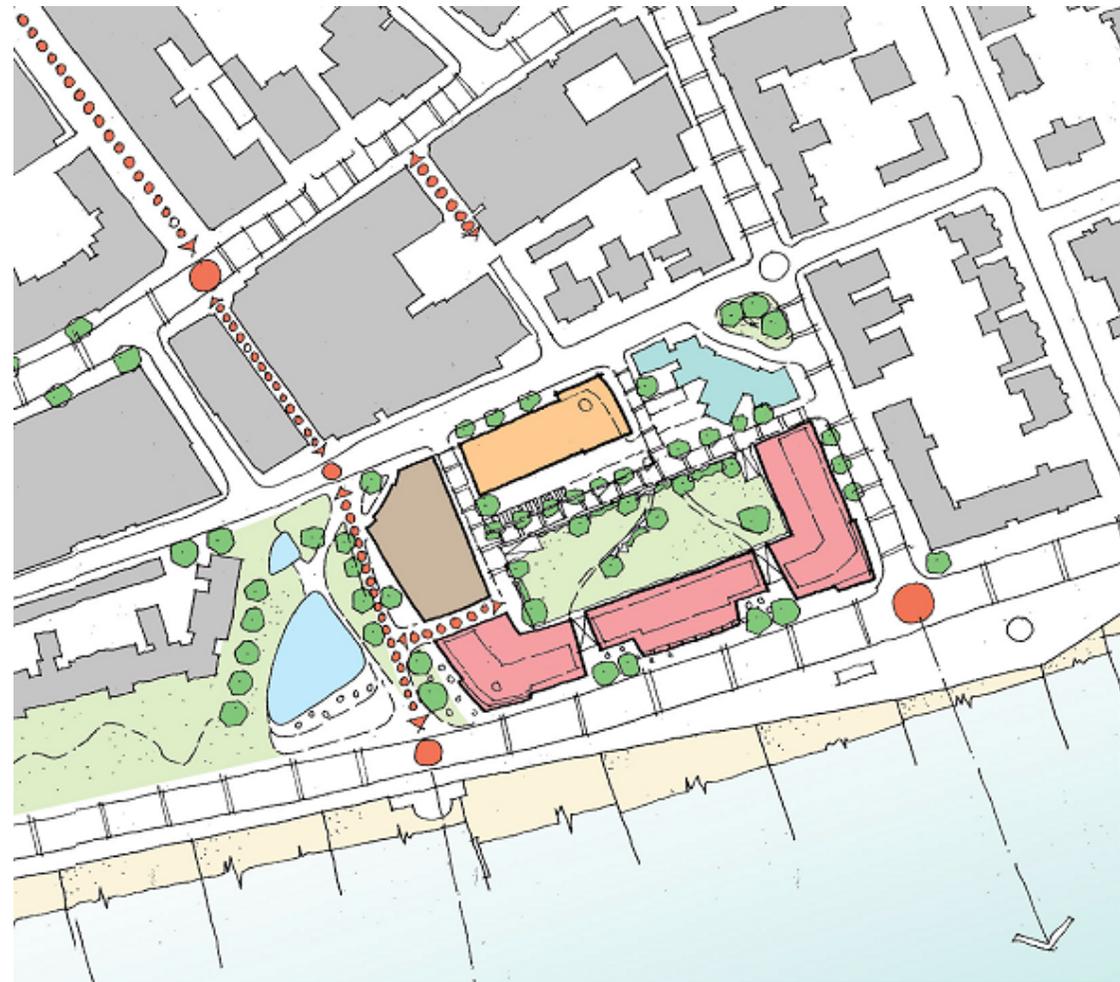


1. The Leisure Heart

The Regis Centre site is the 'jewel in the crown' of the masterplan. Development on this site could be 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:

A mixed use development, with family-led leisure activity, centred around a quality destination of a suitable critical mass to make the seafront a vibrant location. The seafront will become a key part of the town centre, rather than feeling on the edge. The proposed uses within the development are a mix of commercial and non-commercial, with active (A1/A3) uses on the ground and first floor, with residential on the upper storeys. A new theatre is provided, however the development of any new arts facility will have to be more flexible to make the theatre space more economically sustainable and in use all year. The Town Hall will remain in civic use. While parking related to the development would be provided within the block, undercroft spaces will also be provided with a landscape courtyard above.



The Leisure Heart

key	
	leisure uses with residential above
	community theatre
	hotel
	existing town hall
	new retail with residential above
	offices with residential above
	library/health centre
	council offices
	residential
	offices
	improve existing buildings - potential leisure uses
	cafe/bar

Development Principles:

- Reinforce physical connections from the station through town centre and arcade to seafront
- A mixed use landmark development
- Protect and enhance views to seafront
- Provide protection from the microclimate
- Development should have frontage on all sides
- Ground floor uses should provide active frontage and generate activity.
- Quality residential development on upper floors
- Town hall should be retained and enhanced
- Parking within a courtyard setting
- 5 storeys is an appropriate height for development



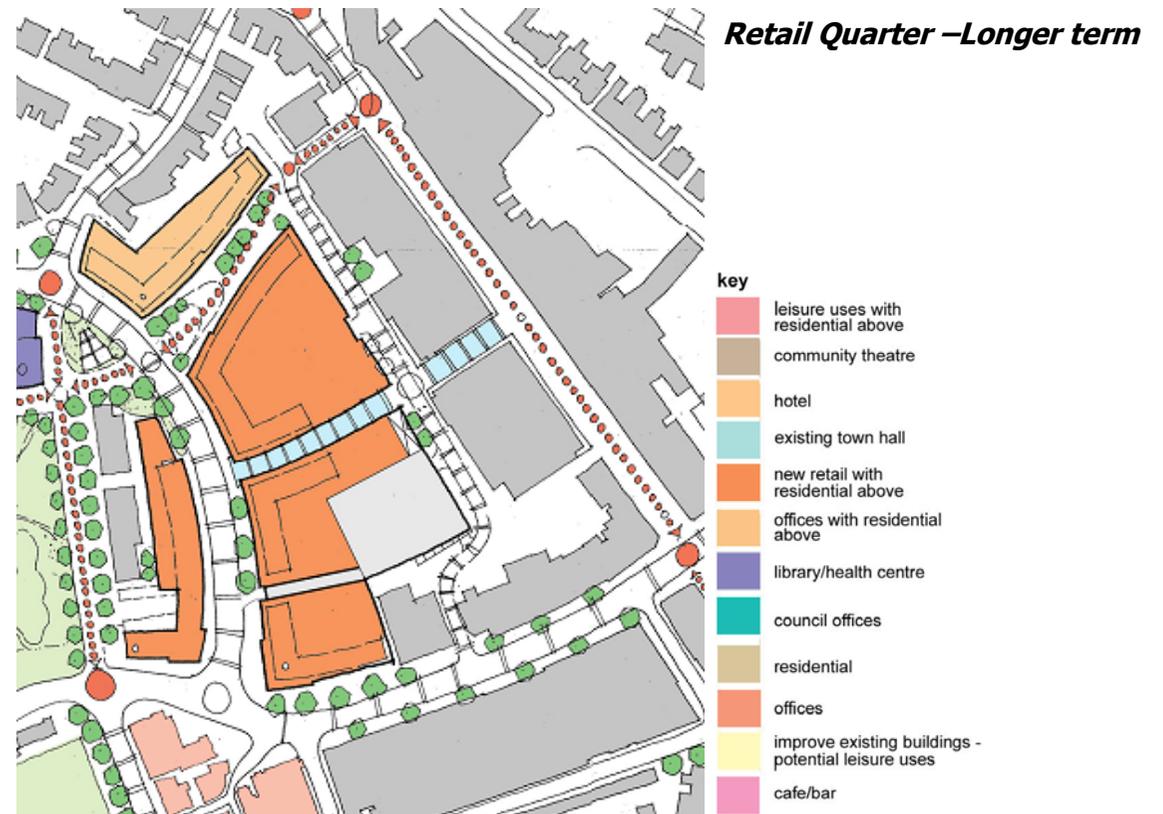
Activities which animate the seafront

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 as it is in private ownership and the store currently trades very well. Due to 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 proposals were viewed as advantageous to the owner.

Character:

The retail quarter will attract people to Bognor Regis due to the extensive shopping experience. The development of the new four 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. Parking associated with the retail offer would be provided within a new multi storey, within the curtilage of the development.



Development Principles – longer term

- Mixed use development
- Establish east-west pedestrian route from London Road to Queensway
- Car parking provision on site

- Establish circular retail experience with greater choice and offer
- Retail units on the ground floor fronting onto Queensway
- 4 storey development
- Residential on upper floors
- 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
- 4 storey development
- Residential on upper floors
- Provision of affordable housing
- Infill development on London Road
- Wet weather link from London Road to Safeway



Retail Quarter –shorter term

- key**
- leisure uses with residential above
 - community theatre
 - hotel
 - existing town hall
 - new retail with residential above
 - offices with residential above
 - library/health centre
 - council offices
 - residential
 - offices
 - improve existing buildings - potential leisure uses
 - cafe/bar



***Vibrant retail environments have been used
as a successful regeneration tool in many
towns and cities***

3. Healthy Living

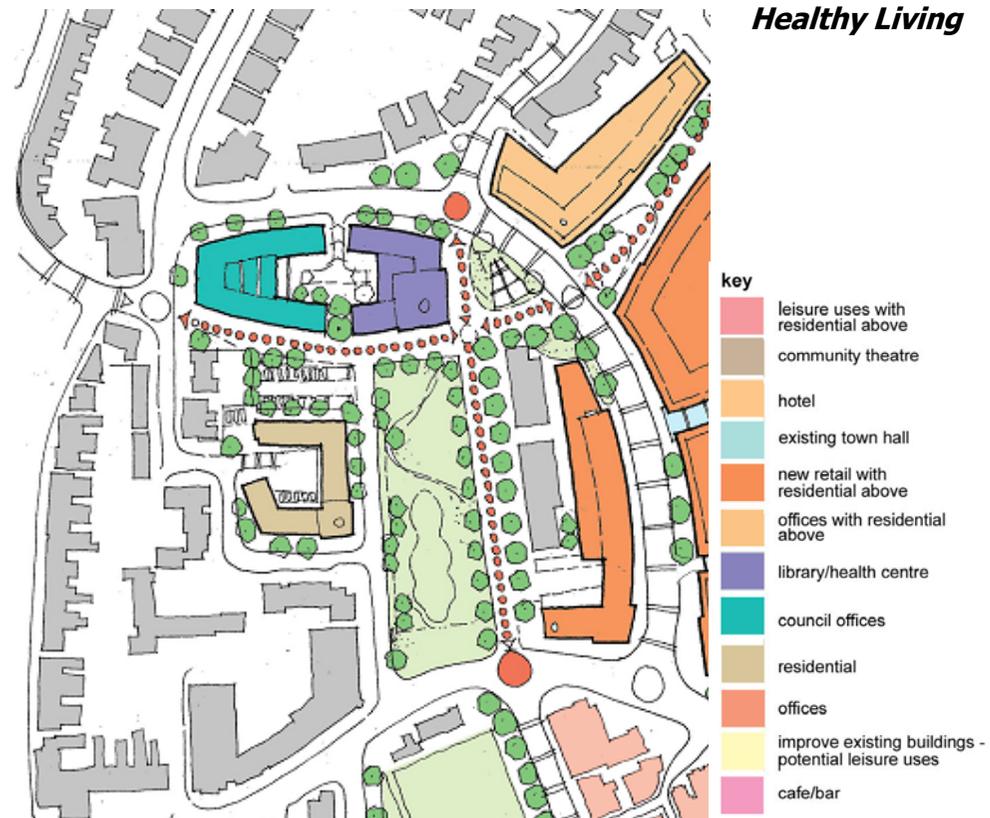
This site is in the centre of the town and on one of the main vehicular approaches, thus is considered to be a gateway location. Its current use as Hothampton car park does not make optimal use of the value or location of the site.

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 accommodated within the curtilage of each building.

Development Principles:

- Mixed use development
- Establish physical connections with the town centre, the railway station and seafront
- Opportunity for tall buildings (up to 10 storeys)
- Community uses on ground floor to provide active frontage onto Queensway and Steyne Street



- Retail units on the ground floor fronting onto 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



Taller buildings can reinforce the identity of an area, while green links improve quality of life for all town centre users



4. Urban Living

This urban site is currently under performing 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 a mixture of family townhouses and apartments next to a superior transport interchange for trains buses and taxis in the town centre. The site also provides a suitable location for a three-storey office development adjacent to the transport interchange. Station parking would remain as at present.

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
- Mix of houses and apartments
- Low car parking provision
- Residential frontage onto Spencer Street
- Residential heights 2, 3 and 4 storey
- Mixture of private and shared open space



Transport interchanges should add to the streetscene as well as being well located and safe places to wait for a variety of modes of public transport.

5. The Seafront

The Gloucester Road Car Park has the potential to be a secondary location for family based leisure that complements the attractions on the Regis Centre site. Like the Regis Centre site, the car park is adjacent to the seafront; and also benefits from its proximity to Butlins Holiday Centre.

Character:

This site provides the location for a 2 or 3 storey building with a small footprint, to provide a leisure attraction at the eastern end of the seafront, thus encouraging people to walk from the pier to the other end of the promenade. Development of leisure on this site should be designed to create a front door to Butlins, as at present the Holiday Centre and the activities within it, turn their back on the town. Development of a family leisure attraction on this site must ensure that the seafront remains accessible, and that suitable numbers of parking spaces are retained within any proposed scheme.

The Seafront



key

 leisure uses with residential above	 council offices
 community theatre	 residential
 hotel	 offices
 existing town hall	 improve existing buildings - potential leisure uses
 new retail with residential above	 cafe/bar
 offices with residential above	
 library/health centre	

Development Principles

- Develop a Lighting and Public Realm Strategy for the seafront
- A landmark building to be developed at the eastern end
- The building to provide a frontage to the seafront and Butlins Holiday Centre
- Car Parking to be retained on site
- 2 storeys would be an appropriate height
- Optimise views to seafront



Public realm improvements such as artwork and lighting can change the image of a place dramatically

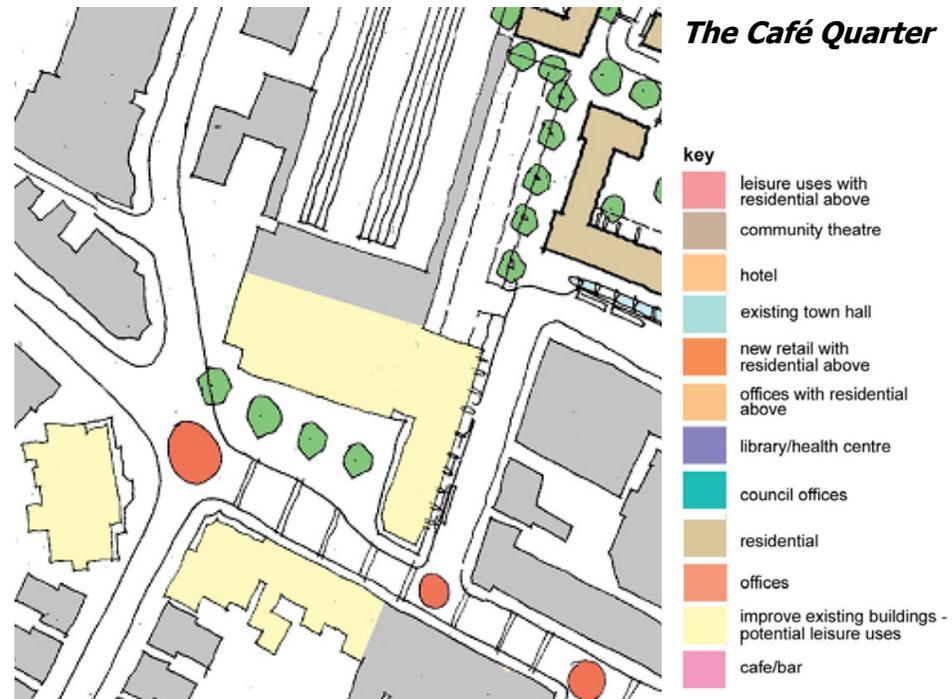
6. Café Quarter

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 sort 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 required to establish a commercial 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. If an operator could be found (several requirements have been identified) for the Reynolds building and the vacant station building, the whole area could be transformed and a new gateway into the town centre would be 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 would be changed and the station would no longer feel 'edge of town'. This new quarter would 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 cinema
- Establish A3 uses in the Station building fronting onto the pedestrianised square
- Improve pedestrian links from the Station to Lyon Street West
- Establish A3 use in Reynolds Building
- Improve pedestrian priority by increasing footway widths, and improving pedestrian environment.



Cafes and bars spilling out onto public spaces can create lively spaces, in areas that previously lacked vitality

7. Old Town

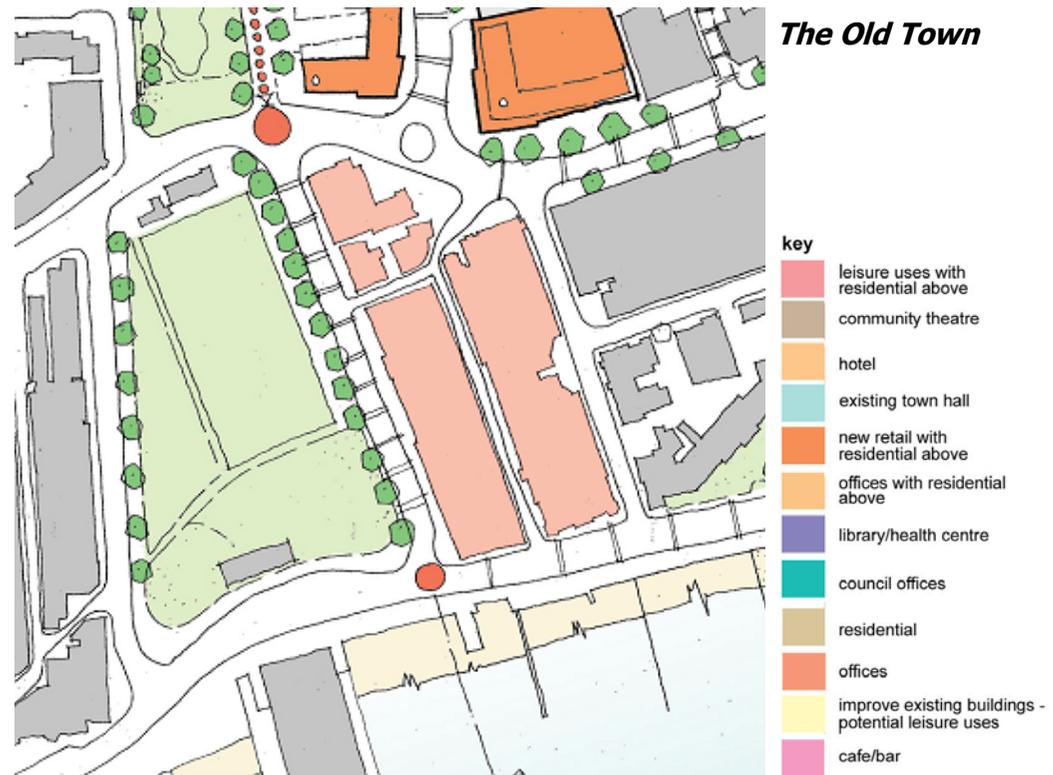
The Conservation Area on the western edge of the town centre, could be the first stage in the process in turning the fortune and image of Bognor Regis around. At present the qualities of this quarter are over looked.

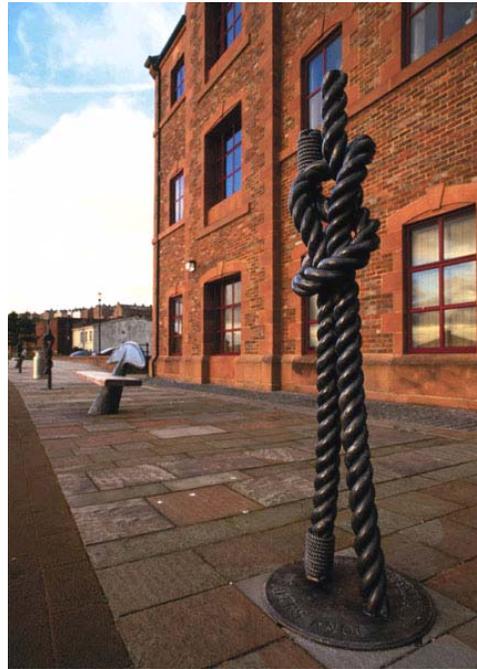
Character

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 A3 uses





The Old Town could be transformed very quickly by co-ordinating public realm improvements to theme the area.

