Introduction

Faced with Fortitudo's application to replace the Haven Hotel with 119 private apartments, the Sandbanks Community Group (SCG) commissioned an alternative vision that preserves hotel use and provides important public realm improvements.

The SCG considers the change of use to residential will have far-reaching negative consequences for Sandbanks' cultural life that will mark its gradual decline as a destination seaside resort.

Introduction to the Proposals - "The Marconi Project"

With the support of some 600 members, SCG commissioned Gumuchdjian Architects (GA) to prepare alternative designs that retain hotel use and bring important public realm benefits to this strategically important site.

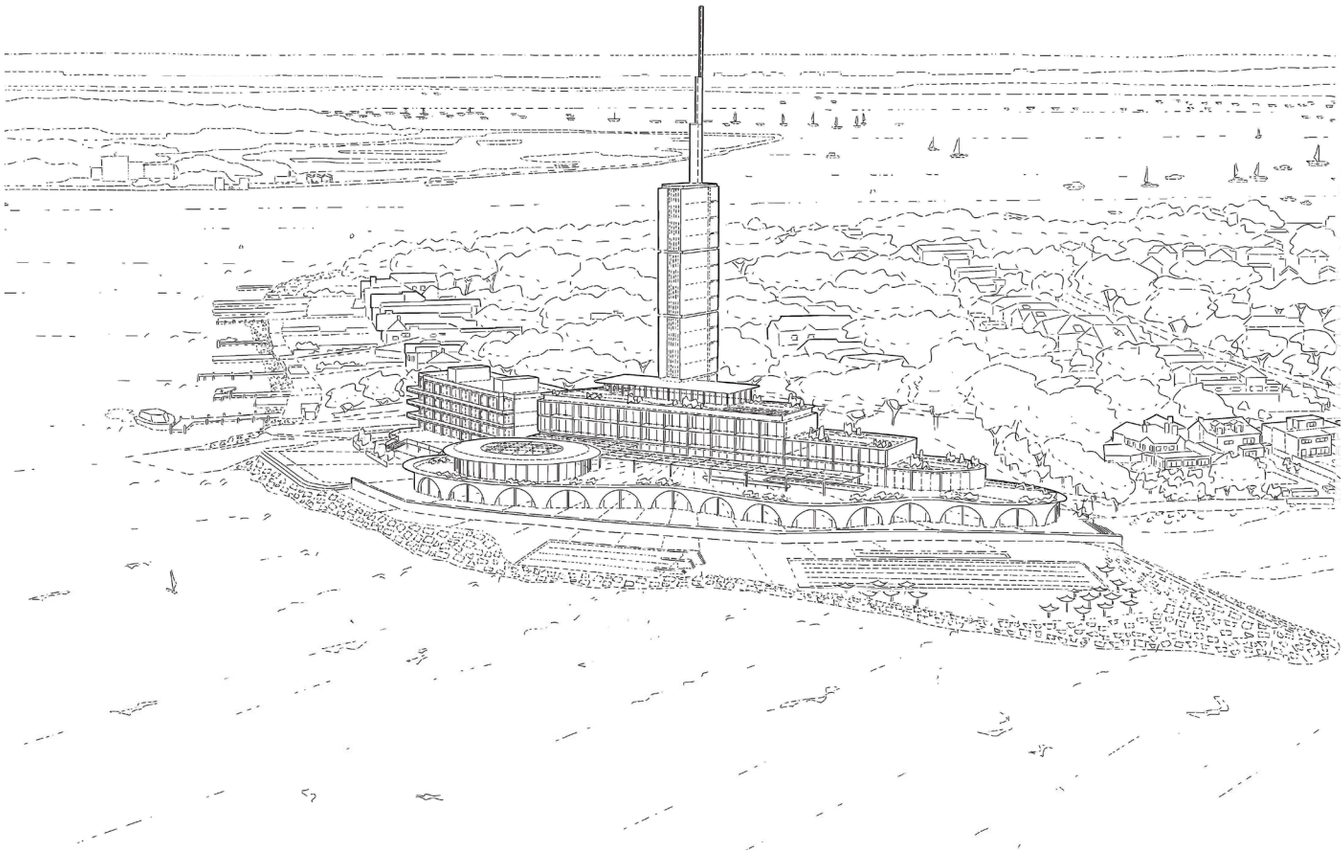
GA have prepared a hotel development scheme, with ancillary restaurants, cafes, shops and leisure facilities, that celebrates the unique position of the Haven Hotel, consolidates employment opportunities and responds to local and visitor demands.

The project does not seek 'change of use' and is fully compliant with the Local Plan. It meets the requirements of the Sandbanks Neighbourhood Plan and Paragraph 79 of the NPPF.

Project Marconi seeks to revitalise the broader peninsula with an architectural gesture of exceptional proportions and design quality.

The project respects neighbours' sight lines, preserves trees and offers substantial environmental improvements on land and sea.

Named Project Marconi in tribute to the Haven Hotel's most famous resident, the proposals offer a 21st century reinvention of seaside leisure and will guarantee the future of Sandbanks as the pearl of the South Coast.





The Haven Hotel, Sandbanks, UK

Public Consultation

The proposals were presented to the SCG AGM on 30th June 2023. The AGM voted to progress the scheme to the pre-application stage.

A public exhibition of the developed proposals was held at the North Haven Yacht Club, Sandbanks on 29th September 2023.

The exhibition was advertised to SCG members via email and WhatsApp, was attended by over 120 local residents, and was well received.

A subsequent crowd funding was launched. This financed the current pre-application initiative, and to date, has resulted in donations of over £30,000 from 132 members of the Community.

Comments from the Consultation are included opposite.





Photos from the 29th September walk-in event

"Everyone deserves a lovely short or longer break in a beautiful hotel at the entrance to Poole Harbour. A destination place and 2nd largest harbour in the world to be enjoyed and seen by all. Good for the soul and great for our children's future. Share the view!!"

"This is a truly excellent idea and project. It clearly has the support of many like me, who have lived in the area for many years and wish both to retain and enhance the heritage of the Haven."

"Love the vision! Something for the visitors, something for the locals and a bit of history for future generations to remember. What an iconic entrance to Poole Harbour too!"

"Sandbanks needs to retain a hotel on this historic and important site. I salute this effort from the community and fully support their proposals and wish them success."

"An alternative vision for BCP and FJB to consider and hopefully run with is desperately needed. This proposal provides BCP residents and visitors with a year round multi-use facility that also marks the stunning entrance to Poole Harbour. Hopefully it will go through, be built and mark an era of Poole returning to excellence."

"Worthwhile cause for residents and local people. Important not to let developers only intent on a high profit margin decide the future of Sandbanks harbour entrance."

"Appreciate your efforts to preserve both the heritage and future of this wonderful area."

This will be the most exciting building to be built in Poole since the Civic Centre in 1932. Love the public realm and ecological enhancements.

See all comments at:
https://www.crowdfunder.co.uk/p/project-marconi

Site & Location

Sandbanks Peninsula is a low lying sand spit situated on the east side of the entrance to Poole Harbour in Dorset.

The Haven Hotel is located at the western tip of Sandbanks Beach (known as North Haven Point) with its famous Chain Ferry landing.

The site marks the entrance to Poole Harbour, the second largest natural harbour in the world. Its extensive waters provide a haven for a busy commercial port, recreational sailing and watersports activities.

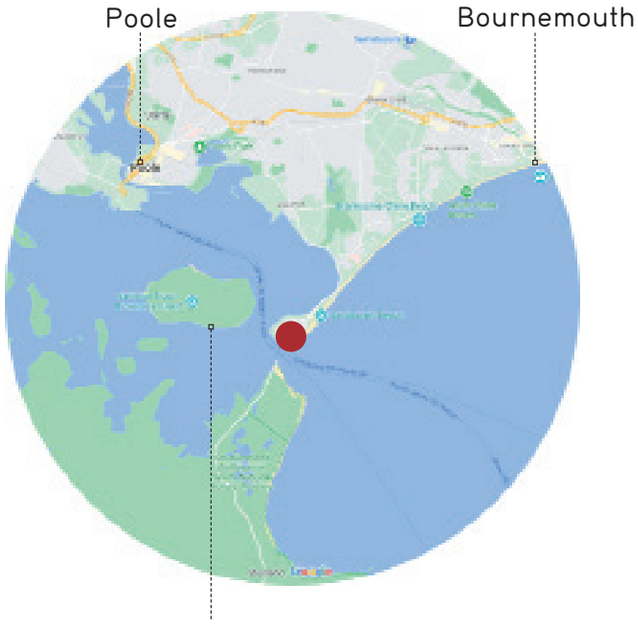
The mud flats and salt marshes are of great ecological value and Poole Harbour is a SPA, Ramsar and SSSI site.

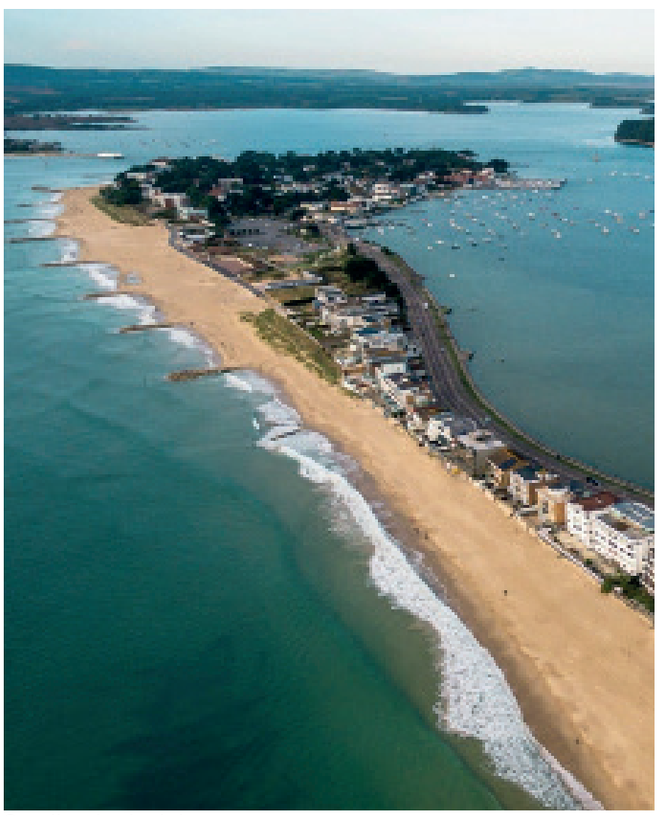
The site is geographically at the centre of a large conurbation comprising Poole, Bournemouth and Christchurch.

It enjoys views of sandy beaches and is backdropped by the spectacular natural environment of the Purbeck Heaths Super Nature Reserve.

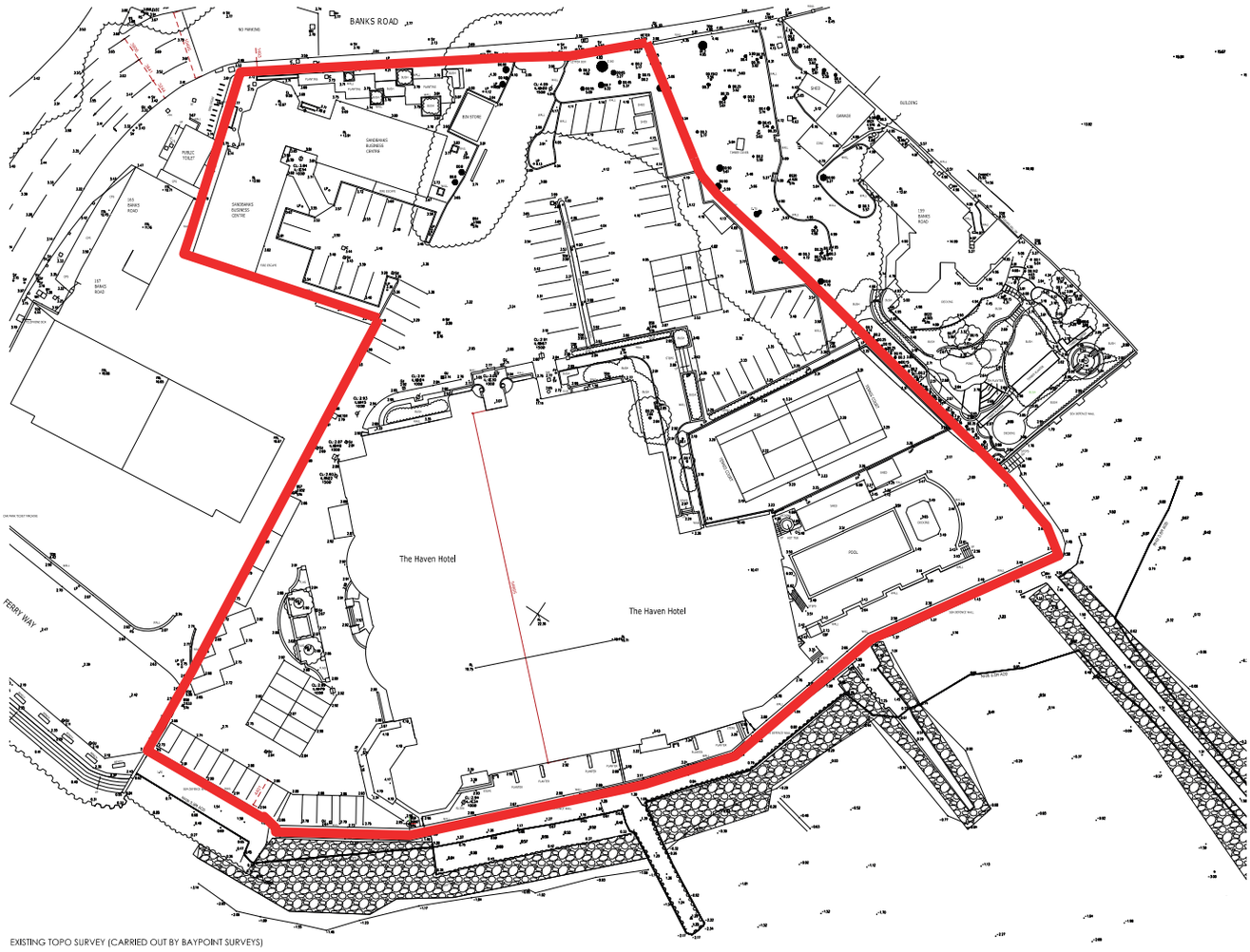
Brownsea Island, owned by the National Trust and also part of the UK's first Super Nature Reserve, is a close neighbour and local ferries run from the NT jetty on Ferry Way.

Passenger ferries from Cherbourg and Jersey/Guernsey sail past the site and around Brownsea Island en route to Poole.





Sandbanks Aerial



Site Boundary



Sandbanks Aerial

The Haven Hotel & Sandbanks

The Haven Hotel has played a pivotal role in the development of Sandbanks as a seaside destination of national significance.

In 1850 the Sandbanks Peninsula consisted entirely of sand dunes with only two coastguard cottages and a few wooden holiday homes. The hotel was built in the 1880's and was greaty expanded in 1926.

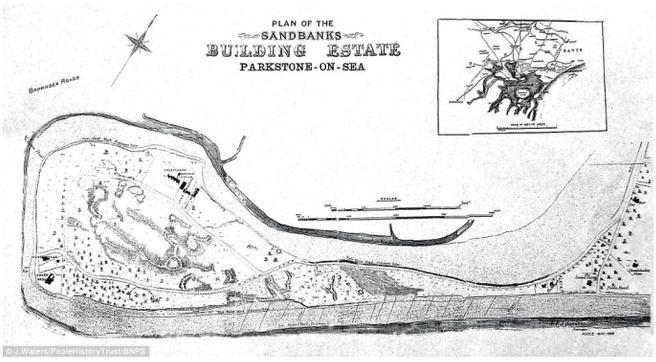
As the 20th century progressed, a new residential community developed around the hotel. Today, the peninsula is fully developed with private houses and apartment buildings in a sylvan environment of Pines that have matured during the 20th century.

On the south side of the peninsula facing out to sea is one of Poole's most important amenity beaches: it has Blue Flag status and received Seaside Awards.

The Haven Hotel site provides the only site on the Peninsula for a substantial hotel/leisure facility. The permanent loss of a hotel and associated economic and social benefits are SCG's greatest concern.

The poor condition of the Haven Hotel's structure requires its replacement within15 years. This presents an opportunity to reimagine the hotel for the 21st Century.





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1. Present-day Haven Hotel
2. Historical map of the Sandbanks Peninsula
3. Historical advertisment for the Haven Hotel
4. Historic image of the Haven Hotel
5. Historic image of the Haven Hotel

The Haven Hotel & Project Marconi

The Haven Hotel is central to the cultural history of Sandbanks and has played host to many significant figures. Notable among them is Guglielmo Marconi whose family lived at the hotel from 1898.

Guglielmo located the Marconi company at the hotel from 1898-1926. It was in the hotel's grounds that a 120 ft wooden mast was built by him for his ground breaking experimental work on wireless radio communications.

This work proved the forerunner of wireless telegraphy and the ensuing revolution in communications that has transformed life to this day and for which he was awarded a Nobel prize.

The commemorative blue plaque will be replaced on the new hotel.



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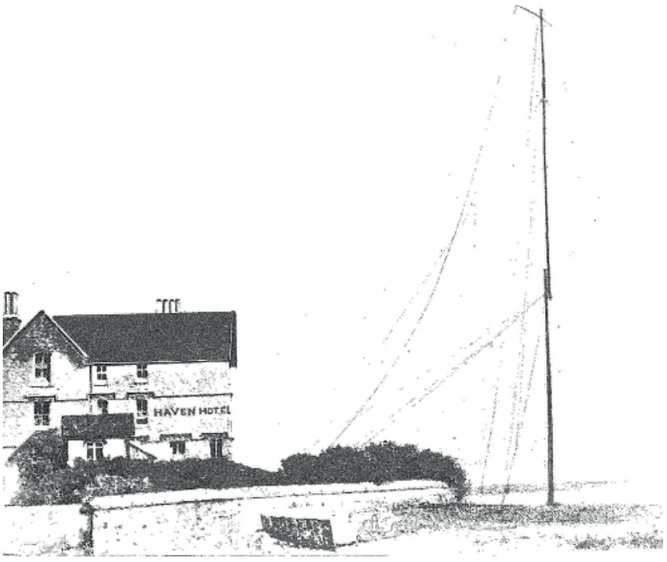
1. Marconi's Blue Plaque
2. Logo of the Marconi Company
3. Marconi performing his experiments
4. The Haven Hotel site showing Marconi's radio tower
5. The Haven Hotel site showing Marconi's radio tower



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Sandbanks -
A holiday destination for the nation

Throughout the 20th Century Sandbanks was gradually transformed from wilderness into a National Seaside Resort.

The building of the Pavilion at the Recreation Ground in 1928, and the laying out of the pleasure grounds and café, led to the area developing as a day visitor attraction for thousands.

The late 20th Century saw Sandbanks develop as a National destination.

The loss of the Haven Hotel as a going concern at the heart of the community that has evolved around it, will lead to the slow decline of its status as a major tourist resort.

Ironically this decline will take place exactly when the British seaside holiday is experiencing a renaissance.



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1,2,3,4. Postcards through the history of Sandbanks

5. Aerial of Sandbanks Peninsula



British Seaside Architecture

The Marconi Project references the great flowering of British seaside architecture of the inter-war period. The architecture of Wells Coates and Eric Mendelsohn to name but two.

The De la Warr Pavilion (1935) on Bexhill on Sea, the Embassy Court (1936), the Saltdean Lido (1938) all witness the dual impact of the innovative thinking of the Bauhaus movement and the glamour of art deco.

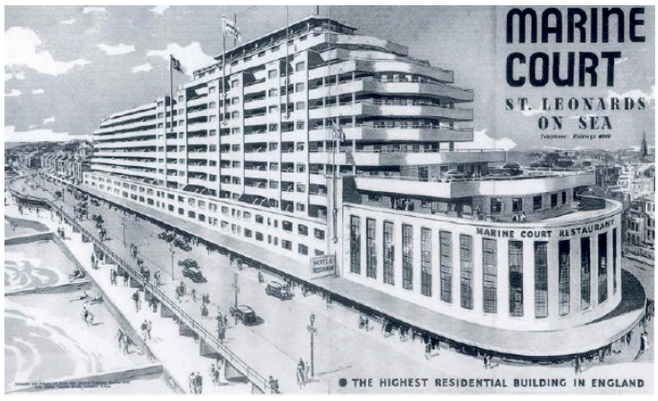
Sandbanks, as Pevsner remarked, enjoyed a plethora of buildings inspired by Mendelsohn's work at Bexhill on Sea and others.

A period of optimism in the future swept the Nation and produced memorable high quality architecture that was widely embraced by the general public.

1. De La Warr Pavilion, Bexhill on Sea
2. Marine Court, St Leonards
3. Embassy Court, Brighton
4. New Brighton Lido, Merseyside
5. Salterns Court, Sandbanks Road


DE LA WARR PAVILION, BEXHILL-ON-SEA. 1935.

1


MARINE
COURT
ST. LEONARDS
ON SEA
MARINE COURT RESTAURANT
THE HIGHEST RESIDENTIAL BUILDING IN ENGLAND

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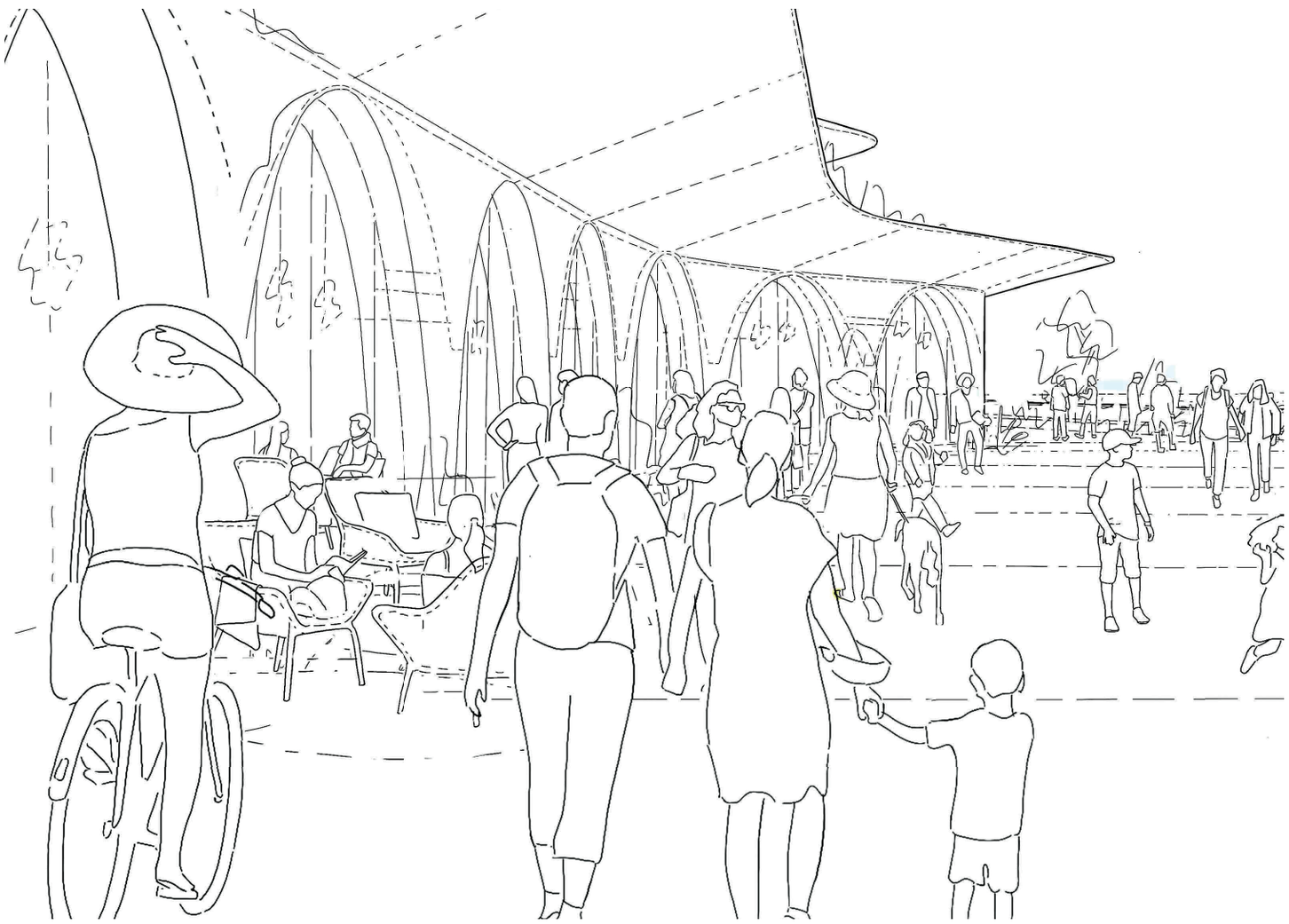
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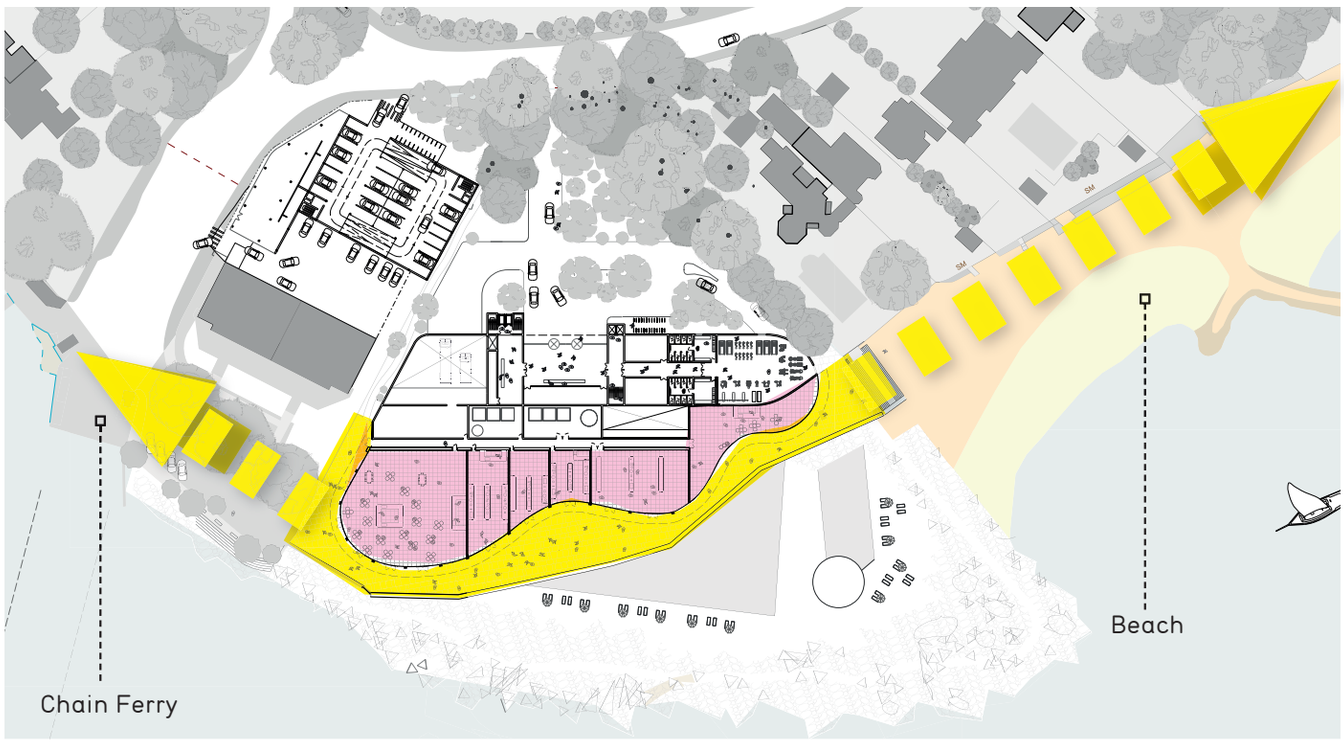
Design - A continuous public realm

The necessary redevelopment of the Haven Hotel offers a once in a lifetime opportunity to link the public beach across the site and complete the 7 miles stretch from Hengistbury Head to the Ferry and Studland beyond.

A key aim of this proposal is to create a vibrant seaside esplanade on the Haven Hotel site lined with shops, cafes and restaurants.

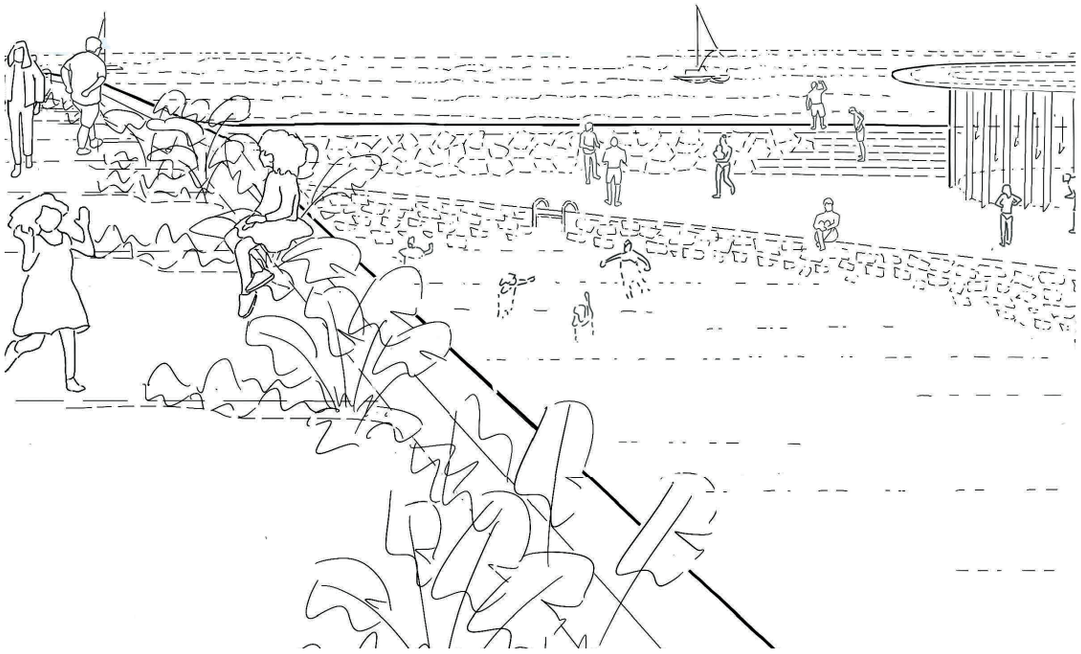
The edge of this new public domain takes an organic form that suggests a sinuous natural coastline. The curves lend drama and form pockets of public space facing the sea where meeting and activities are encouraged.





Esplanade

Restaurants, Cafes, Shops





Gumuchdjian Architects

Design - A gateway to Sandbanks

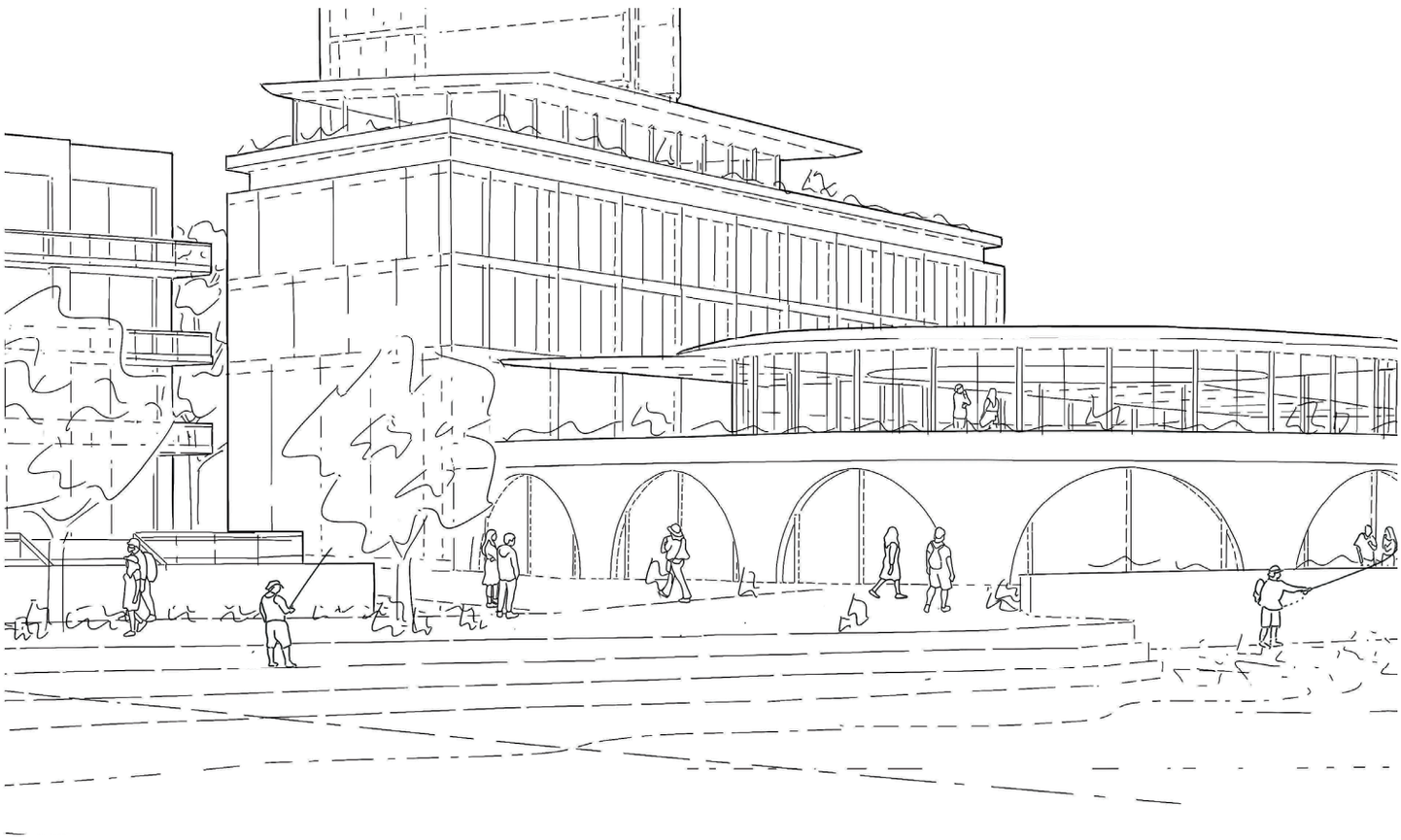
The arrival to Sandbanks by Chain Ferry, is currently marred by a sea of parked cars. The car park and its sea defences provide a compromised but welcome access to the sea for residents, visitors and fishermen. A compromised route to the beach is possible at low tide but is rarely frequented.

The scheme proposes the conversion of the current municipal car park at Ferry Way into a small pocket public park with disabled and cycle parking only. Replacement parking is provided at the rear of the Haven Hotel site in a new multi-storey car park.

This allows a more appropriate arrival setting, new access to the sea and a new gateway to the beach. The proposed building extends over the present hotel car park and marks the start of a public esplanade that gently ramps up (1m) from the current ground level. The entrance to the esplanade is therefore fully accessible.

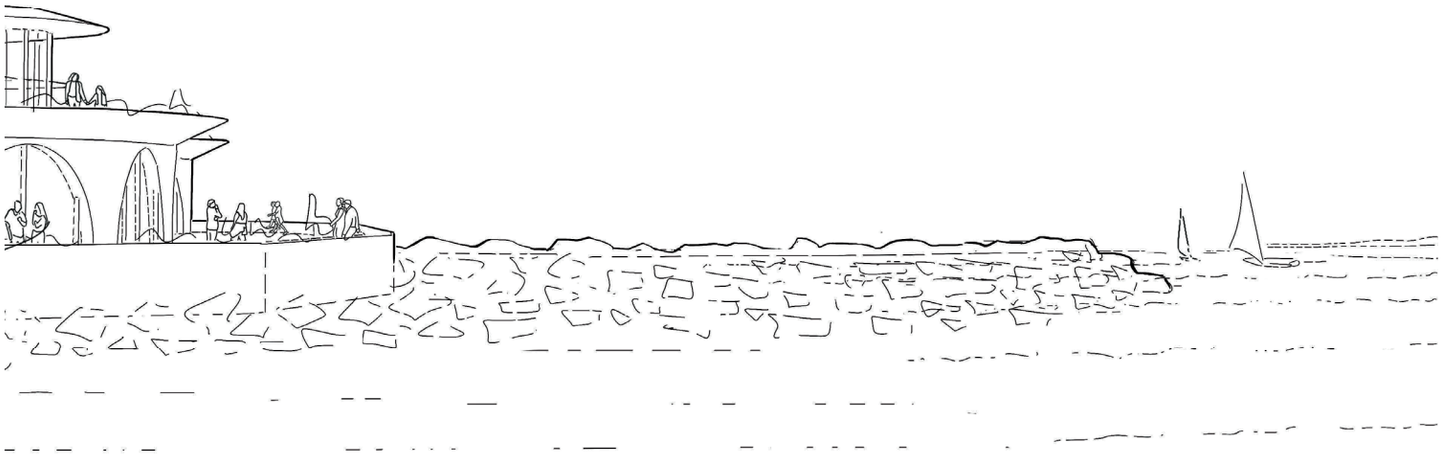
The start of the Esplanade and its parade of arcaded shops is signalled by a circular upper deck restaurant.

The restaurant replaces the much loved iconic Point restaurant of latter years that was famed for its spectacular views.





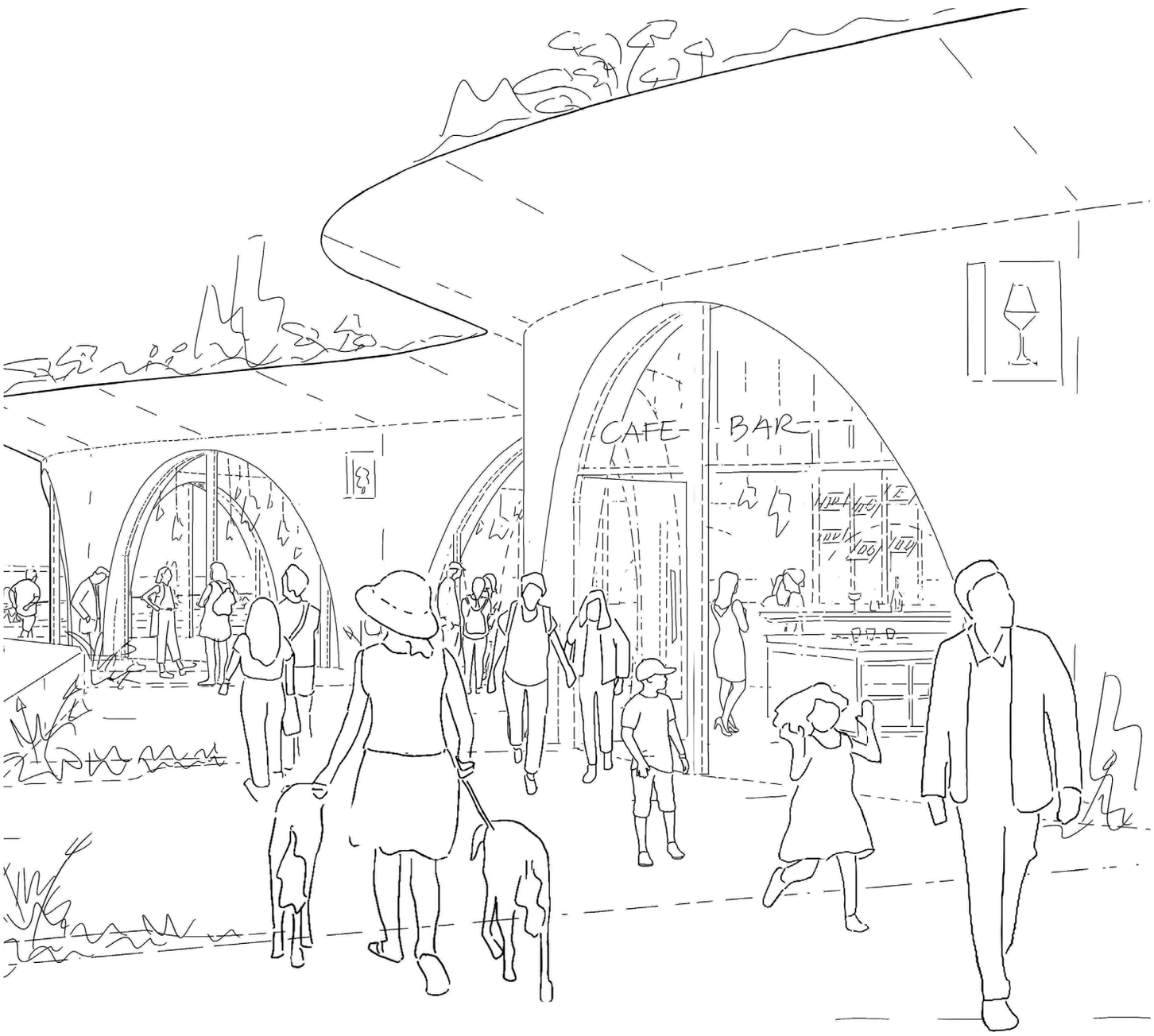
Approach to Haven Hotel



Sandbanks Marconi Project

Design & Access Statement




CAFE
BAR

Access - Pedestrian

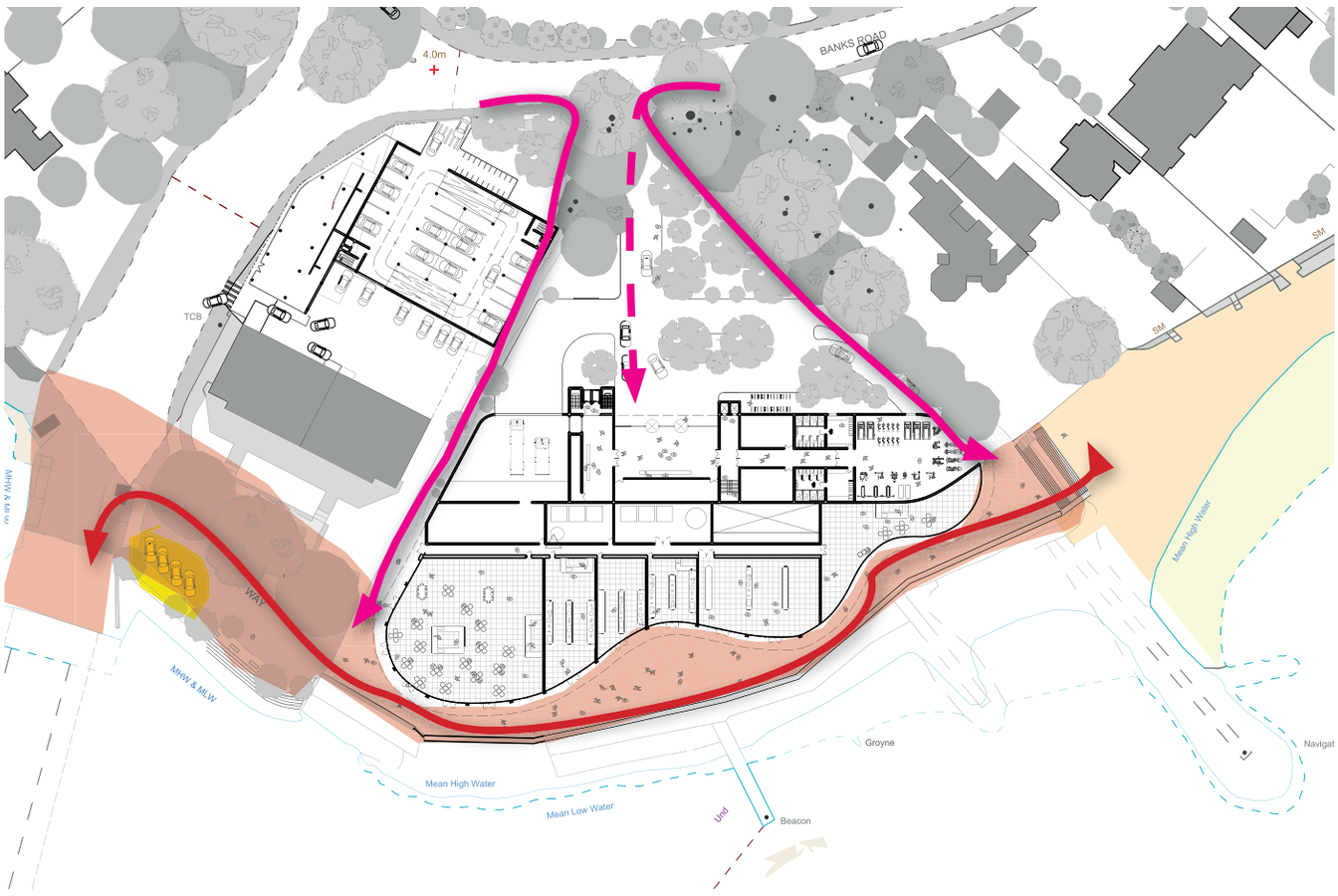
Pedestrian access to the Esplanade retail is from the beach and Ferry Way.

Two additional pedestrian routes link across the site to the east and west from the Banks Road entrance.

All pedestrian routes are designed to meet full accessibility standards.

The main entrance to the Hotel, Upper Deck and Restaurant is approached from Banks Road to the North and across the new Hotel gardens.

The sea defences are designed at a distance from the sea wall to avoid the requirement for the Esplanade to be raised above 'ground level' to an inaccessible height to resist overtopping.



Pedestrian access through site

Route to site entrance

Ferry Parking turned into a public park, with disabled parking retained

A safer route between ferry and beach

Access - Vehicular

Vehicular access is restricted to the existing Banks Road entrance.

The current West side entrance is closed allowing more opportunity to pedestrianise the seafront.

Parking

Parking is provided in three areas:

- Semi-underground below the hotel lobby for 45 cars
- Hotel drop-off for 10 cars
- Multi-storey car park for 120 cars with a separate access off Banks Road.

Internal Roads

The internal service roads are modified to provide access to:

- The semi-underground hotel car parking
- Hotel drop-off
- Hotel service

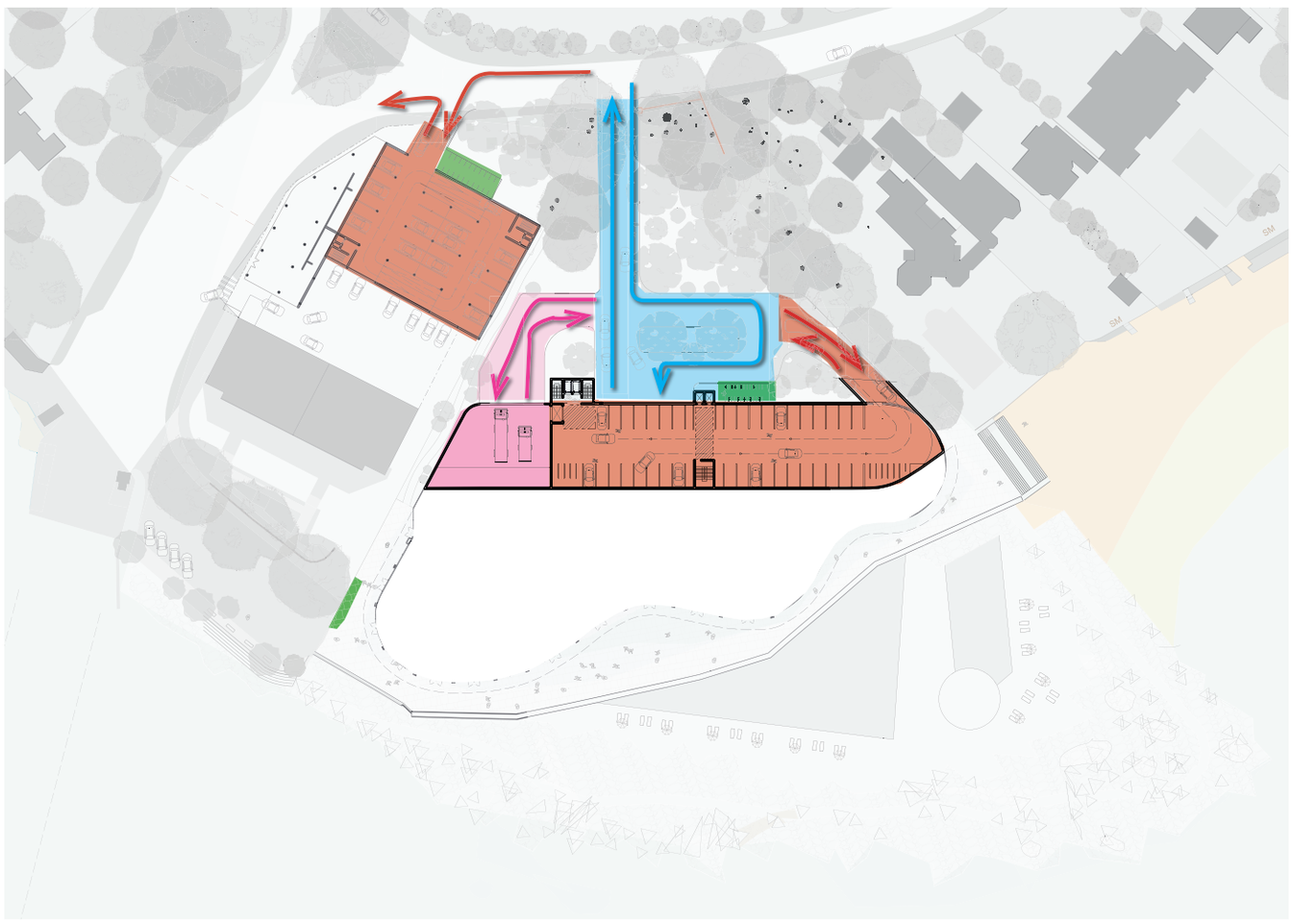
Deliveries

All deliveries to the hotel, retail and hospitality areas are made from a generous lower-level service yard located on the West of the hotel alongside Golden Gates service and parking yard.

Cycles

The scheme promotes cycling in place of car travel. Cycle parking is provided in three locations on the site.

The site is on the important National Cycle Network Route 2 (NCN 2) along the South Coast and the new cycle parks are designed to support those initiatives.



Car Parking Deliveries Pickup / Dropoff Cycle Parking

Design - Maritime Defences

The scheme proposes establishing the necessary sea defences at a distance from the existing sea wall to permit public access across the site's esplanade close to street level. This strategy manages overtopping without requiring the sea wall to be raised to inaccessible heights.

As the new infill does not project beyond the existing groynes, it is anticipated that the general flow of currents and the pattern of sand deposits will not be affected.

The sea defences will be fully developed and tested before the planning application is submitted.





Bondi Icebergs, Sydney



Mousehole Rock Pool, Cornwall

Design - Marine Ecology & Biodiversity

Infilling the area between the groynes permits the creation of artificial reefs and rock pools.

Innovations in sea defence design now incorporate measures to encourage the proliferation of marine life on artificial structures thus combining sea defence with biodiversity proliferation.

This approach builds on the local research carried out by Bournemouth University to record the level of marine biodiversity already established in the large groyne and in artificial reefs in Studland Bay.

These recordings show the great potential for increased marine biodiversity away from the less fertile beach and sheet piled sea defences around the peninsula.



Seafront Esplanade

Artificial reef acting as breakwater







'Living Breakwaters' Coastal defence system attracts oysters

Gumuchdjian Architects

Design - A new lido

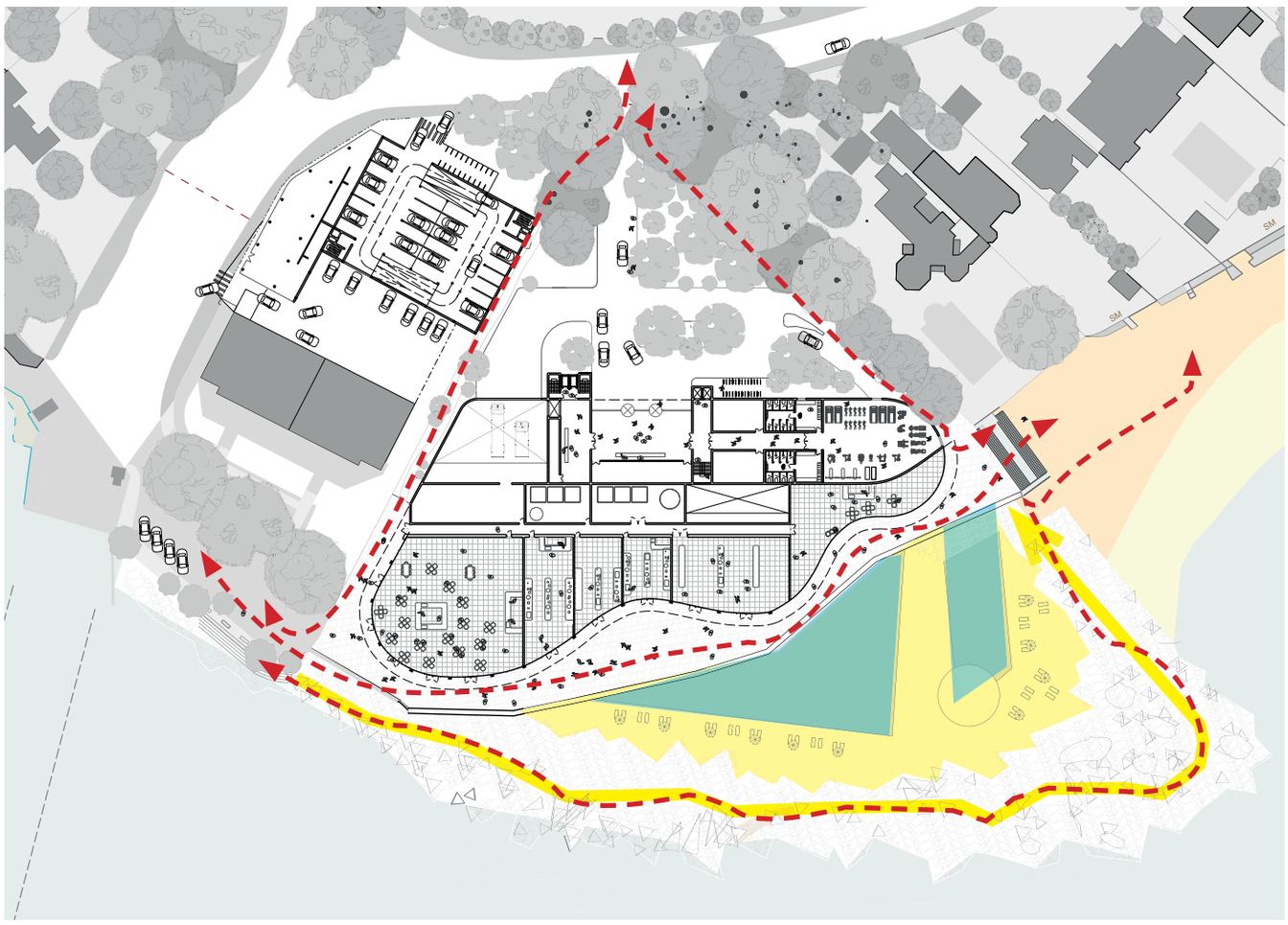
The creation of an artificial reef provides a site for a public Lido with pools for all standards of swimmers. Examples exist in the UK and abroad that incorporate sea defences with public lidos.

There is currently a national revival of coldwater swimming, and a lido would provide a controlled environment away from the strong local tides in which to enjoy seawater swimming.

The SCG envisage launching a separate Lottery application for the Lido.



Penzance Lido



Public Lido
Public amenity
Pedestrian Routes



Bude Lido

Design - Trees & soft landscaping

The proposals aim to consolidate, strengthen and extend the sylvan character of the Haven Hotel site.

50% of the site is left free of all development allowing the conservation of all mature trees and the expansion of the currently limited areas of soft landscape.

All access roads and pedestrian routes are permeable to minimise flooding and avoid over charging the sewers.

The site enjoys the presence of important mature pine trees.

The proposals are as follows:

- Conserve all mature trees
- Extend areas of soft landscaping
- Make all roadways permeable.
- Restrict basement car parking to the footprint of the building
- Preserve and enhance the screening of buildings with mature trees and planting



Soft landscaping | Permeable surface | Additional Trees on site | Existing Trees on site Preserved

Selection of existing on-site trees



Quercus Ilex



Cedrus deodara



Pinus Nigra



Pinus Sylvestris

Design - Massing & neighbours

The massing of the new Hotel is organised to respect the neighbours' sight lines and to respond to the heights of existing buildings on the boundaries of the site.

All trees are conserved to preserve their screening effect as seen from Banks Road, the adjacent apartments to the North and the neighbour to the East.

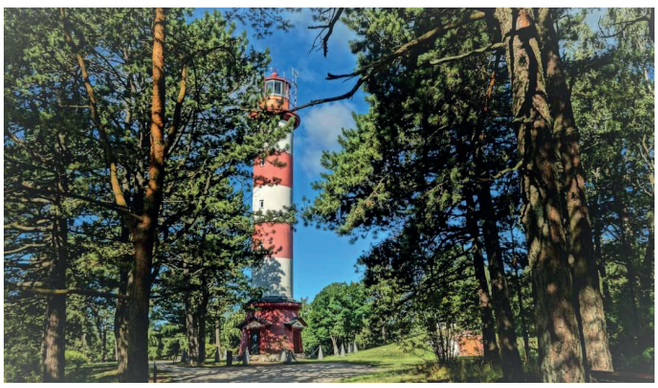
The new hotel follows the heights of the Golden Gate Apartments to the West.

The building steps down to the private house in the East with a series of lush, landscaped terraces. Potential overlooking is controlled by limiting windows at first floor level and by screening the North aspect of the terraces.

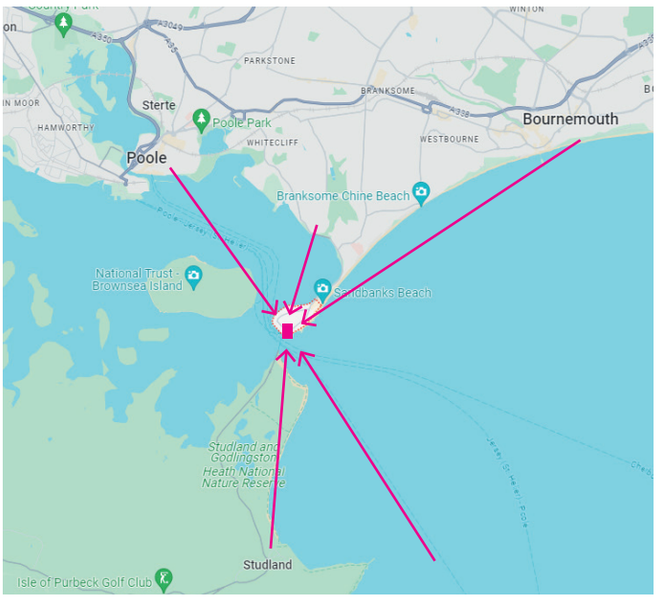
The tall Beacon element is set well back from all boundaries and screened by the retained existing trees to minimise its visual impact when seen from nearby.

The Beacon's profile is made striking by its extraordinary slenderness (8m), which reduces in stages to become a spire of light.

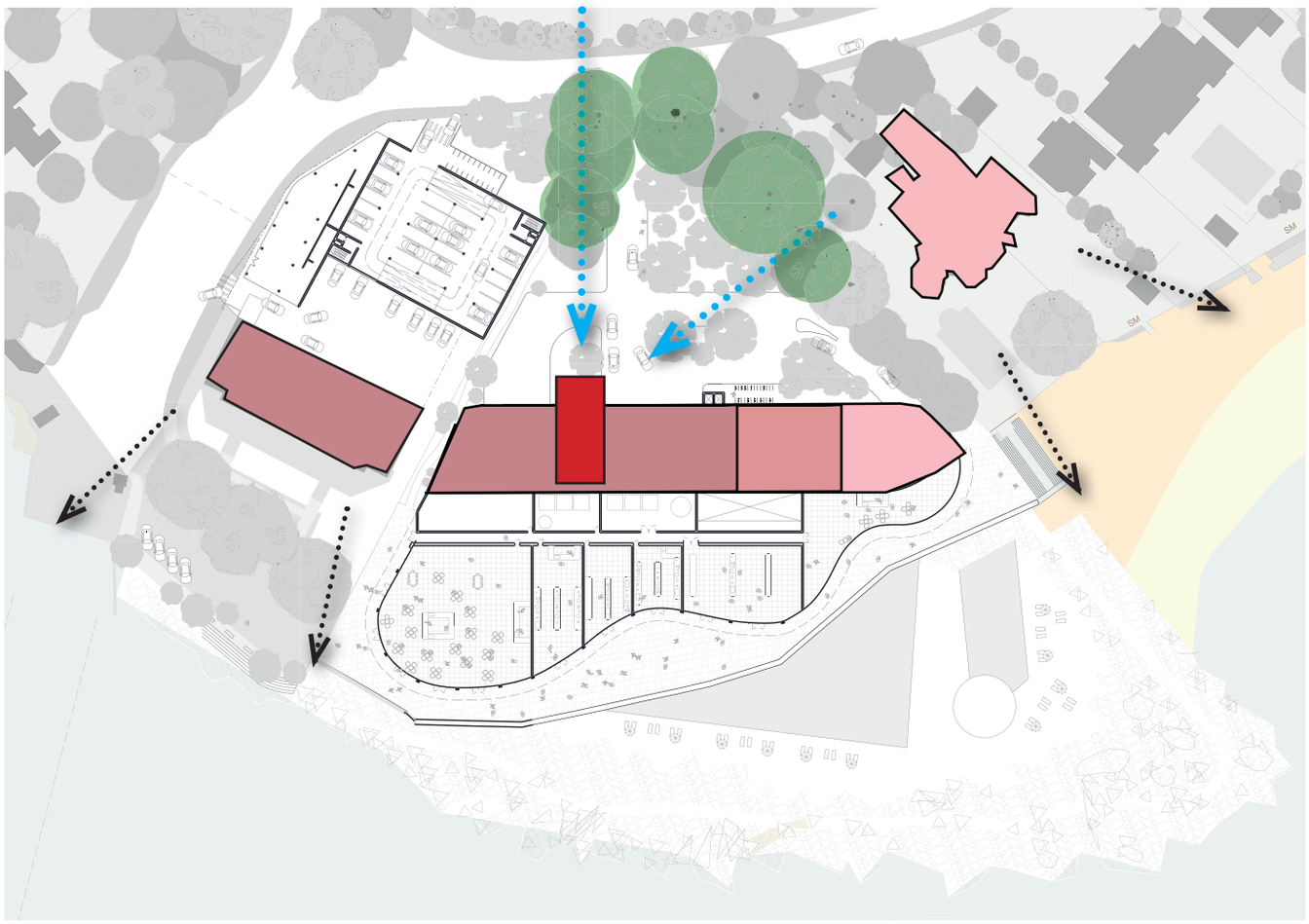
The Beacon responds to key long views from Bournemouth (Haven Road), Poole Harbour, Sandbanks Beach and Studland. From these vantage points the Beacon landmarks the important entrance to Poole Harbour.



Trees on site screen views



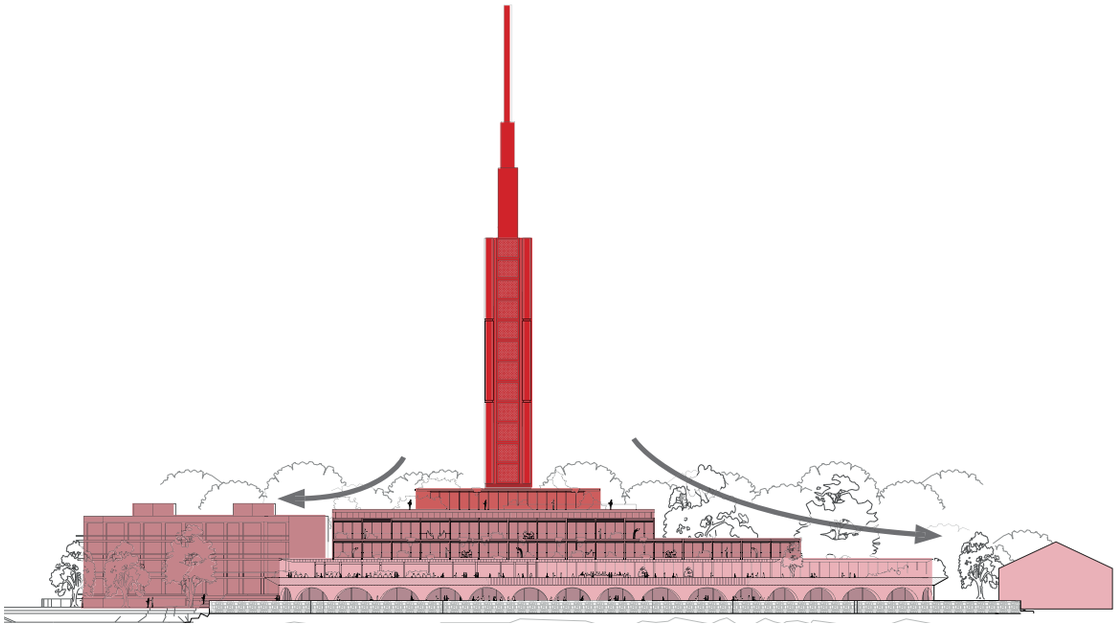
Strategic long views



Mass set back from neighbouring buildings

Views out to sea

Existing large trees on site



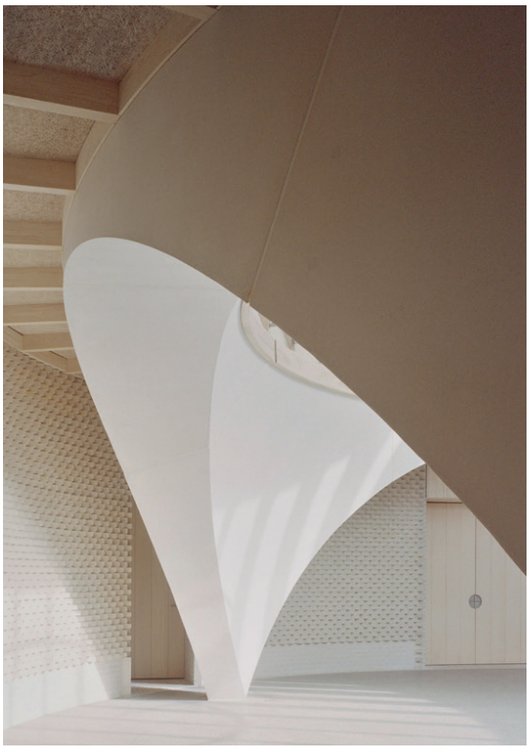
Design - The seafront arcade

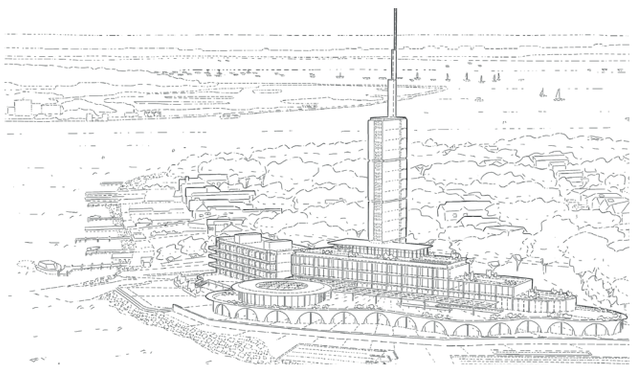
The soffit parapet of the Esplanade is canted to protect from the weather and magnify the effect of the curving frontage.

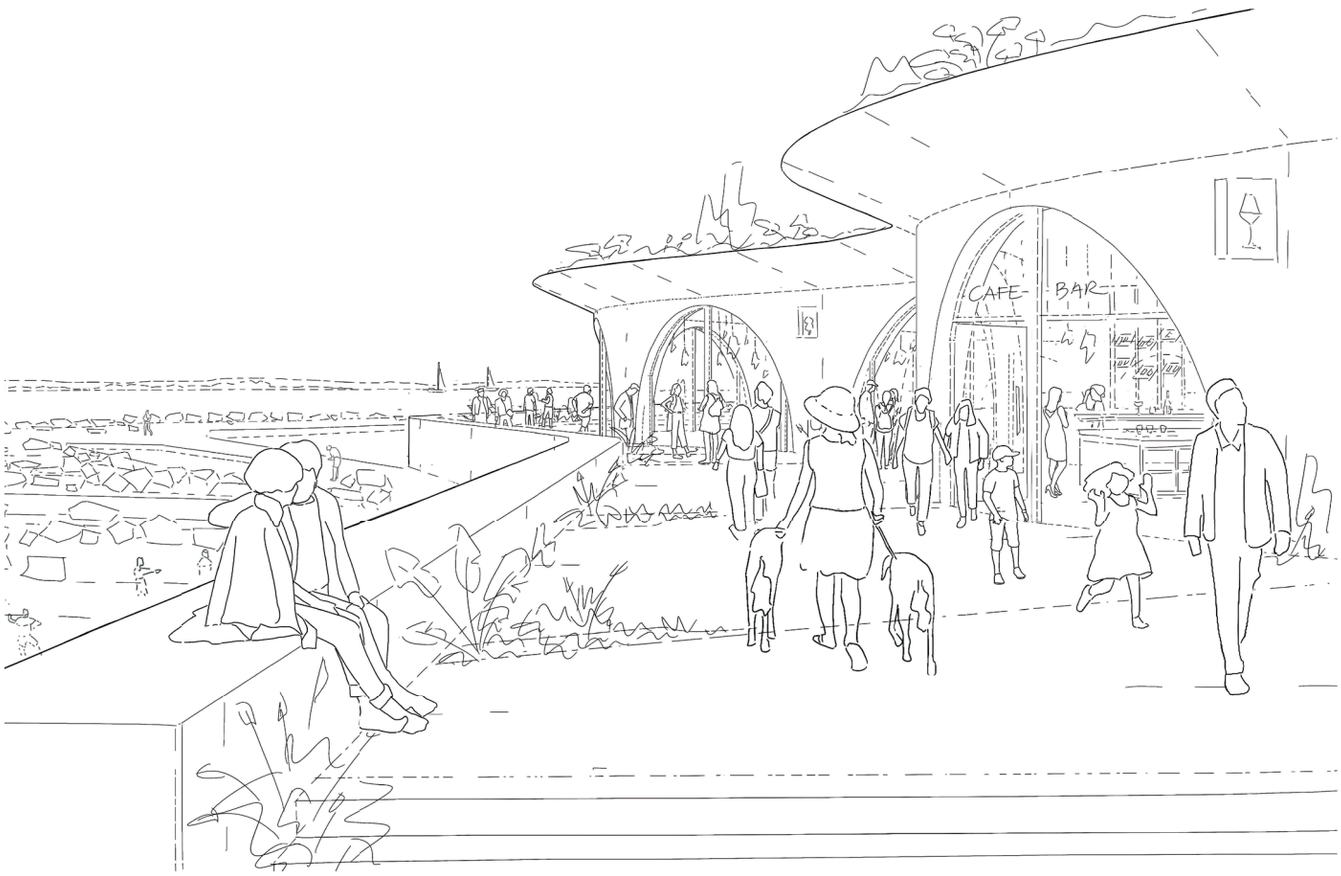
The edge of this new public domain takes an organic form that suggests a sinuous natural coastline.

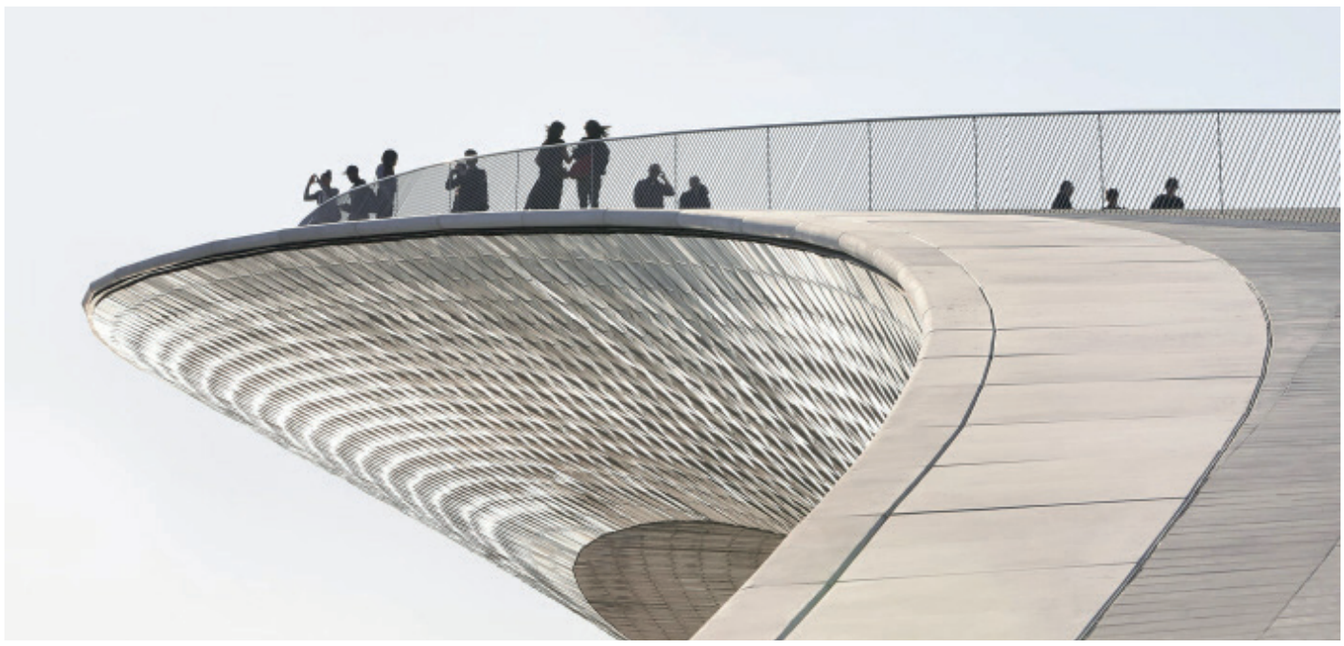
The curves lend drama and form pockets of public space facing the sea where meeting and activities are encouraged.









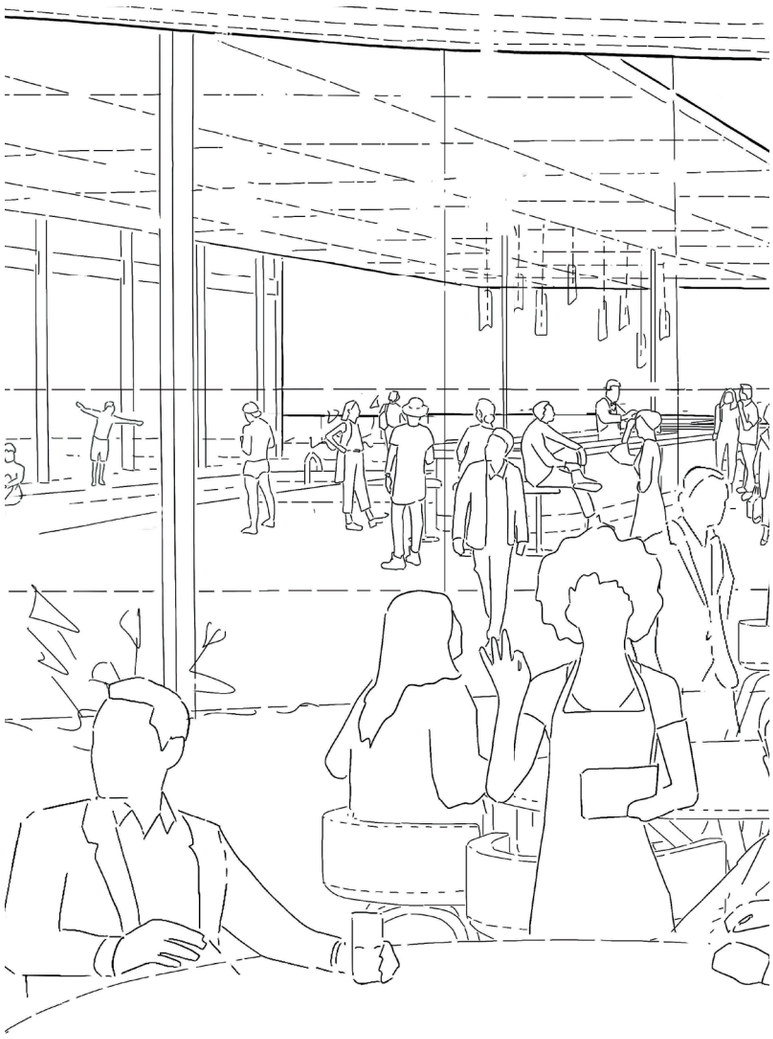


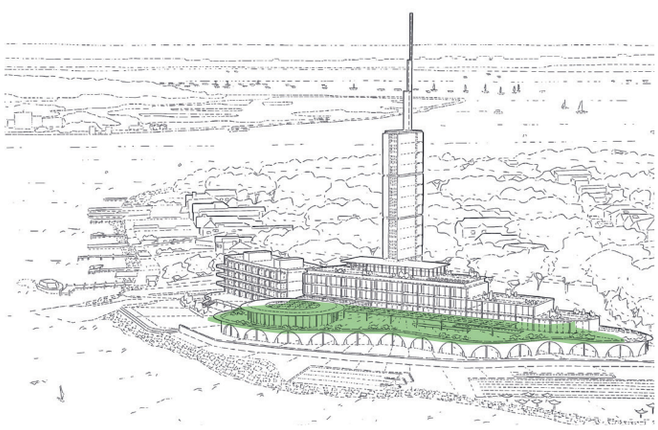
Gumuchdjian Architects

Design - The upper deck

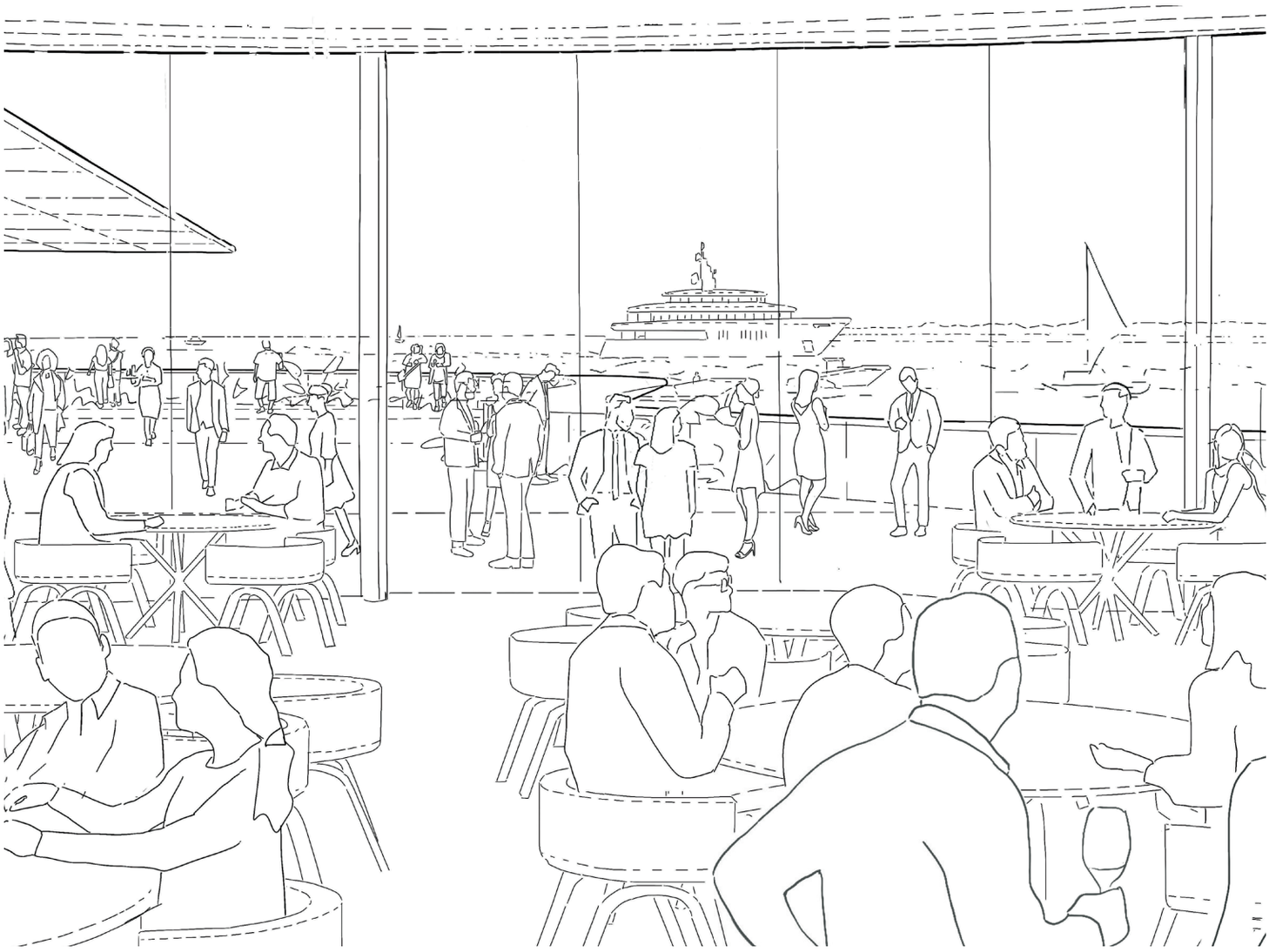
Above the Esplanade is a large open 'deck' that contains a significant hospitality 'offering' including circular restaurant, open deck bars, swimming pool and club facilities.

This area harks back to the great liner designs of the interwar years.











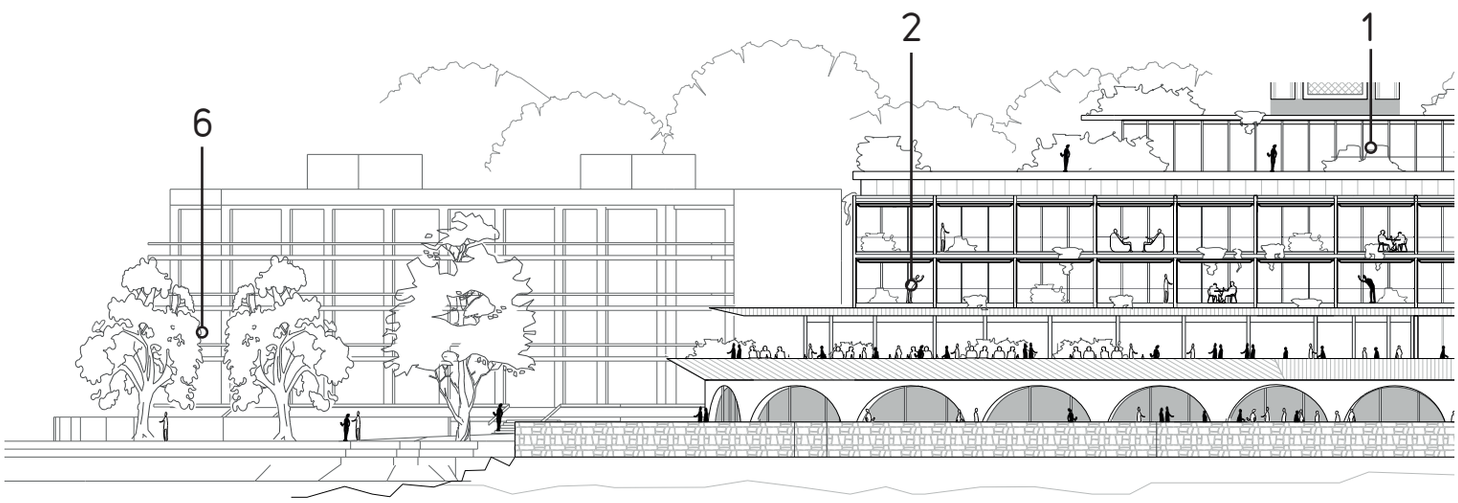
Design - The hotel rooms

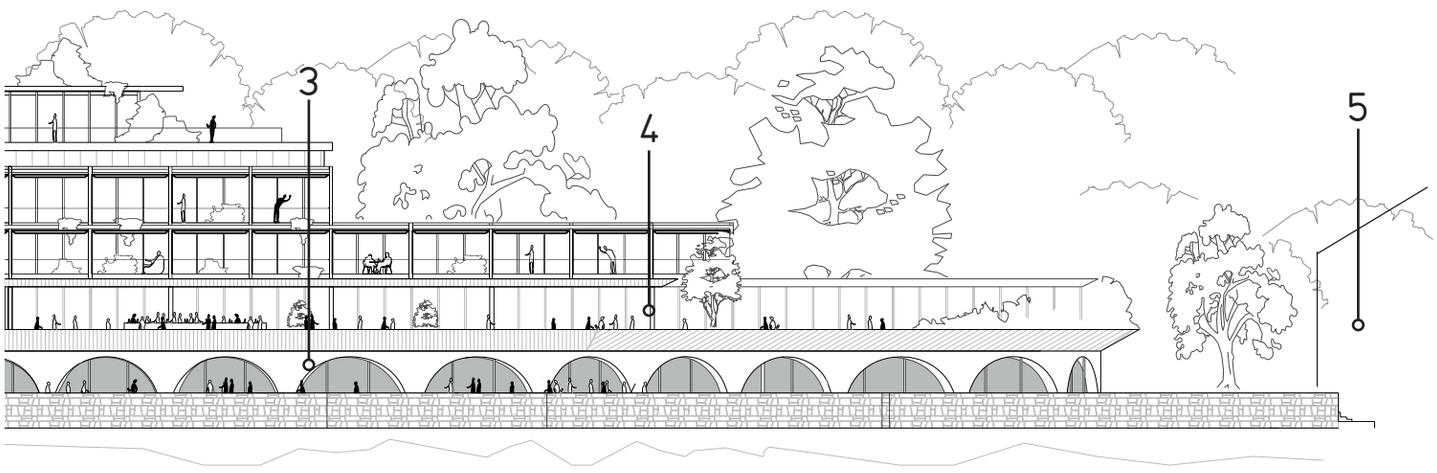
The Hotel Block contains 40-60 rooms (depending on configuration including suites). The facade is deeply recessed with stone balconies.

The Eastern part of the hotel 'Block' is terraced to reflect the height of the neighbouring building. Each terrace is landscaped. The wall facing the Eastern neighbour is solid (with no windows) and is screened by mature planting. Overlooking is controlled and views are to the sea only.

The hotel block is topped by the Wellness Centre, whose facilities are located within a glazed pavilion set back from the perimeter. The Wellness Centre sits within its own roof garden and infinity pool.

1. Wellness Centre
2. Hotel Rooms
3. Seafront Esplanade
4. Deck level amenities
5. Neigbouring houses
6. The Golden Gate Apartments




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Design - The Beacon

The Beacon is conceived as a landmark and way marker for those on land or at sea. The Beacon takes advantage of its location at the crossing point between open sea and natural harbour, and between the important urban conurbation of Poole and Bournemouth, and the protected natural landscapes to the East.

The Beacon's 100m height and orientation due South assists seafarers in their navigation. The accommodation is located within a slim rectangular profile thus offering a sun dial effect with a differing profile seen from all views.

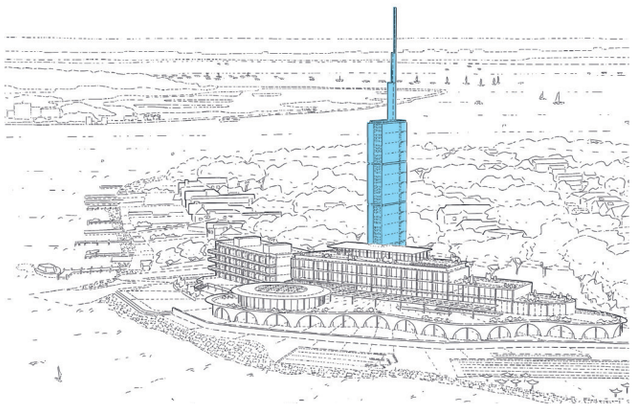
In particular, the Beacon is at its slimmest when viewed from the apartments situated due North and along the important Panorama Road. Similarly in the strategically long views from Poole and Bournemouth (Haven Road), the Beacon offers a three-quarter view.

The Beacon appears at its slimmest from due North and due South, a phenomenon that is most apparent as ferries enter the harbour and navigate around Brownsea Island.

Views of the Beacon from the Chain Ferry as it sets off from Studland are to the Beacon's spire like minimal profile.









Design - The Beacon

The lower half of the Beacon contains the hotel's suites. The accommodation is 8m wide. Overlooking is controlled by locating the lifts and stairs to the North. The 'core' is clad in a golden anodised aluminium and is extended to form and contain the light feature of the Beacon.

The Beacon refers to the soaring masts and art deco glamour of the Empire State or Chrysler Buildings.

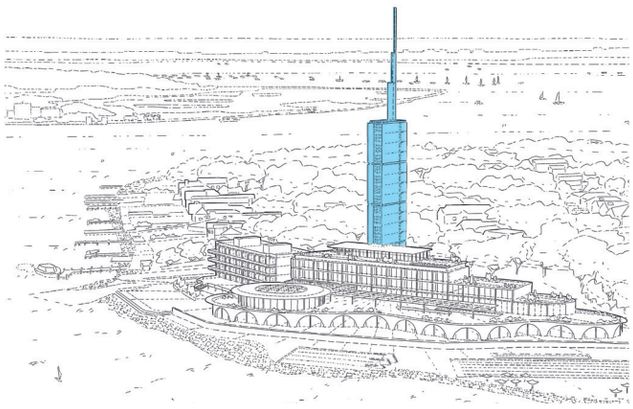


The Beacon's illumination will be the subject of further development. Care will be taken to reduce any unwanted impact on bats and birds. The use of high luminosity LEDs allows the Beacon to act as a useful marine navigation marker.

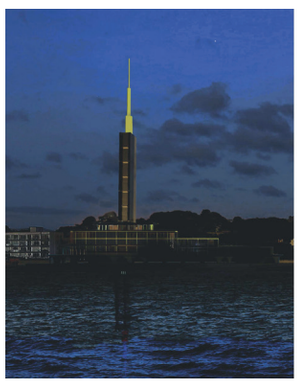
It is expected that only minimal illumination will be proposed after 9.00 pm to avoid disturbance to neighbours (and animals). However, the Beacon will be designed and equipped with the capability to create spectacular light effects and therefore be used to contibute to events marking National celebration.

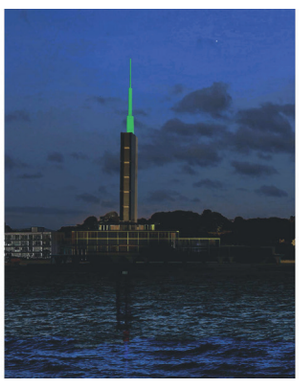
The Beacon is designed to complement natural landmarks such as Old Harry, to signal the entrance to Poole Harbour and to pay tribute to Marconi's achievement.

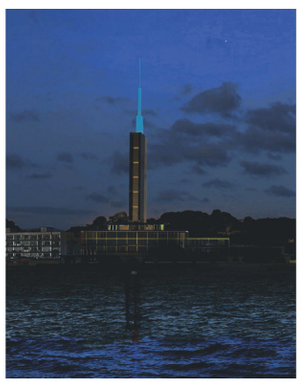


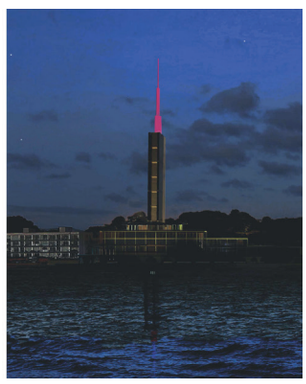










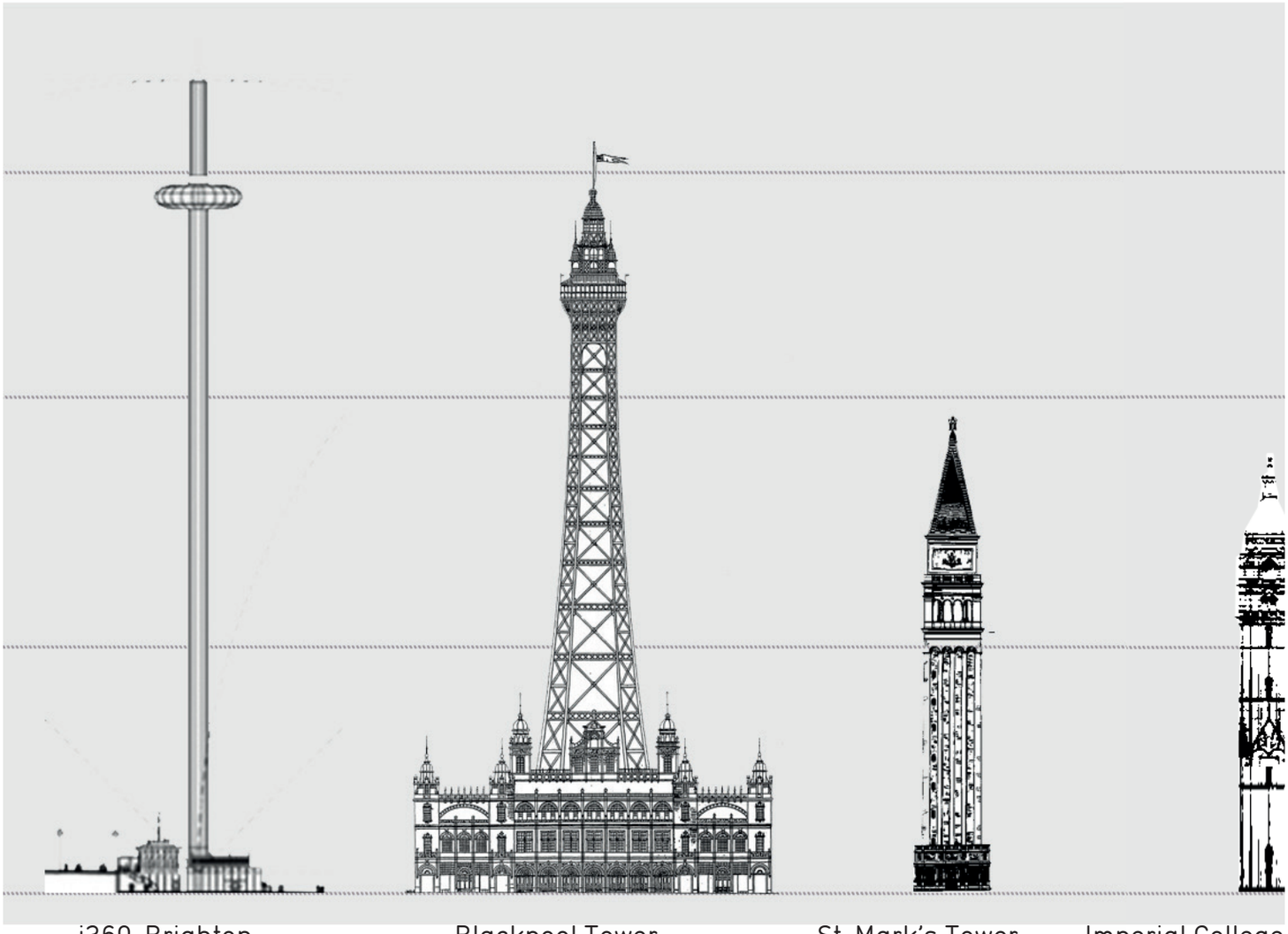


Beacon lit for different celebrations

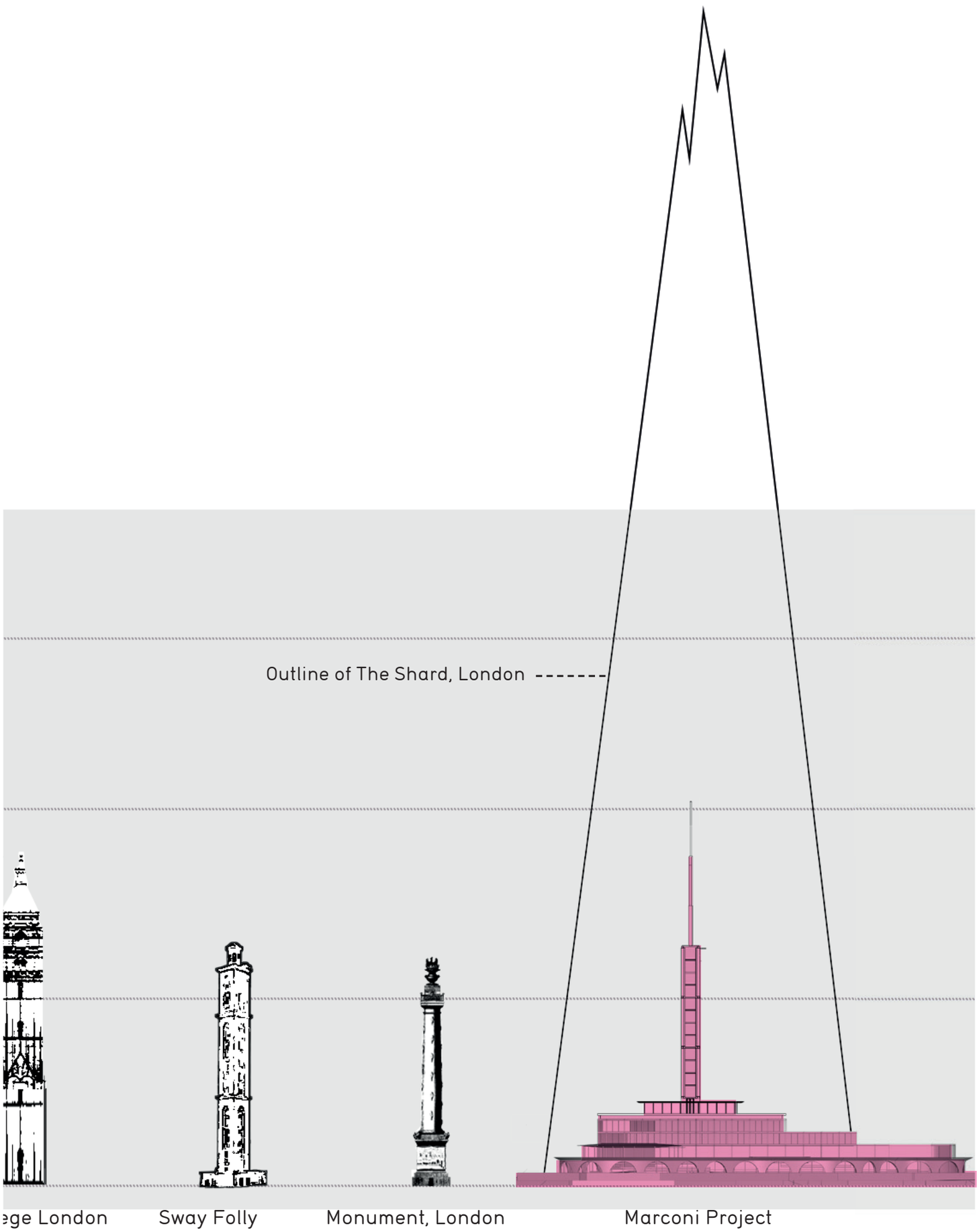
Design - Famous landmark references

The Marconi Beacon will enter the pantheon of world class landmarks and will be known for its height and extreme slenderness.

It will symbolise the revival of Sandbanks.



i360, Brighton | Blackpool Tower | St. Mark's Tower | Imperial College


Outline of The Shard, London
ege London
Sway Folly
Monument, London
Marconi Project

Design - Materials

The facing materials of the Marconi Project will be Portland stone, reconstituted Portland stone, golden anodised aluminium, and glass. These facing materials will be applied to a robust concrete structure.

The concrete frame will be formed using a low C02 cement and recycled aggregates. Project Marconi will be constructed from a concrete mix that uses GGBS Stone, reconstituted stone, glass on a concrete structure.

All elements of the facades will be pre-cast reconstituted Portland stone. The Esplanade arches in particular will be formed in the workshop and assembled on site. Pre-cast reconstituted stone framed balconies of the main hotel block will also be fabricated off site.

The East and West facades of the Beacon will be made in a mixture of glazed panels and slabs of Portland stone. By using unprocessed material on the Beacon facades, embodied energy will be minimised, and durability maximised.

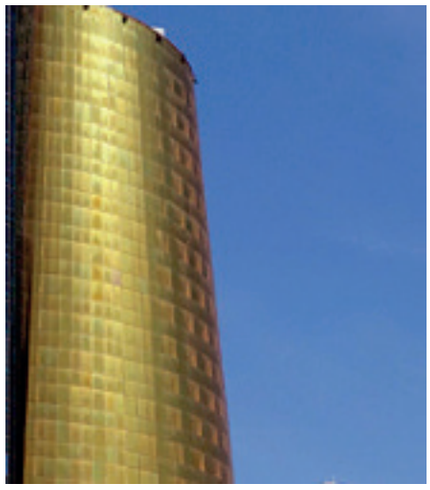
The material comes from the environment to which it is being exposed. The light colour of the stone reflects the prevailing light conditions from dawn to dusk.

In this sense the Portland stone building will act as a light vein that absorbs and releases moisture, bleaches during the summer heat and darkens during the winter. This gives a permanently changing appearance to the building thoughout the day and the seasons.

The Beacon will age and weather with grace.



Anodised Aluminium



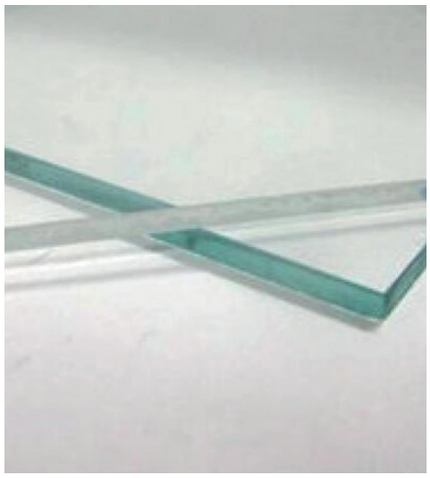


Portland stone





Low-iron glass, louvres



Design - Sustainability

The building will be designed to be fully carbon neutral in operation. Heat will be conserved and exchanged between complimentary functions. Water (including brown water) will be treated and, where possible, recycled on site.

The orientation of the building into the South-West prevailing winds and frequent North-East winds will limit resistance and downdrafts.

The presence of the hotel, the podium and the large trees all act to reduce potential downdrafts. The scheme will be subject to wind tunnel testing.

The Southern orientation will allow efficient solar shading of the hotel rooms in summer, and maximum solar gain in winter.

Sustainability Objectives

- All electric systems with zero carbon emissions
- Embodied Energy audit on all materials and systems
- Energy Piles integrated into structural foundations
- Heat Exchange synergies between functions
- South orientation for efficient sun shading & winter solar gain
- Maximise Natural Ventilation
- Solar Panels
- Grey Water Recycling
- Black water treatment and recycling
- Low Carbon Concrete
- Optimise on site drainage with permeable surfaces

Drawings

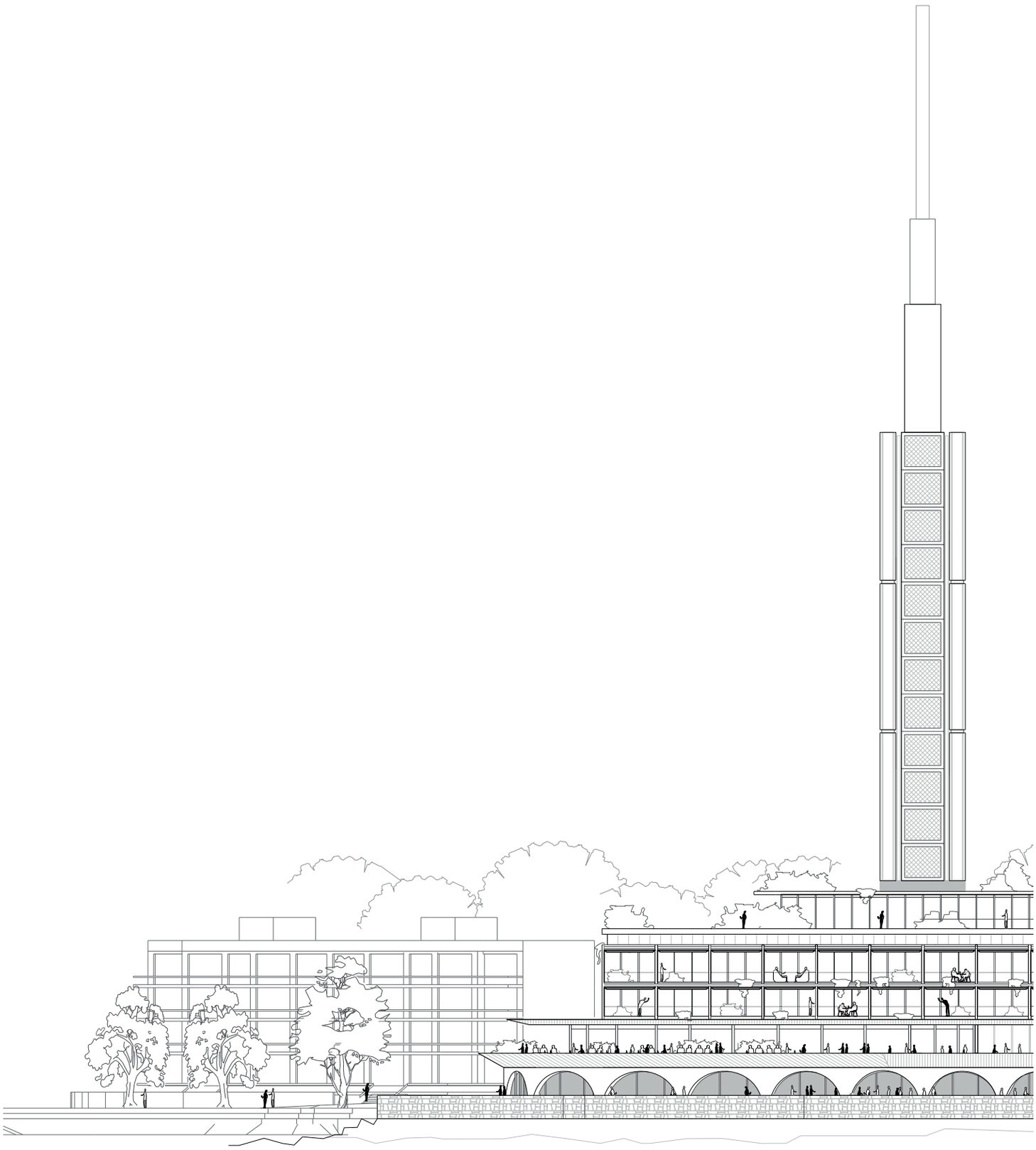
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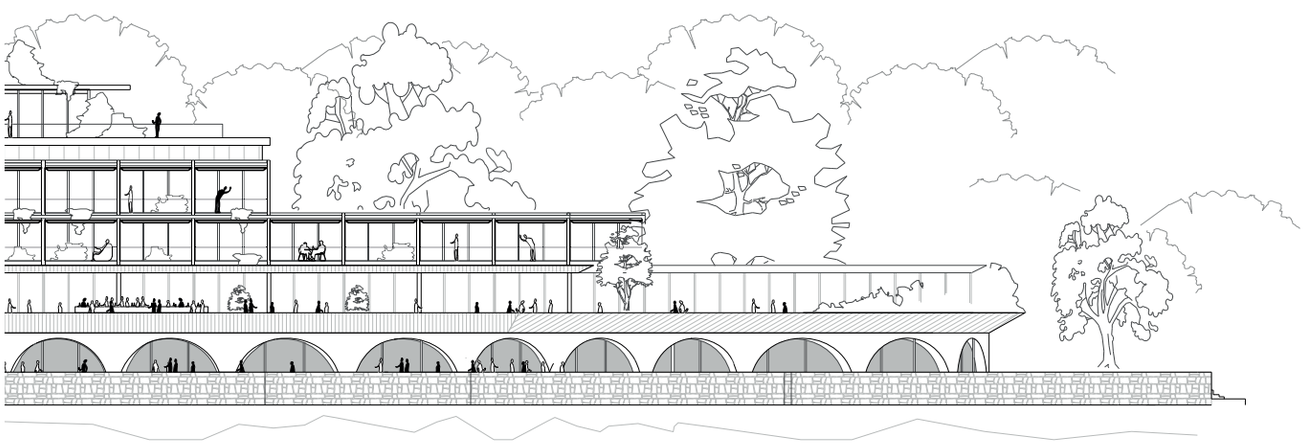
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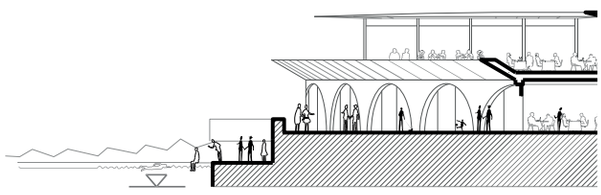
56 Elevation
58 Section
60 Rear Elevation
62 Plan - Lower Ground
64 Plan - Ground
66 Plan - Deck Level
68 Plan - Hotel 1
70 Plan - Hotel 2
72 Plan - Wellness Centre
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76 Roof Plan
78 Model Images

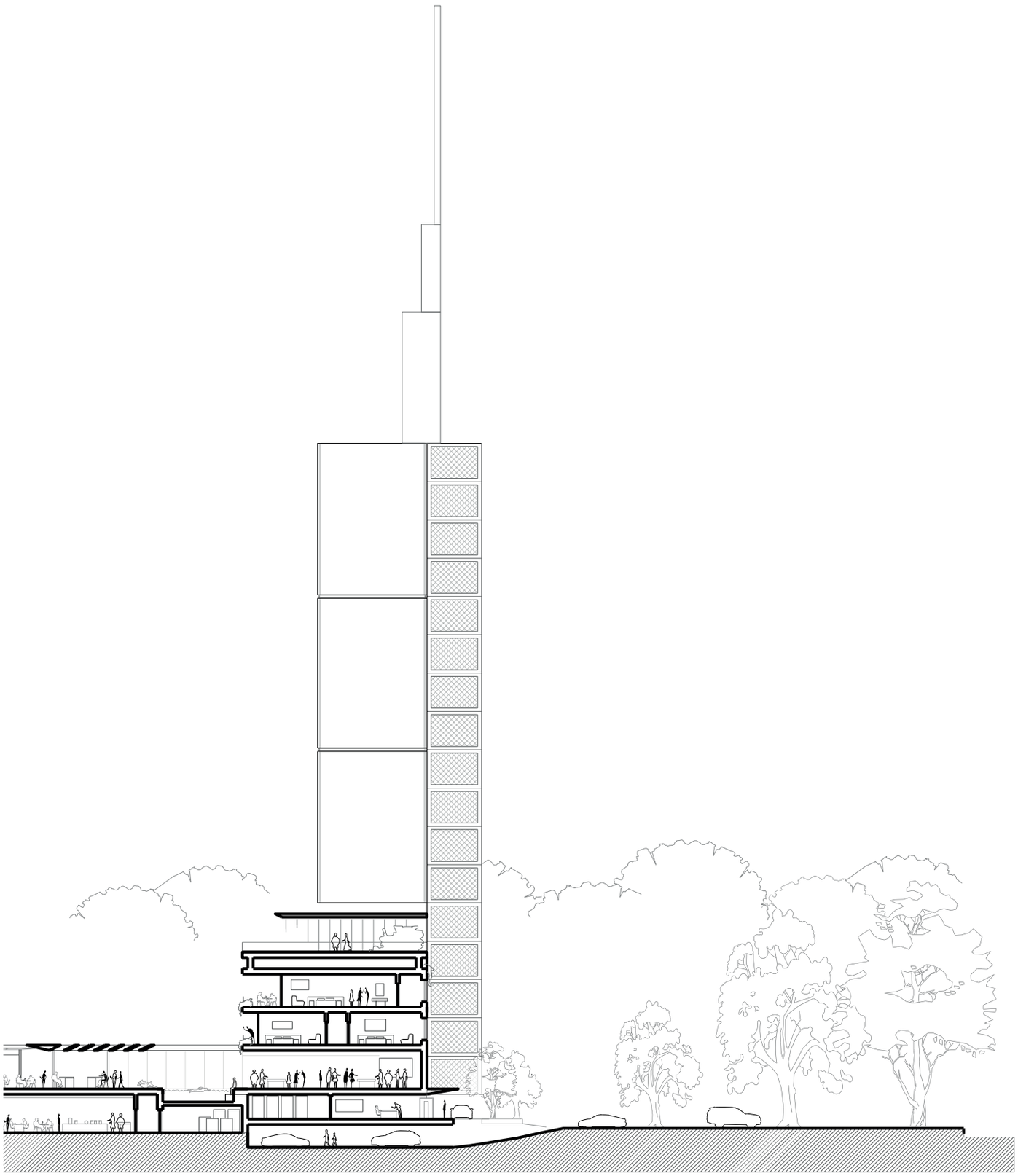
Elevation



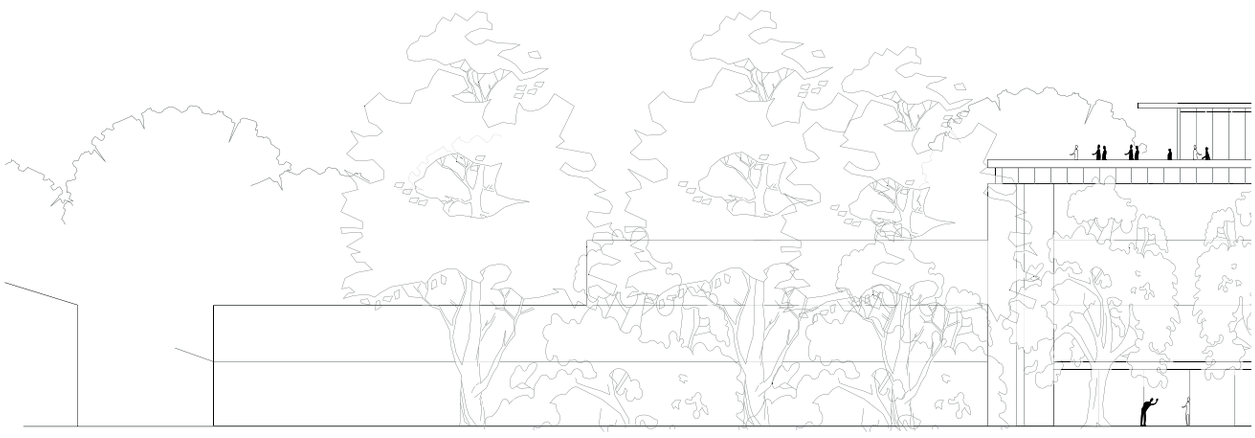


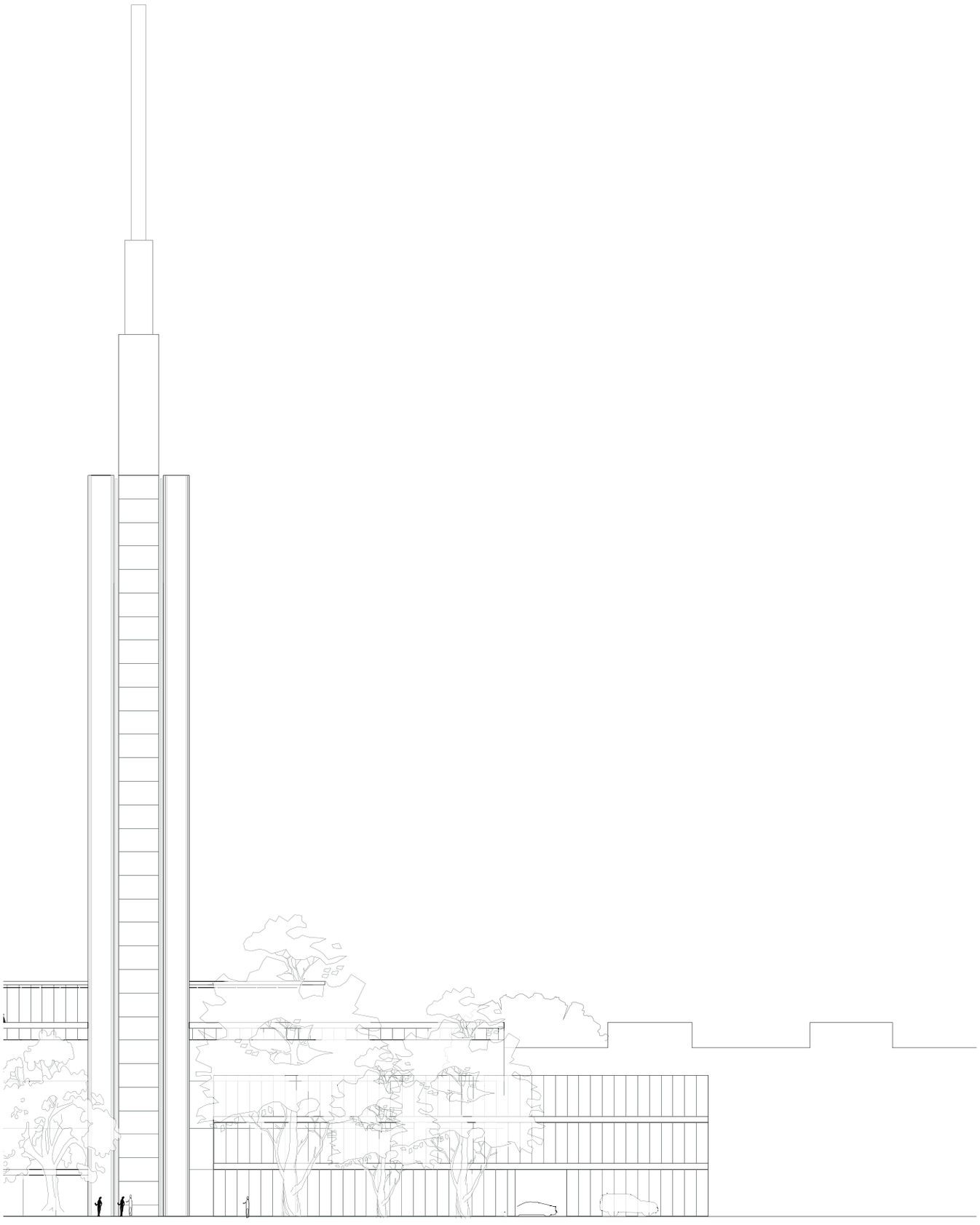
Section





Rear Elevation



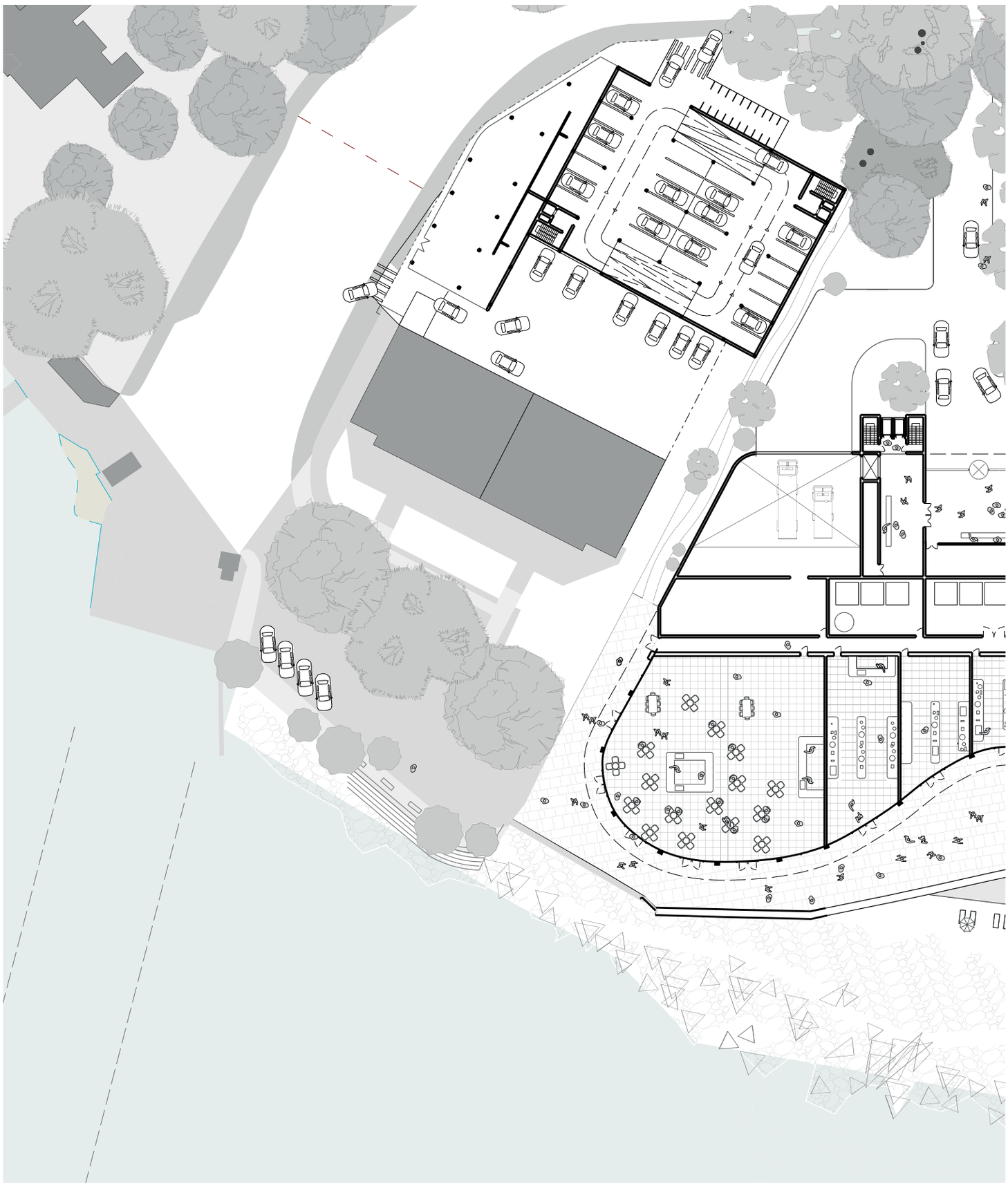


Drawings - Lower Ground



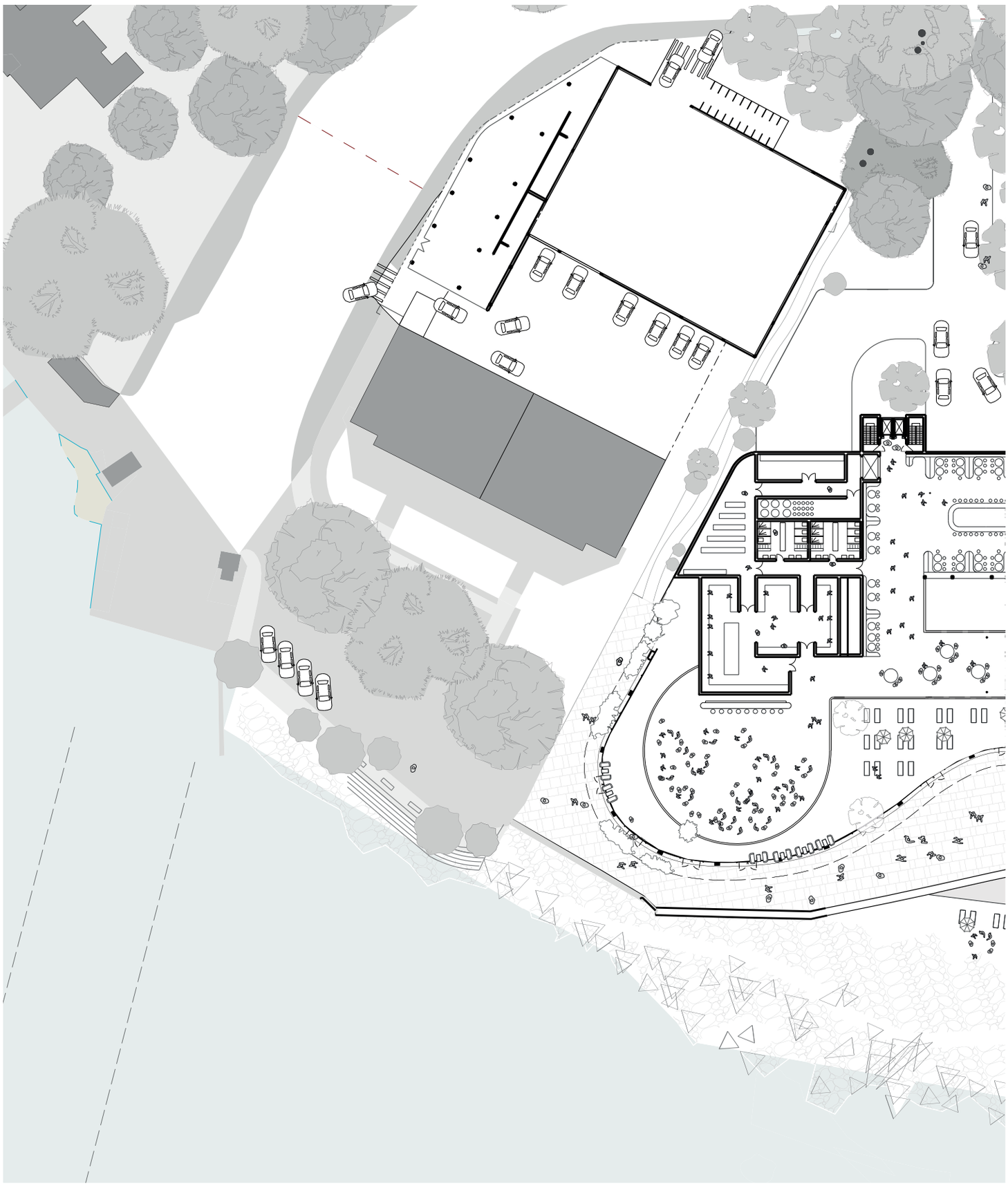
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Ground Floor Plan




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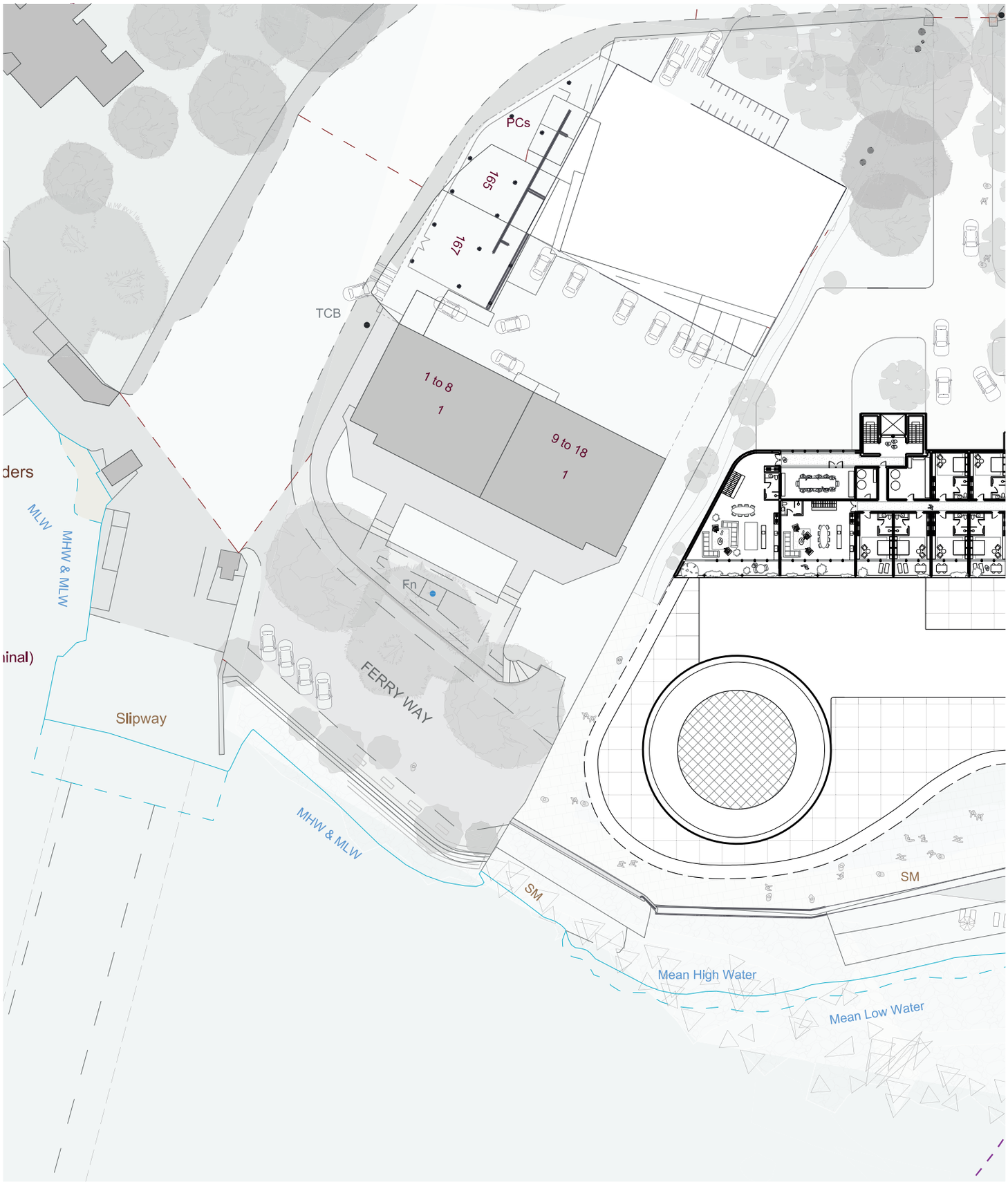
Deck Level Plan

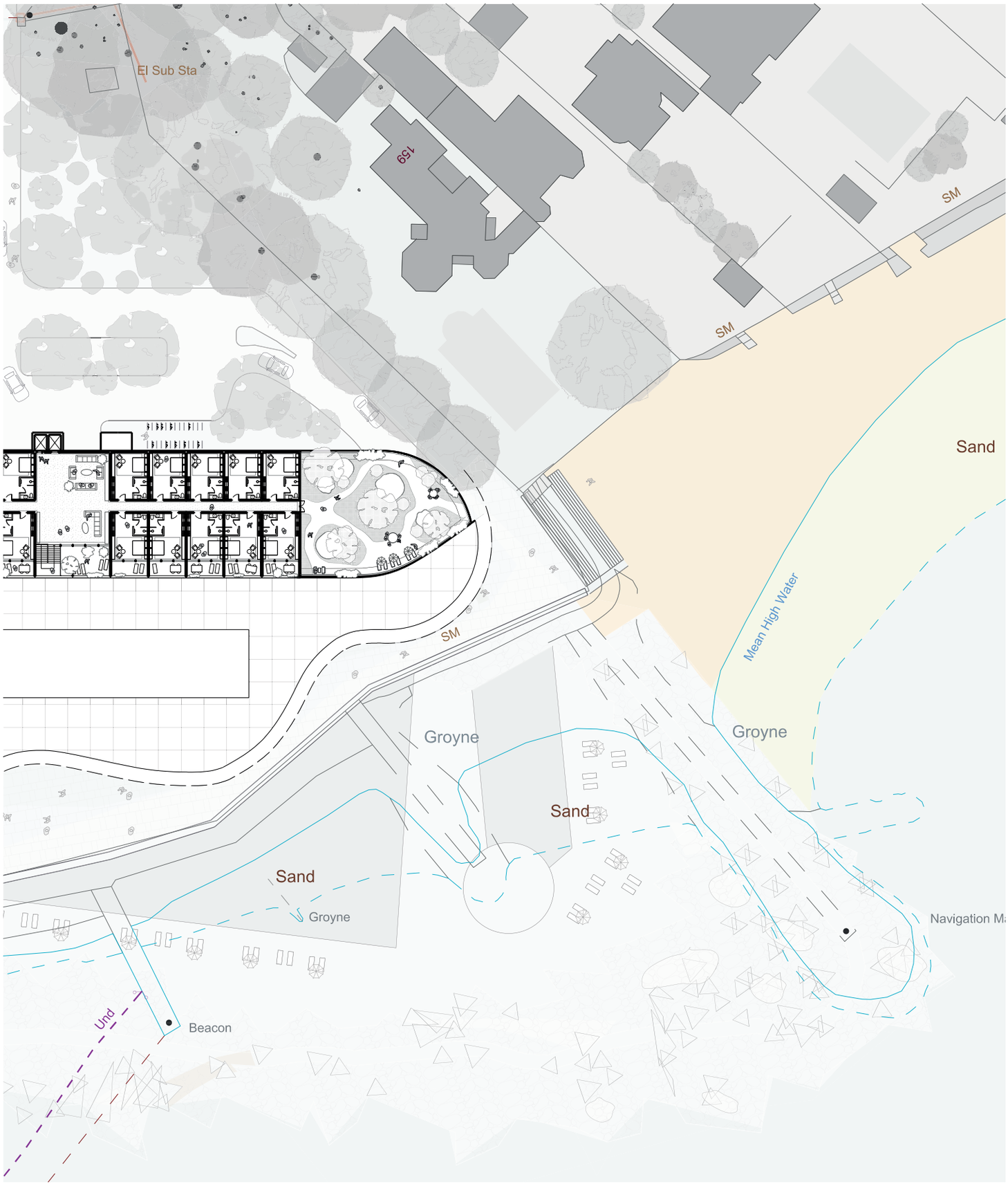




Gumuchdjian Architects

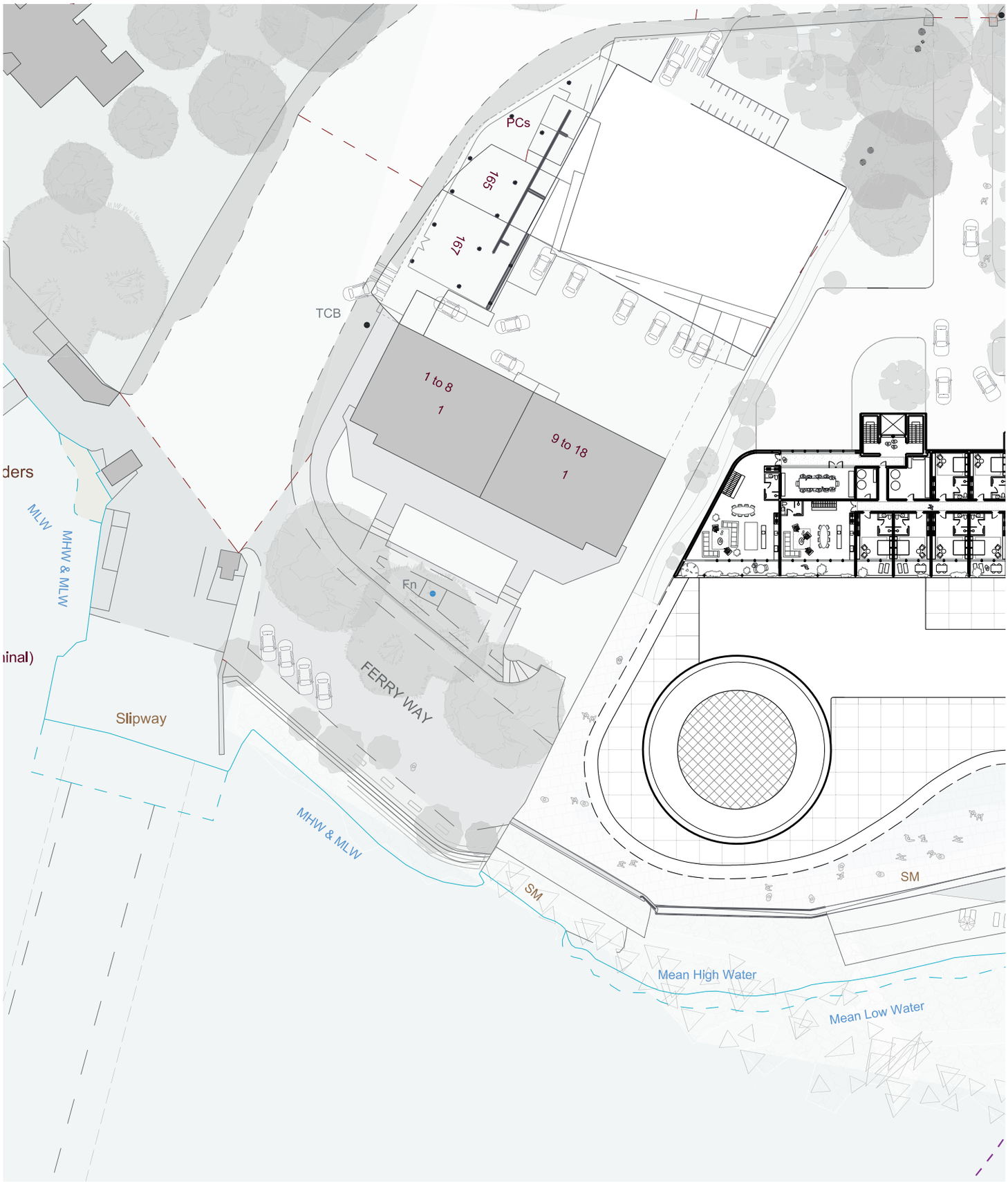
Hotel Block Plans

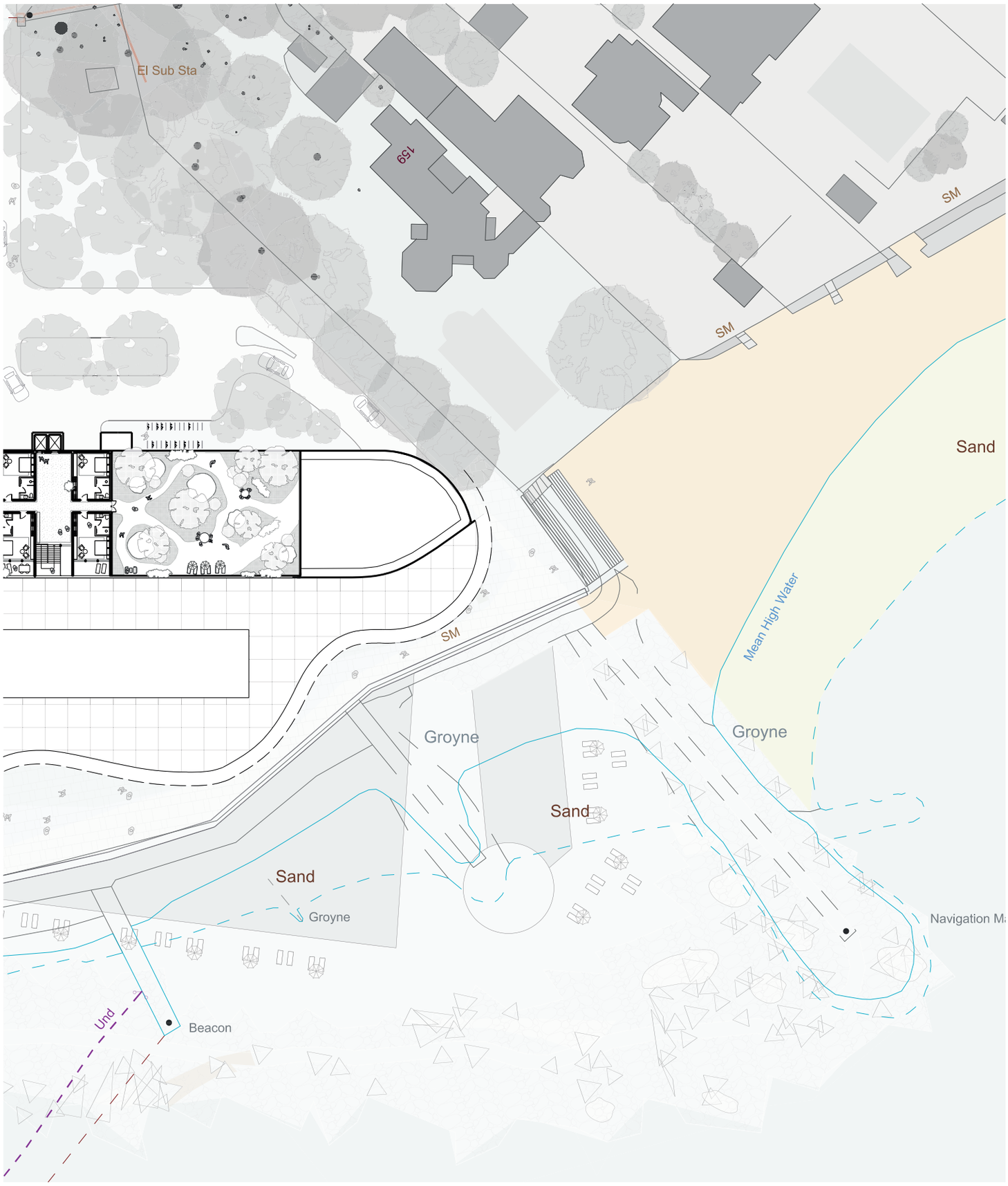




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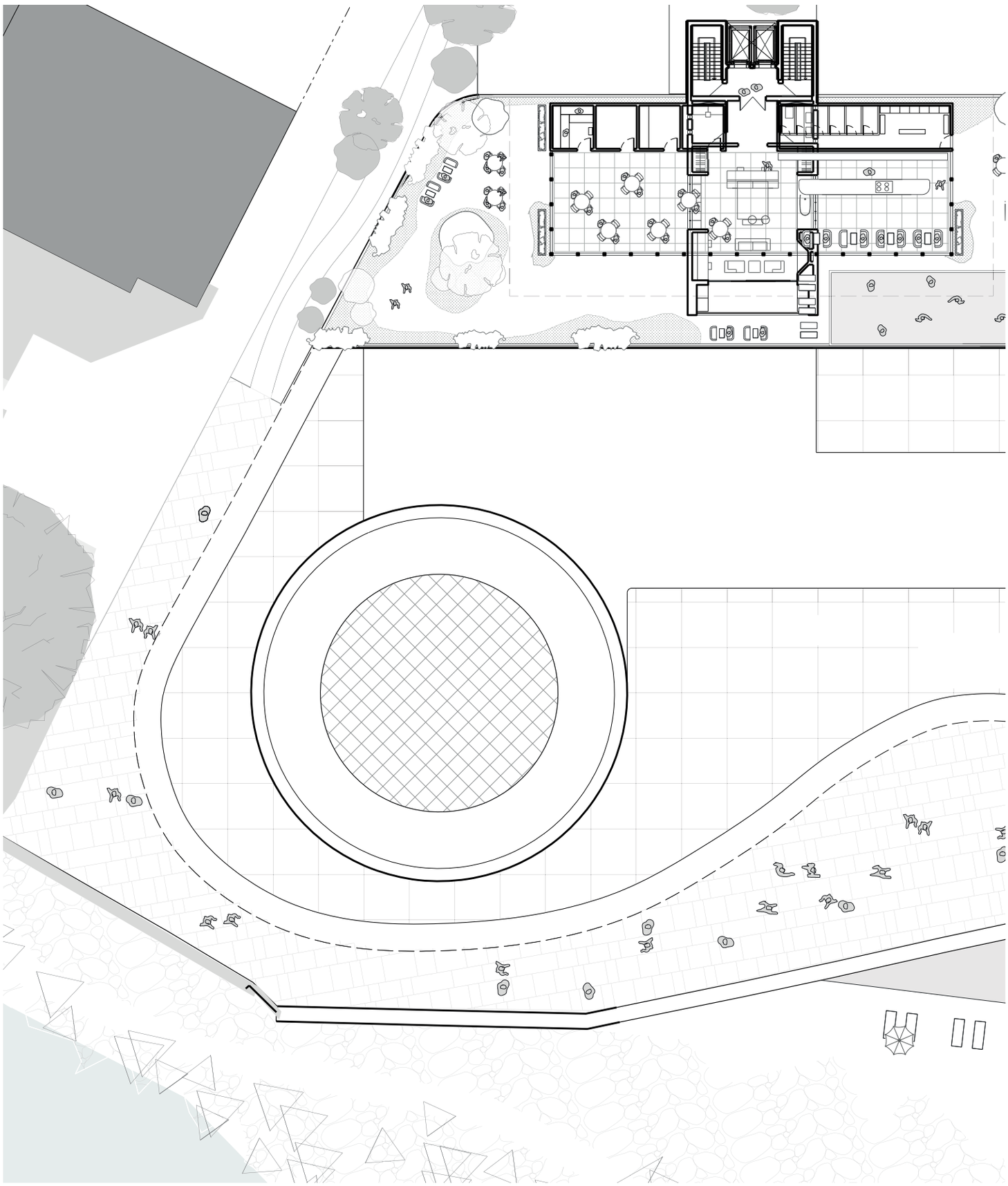
Hotel Block Plans

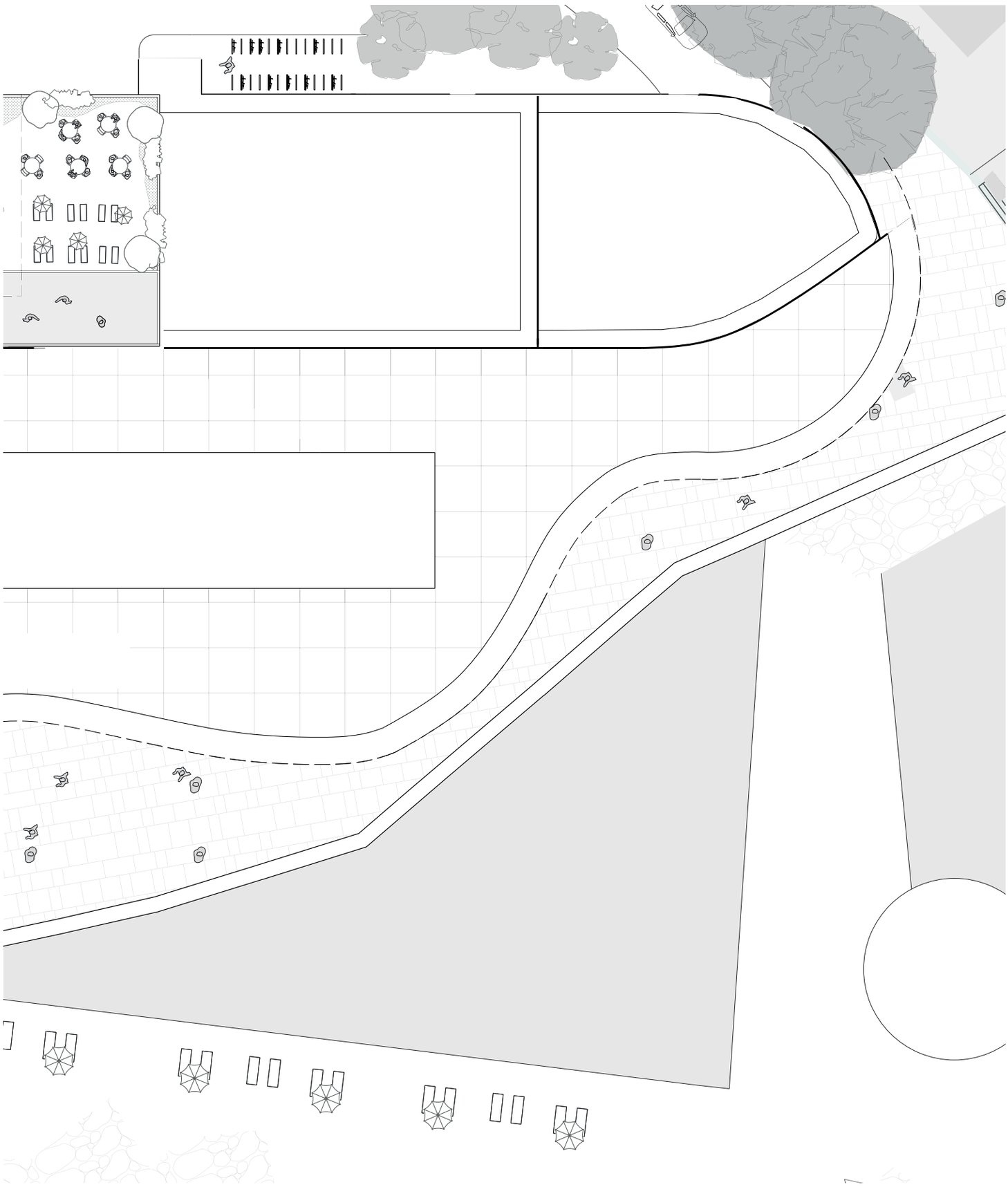




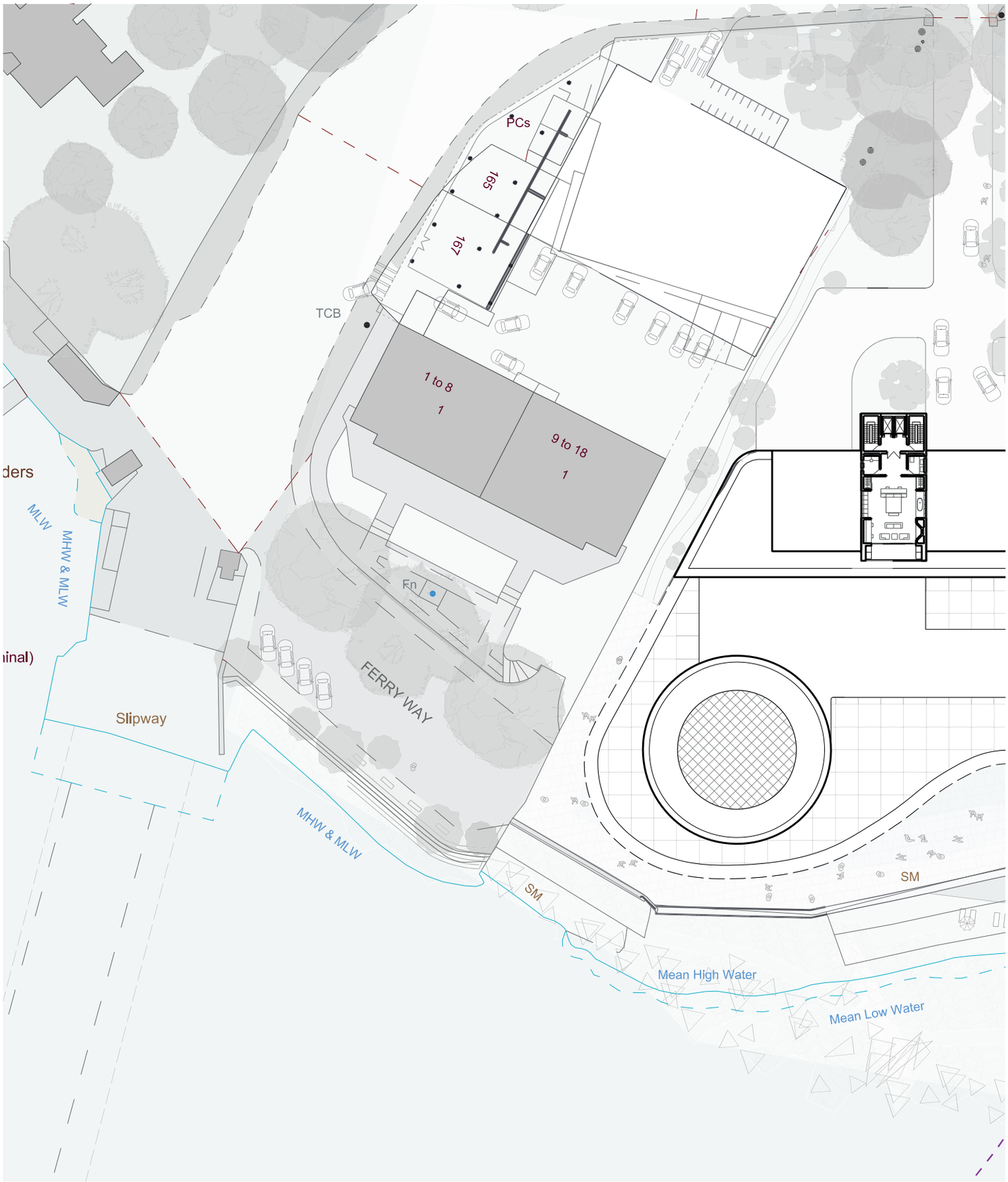
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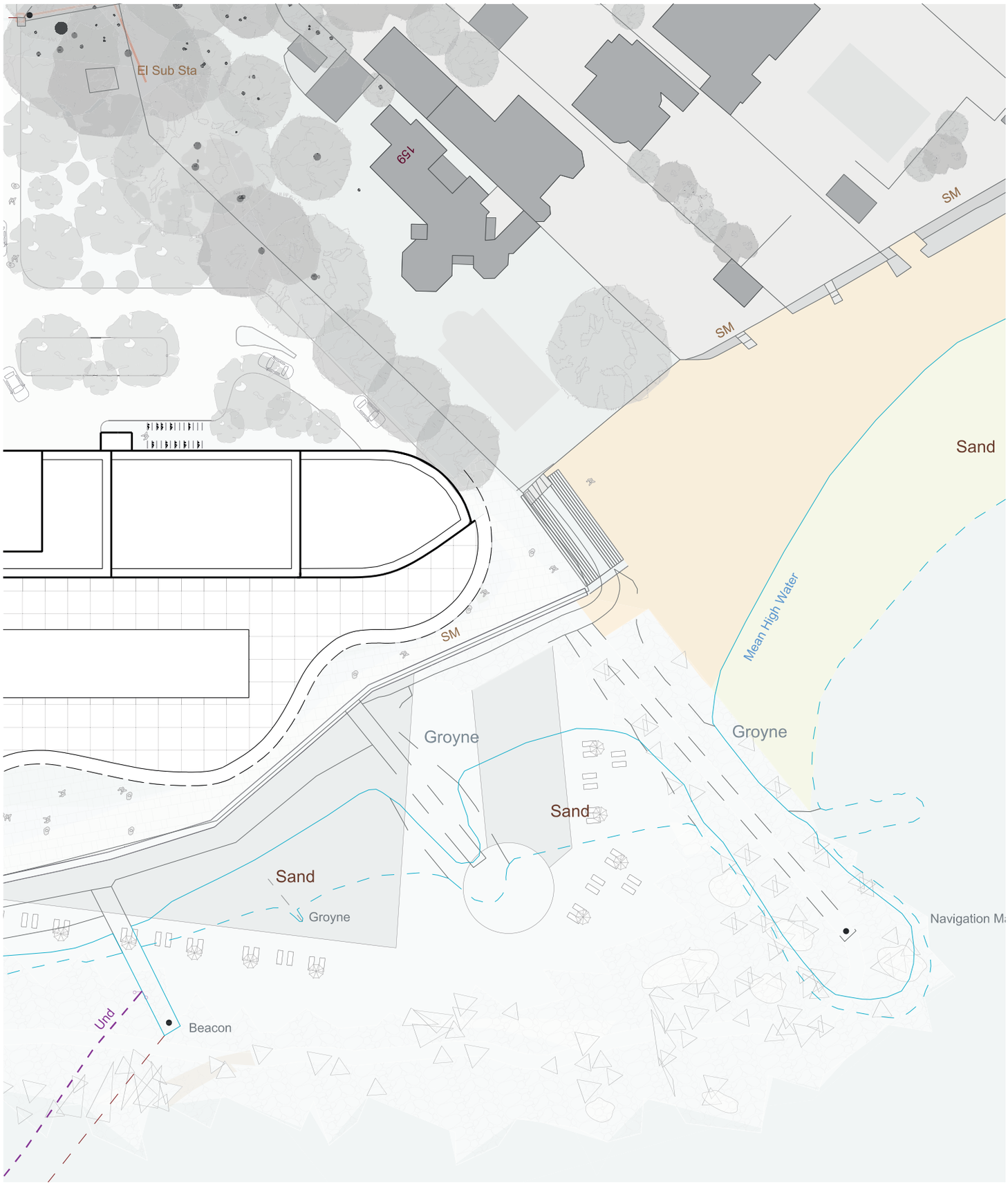
Wellness Centre Plans



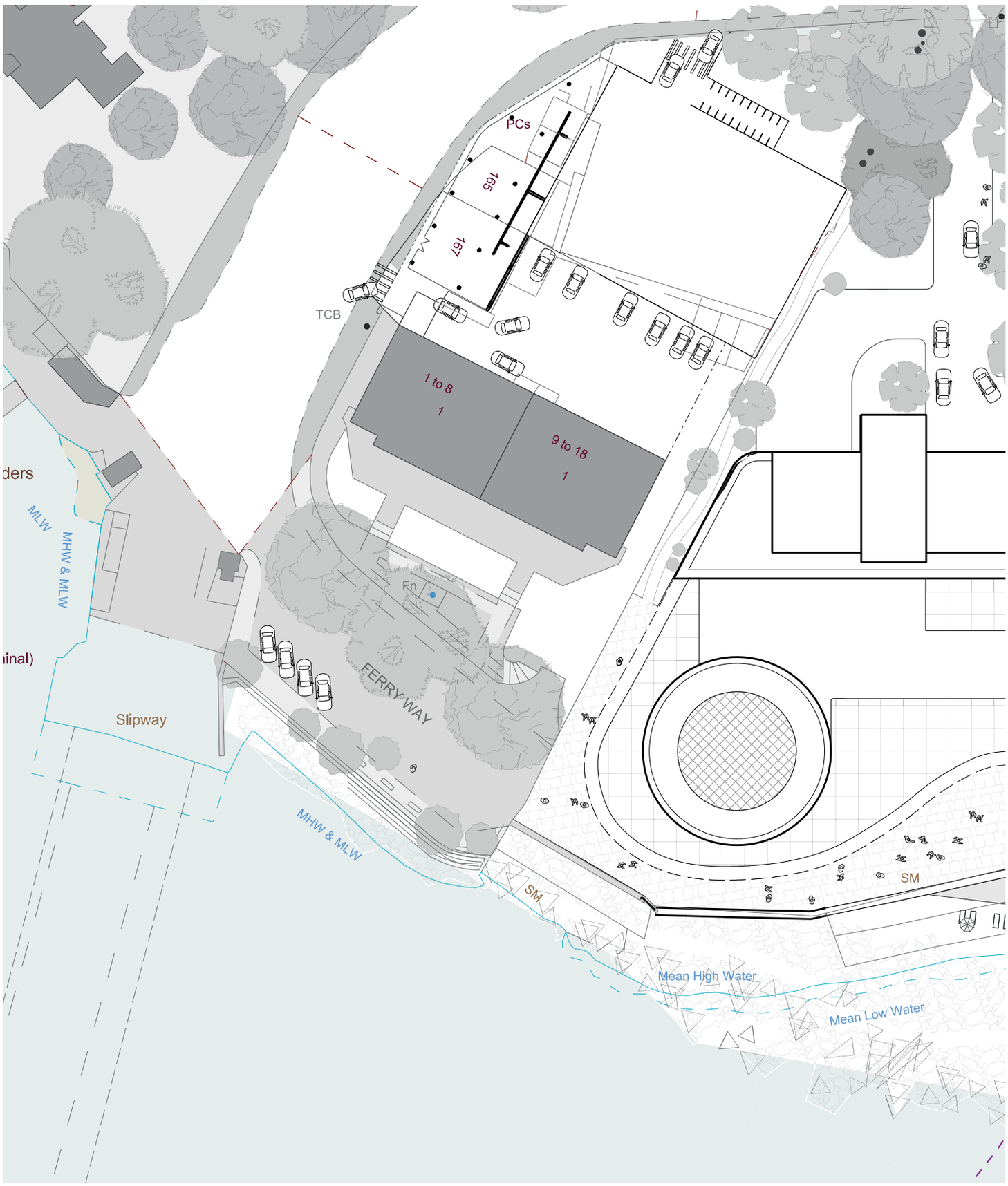


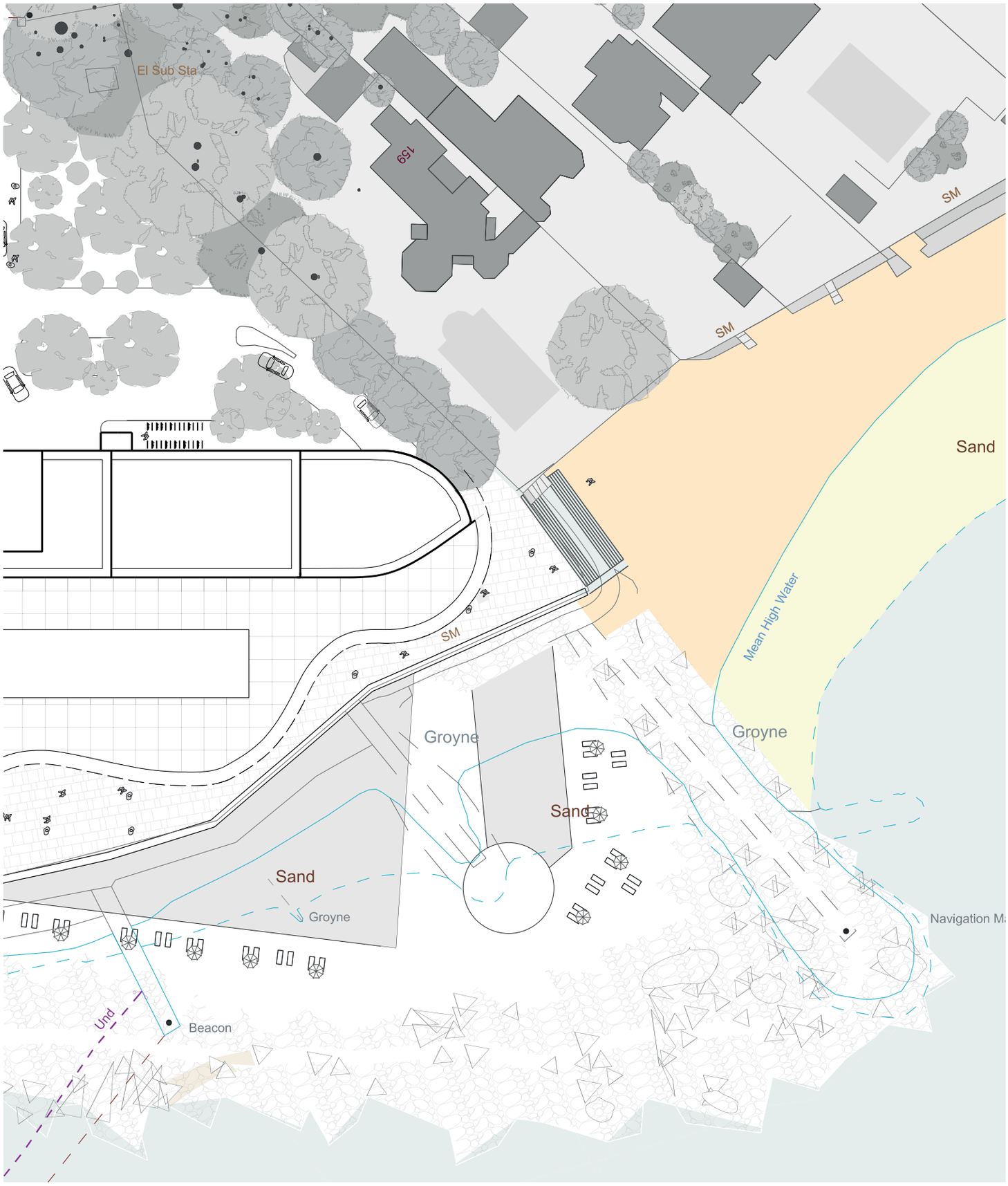
Beacon Plans




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Roof Plan

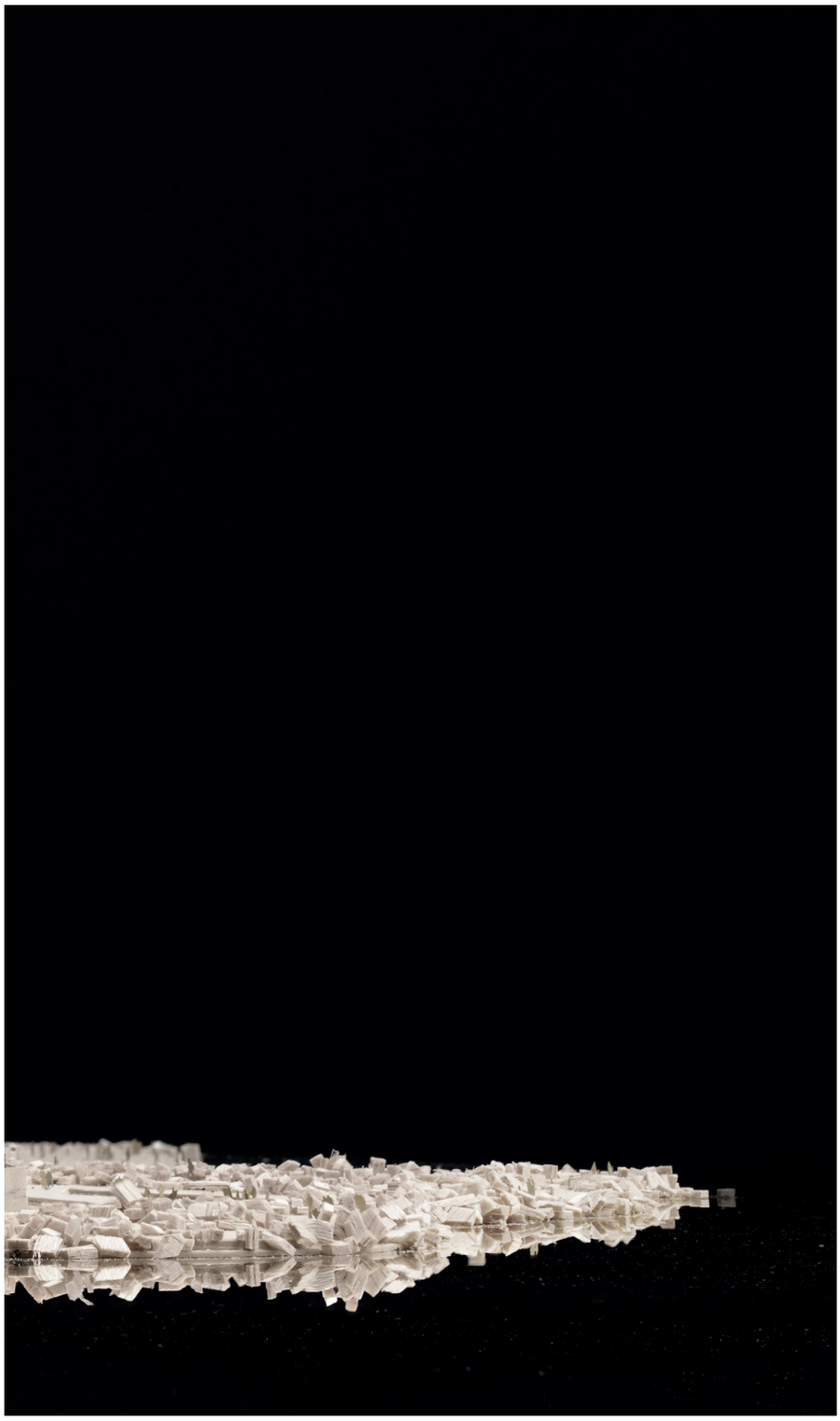

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MHW & MLW
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Mean High Water
Mean Low Water



Gumuchdjian Architects

Model Images





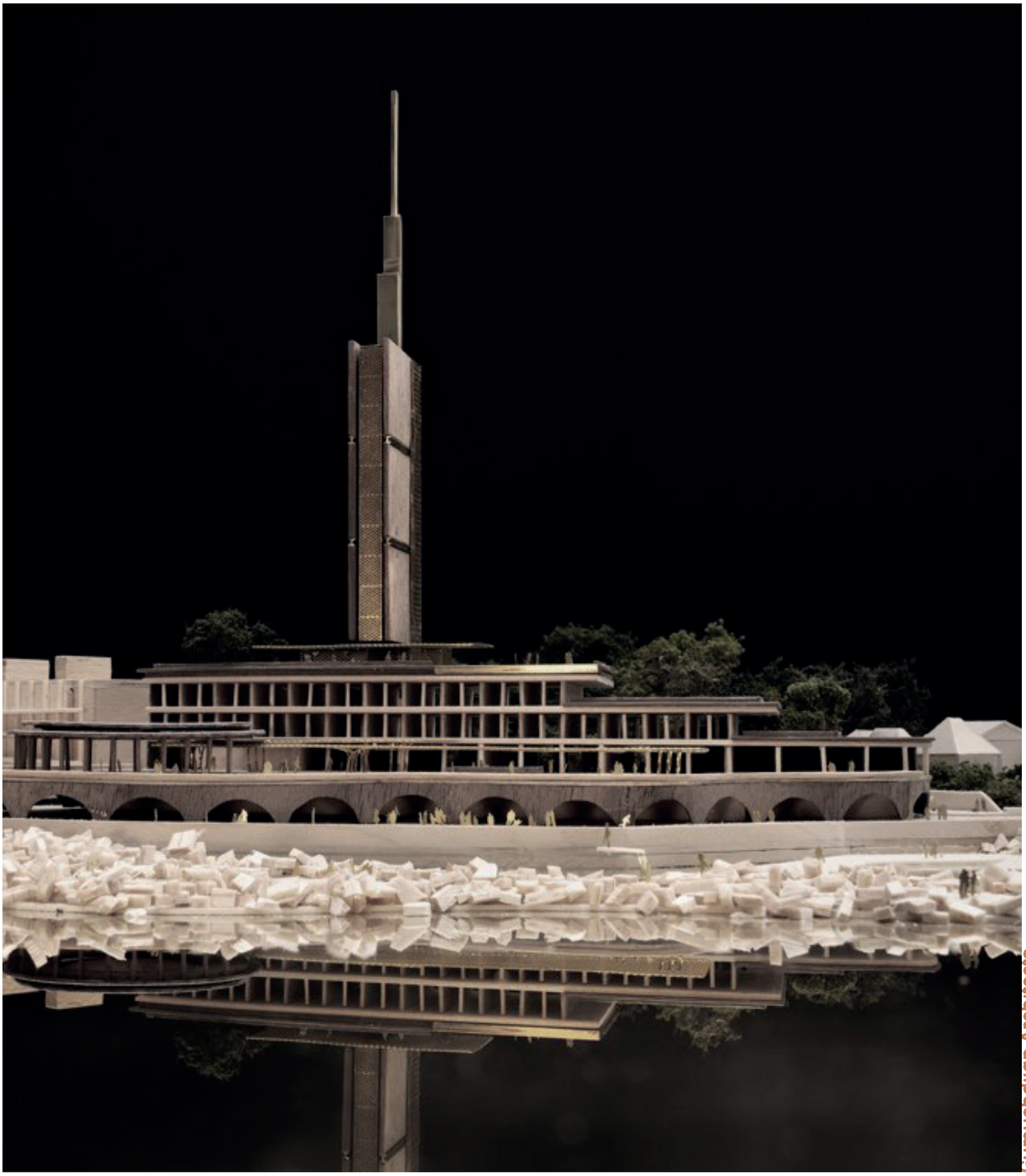
Model Images





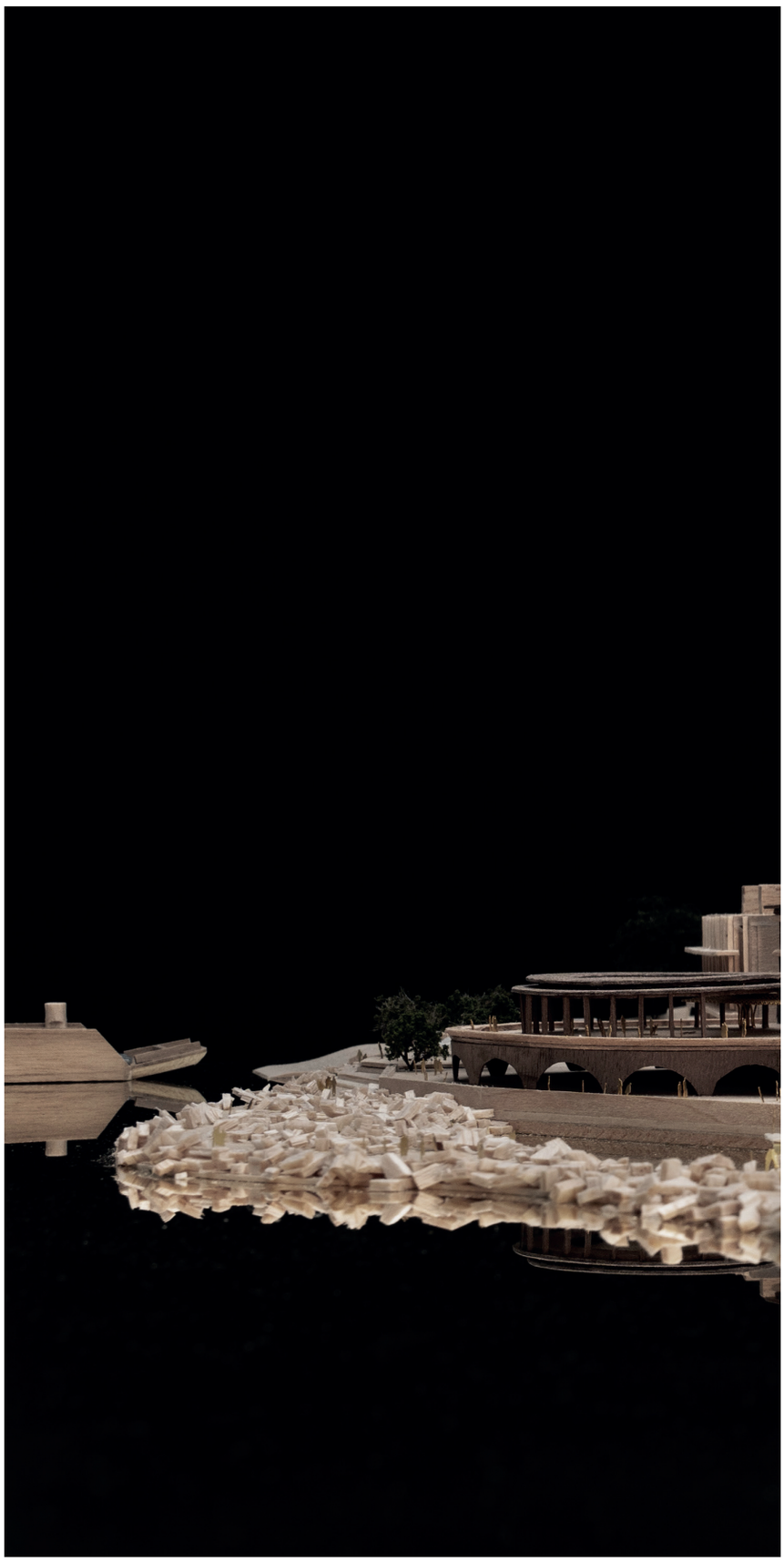
Model Images





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Model Images





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Model Images





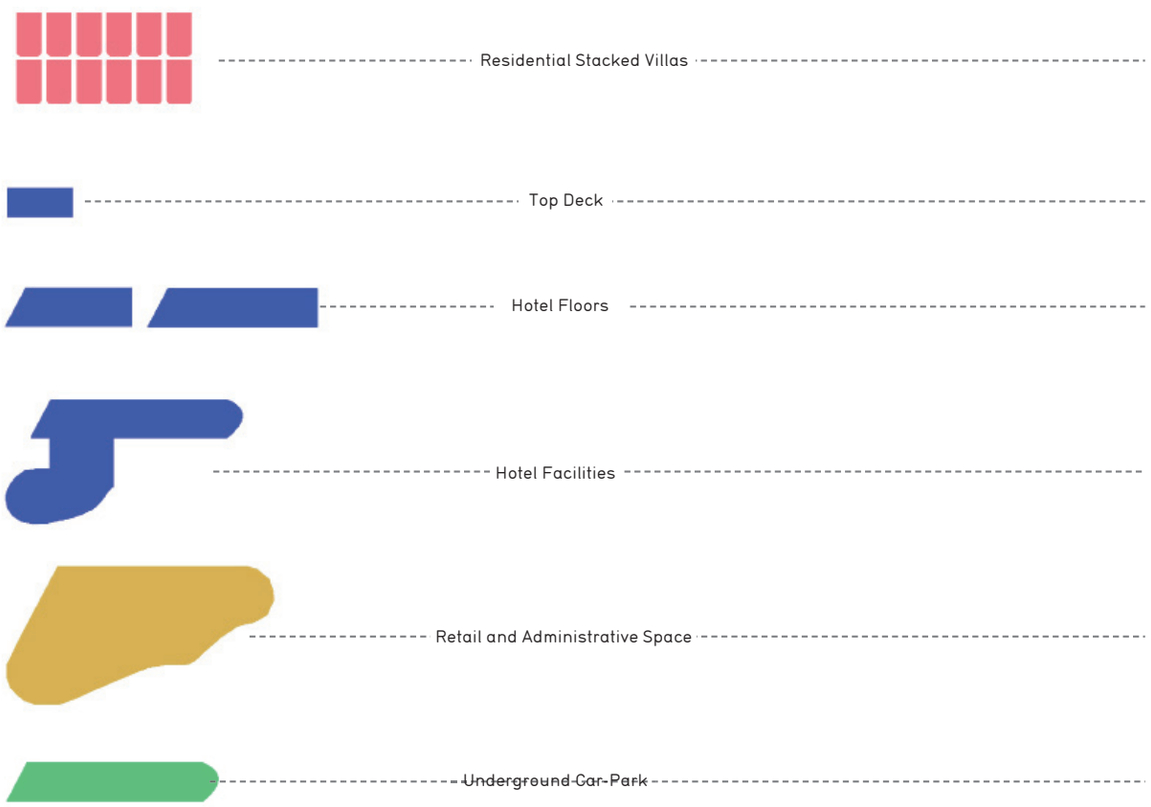
Areas

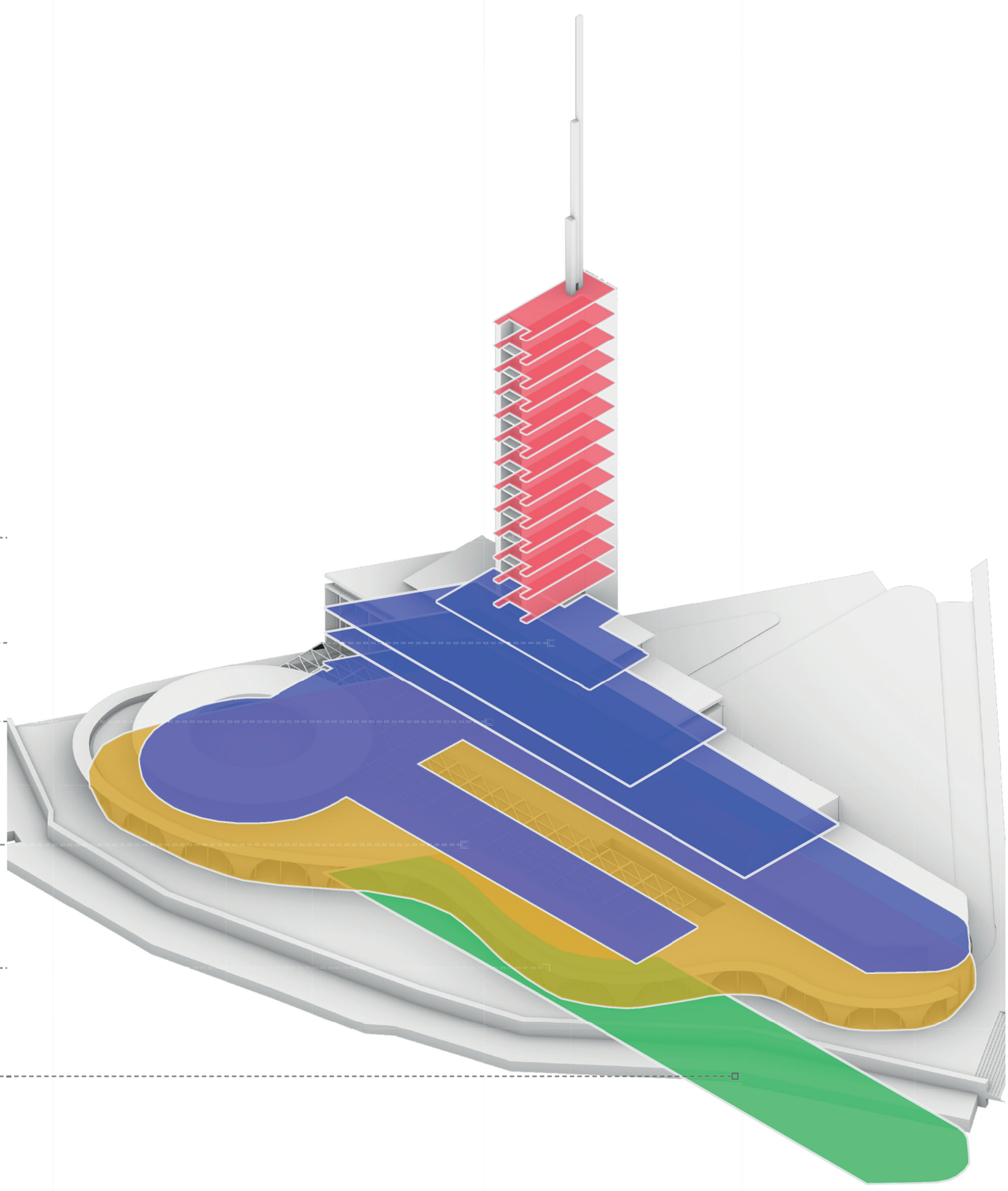
GA Scheme = 11,208 Sq.m Fortitudo Scheme = 18,889 Sq.m

Existing Haven Hotel = 10,135 Sq.m

Fortitudo Proposal = 18,889 Sq.m

GA Scheme = 11,208 Sq.m





Areas

Internal Area: 11,208 m2
24 Hotel Rooms
16 Suites

Terraces: 2870 m2

Car Parking: 3878 m2
125 Spaces



Gumuchdjian Architects

Gumuchdjian Architects (GA) were established in 1998 and have gained a reputation for innovative work that includes renovating listed buildings and designing projects within sensitive historical landscapes and contexts.

GA have received many industry awards for their work including: the 2010 RIBA Stephen Lawrence prize for the Artists' House in RBKC's Victoria Road; the 2003 Stephen Lawrence prize for the Think Tank in Skibbereen; the National RIBA award for Marylebone Performing Arts Centre in Westminster; and in 2012 a European RIBA award for their collaboration with Shigeru Ban on the Pompidou Centre-Metz.

Other key projects include: the Giant Recycled Paper Building in the Millennium Dome, The Butler Family Private Museum of Chinese Porcelain in Dorset, the conversion of the Lutyens' Grade 2* Midland Bank on Piccadilly for Hauser & Wirth, a proposed visitor centre within the World Heritage Site of the Royal Botanic Gardens at Kew and most recently the restoration of the Grade 2* Parkside by Richard Rogers for the Harvard Graduate School of Design.

The practice focuses on work where innovative thinking or heritage sensitivity is required. The studio is currently completing three new houses in RBKC Conservation areas on Glebe Place, Old Church Street and Pembridge Crescent.

Philip taught Urban Design at the Bartlett and chaired the Royal Institute of British Architects Awards Group from 2014-2016.