

bognor regis.

placemaking



Bognor Regis is a well-known traditional seaside resort in West Sussex, England. Its coastal assets, town centre amenities, good public transport and home to Butlins Holiday Camp draws 385,000 visitors a year to the area.

With a major program of town centre regeneration reaching completion, Arun District Council recognised the need and economic value of attracting the many thousands of Butlins Holiday Camp residents to visit the town and explore the many attractions and amenities on offer.

We were commissioned to deliver a new pedestrian wayfinding system that promoted connectivity across the town centre, the seafront and strengthened pedestrian links between Butlins and the town.



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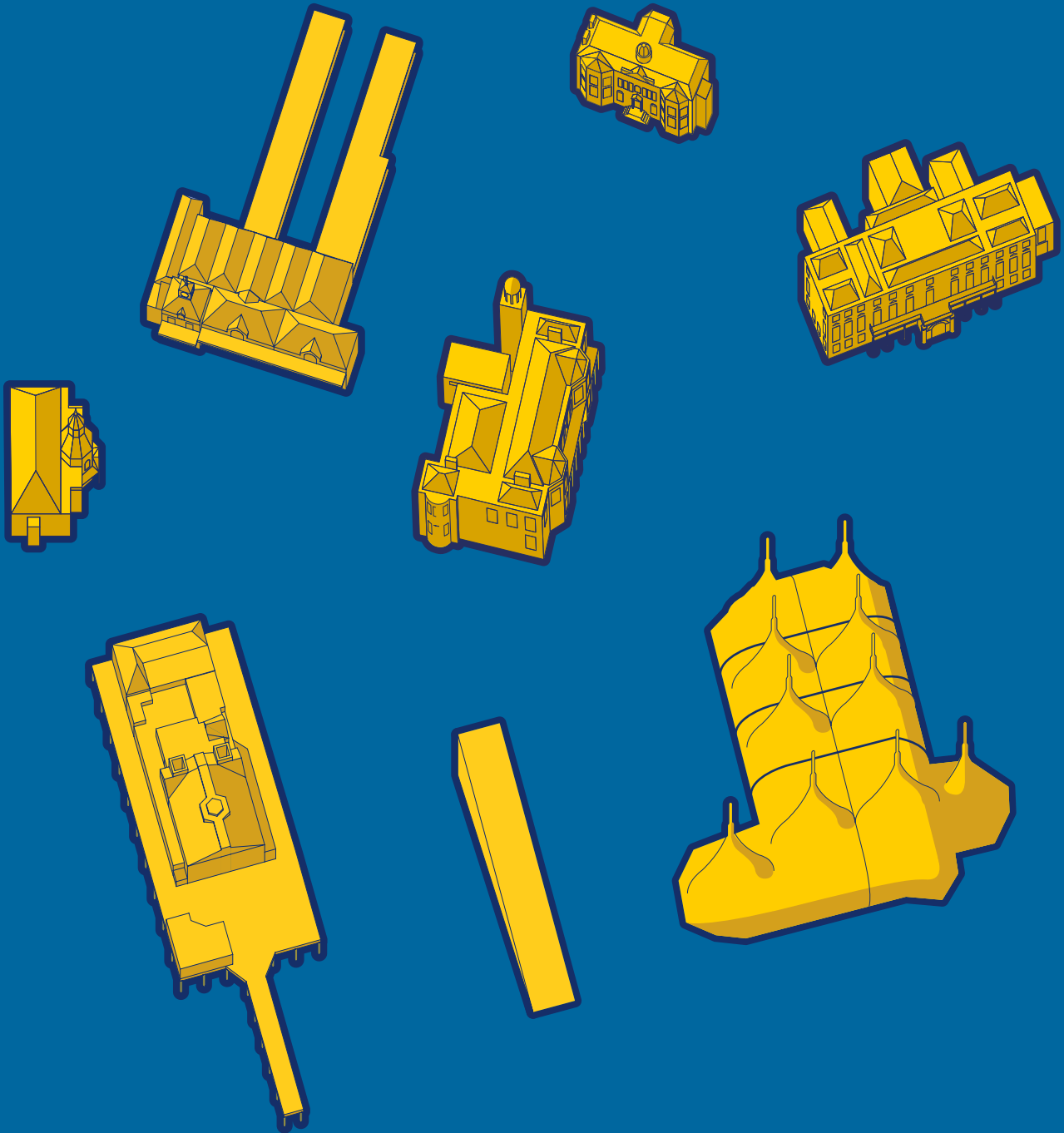
mapping

A key aspect in the success of our approach has been the implementation of vibrant area maps that reflect the natural beauty of the coastal environment and promote the key attractions of the town. Installed on-street at key arrival and decision points the mapping style is consistently adopted by business improvement groups and town centre management in delivering a consistent identity and welcoming message to all Bognor Regis visitors.



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3D buildings



fwd signsolution : frank

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Our Sign Solutions monolith design ‘frank’ was the preferred signage system, selected for his contemporary design aesthetic, material specifications and resulting durability for longevity in the demanding Coastal environment.



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