

# PREMIER INN , BOGNOR ROAD, CHICHESTER

DESIGN ACCESS STATEMENT

26th March 2024 // 4011-DAS-01C

**AXIOM**  
ARCHITECTS

# CONTENTS

| Revision | Author | Checked | Date     | Design Team                       |    |                                   |    |
|----------|--------|---------|----------|-----------------------------------|----|-----------------------------------|----|
| -        | LB     | LB      | 11/03/24 | <b>Introduction</b>               | 03 | <b>Proposals</b>                  | 16 |
| A        | LB     | LB      | 12/03/24 | <b>The Site and Wider Context</b> | 04 | Form & Massing                    | 17 |
| B        | LB     | LB      | 22/03/24 | Site Location                     | 05 | Big Sky and Middle Distance Views | 18 |
| C        | LB     | LB      | 26/03/24 | The Current Site                  | 06 | Facade Rhythms and Composition    | 19 |
|          |        |         |          | Outline Planning Consent          | 07 | Material Palette                  | 20 |
|          |        |         |          | Height Restrictions               | 10 | Detail                            | 21 |
|          |        |         |          | Adjacent Builder's Merchant       | 11 | Proposed Plans                    | 22 |
|          |        |         |          | Wider Context                     | 12 | Proposed Elevations               | 26 |
|          |        |         |          | Historic Site Photos              | 13 | Accommodation                     | 28 |
|          |        |         |          | Local Architectural Precedent     | 14 | Visualisations                    | 29 |
|          |        |         |          |                                   | 15 | Transport & Logistics             | 32 |
|          |        |         |          |                                   |    | Ecology & Landscaping             | 33 |
|          |        |         |          |                                   |    | Accessibility                     | 34 |
|          |        |         |          |                                   |    | Sustainability                    | 35 |
|          |        |         |          |                                   |    | <b>Conclusion</b>                 | 36 |

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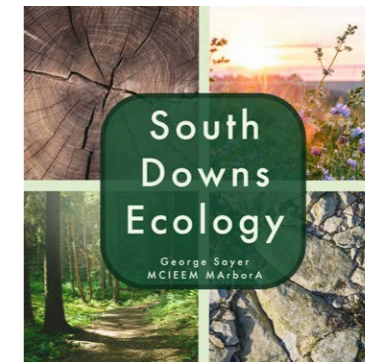
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# INTRODUCTION



This design access statement has been prepared in support of an application for approval of Reserved Matters relating to Unit 11 of the consented mixed use redevelopment of the former fuel depot site on Bognor Road, Chichester West Sussex, PO20 1EJ. (Application reference O/23/02329/OUT)

This document illustrates proposals for an 82 bedroom hotel and restaurant with associated vehicle parking and service yard.

The following pages describe the current site, its prior history and key design constraints agreed within the outline planning consent.

The document continues to set out the architectural design response to the site constraints and project brief, summarising approaches to transport and logistics, landscaping, sustainability and accessibility.

# THE SITE & WIDER CONTEXT

# SITE LOCATION



The application site is located to the East of Chichester, adjacent to the A27 Chichester Bypass. The site is accessed via A259 Bognor Road, running along the south side of the site.

Unit 11, the subject of this application for approval of reserved matters occupies the South West corner of the wider development site.

# THE CURRENT SITE



A recent aerial photograph of the site shows the current progress across the wider development.

Construction of the central estate road has been completed along with works to form a new bus stop and entrance and exit lanes to the estate.

The Builders' Merchant occupying the North West corner of estate has been completed and opened. Application reference 21/03064/FUL.

Construction of the 8no B8 storage and distribution units has also commenced, following approval reserved matters under application O/22/02041/REM

# THE CURRENT SITE



As shown by the above photos, the site has been cleared in preparation for redevelopment, trees and overgrown flora have been substantially cut back, retaining only the mature trees at the south west corner of the site facing the roundabout on the A27.

Pavements and grass verges beside the public highway occupy areas beyond the site boundary,

The completed Builders' Merchant can be seen on the right hand side of the above photograph.



# VIEWS TOWARD THE SITE



The above left photo shows the view toward the site from the branch of Bognor Road to the west of the A27 roundabout.

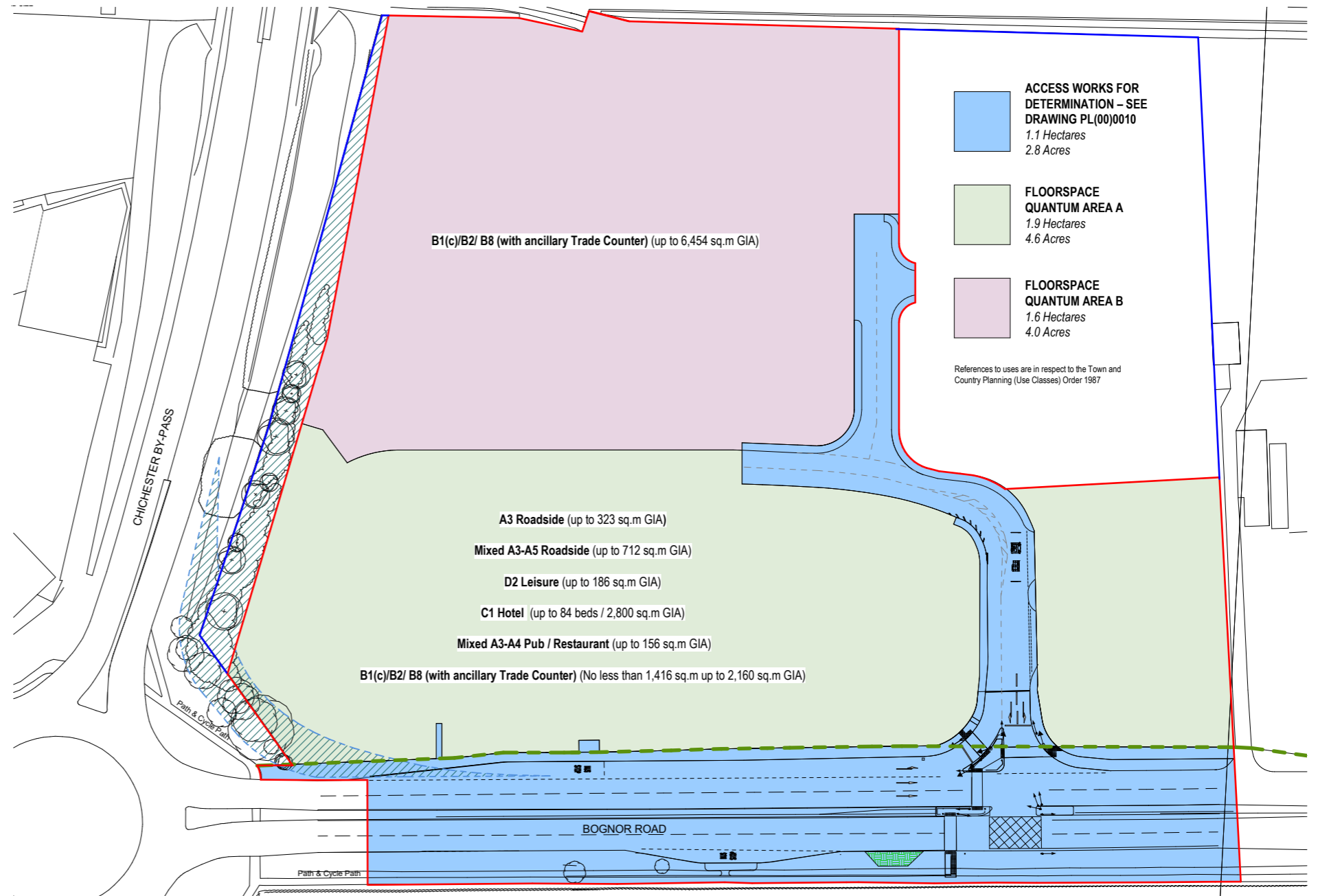


The above right photo shows the view toward the site from the footbridge over the A27. The completed builders' merchant and under construction B8 units can be seen in the background behind the proposed hotel site.

# OUTLINE PLANNING CONSENT

The adjacent plan shows the consented parameters plan for the wider development.

The proposals contained within this application include the proposed C1 and A3 provision only.



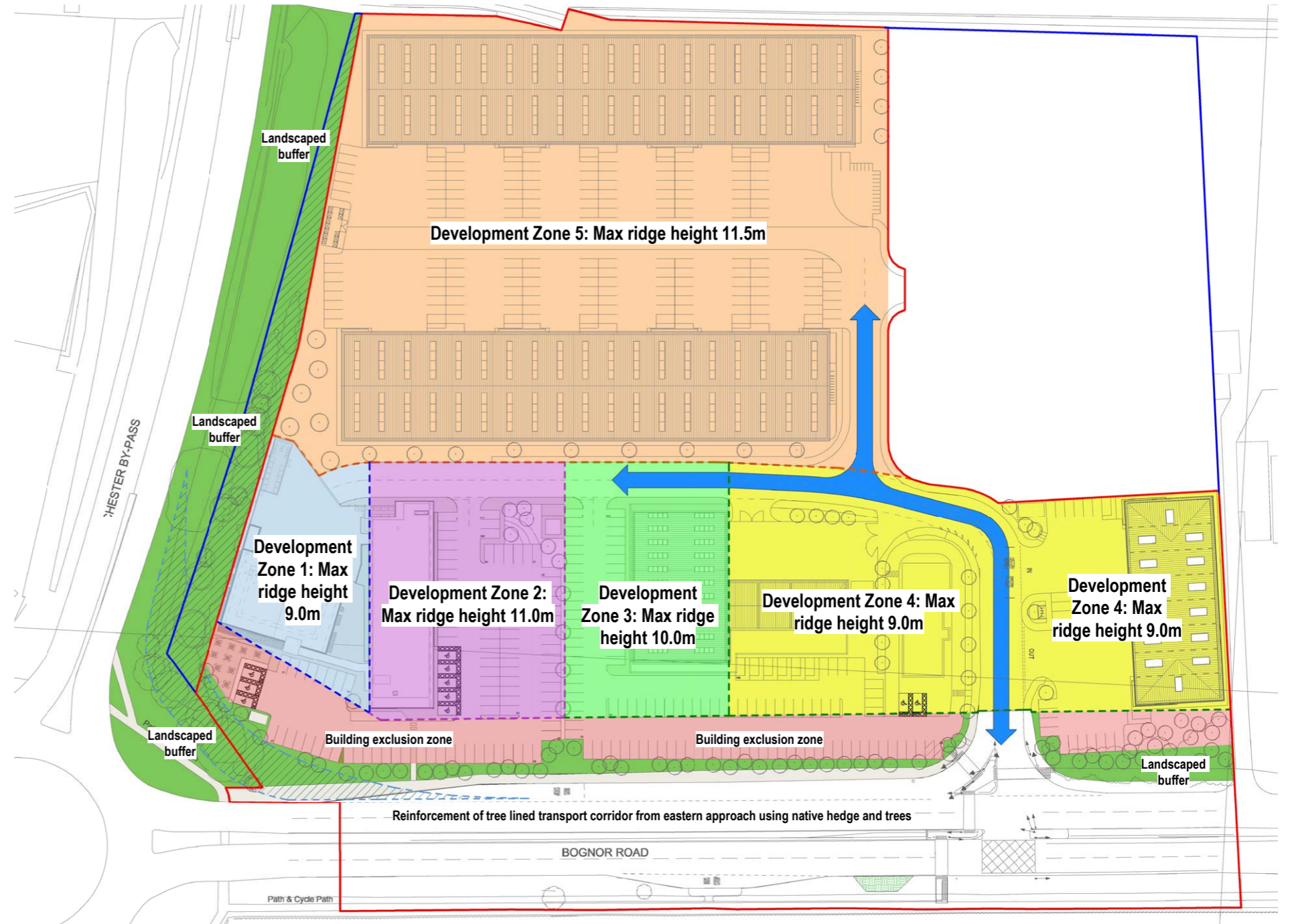
# HEIGHT RESTRICTIONS

The site is located along a key sightlines along Bognor Road towards Chichester Cathedral.

As acknowledged within the Outline Planning Consent, the wider development site is subject to building height limitations to avoid any detrimental impact to views toward the Cathedral and wider views from local landmarks such as Halnaker Windmill and St Roche's Hill (The Trundle).

Whilst the proposed building footprints contained within the adjacent plan have now been superseded, the various coloured zones identify the height restrictions placed on the wider development site measured from an agreed building ground floor level of 12.55m AOD

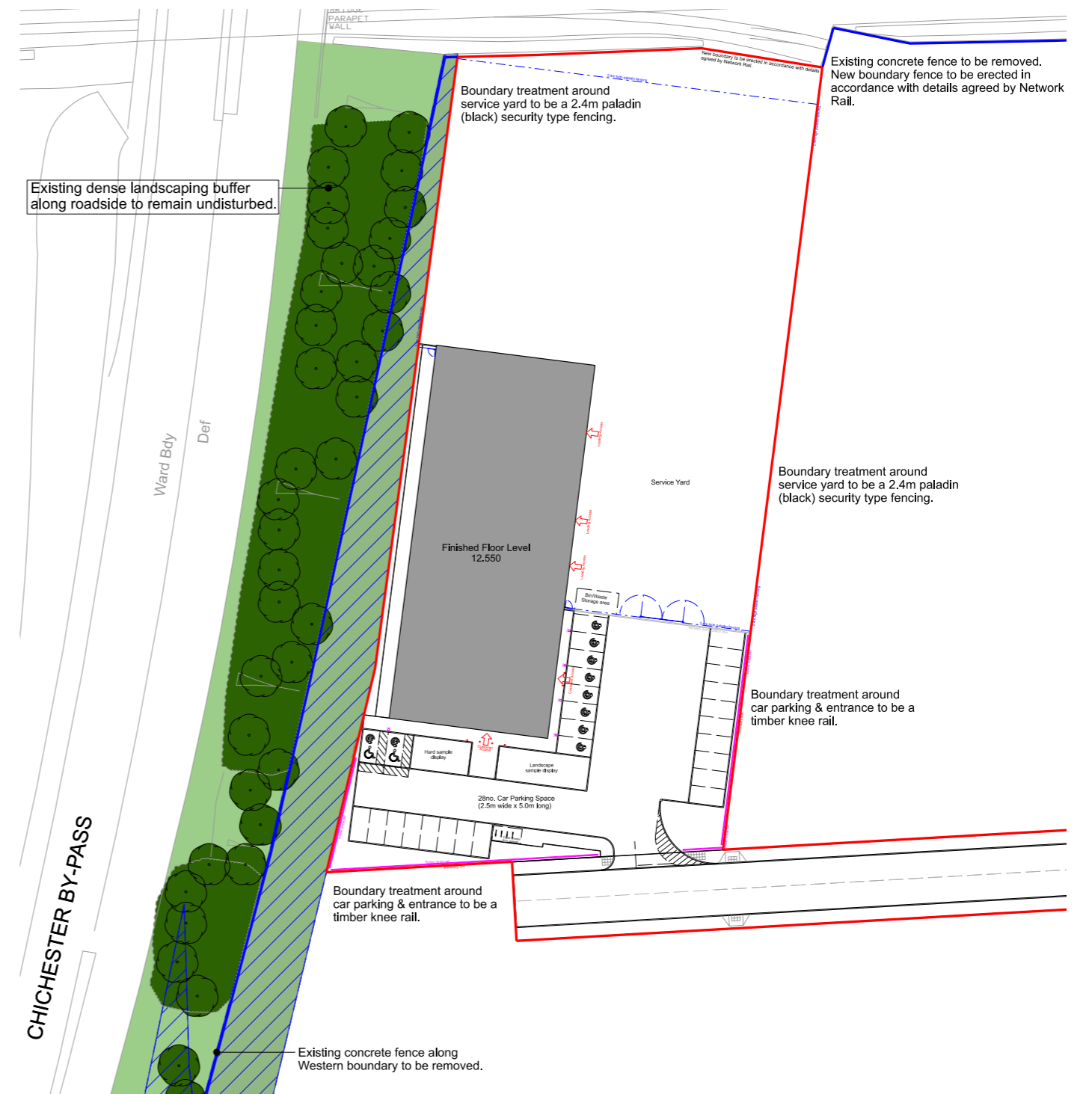
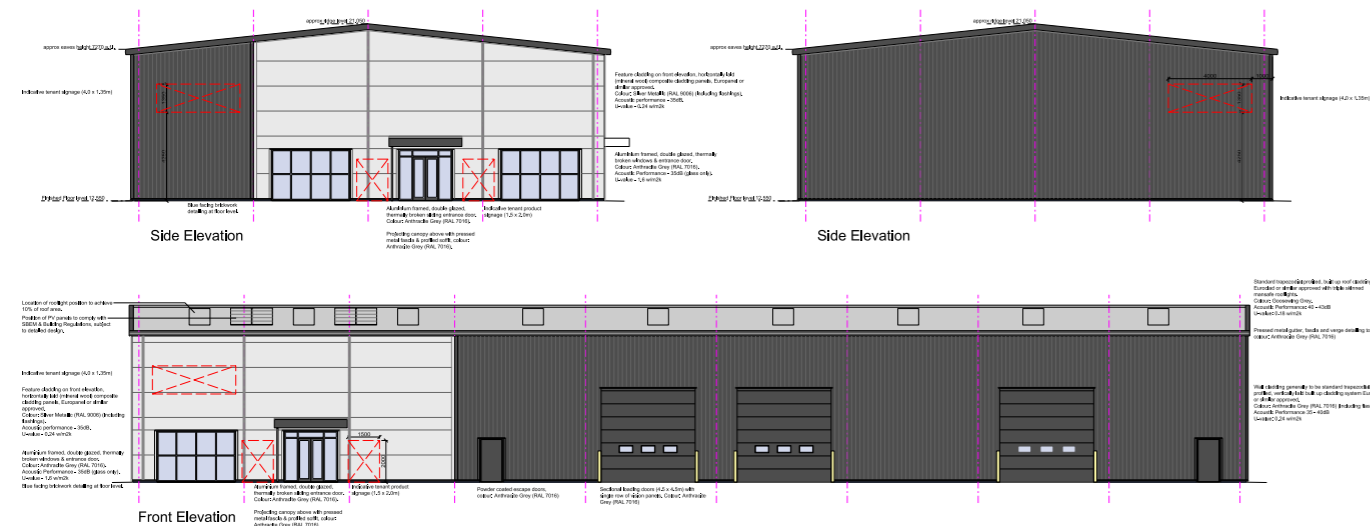
Zone 1 and Zone 2 cover the proposed hotel building, with a ridge height limit of 9m (21.55m AOD) within Zone 1 and 11m (23.55m AOD) within Zone 2.



# ADJACENT BUILDERS' MERCHANT

Construction has been completed for the MKM Building Supplies Builders' Merchant located on the plot of Unit 1 immediately to the north of the proposed hotel site.

The adjacent images show the building site plan, elevations and a completed photograph. As shown the building takes the form of a simple industrial set with black and grey metal cladding.



# WIDER CONTEXT

Photographs of the wider immediate context to the west of the A27 show the immediate area is characterised by low rise storage, distribution and retail units, many taking the form of metal clad portal frame sheds.

Surrounding garden centres and agricultural buildings take the form of glass houses and polytunnels.

Whilst these buildings are varied in their colour and form, they are all characterised by their simple robust and functional nature.



# HISTORIC SITE PHOTOS



Prior to the commencement of the wider redevelopment, the former RAF Fuel Depot site previously housed various earth covered tanks and bunkers along with the remnants of associated rail sidings, pipework and pumping stations, other buildings and hardstandings. Images on the following page show some of the previous infrastructure on the site.

These industrial relics were characterised by their utilitarian engineering and use of simple robust materials that developed rich weathered patina over time.



# LOCAL ARCHITECTURAL PRECEDENT

Beyond the immediate context of light industrial, commercial and agricultural buildings, Chichester City centre has a rich architectural history including a number of very high quality modern buildings:

The Grade II\* Listed Chichester Festival Theatre, designed by Powell & Moya and subsequently renovated and extended by Haworth Tompkins is a much loved award winning building.

Originally completed in 1962 this innovative theatre is characterised by its use of beton brut reinforced concrete, glass, white painted steel and timber. More recent additions develop this industrial material palette using corten steel cladding, powder coated metal and black rendered masonry.

Novium, designed by Keith Williams Architects is located at the heart of Chichester Town Centre. Eschewing the use of red brickwork, stone and other traditional materials, this innovative modernist exemplar plays with monumental interlocking elements of cast stone, smooth concrete and glass.

The Grade I listed Queen Anne townhouse that formed the original Pallant House. The existing house and former offices opened as a gallery in 1982 and was more recently restored and extended by Colin St John Wilson & Long & Kentish in 2006.

The external facade is characterised by its use of red brickwork and red glazed terracotta cladding in a finely detailed and crafted composition.

