



Public consultation at  
SBNF Have Your Say Day  
- Saturday 6 Feb



**SHOREHAM BEACH CAFE**  
*Initial Concept*

**CDMS**  
**ARCHITECTS**



**Introduction**





## **INTRODUCTION**

Wilbo's Restaurants Limited is seeking to develop a leisure facility at the edge of Beach Green in conjunction with Adur and Worthing Council.

The company recognises that for this site to be a successful development it is key that not only does it cater for a wider tourist audience, but is also a facility which adds real value to the local community and provides an attraction throughout the year.

### **THE OPPORTUNITY**

Wilbo's philosophy is to offer healthy and high quality foods. Developing a leisure complex at Shoreham Beach Green will be a worthwhile investment that will encourage tourism in the area and also offer an exciting facility which would be a focal point for the local community.

The 'Wilbo's' brand is a refreshing operating philosophy in the market, in that 'food finishing' is undertaken in front of the customer. The front kitchen is an open kitchen which will in effect be a theatre designed to deliver a 'WOW' factor'.

Food will be finished on a coal fired open grill which can be lowered and raised by a series of 'pulleys' to regulate the heat.

Our quality standard will focus on ingredients that are fresh at the point of purchase, have a high nutritional content and are unadulterated by artificial additives, sweeteners, colouring or preservatives.



**About Us.**



Wherever possible food will be pre-cooked either smoked or in a steam / water bath (on the premises) and vacuum packed to enable it to be last minute marinated / sauced (where applicable) and then finished in front of the customer, by flashing on/ under a grill or in a wok etc.

All meat will be 'Et Hal' compliant in order to cater for a multi ethnic target market.

The company will work with a dietician in formulating the menu.

Proper salads made on the premises

A range of meats (Beef, Lamb, Duck, Rabbit etc.) with the opportunity for customers to create their own stir fry combinations or specify a finishing sauce / gravy

Homemade pies using proper cuts of meats

Wholesome soups made on the premises using off cuts from fresh meat and vegetables



## **ABOUT WILBO'S**

Wilbos Restaurants was created by Brian Wilson to bring a new life and meaning to cafe food.

Food will not only be served quickly but will be fresh, promoting healthy produce together with the concept of great taste, but also with a feel good factor.

Wilbo's food is cooked to order on large open grills, similar to methods used in Japanese Robata or Argentinian Asado cooking, creating a sense of theatre and fun for its customers, as well as allowing them to engage with the cooking process.

Our meats will be slow cooked and fresh, with no use of processed ingredients involved. Wilbos Restaurants want their customers to not just enjoy the food but to enjoy the whole experience.

The founder of Wilbo's Restaurant, Brian Wilson started his career as a builder and designer who over the years has built and launched many bars, restaurants, hotels and other establishments domestically in the UK and internationally in countries such as Russia and Turkey.

Brian considers himself very fortunate that his profession is also his hobby, taking pride to source materials locally to ensure his projects hold direct links to local community.

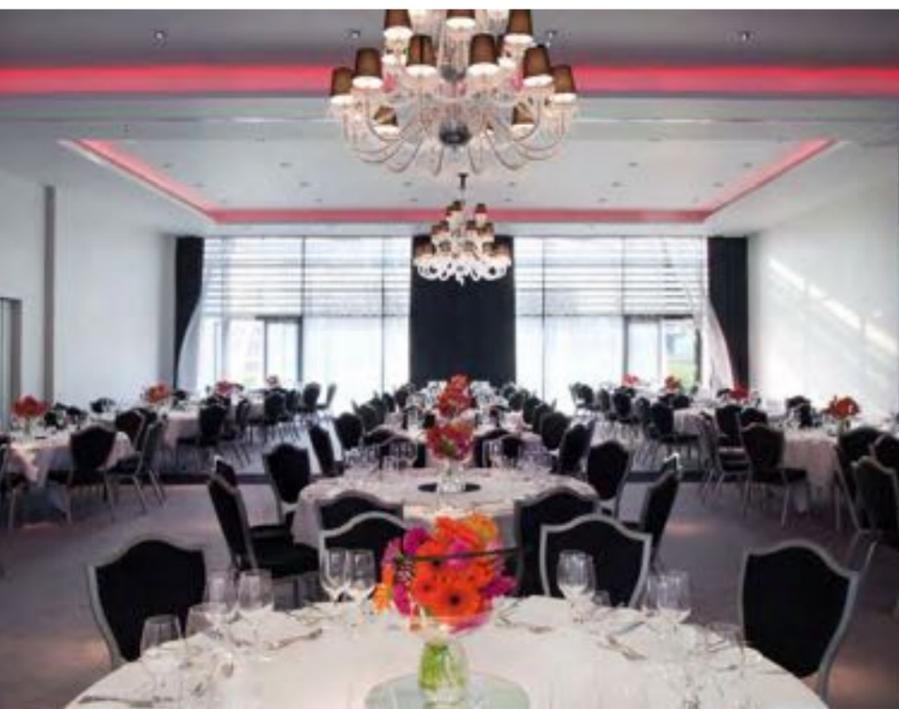
Brian constantly looks for good design ideas within his venues. This process of creative thinking has led Wilbo's

Restaurant to partner with Brighton-based CDMS Architects to create a concept for Shoreham Beach. This partnership brings a wealth of restaurant, design and construction experience which will act as the foundation for the realisation of this concept.

The success of the project will rely on teamworking, between local residents, council, CDMS Architects and Wilbo's Restaurants.

This project will benefit the local community by rejuvenating the local area aesthetically and financially, something which the council has already commenced with other local improvements.

Within this concept for Shoreham Beach Green, it is proposed to utilise land that has not initially been allocated to the project. This is intended to show a bigger picture for the community, and facilities which may be provided as part of the development to which Wilbos could contribute.



# CDMS ARCHITECTS

## ABOUT US

Located in the heart of Brighton, CDMS Architects undertakes unique projects throughout Sussex, the UK and internationally, combining innovation and progressive design skills with wide practical experience and detailed construction knowledge.

Our aspiration is always to introduce imaginative and contemporary solutions that maximise the opportunities of a site or existing building, but which always respond to the needs of building users or local community.

We draw on the inspiration of modern materials and construction methodology with techniques learnt from vernacular design.

Our work includes commercial and leisure developments, public and private residential projects, listed and conservation projects, hotels, museums and international masterplanning projects.

Our aim is to produce beautiful, sustainable and healthy living, working and leisure environments that demonstrate how good design is compatible with economic, social and environmental well being.

We have won numerous Sussex Heritage Trust Awards in recognition of the creative integration of heritage properties with modern design and the sensitive use of local materials within our projects.

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Quality Assurance  
ISO9001  
Accreditation



Member: Chartered  
Institute of Architec-  
tural Technologists



Sussex Heritage  
Award Winners  
2008, 2009, 2010  
2012, 2015



**The Site.**

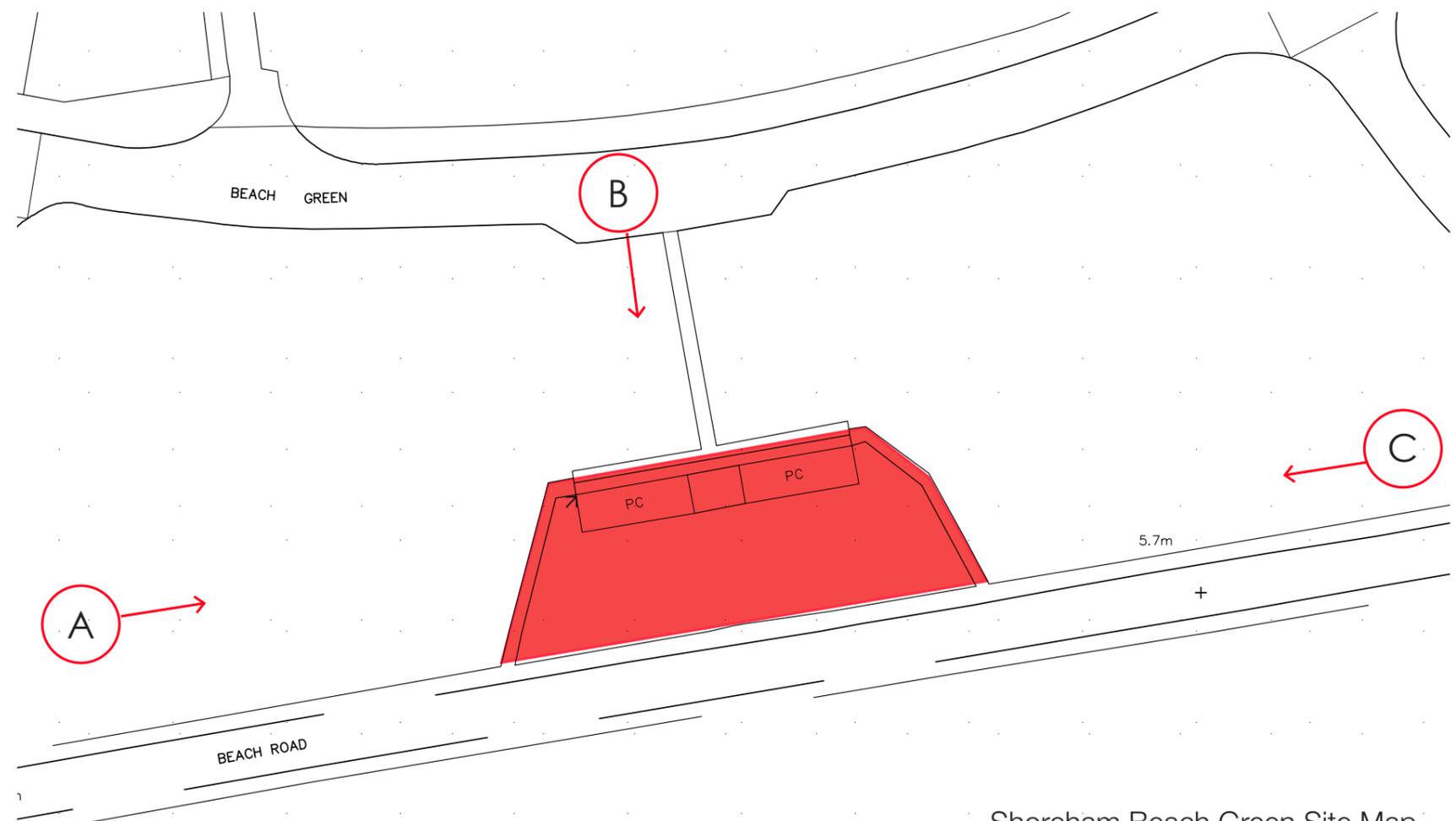
## THE SITE

The proposed site features an existing set of public conveniences, set within an exposed grassed area flanked by roads to the north, east and west, and a redundant beach front road to the south.

The site is predominantly level, with the exception of the banked area bordering the redundant beach front road which is approximately 2m higher than the site, whilst the now redundant beach road rises gently from west to east.

A line of beach huts fronts the beach, screening the potential view out to sea from the designated site area.

The Beach Green is periodically used as a site for travelling fairground attractions and other events.



Shoreham Beach Green Site Map

SITE PHOTOGRAPHS



A



B



C



**The Concept.**



## **DESIGN CONCEPT**

The design concept for Wilbos will be that of a leisure destination and focal point of Shoreham Beach. It looks to provide a key piece of architectural design for the area, in addition to being a commercial attraction and catalyst for community interaction.

The concept does not limit itself to the footprint of the public conveniences, but instead recognises that the design offers the opportunity to knit together the green and beach to form one beach front concept which engages in all directions. It also considers a structure taller than that currently on the site, in order to benefit from views to the surrounding areas, and out to sea. It must be noted that activities suggested within the surrounding green on the proposed plans are suggestions only, and subject with community consultation to establish local needs and interests for this part of the site.

## **LOCAL INVESTMENT**

Shoreham by Sea has a long and interesting past, but has also benefitted in recent years from a growth in popularity and investment in local infrastructure. This has included the new pedestrian bridge spanning from the mainland to Shoreham Beach, and continued construction developments in both the residential and commercial sectors.

To this end, this concept for Shoreham Beach proposes a Big Idea, one which is not limited by the footprint of the existing public convenience building, but instead one which looks at the whole of Beach Green as a visitor attraction.

## **DESIGN INSPIRATION**

The concept design is inspired by three things:

### **1. Shoreham Fort**

Shoreham Fort provides inspiration as a place of local and historic interest, from its grass banded fortifications, its manipulation of the landscape, to its protections from the elements. It provides a design reference for how to create interest within a landscape, as well as a man-made transition between the green and beachfront.

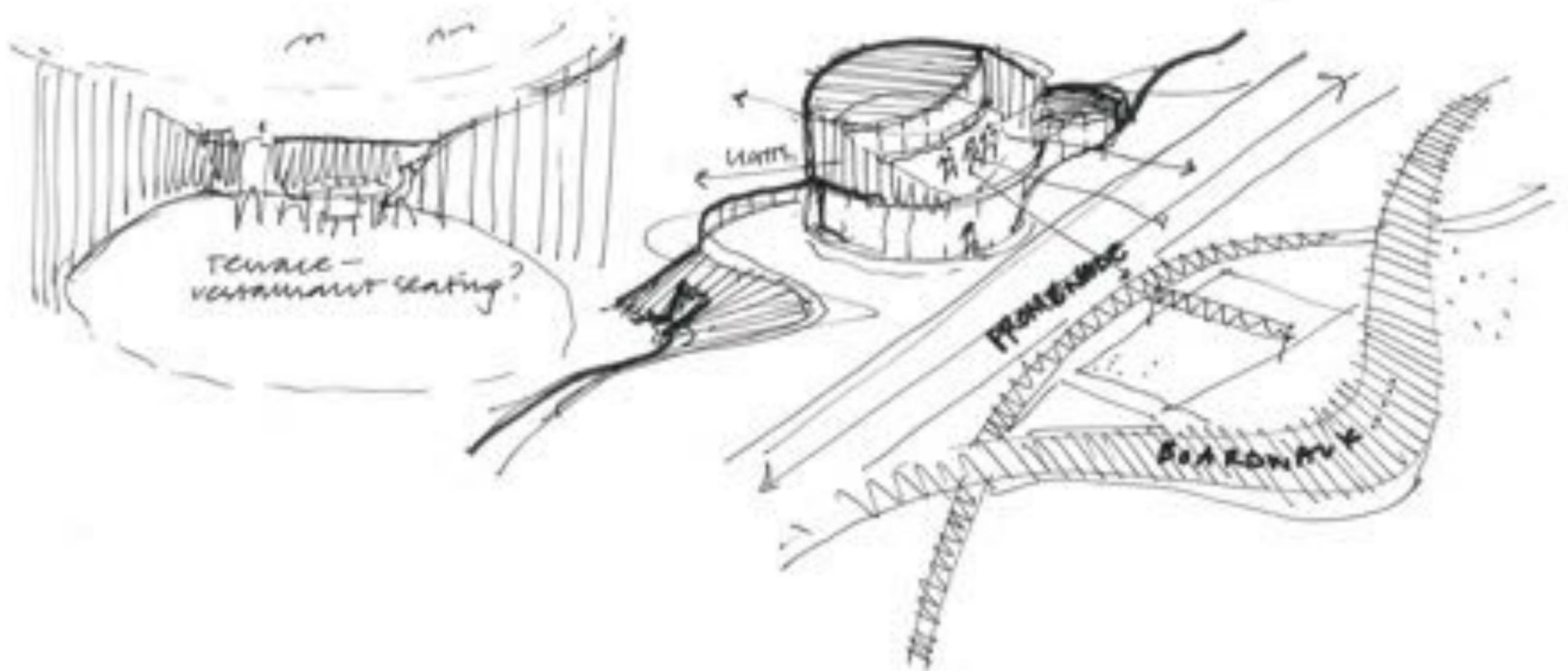
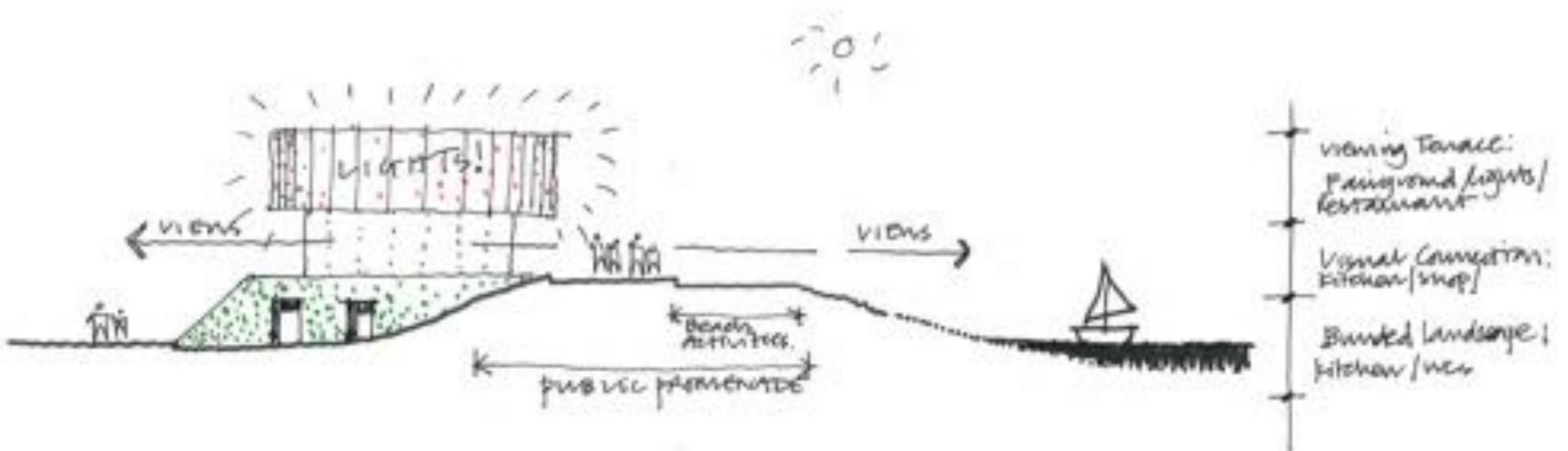
### **2. The Theatre of Cooking**

Cooking is not simply about the eating, but can also be a visual theatre, where customers interact with chefs and watch the process of food being prepared for them. This, and the display of fresh produce, adds to the overall dining experience and reinforces the provenance of what customers are consuming.

### **3. Seaside Piers and Summer Fairs**

Britain has a deep history of summer fairs and seaside attractions, with piers being located either side of Shoreham in Brighton and Worthing. These attractions are synonymous with bright lights and fun, and act as a beacon for a local community.

CONCEPT DEVELOPMENT SKETCHES



## INSPIRATION - shoreham fort



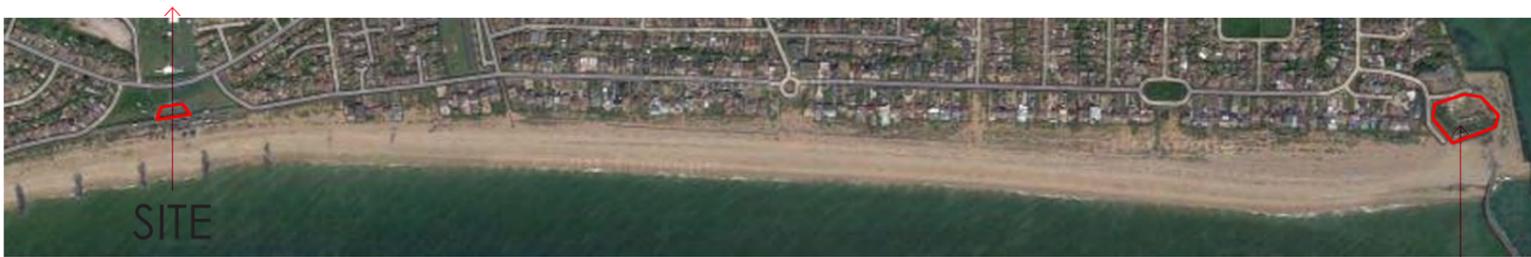
Strong landscape forms...



Protection from the elements...



Grass bunding & secret entrances...



FORT



Changes in level...



Visitor attraction...



Summer holidays...

## INSPIRATION - theatre of cooking



Open Grills...



Cooking on display...

INSPIRATION - seaside piers and summer fairs



Zoetrope...



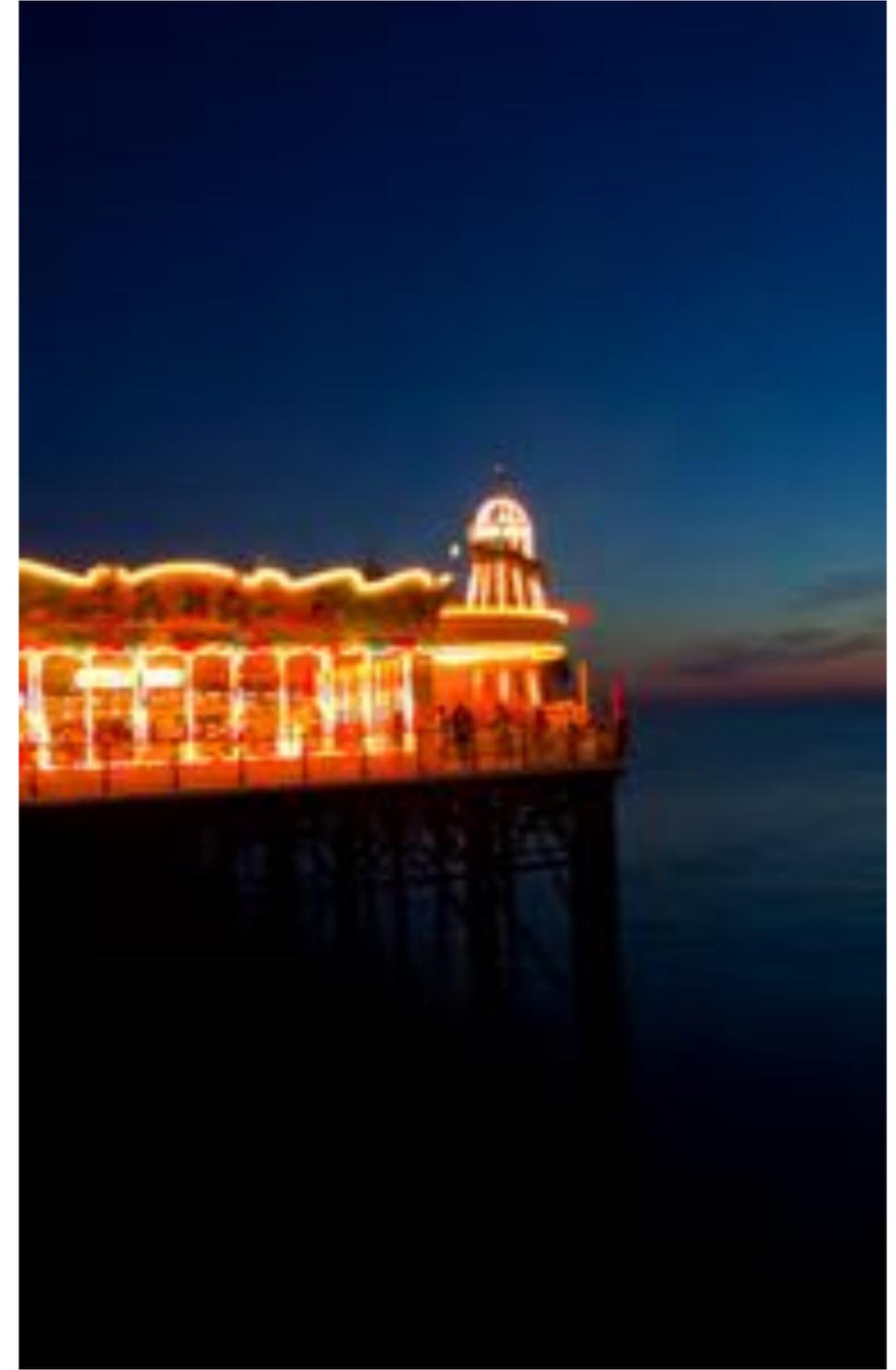
Funfair and carousel...



Funfair lighting...



Beach snacks and bright colours...



Glowing at night, funfair lights...



## **Leisure Support**

To ensure that the development becomes a leisure hub and a 'destination area' Wilbo's can deliver the following leisure facilities / opportunities to both the tourist and local market:

### **Lower Ground Floor (Beach Green Level)**

- Public conveniences
- Kitchen/Plant serving cafe above
- Activities\* f(e.g. kids adventure playground, skatepark etc - requirements to be agreed in consultation with local community)

### **Upper Ground Floor (Beach Front Level)**

- Take-away and cafe and juice bar, including external seating areas
- Kiosk selling beach accessories, boat and bicycle hire
- Promenade and boardwalk
- A beach volley ball court
- Outside fresh water showers that can be used after sea bathing etc.
- Ice cream stall.

### **First Floor**

- Restaurant & juice bar
- External terrace

\*While Wilbo's Restaurants Ltd. would supply the equipment and pay for the installation of a play area for children, we would expect the council to provide land adjacent to the development (at no cost to Wilbo's Restaurants Ltd) for this project.

## **Take-Away & Restaurant**

Food will be finished on a coal / wooden open grill which can be lowered and raised by a series of 'pulleys' to regulate the heat. This will create theatre and a 'wow' factor.

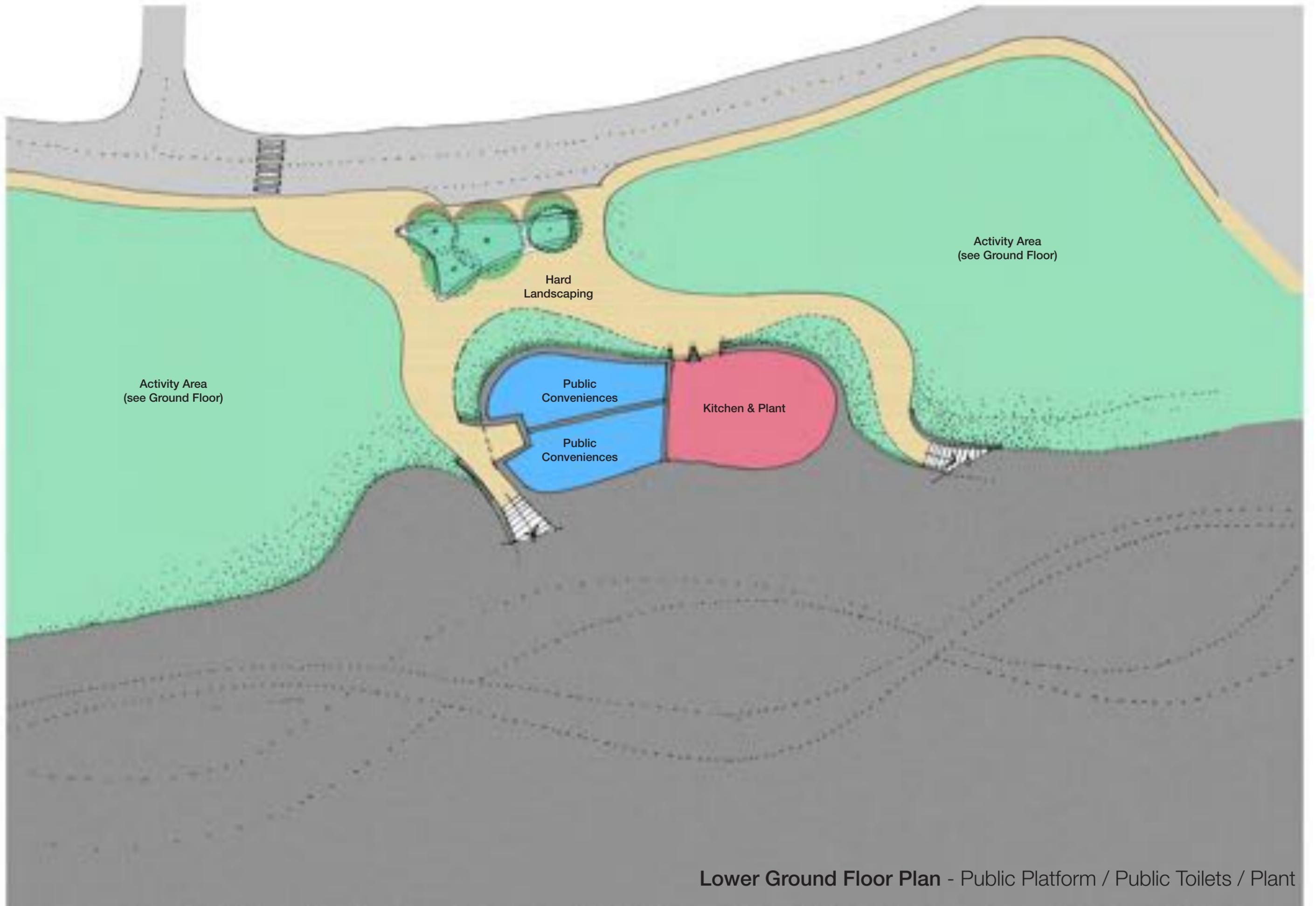
A focus on ingredients that are fresh at the point of purchase, have a high nutritional content and are unadulterated by artificial additives, sweeteners, colouring or preservatives. Wilbo's philosophy will be to offer healthy and high quality foods.

To cater for both tourists and the local market an 'App' will also be developed to enable food delivery orders to be 'posted' which will then be delivered to the customer's location on the beach.

## **Community Engagement**

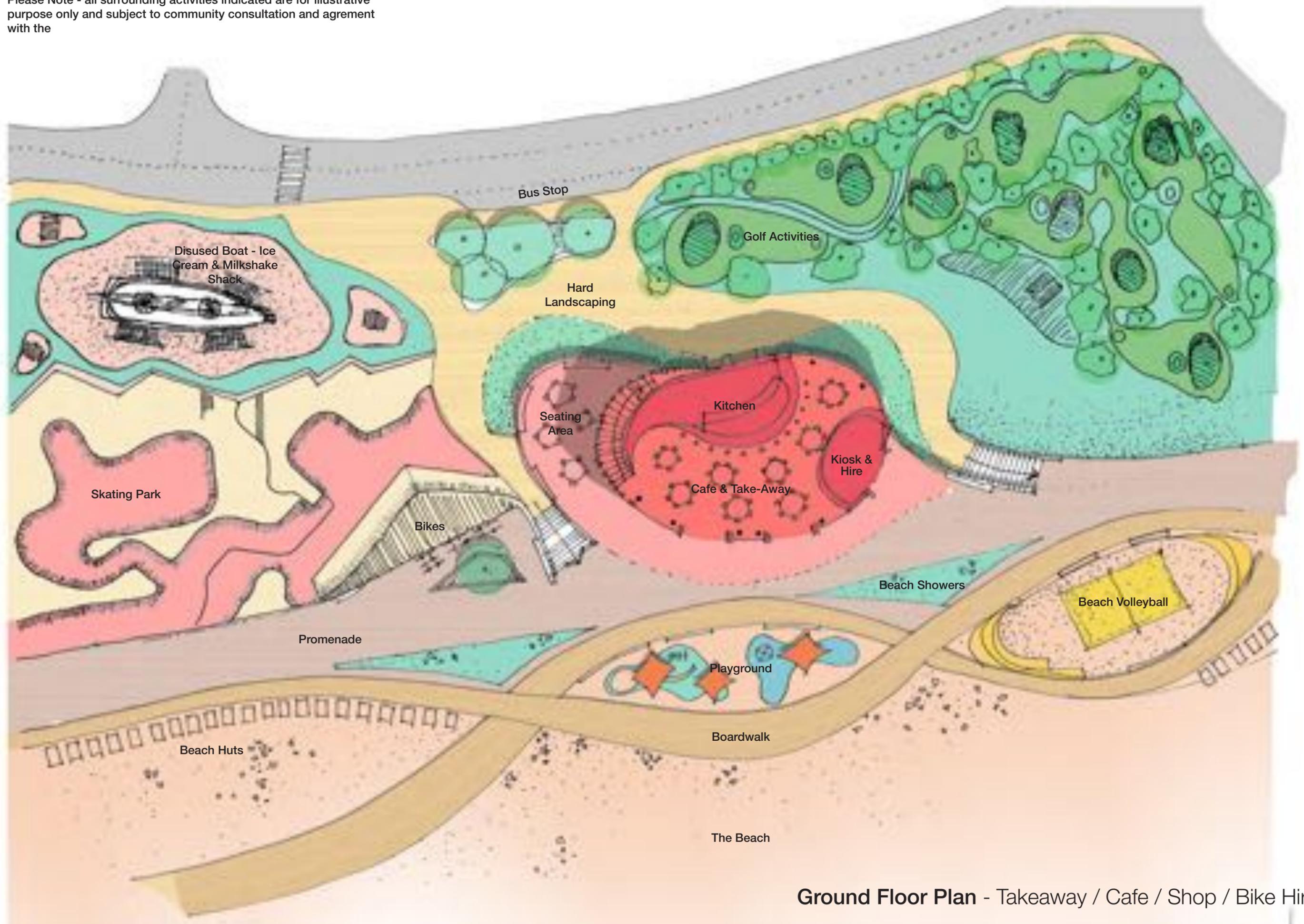
Furthermore, the 'Wilbo's restaurant and fast food' brand will also be differentiated from its competitors in that it will take an 'ethical' stand and look to work with and within the local community to offer:

- Support to local voluntary organisations.
- Skills training for the local youth market.
- Offer the opportunity for enhanced career progression.

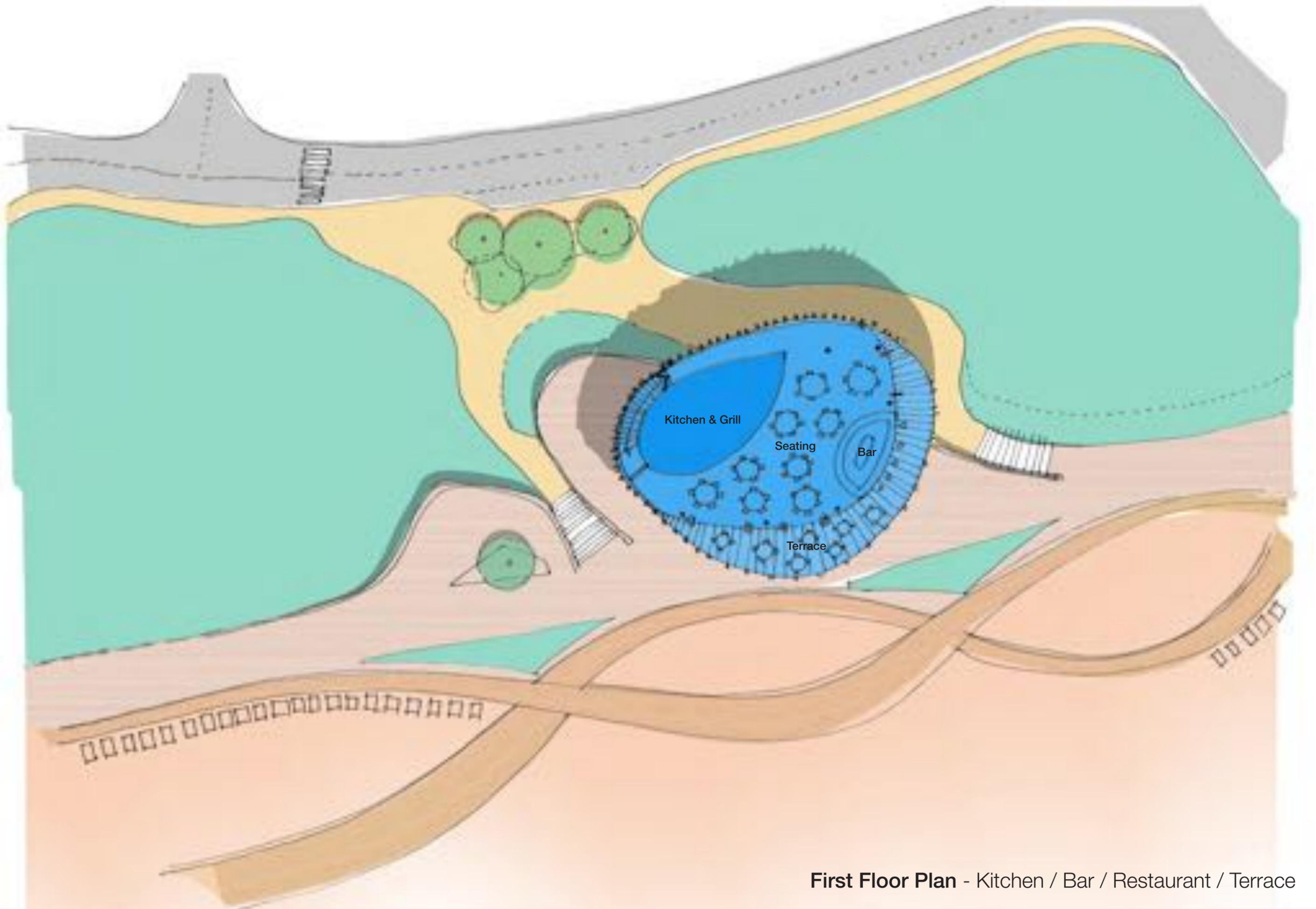


**Lower Ground Floor Plan** - Public Platform / Public Toilets / Plant

Please Note - all surrounding activities indicated are for illustrative purpose only and subject to community consultation and agreement with the



Ground Floor Plan - Takeaway / Cafe / Shop / Bike Hire



**First Floor Plan** - Kitchen / Bar / Restaurant / Terrace

CONCEPT SKETCH - VIEW LOOKING FROM BEACH



CONCEPT SKETCH - VIEW LOOKING ALONG BOARDWALK





CONCEPT SKETCH - NIGHT TIME APPROACH FROM BEACH GREEN



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