APPENDIX 3

STATEMENT OF COMMUNITY INVOLVEMENT
Prepared by Urban Life (Shoreham-by-Sea) Ltd & Midnight Communications

PROPOSED REDEVELOPMENT OF THE SITE
79-81 BRIGHTON ROAD, SHOREHAM-BY-SEA

URBAN LIFE (SHOREHAM-BY-SEA) LTD.

JANUARY 2007



Urban Life

STATEMENT OF COMMUNITY INVOLVEMENT
Shoreham Waterside
79-81 Brighton Road, Shoreham-by-Sea, BN43 6RE

INTRODUCTION

Urban Life Developments Ltd. have undertaken a consultation strategy throughout the preparation of the planning application for the development of the Parcel Force at 78 – 81 Brighton Road, Shoreham-by-Sea, BN43 6RE. The aim of the strategy was to provide a platform to consult with all stakeholders and statutory consultees. The objective of the open forum approach was to ensure that the information about the proposals could be presented to the community throughout the evolution of the scheme, and their feedback received and taken into account.

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1.0 STAKEHOLDERS

The broad group of stakeholders have included the following;

- West Sussex County Council (County Highways & West Sussex Fire & Rescue)
- Adur District Council (Planning and Regeneration Teams, Environmental Health & Emergency Services)
- SERDP (South East Regional Design Panel)
- Shoreham Society
- Shoreham Slipway Group
- Surry Boat Yard
- Sussex Yacht Club
- Environment Agency
- Port Shoreham
- RNLI
- Local community

2.0 CONSULTATION

The consultation exercise has taken a variety of forms in targeting the key stakeholders groups, and has been profiled over a 12-month time frame.

Description	Medium	Date
Sussex Life Magazine	press coverage	December 2005
Presentation of outline thoughts to West Sussex/Adur	meeting	February 2006
Argus newspaper/ Shoreham Herald	press coverage	May 2006
Presentation (key note speaker) at the Shoreham Renaissance launch, Shoreham Airport	presentation	May 2006
Planning meeting with planners/ Highways & Environmental health	meeting	September 2006
SERDP – presentation of outline conceptual scheme	presentation	September 2006
Shoreham Slipway Group	meeting	September 2006
Shoreham Society	meeting	November 2006
Presentation to Adur council members	presentation	December 2006
Presentation to Stakeholders (invitation list)	presentation	December 2006
Shoreham Society Newsletter	press coverage	December 2006
Argus Newspaper	press coverage	May/ Dec 2006
Adur Outlook	press coverage	December 2006
Advertisement of public consultation – Argus/Shoreham Herald	advertisement	December 2006
West Sussex Gazette	press coverage	December 2006
Public consultation display at Adur Civic Centre	static display	Dec 06 – Jan 07
Public consultation display at Adur Civic Centre	manned display	4th -5th Jan 07
Shoreham Herald	press coverage	January 2007
Splash FM (7 slots)	radio interview	January 2007
Surry Boat Yard	ongoing meetings	January 06-07

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3.0 STAKEHOLDER CONSULTATION 13th December 2006

A presentation was held at the Crown and Anchor Public House, in a private meeting room. A power point presentation was shown, detailing the approach to the scheme and conceptual design. This scheme had taken on board comments from SERDP discussion and was also presented earlier in the day to council members at the Civic Offices.

Invitation list to council members and key stakeholders presentation

Organisation	Salutation	First name	Surname
5 Town Network Steering Group	Ms	Lynda	Spain
Adur District Council	Ms	Liza	McKinney
Adur District Council	Mr	Mike	Howard
Adur District Council	Ms	Victoria	Parkin
Adur District Council	Ms	Angie	Mills
Adur District Council	Mr	Keith	Fayers-Morrissey
Adur District Council	Mr	Brian	Bogis
Adur District Council Economic Development Office	Mr	Paul	Street
Brighton and Hove County Council	Mr	Scott	Marshall
Chairman of Adur District Council	Mr	Brian	Coomber
Erinaceous Group plc	Mr	Neil	Bellis
Local Strategic Partnership (LSP)	Ms	Natalie	Brahma Pearl
Ropetackle Trust	Mr	Geoff	Howitt
SEEDA	Mr	Chris	Moore
SEEDA	Ms	Miranda	Pearce
Shoreham Airport	Mr	John	Haffenden
Shoreham Beach Residents' Association	Ms	Liza	McKinney
Shoreham Community Association	Mr	B	Moon
Shoreham Port	Mr	Rod	Johnstone
Shoreham Port	Mr	Rod	Danes
Shoreham Port	Mr	Dennis	Scard
Shoreham Slipways Group	Mr	Brendan	Wheelan
Shoreham Slipways Group	Mr	Alan	Page
Shoreham Slipways Group	Mr	Mike	Wooldridge
Shoreham South East Regional Design Panel	Mr	Geoff	Noble
Southern Housing Home Ownership		Sales and	Marketing
Sussex Yacht Club	Mr	Tim	Leigh
Sussex Yacht Club	Ms	Jacqui	Flood
Sussex Yacht Club	Capt.	H G	Meadows
Sussex Yacht Club		M T	Large
The Adur Enterprise Gateway	Ms	Christine	Eccleston
The Adur Enterprise Gateway	Mr	Iain	Flitcroft M.D.
Warwick Baker Estate Agents	Mr	Warwick	Baker
West Sussex County Council	Cllr	Louise	Goldsmith
West Sussex County Council	Ms	Lesley	Ottery
West Sussex County Council	Mr	John	Dixon
West Sussex County Council	Mr	Kieran	Stigant
West Sussex County Council	Mr	Mark	Hammond
West Sussex County Council Highways and Transport	Col. Lt.	Tex	Permberton OBE
West Sussex Economic Partnership (WSEP)	Mr	Alistair	Smith

West Sussex Economic Partnership (WSEP)	Mr	Chris	Chapman
Worthing Borough Council Planning Team	Mr	James	Appleton
Worthing East and Shoreham Council	Mr	Tim	Loughton, MP
Worthing Evolution PMG	Mr	Dale	Thompson

All invitees received an invitation by post. Those who were unable to attend were encouraged to contact Midnight Communications to arrange 1:1 individual meetings, or provide feedback via the website.

Attendees to key stakeholders presentation held at the Crown and Anchor

Brahma Pearl	Natalie	Local Strategic Partnership (LSP)
Cheesmen	Julie	Local resident
Davis	Brenda	Sussex Yacht Club, Director
Flood	Jacqui	Sussex Yacht Club
Harris	Christopher	SM341 Environmental Design
Harris	Linda	Wife of Christopher Harris
Heaven	Suzanne	Archant Life
Howitt	Geoff	Ropetackle Trust
Johnstone	Rod	Shoreham Port
Kareer	Neeru	Strategic Housing and Planning Group Worthing Borough Council
Large	Michael	Sussex Yacht Club
Latham	Peter	Local resident
Page	Alan	Shoreham Slipways Group
Pickering	Brian	SM341 Environmental Design
Pickering	Wendy	Wife of Brian Pickering
Roberts	Clive	West Sussex County Council
Saville	Brenda	Local resident
Smith	Andrew	Sussex Yacht Club, treasurer
Stephens	Marilyn	Local resident
Street	Paul	Adur District Council Economic Development Office
Swanson	Jessie	Local resident
Sweet	Nigel	Local resident
Voice	Clive	Surrey Boat Yard
Voice	Ysanne	Surrey Boat Yard
Wheelan	Brendan	Shoreham Slipways Group
Wooldridge	Mike	Shoreham Slipways Group

The key note speakers were Philip Foster, Managing Director of Urban Life Developments, Howard Carter, Managing Director and Project Architect, Thinking Space, and Philip Atkins, DTZ.

Also in attendance and support:
Rachel Stillwell – Development Manager – Urban Life Developments Ltd.
Julia Kemp – Senior Consultant – DTZ
Caroline Puttock – Consultant – Midnight Communication
Claire Connelly – Consultant – Midnight Communication

Following the presentation a full question and answer session was encouraged, which was proactively taken up. Each attendant was also requested to contribute on the provided feedback forms. These forms were added to the combination of feedback responses.

Midnight Communications co-ordinated the public communications exercise, utilising their relationships with local media groups. They ensured that the development's message of regeneration and consultation was clearly understood and responded to as needed.

The general response from the presentation was encouraging and positive. This is reflected in the data breakdown highlighted further in this document.

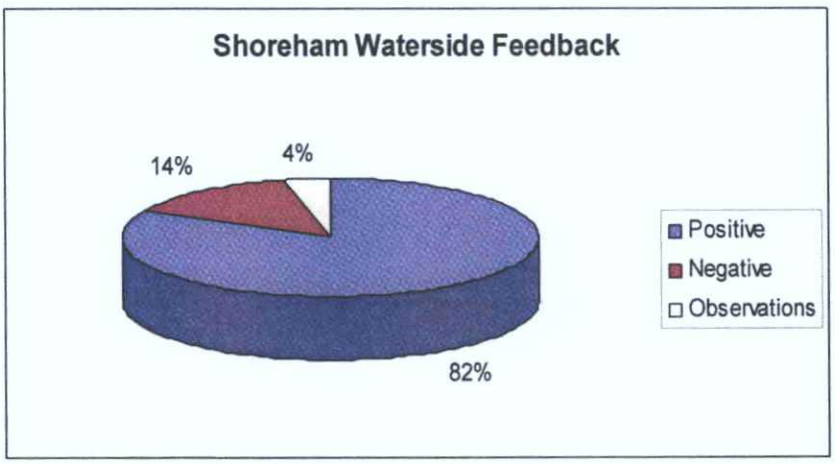
4.0 COMMUNICATIONS

Midnight Communications co-ordinated the public communications exercise, utilising their relationships with local media groups to achieve a wide coverage. Their aim was to publicise the proposals and ensure the public were informed about the scheme and the public consultation exercise.

They used a variety of media, including the press, printed brochures and the website / www.shorehamwaterside.com, through which feedback could be received and responded to.

5.0 FEEDBACK

This chart indicates the summary of the feedback received. The result is extremely encouraging, with a positive response of 82% in support of the proposal.



Summary:
Feedback Responses 80 total

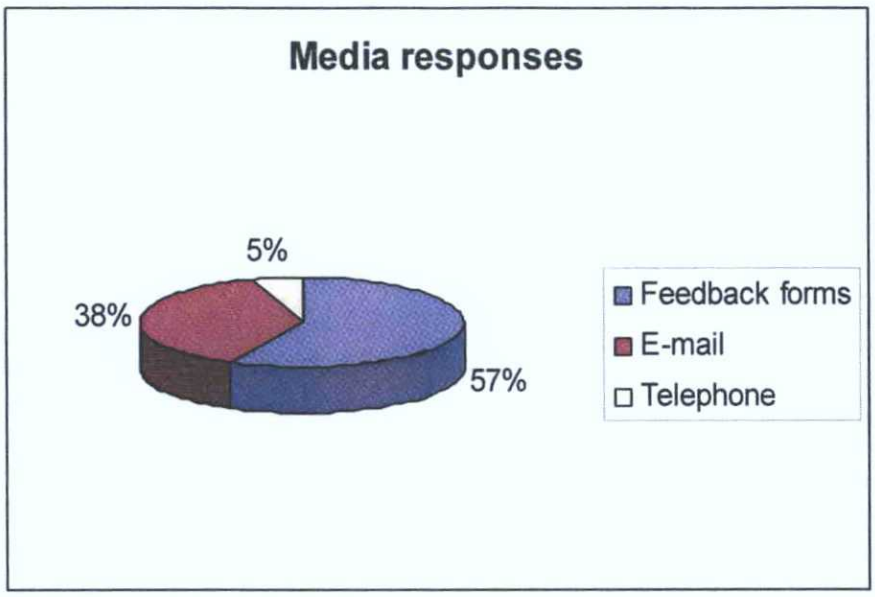
Positive	66	82%
Negative	11	14%
Observations	3	4%

All individual feedback information received was responded to directly via email or letter. This was co-ordinated by Midnight Communications to ensure a quick response was undertaken, highlighting Urban Life Development's commitment to the community involvement exercise.

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Sources of feedback

This pie chart indicates the source of feedback received, either directly to Urban Life or via Midnight Communications.



Summary:

Feedback Responses	80 total	
Feedback forms	46	57%
E-mail	30	38%
Phone	4	5%

6.0 FURTHER CONSULTATION

In addition to the public/ community exercise Urban Life Developments also undertook further community awareness activities. This included a full PowerPoint presentation and discussion with the Port Authority and local emergency services.

Although the Port Authority is classified as a statutory consultee, it was important to highlight our approach to the impact of the scheme on the waterside. The land itself is outside of the Port's jurisdiction, but the impact of the scheme on the waterside remains within their responsibility.

Urban Life Developments Ltd. also discussed the proposals with RNLI. This was an extremely interesting exercise as this covered both the professional emergency planning and gave consideration to the voluntary members who are also local residents.

Both discussions proved to be of great benefit and support for the scheme from both parties was presented. The Port Authority will comment on the technical abilities of the scheme as statutory consultee on presentation of the application.

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7.0 CONCLUSION

Urban life and the appointed team have presented a true and honest approach to the regeneration of the Parcelforce depot at Brighton Road, Shoreham.

The approach complimented the findings concluded following the public responses to the Shoreham Renaissance Masterplan. With a public response of 82% in support of the scheme's design, massing and mixed-use proposal, the development team believe they have delivered a cohesive response to Shoreham community's aspirations for the site.

Community involvement throughout the evolution of the proposals has given guidance to overcoming local issues associated to the location and infrastructure. The appointed PR company, Midnight Communications of Brighton, has ensured that the exposure of the project through local media communications, has highlighted an open approach to the community, allowing feedback of the development to be received, responded to and considered.

Appendix A - Feedback and Response schedule summary

Appendix B – Press coverage

Appendix C – Consultation Brochure

	First Name	Surname	Company	Positive / Negative	Comments / Concerns	Responses made
1	Julie	Cheesman		Positive: "fantastic scheme"	Concerns regarding traffic and parking	YES: reply by email 25/1/07
2	Jessie	Swanson		Positive		YES: reply by email 25/1/07
3	Brenda	Davies		Positive: "taking Shoreham forward"	Keep as to presentation to diversify to office	YES: reply by email 25/1/07
4	Andrew	Smith	Hon Treasurer, Sussex Yacht Club	Positive: "please save me a flat"	Balconies on the North side/ impact on Yatch club	YES: by post 26/1/07
5	Sarah	Ogden		Postive: "refreshing architecture"	Great to see a scheme addressing local transport issues	YES: reply by email 25/1/07
6	Peter	Latham		Positive: "greatly improve visual outlook"	Impressed by the social housing	YES: by post 26/1/07
7	Marilyn	Stephens		Positive		YES: reply by email 25/1/07
8	Nigel	Sweet		Postive: "will enhance the marina for yachts	"Affordable housing element essential"	YES: reply by email 25/1/08
9	Mary	Green		Negative; design concerns	The designs do not fit in with the existing architecture	YES: by post 26/1/07
10	Darren	Gooch		Positive: beautiful deisgn and ecological features	Traffic flow is an important issue that needs to be addressed	YES: reply by email 25/1/07
11	Joan	Phillips		Positive: "greatly in favour"	Would like to purchase an appartment	YES: by post 26/1/07
12	Adam	Hempenstall		Positive: "will there be appartments to buy off plan?"	Can you send him some info please	YES: reply by email 25/1/07
13	June	Lewis		Positive: "just what I am looking for"	Interested in purchasing, 2 bedroom apartment facing the waterfront	YES: by post 26/1/07
14	Heather	Quin		Negative	Concerened as to where Surrey Boat Yard is on the plans	YES: by post 26/1/07
15	Mrs L.E	Sewell		Postive		YES: by post 26/1/07
16	Mrs	Hillard		Positive: "Looks absolutely fabulous"	Will be a great asset to Shoreham	YES: by post 26/1/07
17	Jonathan	Epps		Positive: "Exciting and Imaginative"		YES: by post 26/1/07
18	G	Taylor		Postive	Greatest benefit to the community would be achieved by the highest quality development	YES: by post 26/1/07
19	Mrs R.F.W	Sones		Postive:"Appealing designs. The town will benefit enormously"	Please send floor plan of 2 and 3 bedroom apartments	YES: reply by email 25/1/07
20	same as 13	Lewis				YES: by post 26/1/07
21	Derek	Hausen		Positive: "Innovative and exciting. At Last!"		YES: reply by email 25/1/07
22	Robin	Arnold		Positive: will deffinelty improve the area	Shoreham is much in need of a hotel	YES: reply by email 25/1/07
23	Mrs JC	Lowry		Positive	Interetsed in purchasing, please contact when plans are further advanced	YES: by post 26/1/07
24	Dee	Mullan		Positive: "will enhance the area and encourage more retail"	Would like a gym with creche facilities	YES: reply by email 25/1/07
25	Heather	Milton		Positive: "Sounds wonderful! Very interested"		YES: reply by email 25/1/07
26	same as 11	Phillips				YES: by post 26/1/07
27	Mike	Solomons		Positive: will enhance Shoreham by bringing new facilties to area	Shoreham is one of the most forward planning areas in Sussex, benefitting residents and Business men	YES: reply by email 25/1/07
28	Martin	Chorley		Positive: waterside scheme should include Surrey Quey boat owners	Developers should keep residents informed	YES: reply by email 25/1/07
29	Dr. R.D.G	Stevens	Member of Sussex Yacht Club	Positive: "The appartments are very appeling"	Concerned about the waterfront aspect, houseboats and what rights the property owners have to the waterfront?	YES: reply by email 25/1/07
30	D.W	Oakley		Negative: "too grandiose for the locality"	Concerned about traffic and water supplies. No need for a hotel in Shoreham.	YES: by post 26/1/07
31	Ashley	Unight		Positive: "flats look great"	Please include gym/ leisure facilities	YES: by post 26/1/07
32	Mr B.L	Hammond		Positive: "Shoreham needs new development especially in this area"	Not sure about the wind turbines i.e noisy, unsightly	YES: reply by email 25/1/07
33	DR Ravl	Meyer		Positive: "great value added for Shoreham"	Interested in purchasing, 2 bedroom apartment	YES: reply by email 25/1/07
34	Mrs E.K	Dart		Positive: "interesting scheme"	Would like to see further plans and approx prices of appartments	YES: by post 26/1/07
35	Peter and Jill	Skinner		Positive: "looks excellent"	Please send details of layouts, sq. footage for appartments	YES: reply by email 25/1/07
36	A.F	Kettley		Postive: "great idea"		YES: by post 26/1/07
37	Michael	Norman		Positive		YES: by post 26/1/07
38	Ray	Bridges		Positive		YES: reply by email 25/1/07
39	Slavickova			Postivie: "brilliant scheme"	We do need more environmental improvements of our industrial sea side towns	NO: no postal or email address provided
40	Thomas	Worsfield		Positive		YES: reply by email 25/1/07
41	Nigel	Sweet		Positive: "affordable housing essential"	houseboats will blight development	YES: reply by email 25/1/08
42	same as 6	Latham		Positive: "will greatly improve visual outlook"		YES: by post 26/1/07
43	same as 33	Meyer		Positive:	would like to buy an apartment	YES: reply by email 25/1/07
44	Claire	Carpenter		Positive:	would like to buy an apartment	YES: reply by email 25/1/07 *
45	Ron	Somes		Positive:	would like to buy an apartment	YES: reply by email 25/1/07
46	Sam	Hutchence		Positive:	would like to buy an apartment	YES: reply by email 25/1/07 *
47	Ray	Bridges		Positive:	would like to buy an apartment	YES: reply by email 25/1/07
48	Arthur	van Houghton		Positive:	would like to buy an apartment	YES: General response regarding dates of public consultation
49	Andrew	Pear		Positive:	would like to buy an apartment	YES: reply by email 25/1/07 *
50	Sally	Adams		Positive:	would like to buy an apartment	YES: reply by email 25/1/07 *
51	Brian	Miller		Positive:	would like to buy an apartment	YES: reply by email 25/1/07 *
52	Dave	Mason		Negative: "6 storeys is too tall for Shoreham"	concened about height, relation to yacht, and lack of inclusion of redevelopment of footbridge	YES: reply by email 25/1/07
53	Barabara	Meredith		Negative: "it completely disregards the residents of new road"	generally very negative about the building design and its appropriateness for shoreham	YES: reply by email 25/1/07
54	Robert	Spence		Positive: "I would like to commend ULD on their proposals"	thinks the scheme will do great things for Shoreham, would like to buy an apartment	YES: reply by email 25/1/07
55	E	Shepley		Negative	concerned the building is too tall and will effect dinghy sailing on the river	YES: reply by email 25/1/07
54	Stephen	Hardman		Negative: "Shoreham does not need buildings of this height"	in favour of the development but concerned about height	YES: General response regarding dates of public consultation
57	Rob	Cranmore	Shoreham Society	Positive	wants information on the scheme and to meet	YES: reply by email 25/1/07
58	Eric	Williams		Negative: "as usual the cart is being put before the horse"	concerned about traffic, more restaurants preposterous, but hotel good	YES: reply by email 25/1/07
59	Andrew	Mortimer		Negative	would like community facilities provided, a terrace at high level for public use and consultation with neighbours	YES: reply by email 25/1/07
60	James	King		Positive: "I would like to give my full support for the plan"	very supportive	YES: General response regarding dates of public consultation
61	Tony	Kettley		Observation	concerned about loss of light, car parking, piling and tree planting	YES: reply by email 25/1/07
62	Mr & Mrs	Sibley		Positive: "Shoreham needs this development without a doubt."	The proposed plans look stunning, like the renewable energy and brown roof initiatives	YES: by post 26/1/07
63	Joy	Hall		Negative: 'I do not approve of the proposal'	Concerns regarding height, houseboats, traffic APPROVES of hotel initiative.	YES: reply by email 25/1/07
64	Gerry	Thompson	Positive Comedy	Negative: disturbed at the proposed scale of the development	"I hope you will redesign the scheme at a lower height rise."	YES: reply by email 25/1/07
65	Den	Baldwin		Positive	Interested in Surry Boat Yard future	YES: reply by email 25/1/07
66	Brian	Borrer	Adur resident	Positive	full support of new development	YES: Phone call
67	Josie	Coward		Positive: fantastic the old Parcelforce site is to be re developed	certainly interested a local health club and already enjoy coming into town to use the new bars & restaurants.	YES: reply by email 25/1/07
68	Jane	Fennell- Crouch		Positive: Yes all in favour of the plans and think it will look very nice.	keep spruce/evergreen tree that is a beauty it is quite mature and would make for a pleasant outlook.	YES: reply by email 25/1/07
69	Clare	Mann		Positive: very interested in new health club in the area	I work in the Health and Fitness industry and there is a lack of facilities in the Shoreham area	YES: reply by email 25/1/07
70	Alastair	Murray	Bond International Software (UK)	Positive: I love the look of the plans fully support the project.	My only concern re: traffic	YES: General response regarding dates of public consultation
71	Robert	Phillips		Positive: Build it soon!	I live opposite this site on the Brighton Road, and if its really going to look like the illustrations, I think its fantastic.	YES: reply by email 25/1/07
72	Aindre	Reece- Sheerin	Access-auditors	Positive	Interested in both disabled and non disabled people being consulted about the access.	YES: reply by email 25/1/07
73	Darren	Sired		Positive: Thinks the plans look great.		YES: reply by email 25/1/07
74	Robert	Spence		Positive	I would like to commend Urban Life Developments on their proposals for the old Parcel Force depot in Shoreham.	YES: reply by email 25/1/07
75	Helen & Ian	Swyer		Observation	predictably dull modern development However, it will be better than the derelict warehouse on the site.	YES: Phone call
76	Graham	Whittington	Shoreham Beach resident	Positive	Supports plan would like to know how his view from Shoreham beach will be affected	YES: reply by email 25/1/07
77	Suzanne	Heaven	Regional Director Archant Life	Positive: wants to buy!	Concerned about additional traffic and encourages social housing with PARKING for white vans!	YES: reply by email 25/1/07
78	Sherry	Chapman		Observation	Concern - Regarding future of Surry Boat Yard mooring fees	YES: reply by email 25/1/07
79	Brian	Pickering	SM341	Positive	It allows views of the river and the Downs. It's not overbearing, it is set back, will attract people to Shoreham.	YES: reply by letter 25/1/07
80	Liza	McKinney	Adur District Council and Shoreham Beach Residents Association	Positive	Taken Shoreham Renaissance greatly improved on it, designed the development with sensitivity to the whole area. will really enhance Shoreham.	

	First Name	Surname	Send updates?	Address 1	Address 2	Address 3	Address 4	Post code	Tel.	Email	source
1	Julie	Cheesman	YES	42 Fircroft Ave			Lancing			joolsc_frosty@yahoo.co.uk	ff
2	Jessie	Swanson	YES	160 Brighton Road			Lancing	BN15 8LL	7799547178	jessieswanson@hotmail.com	ff
3	Brenda	Davies	BLANK	27 Ormond Way			Shoreham by Sea	BN43 5YB	01273 453374	brenda@satl.fsnet.co.uk	ff
4	Andrew	Smith	BLANK	6 Victoria Court	Victoria Road		Shoreham by Sea	BN43 5WS		andrewsmith/hebe@hotmail.com	ff
5	Sarah	Ogden	NO	6 Shaftersbury Road			Brighton			odgens1@yahoo.co.uk	ff
6	Peter	Latham	BLANK	9 Windlesham Gardens			Shoreham by Sea	BN43			ff
7	Marilyn	Stephens	YES	17 Adur Avenue			Shoreham by Sea	BN43 5NN	01273 263352	marilynstephens1@btinternet.com	ff
8	Nigel	Sweet	YES	Star Gap	High Street		Shoreham by Sea			sweetnigel@hotmail.co.uk	ff
9	Mary	Green	BLANK		3A Rosslyn Avenue		Shoreham by Sea	BN43 6WJ	01273 454299		ff
10	Darren	Gooch	YES	20 Montpelier Road			Brighton	BN1 2LQ	01273 263349	darren.gooch@adur.gov.uk	ff
11	Joan	Phillips	YES	171 Old Fort Road			Shoreham by Sea	BN43 5HL	01273 453487		ff
12	Adam	Hempenstall	YES	22 Wycx Court	St Aubyns Road	Portslade	Brighton	BN41 1PW	07793 823301/ 01273 889993	adam@advantixconsulting.com	ff
13	June	Lewis	YES	36 Oldfield Cress.	Southwick		Brighton	BN42 4FZ	01273 594 042		ff
14	Heather	Quin	YES	Z Boat	Surrey Boat Yard				01273 465353		ff
15	Mrs L.E	Sewell	YES	12 Chruch Lane	Southwick			BN42 4GD			ff
16	Mrs	Hillard	YES	47 Harbour Way			Shoreham by Sea	BN43 5BX			ff
17	Jonathan	Epps	YES	40 The Marlinspike			Shoreham by Sea	BN43 5RD			ff
18	G	Taylor	BLANK	11 Marine Point		West Parade	Worthing		01903 245762		ff
19	Mrs R.F.W	Sones	YES	Southbank	32 Park Lane	Southwick	West Sussex	BN42 4DL	01273 887233	ron.sones@ntlworld.com	ff
20	same as 13	Lewis	YES								ff
21	Derek	Hausen	BLANK	7 Bleach Road			Shoreham by Sea		01273 461 384	derek.hausen@ntlworld.com	ff
22	Robin	Arnold	YES	Shebe Road			Shoreham by Sea	BN43 SWE	01273 884557	robin.arnold@ascentmedia.co.uk	ff
23	Mrs JC	Lowry	BLANK		Laguna	73 Marine Avenue	Hove	BN3 416	01273 422 462		ff
24	Dee	Mullan	YES	8 Hebe Road			Shoreham by Sea		077899 53832	gevgey@yahoo.com	ff
25	Heather	Milton	YES	24 Kings Walk			Shoreham by Sea	BN43 5LG	01273 453931/ 07713 270 776	heathermilton@hotmail.com	ff
26	same as 11	Phillips	YES								ff
27	Mike	Solomons	YES	Kyle Cottage	39 High Street	Findon	West Sussex	BN14 05U	01903 877 255/ 07887 995299	mr.moustache@tiscali.co.uk	ff
28	Martin	Chorley	BLANK	Z Boat	Surrey Boat Yard				01273 534646	choresquin@hotmail.co.uk	ff
29	Dr. R.D.G	Stevens	YES	Haymakers	The Street		Shoreham by Sea	BN43 5NJ	01273 465102	rdgstevens@talktalk.net	ff
30	D.W	Oakley	YES	33 Woodards View			Shoreham	BN43 5LH		midwoakley@hotmail.com	ff
31	Ashley	Unight	YES	70 Old Point Road			Shoreham Beach	BN43 5HA	07973 437107		ff
32	Mr B.L	Hammond	YES	10 Fallowfield Crescent			Hove	BN3 7NQ	01273 776105	bas.hammond@btinternet.com	ff
33	DR Ravl	Meyer	YES	11 Linemons View	Rope tackle			BN43 SEW	01273 446613	raul.meyer@ricardo.com	ff
34	Mrs E.K	Dart	YES	Oldfred House	Oldfield Crescent	Southwick	Brighton	BN42 4FZ	01273 592135		ff
35	Peter and Jill	Skinner	YES				Arundell	BN18 OPJ	01243 555236	pskinner.onmarketing@virgin.net	ff
36	A.F	Kettley	YES	57 New Road			Shoreham	BN43 6	01273 464 787	tony.kettley@ntlworld.com	ff
37	Michael	Norman	YES	27 New Road			Shoreham	BN43 6			ff
38	Ray	Bridges	YES	54 Southview Road			Southwick	BN42 4TT	01273 595478	ray.bridges@gmail.com	ff
39	Slavickova		YES	15 Albion Street	Brighton			BN2 9NE			ff
40	Thomas	Worsfield	YES	4 Hangleton Road			Hove	BN3 7GE	01273 19939		ff
41	Nigel	Sweet	YES	Star Gap	High Street					sweetnigel@hotmail.co.uk	ff
42	same as 6	Latham	YES	9 Windlesham Gardens		Shoreham	West Sussex	BN43 5AD			ff
43	same as 33	Meyer	YES								email
44	Claire	Carpenter	YES							clairec@talk21.com	email
45	Ron	Somes	YES							ron.somes@ntlworld.com	email
46	Sam	Hutchence	YES							member@hutchence.wanadoo.co.uk	email
47	Ray	Bridges	YES							ray.bridges@gmail.com	email
48	Arthur	van Houghton	YES							tanya@shorelinepromotions.co.uk	email
49	Andrew	Pear	YES							andrew.pear@tenongroup.com	email
50	Sally	Adams	YES							sallyadams@mail.com	email
51	Brian	Miller	YES							b.l.miller@btinternet.com	email
52	Dave	Mason	YES							dave.mason@ntlworld.com	email
53	Barabara	Meredith	YES							bameredith@tiscali.co.uk	email
54	Robert	Spence	YES							robert.spence@tesco.net	email
55	E	Shepley	YES							liz.elkin@metronet.co.uk	email
54	Stephen	Hardman	YES							steve@sure-employment.co.uk	email
57	Rob	Cranmore	YES							robert.cranmore30@ntlworld.com	email
58	Eric	Williams	YES							eric.williams@ntlworld.com	email
59	Andrew	Mortimer	YES							andrew.mortimere@ntlworld.com	email
60	James	King	YES							james3.king@ntlworld.com	email
61	Tony	Kettley	YES	57 New Road			shoreham	BN43 6RB		tony.kettley@ntlworld.com	email
62	Mr & Mrs	Sibley	YES	18 Busticle Lane	Sompting	Lancing	West Sussex	BN15 0DH			ff
63	Joy	Hall	YES							jh213@sussex.ac.uk	email
64	Gerry	Thompson	YES	57 Connaught Avenue	Shoreham by Sea		West Sussex	BN43 5WL	01273 463 611	info@positivecomedy.com	email
65	Den	Baldwin	YES							den-baldwin@tiscali.co.uk	Phone call
66	Brian	Borrer	YES						01273 591 628		Phone call
67	Josie	Coward	YES							josie_coward@hotmail.com	email
68	Jane	Fennell- Crouch	YES							fennellcrouch@btinternet.com	email
69	Clare	Mann	YES							clareanddave172@talktalk.net	email
70	Alastair	Murray	YES						0 1903 707070	amurray@bond.co.uk	email
71	Robert	Phillips	YES							robertdphillips@yahoo.co.uk	email
72	Aindre	Reece- Sheerin	YES							access-auditors@wanadoo.fr	email
73	Darren	Sired	YES							darren@sired.orangehome.co.uk	phone call
74	Robert	Spence	YES							robert.spence2@tesco.net	email
75	Helen & Ian	Swyer	YES							helenandian@swyer.eclipse.co.uk	email
76	Graham	Whittington	YES						078866 34173		phone call
77	Suzanne	Heaven	YES	28 Teville Road		Worthing	West Sussex	BN11 1UG	01903 604226	suzanne.heaven@archant.co.uk	ff
78	Sherry	Chapman	YES	Pleiades Surry Boat Yard	Surry Boat Yard	Shoreham by Sea	West Sussex	BN43 6RN	01273 440107	sheridan1949@hotmail.com	email
79	Brian	Pickering	YES	34 Ship Street		Shoreham-by-Sea	West Sussex	BN43 5DH		sm341@hotmail.co.uk	ff
80	Liza	McKinney	YES	Adur Civic Centre	Ham Road		Shoreham	BN43 6PR	01273 263 000	liza.mckinney@adur.gov.uk	ff

B

Shoreham Herald

Press cuttings
Midnight Communications

FACE LIFT: Public exhibition for proposed flats scheme





Flats and hotel could breathe new life into Shoreham



By Michelle Nevell
michelle.nevell@worthingtoday.co.uk

"WHEN can we buy a flat?" has been the main question asked at an exhibition of plans to regenerate a prime Shoreham waterfront site, according to the developers.

Urban Life Developments staged a two-day public consultation in the foyer of the Civic Centre in Ham Road, Shoreham, on Thursday and Friday with plans and artists' impressions of its designs to transform the old Parcel Force site in Brighton Road.

Dubbed the Shoreham Waterside, the development includes new slipways, 84 apartments, an 80-room boutique hotel, health club, restaurant, a waterfront piazza, underground parking, improved pedestrian access to the waterfront and a riverside walk.

Philip Foster, managing director of Urban Life Developments, who lives in Brighton and is a keen windsurfer at Shoreham Beach, said: "The interest has been phenomenal, with an incredible amount of queries about the flats and how people can buy one. We have had so many positive comments and hardly any negative ones.

"Shoreham has enormous potential and we have worked closely with both West Sussex County Council and Adur District Council, to support and develop the regeneration plans, presenting a scheme which will attract inward investment, generate employment and increase tourism to the area.

"The Shoreham Waterside application presents a real opportunity to bring vital benefits and exceptional design to the town.

"We want to provide a sustainable gateway development, which will exceed expectations and contribute to both the short and long-term economic growth of Shoreham."

It is planned to make 26 of the 84



Date of coverage: 11 January 2007

Circulation: 4,175

receives positive reaction from Adur residents





Shape of things to come?



■ **RIVERSIDE VIEW:** Artistic impressions of the scheme for flats and a boutique hotel on the banks of the River Adur

flats affordable housing available to key workers, and the hotel a four-star quality development with some living space and kitchens to make it attractive all year round to guests. This would face the Brighton Road acting a sound buffer to the flats behind it, which front the river.

Mr Foster said the development has been inspired by Shoreham's historic fort, with the new buildings designed to emphasise vision and light, allowing maximum waterside views.

> "Shoreham has enormous potential for regeneration"
>
> PHILIP FOSTER, URBAN LIFE DEVELOPMENTS

"The current building has been derelict for five years and we have spent 14 months designing and refining this development since we bought the site. We have also had a lot of interest in the hotel from operators."

Mr Foster said he hoped the plans would go before Adur's planning committee by the end of this month and if planning permission was granted, work could start in June lasting about two years.

Southwick resident June Lewis, 77, who saw the plans at the exhibition on Thursday, said: "I live in a block of flats where the lifts are always out of action, so I would be interested in buying a ground-floor flat in this development. I hope it gets planning permission because I think it is a vast improvement on what is there now."

S01013H7& S01018H7 PICTURES: STEPHEN GOODGER

■ **PLANS LEFT:** Philip Foster and Philip Atkins with drawings of the scheme proposed for the former Parcel Force site in Brighton Road, Shoreham


Shoreham project

Urban Life

Local developer, Philip Foster, focuses on Shoreham regeneration

As a Brighton resident it I was proud to have been instrumental in bringing a blue chip company to the heart of Brighton and at the same time implementing a 'true' Urban Life change. Working in partnership with Sunley Holdings we achieved the arrival, 2 years ago, of LA Fitness in Spring Gardens, Brighton. This project transformed the location and has proven a great success. This was only achieved by understanding the local issues and needs.

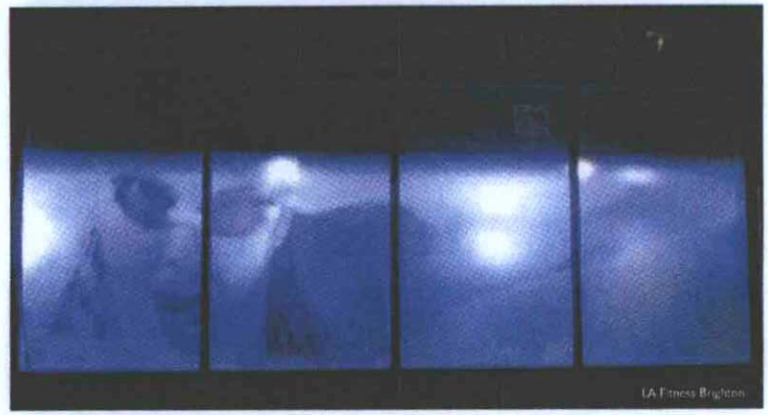
We will take the same sensitive approach on another 'local issue' site based in Shoreham-by Sea. Urban Life is currently in the process of purchasing the vacant Royal Mail Parcel Force depot plot in Shoreham-by-Sea, completion of contracts are expected early December 2005. We shall work very closely with the stakeholders and community to deliver a mixed use scheme which will compliment, support and enhance the regeneration of the town. It is a very exciting prospect and an opportunity to maintain the momentum of the regeneration and transformation of the historic and pleasant town.

Urban Life have a saying in that "you are not just purchasing a property, you are buying into a philosophy". This approach is the foundation of the company's success and will continue to be so.

Phillip Foster


LA Fitness Brighton


Phillip Foster


LA Fitness Brighton

Urban Life

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With the influx of TV programmes sighting the desire for property and refurbishment opportunities, everyone now wants, is or desires to be a property developer. This has raised the stakes in acceptability of ready made products; words such as lifestyle, contemporary and innovative are now widely spread. National house builders with restricted constraints on build cost and design have to rely on financial incentives to entice clients to their product. Small niche developers such as my company Urban Life Developments can be more personal and creative in our approach.

The company specialises in developments of unique potential and vision. The products need to maintain the integration of developer and purchaser. Undertaking a hands-on approach personalises each scheme, giving a uniqueness and personal touch to the overall project, the location and the individual apartments.

Tradition dictates that location, location, location are the three words for success, however this now needs to be combined with a crafted design and attention to detail, to ensure client satisfaction. As a private company we have the flexibility in decision making for not only the scheme delivery but also the procurement of products such as kitchens, flooring and bathrooms.

New schemes must compliment their surroundings and present a future proof for lifestyle changes that form part of a longer term strategy of the governing local Authority.

Local Authorities and Government guidelines direct and shape our towns and cities. It is imperative that a developer understands and buys into these wants and desires, but also challenges the boundaries of design and urban planning.

Mixed use developments give greater emphasis giving local support through job creation, education and retail infrastructure, whilst creating much needed private and affordable housing.

Shoreham
Herald

Thursday, May 25, 2006

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REGENERATION GAME COMES TO TOWN

AMBITIOUS plans to revamp Shoreham town centre were unveiled at the launch of the Shoreham Renaissance strategy yesterday.

Forming part of a long term development plan for the town, the strategy includes one of the most ambitious sites in Shoreham, the empty Parcel Force site on the Adur Ferry Road which has been sold, as well as plans for a new High Street gateway, a new riverside walk, pedestrianisation of East Street and St Mary's Road and improvements to the front of Shoreham railway station.

Shoreham Renaissance steering group chairman Robert Shute said: "Some people will love the plans and some won't. We don't please everyone.

"These plans aren't going to change the face of Shoreham in the next three to five years.

"But we've got some ideas that have already begun to change the strategy and we will be continuing to work with Shoreham's town centre partners, where people can shape and influence."

Regeneration [illegible] that there will be a [illegible] plan for the Parcel Force site [illegible] by the end of the year.



■ HOTEL OR OFFICES Former Parcel Force site off the A259 coast road at Shoreham

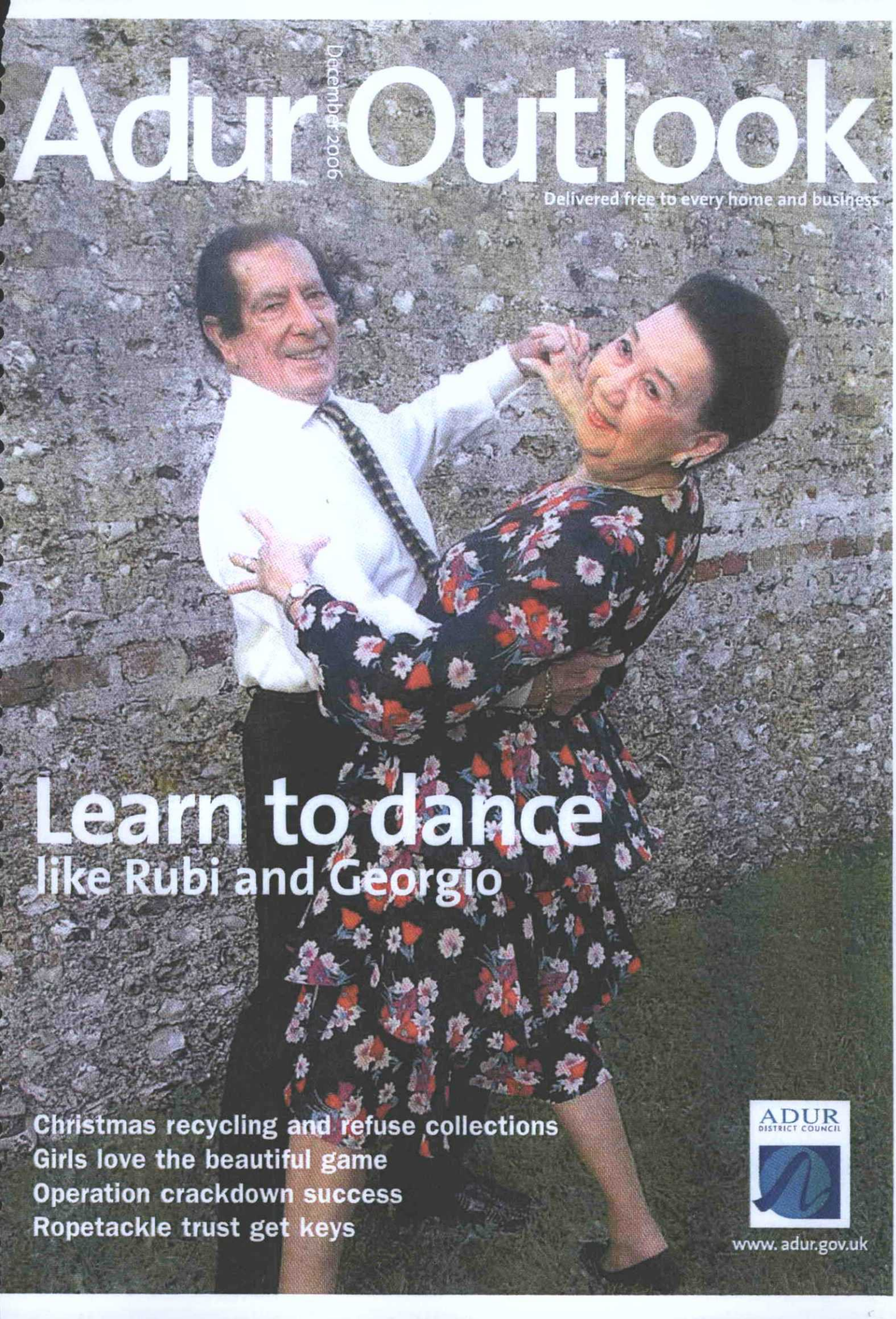


■ LEADING LIGHTS Philip Fletcher [illegible]

In June a public exhibition will be held in the town between 10am and 3pm on Saturday, June 3 and Wednesday, June 7 between 2pm and 8pm at the Adur District Council offices in Shoreham.

"If the project goes ahead as planned, it will start [illegible] March 2007, with a [illegible] completion date.

Mike Bullock, regeneration team manager at the council, said: "[illegible] briefing. [illegible] the plans for this site will [illegible] and a [illegible] [illegible] [illegible]


December 2006
Adur Outlook
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Learn to dance
like Rubi and Georgio
Christmas recycling and refuse collections
Girls love the beautiful game
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Modern new development proposal for Shoreham Waterside

Urban Life Developments Ltd want to know what you think of their development proposals for the old Parcelforce site in Shoreham before they submit a planning application.

The development (a concept of which is pictured) called Shoreham Waterside would be a mixed use scheme which will include walkways and access to the riverside.

This site was highlighted in the Shoreham Renaissance strategy published earlier this year as suitable for development.

Urban Life say the scheme was inspired by the historical fort on Shoreham Beach.

The Shoreham Waterside could provide homes, a small hotel, restaurants and a health club. Urban Life have said they aim to set a high standard in sustainable development and want to enhance the waterfront location.

To have your say you can e-mail urban@midnight.co.uk.

To find out more visit www.shorehamwaterside.com or call 01273 666 200 and speak to Caroline Puttock.



Adur Festival celebrates its 20th birthday

What better time to think about summer then when we are in the middle of winter's short days and Christmas is right around the corner.

Adur Festival 2007 will celebrate its 20th birthday next year and takes place from Friday 1 June to Sunday 17 June. What started out as just few events in 1987 has grown to one of the most popular local festivals around.

There are now over 100 exciting and enjoyable multi-arts community events, performances, exhibitions and workshops throughout the district.

Local groups offer the opportunity to join them to dance and sing and there are workshops for all the family.

Planning is well underway for next year and we want to hear from you if you are thinking about putting on an event. We can help with advice and information on what to do and how to do it, and make sure your event goes in the festival guide.

To find out more call the community wellbeing arts team on 01273 263274 or e-mail info@adurfestival.com







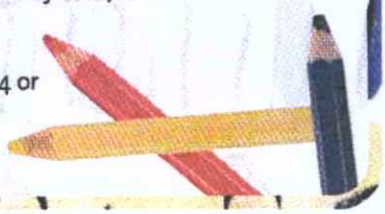
Winning image for Adur Festival 2007

Budding Adur artists are invited to design the image for Adur Festival 2007.

Every year the council offers local people the chance to show off their artistic skills by entering an image.

The winning entry will be published in posters and on the cover of 35,000 Adur Festival guides. Closing date for entries is 15 January 2007.

To put your image in the frame call Pamela Driscoll on 01273 263274 or e-mail pamela.driscoll @adur.gov.uk



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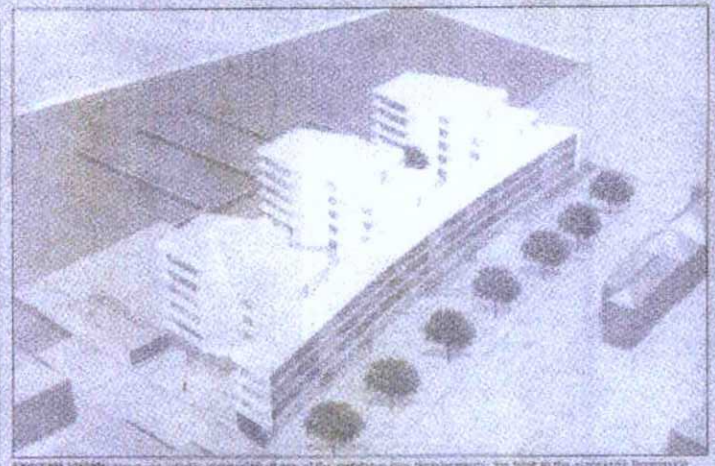
Excitement as ambitious plans are outlined by developers who want to spend millions of pounds to revitalise Shoreham

TOWN'S SHINING VISION

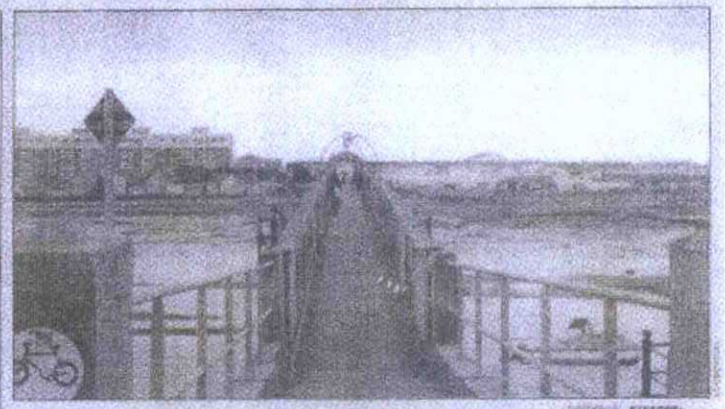








EXCITING VISION: Above, an artist's impression of one of the exhibition new developments, the hotel at the proposed Regency square, top left; Richard Carter and Phil Hobbs at Shoreham Harbourside, middle left, and Shoreham Civic Centre, bottom left





ETESORE: There are plans to regrow the Ropetackle, Brighton, and Shoreham Beach, shown. But work at Shoreham Power Station, left, is seen as a the symbol of what can be achieved, but could also mean huge jobs. The old Ropetackle site in Brighton Road, below, is a site for the visitor to Shoreham. The top is to have a hotel is offered next to the river, with apartments in the existing height, being the apartment, where there will be two-bed and more flats, to access to work

ECONOMISTS and politicians said in the Brighton affair.

The good fortune of the city by the sea is to be going from the start as hometowners turned and in search of change bringing with a restless quality of life.

It is in terms of the success developers are going to regenerate Shoreham, possibly one of the town's most forward, great towns for visitors and investors nationwide to watch closely.

The plans are to exciting excitement for Shoreham which has not before the chance to enjoy the whole space we would a thought going to the proposals would make to many business and should show plans are being sought.

Both developments have been awarded by the town's residents who have reached an overall positive note to boost and have while their new potential.

The future of the site Shoreham Power Station, the site of the Ropetackle development and Shoreham Beach Civic Centre have been the subject of intense debate.

Revealed

While Adur's plans have been developed like the most ambitious in decades and energy level, developers, other businesses like the Princes Close Trust of Chichester have been to pursuing areas of priority.

The work culminated with the revealing of the plans for Shoreham Regeneration Strategy, which prioritises three areas in the town centre and Shoreham Beach.

The project complements the Riverside Masterplan which aims to develop the port and harbour.

Together, thousands of homes could be built and at least 1,000 new jobs would be created, from the construction industry and the new offices and shops.

The launch of Shoreham Airport also gave the perfect opportunity to see how the old Power Station site in Brighton Road could be developed.

Controversy raised its head when the Argus revealed plans for a 200-bed hotel, 100 flats and a 200-berth marina for the site.

MILLIONS of pounds are being invested to breathe new life into a historic town which is fast becoming a rival to Brighton and Hove. Shoreham is undergoing a regeneration which will revive the town and bring with it jobs, prosperity and young homeowners in search of affordable but fashionable homes. LUCY ERIKSCOMBE reports on the launch of the Strategy for Shoreham Renaissance which yesterday presented a comprehensive vision of the key projects and plans which planners hope will transform the town.

Developers have been keen to see the site redeveloped for a number of years, but the current economic climate has meant that the plans have been put on hold.

Adur District Council's leader Brian Smytherman said: "The strategy produced today is the result of many months of hard work by a wide range of people and organisations.

"It is a vision for the future of Shoreham and the surrounding area which will help to guide and inform the decisions we make about the town's development.

"We want to see Shoreham continue to be a thriving and prosperous place to live, work and visit."

Adur District Council's chief executive Robert Jones, a member of the Shoreham Renaissance group, maintains that the plans in the strategy were always proposals which could be implemented in the next planning framework. The plans were further consultation, which could be implemented over the next 20 years.

He said: "The strategy produced today is the result of many months of hard work by a wide range of people and organisations who have been working together to produce a vision for the future of Shoreham and the surrounding area which will help to guide and inform the decisions we make about the town's development.

"We want to see Shoreham continue to be a thriving and prosperous place to live, work and visit."

At the heart of the Shoreham is the aim to provide parking and traffic performance, improve the visual and physical links to the waterfront, enhance and protect its historic character and conserve the highest quality of design which are appropriate to the town's setting.

In aiming to take a part in improving the architecture of the town, as well as safety and security, with the number of users and the economy of prosperity we will planned to help achieve "better places".

Perhaps the biggest development in the strategy is the new public footbridge envisaged to provide the crossing to enhance the Shoreham Beach.

Refurbished

The existing pedestrian subway from Pond Road will be new road surface as a result of the bridge, which could replace with a further bridge to Pocock Way. New proposals could build along the Ann Street and Hunt Road area and the layout would make it MACE's church more prominent.

Finally, the Civic Centre would be refurbished or demolished. Retail premises and shops would be built and The Ham would be retained, if parking is restricted.

Shoreham's future as a prosperous town has been in full swing for the past 40 years.

Since Adur's plans it has been a building port for Black Jack Wind Turbines and the Shoreham Airport.

September's £25 million flagship new Ropetackle Retail development in Brighton was likely to start construction.

The Ropetackle site has brought new life and a new look to the town centre after it had derelict for decades.

Planners and councillors at both district and county level are determined to maintain that momentum.

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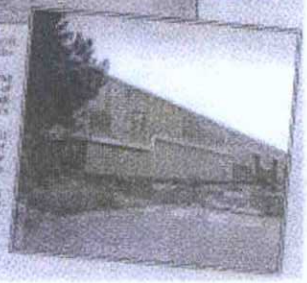
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West Sussex Gazette

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Grand vision for town's future on display

By ROB SHAW

PUBLIC consultation has begun on ambitious plans to regenerate Shoreham's waterfront.

Property developers Urban Life Developments unveiled their plans to help invigorate the West Sussex town last week.

Designed in conjunction with the Shoreham Renaissance Masterplan, Shoreham Waterside aims to transform the old Parcelforce site on the seafront Brighton Road into a modern residential and leisure development.

The area is identified as an ideal location for a mixed-use scheme.

The plans aim to create a landmark entrance into Shoreham, encourage economic growth to the area and regenerate the waterfront with two new slipways and a riverside walk into Shoreham.

Features of Shoreham Waterside include residential apartments with sea views, landscaped communal garden, a boutique hotel, health facilities and a waterfront restaurant.

Working in partnership with the Adur Regeneration Initiative, the scheme proposed by Urban Life Developments aims to address and support the objectives outlined in the Shoreham Renaissance Masterplan.

The proposed plans can be viewed in the lobby area of the Adur Civic Centre in Shoreham.

Residents and interested parties are encouraged to provide their feedback either through forms provided at the Civic Centre or by emailing urban@midnight.co.uk

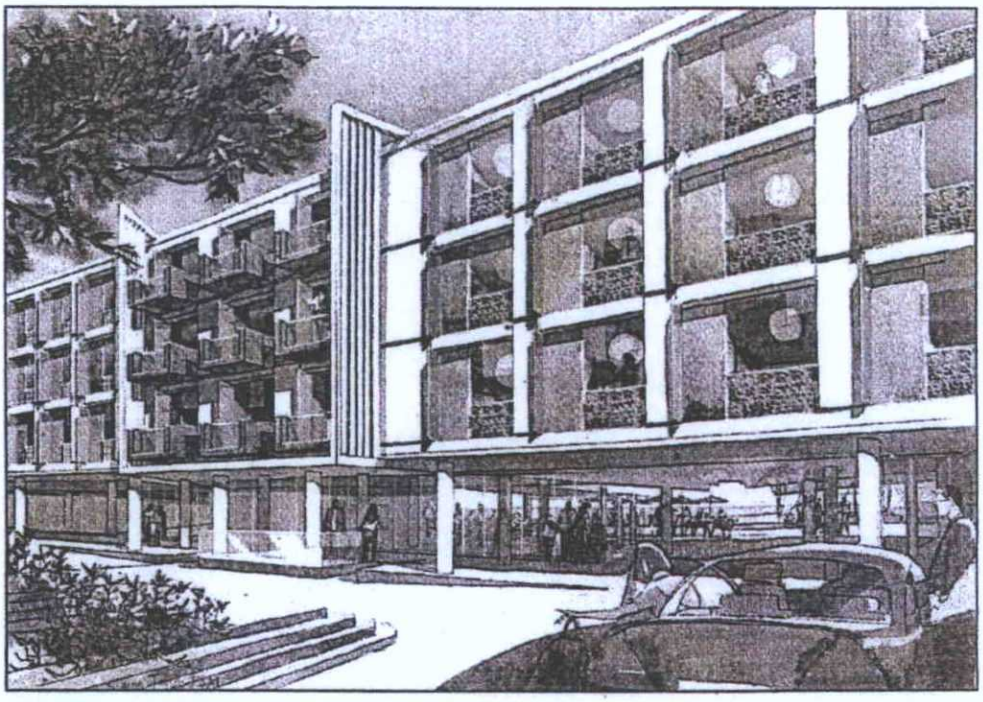
Members of the Urban Life team will be at the Adur Civic Centre to answer any queries on January 4 and 5 from 11am to 2pm.



Two artistic impressions of the proposed mixed-use development Top, sea side view, Above, Brighton Road

The Argus

Press cuttings
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NEW LOOK: An artist's impression of how the site would look when the work was completed

Bid to transform waterfront site

Multi-million pound plan to include hotel

by RACHEL WAREING

A SEASIDE town could be transformed by a multi-million pound redevelopment.

The proposals for the former Parcelforce site on Shoreham seafront include 84 new flats, an 80-room boutique hotel and a health club.

A new waterfront piazza would be built and there would be underground parking, a riverside walk and improvements to the slipways leading to the sea.

Urban Life Developments, the firm behind the proposals, want to know what residents think of the designs before submitting them to Adur District Council in the Spring.



DEAD LETTER: The plan is to redevelop the Parcelforce site

If they get the green light, work would start in July and would be completed within two years.

Managing director Philip Foster said both he and architect Howard Carter had a strong connection with the area.

Mr Foster surfs off Shoreham Beach and socialises in the town, while Mr Carter has just bought a house on the Old Fort Road after falling in love with the area while working on the scheme.

Mr Foster said: "It is a very personal thing for me and I was determined to deliver a scheme that feels right for the area."

He has worked with the Adur Regeneration Initiative to ensure the proposals fit in with the aims of the Shoreham Renaissance Masterplan, which was set out by the district and county councils and others with an interest in the area.

He said the layout of the block of flats was partly inspired by the town's 19th Century fort, which has "maximum viewing points at the same time as maximum privacy".

It is designed so that none of the flats look on to another.

Clive Voice, who manages the boatyard next to the site, said he thought it would improve the area. "At the moment it's very industrial and it's hard to see where the town actually starts. Even though it is quite a modern building, I think even those people who want to keep Shoreham as an old, quaint town will like it."

Brian Pickering of environmental consultancy SM341, which is based in the town, said: "I really like it because they've allowed views of the river and on the other side are views of the Downs. It's not overbearing from the roadside and although it will appear quite high from the river it is set back.

"It will attract people to Shoreham."

The Shoreham Waterfront designs are on show at the Adur Civic Centre in Ham Road, until December 22 and again between January 3 and 5.

Staff from Urban Life will be present to answer questions on January 4 and 5 from 11am to 2pm.

rachel.wareing
@theargus.co.uk

Date of coverage: 15 December 2006

Circulation: 34,287

Business Edge

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property focus



On the waterfront

Property journalist Alison Swann checks out Shoreham Waterside

The success of the recent Ropetackle development at Shoreham-by-Sea has set the seaside towns' stall out for attracting future developments. Next up on the roster is the waterfront, which Urban Life Developments (ULD) is proposing to turn into a landmark entrance to the town. In the recent public consultation, held between December 2006 and January of 2007, resounding support for the project was offered by local residents and businesses.

One clear reason why this project is getting such wholehearted support is because it has very definite plans to boost Shoreham's economy. Designed in conjunction with the Shoreham Renaissance Masterplan and the Adur Regeneration Initiative, Shoreham Waterside aims to transform the old Parcelforce site into a modern mixed-use development.

Architect Howard Carter of Thinking Space Ltd has said that he was particularly interested in reflecting the history of the town. He said the layout of the block of flats was partly inspired by the town's 19th century fort. Furthermore, the waterfront enhancement will include improvements to new slipways, private and affordable residential apartments, a boutique hotel, restaurants and leisure facilities.

The development will have a wholly positive impact on Shoreham's economy, providing better amenities and encouraging local tourism. Commenting on the plans, Philip Foster, Managing Director of ULD, said: "Shoreham has enormous potential and we have worked very closely with both West Sussex District Council and Adur District Council to support and develop the regeneration plans, presenting a scheme that will attract inward investment, generate employment and increase tourism to the area.

Clive Voice, who manages the boatyard next to the site, said he thought it would improve the area. "Even though it is quite a modern building, I think even those people who want to keep Shoreham as an old, quaint town will like it."

ULD is a commercial and residential property developer based in the South East, established in 2001 by Philip Foster. Philip has lived in Brighton for 14 years and is an active wind surfer on Shoreham beach. Through vision and design, ULD create buildings sympathetic to their natural environment. Recent projects include: the conversion of a Grade II listed building, currently being used as an asylum seeker hotel, into stunning apartments; the regeneration of a derelict warehouse into Mews style apartments; and the conversion of a vacant lot into contemporary flats.

ONE REASON WHY THIS PROJECT IS GETTING SUCH WHOLEHEARTED SUPPORT IS BECAUSE IT HAS VERY DEFINITE PLANS TO BOOST SHOREHAM'S ECONOMY.

So what can we expect from the Shoreham Waterside development? Improvements to the slipways, 84 residential apartments, an 80-room boutique hotel, a health club with retail facilities, a waterfront piazza, underground parking, improved pedestrian access to the waterfront, a riverside walk, renewable energy sources, and an enhanced ecology through the introduction of new habitats.

Brian Pickering of environmental consultancy SM341, which is based in the town, said: "I really like the plans and the building will attract people to Shoreham."

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The Argus

Press cuttings
Midnight
Communications

Harbour plan traffic fears are soothed

by SIMON BARRETT

A PLANNED waterside development has received overwhelming public support despite fears of heavier traffic.

Shoreham Waterside would include 84 apartments, an 80-room hotel, health club, restaurant, waterfront piazza and improved walkways.

The planning application is due to be submitted within the new few weeks.

Concerns about an increase in traffic had been raised if the proposed scheme on the site of the Parcelforce building in Brighton Road was approved.

But the developers have had a positive response to a public consultation.

Plans and artists' impressions of the ambitious project were on display at the Adur Civic Centre in Shoreham for three weeks.



DELIGHTED: Philip Foster

Philip Foster, managing director of Urban Life Developments, lives in Brighton and is a keen windsurfer at Shoreham Beach.

He said the scheme would generate employment and investment in the town.

He said: "I am incredibly happy with the results.

"This site has been earmarked for regeneration for quite some time and it was imperative to develop a building which met the aspirations outlined by the council and secured the support of the community.

"Public consultation really put a spotlight on what people in and around Shoreham want so it is a worthwhile project to undertake.

"It is fundamental to understand who the site affects, to listen and to take on board both positive and negative feedback.

"It's good to meet people and give answers to direct questions and we are delighted with the outcome."

Of the feedback forms completed, 84 per cent expressed strong support towards the scheme.

Residents concerns over increased traffic in Brighton Road were quelled after an independent transport consultancy concluded fears were largely unfounded.

Peter Caneparo is regional director of Savell, Bird and Axon consultants.

He said: "We predict that while the proposed development will generate a small amount of additional traffic at peak periods, during the day there will be times when the proposed development will generate less traffic than the former use of the site as a Parcelforce depot.

"It is also important to note the type of traffic using the site will be distinctly different.

"It will be smaller in comparison to the heavy goods vehicles and so more environmentally friendly.

"Given this, the effect of traffic generated by the proposed development on the road network will be negligible."

The company will deliver its planning application for Shoreham Waterside to Adur District Council this month.

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C

RESIDENTIAL APARTMENTS
A BOUTIQUE HOTEL
WATERSIDE RESTAURANT
NEW LEISURE FACILITIES

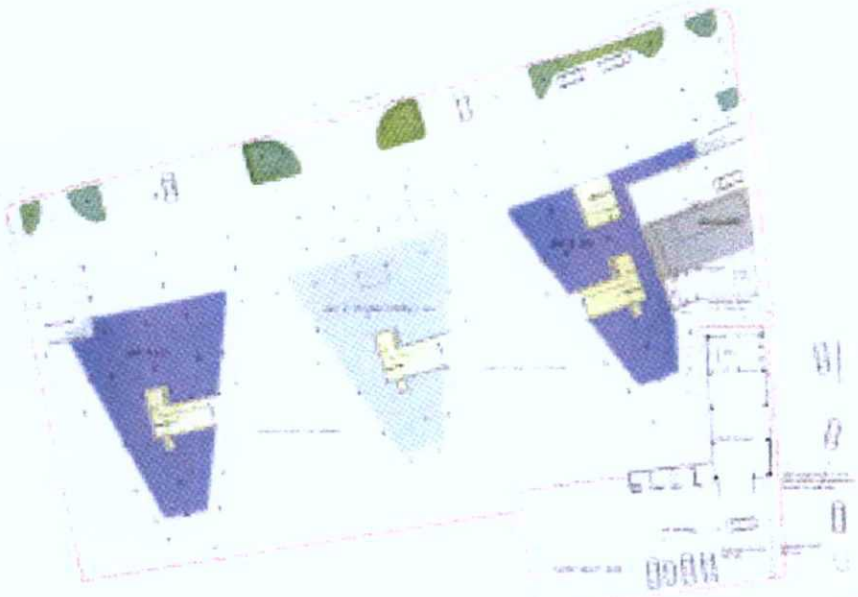
Urban Life

SHOREHAM WATERSIDE

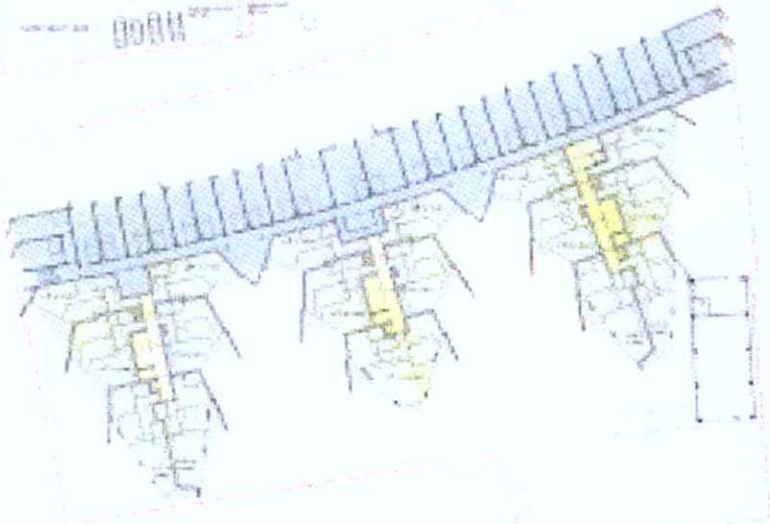


Philip Foster, Managing Director of Urban Life Developments and Howard Carter, Managing Director of Thinking Space Architects, would like to invite you to comment on the proposed plans for regeneration of the Old Parcleforce depot, now re-named as **Shoreham Waterside.**

Designed inline with the Shoreham Renaissance Masterplan, the proposed Shoreham Waterside scheme presents a newly designed mixed-use development for the old Parcelforce site Set to enhance the local environment, the gateway development will include improvements to public slipways, private and affordable residential apartments, a boutique hotel, a waterside restaurant and new leisure facilities



GROUND FLOOR



FIRST FLOOR

SHOREHAM WATERSIDE WILL PROVIDE:

- Improvements to public slipways
- A riverside walkway
- Open waterside areas for public enjoyment
- Improved pedestrian crossing over Brighton Road
- A boutique hotel with a restaurant and leisure facilities
- 84 residential units, 26 of which will be affordable housing
- Car parking at both basement and ground floor levels

We would like to hear your thoughts please contact us at:
www.shorehamwaterside.com Email: urban@midnight.co.uk

A POSITIVE IMPACT ON SHOREHAM'S ECONOMY

Attracting inward investment and generating employment, the development will have a positive impact on Shoreham's short and long-term economy. Working in association with the Adur Regeneration Initiative, Shoreham Waterside is architecturally inspired by its location and history. Emphasising vision and light the project will also encompass renewable energy solutions, use sustainable materials and enhance local ecology.





To increase **biodiversity**, a brown roof is proposed to provide a fertile environment for insects and local birds, particularly to Black Redstarts.
Ecology consultants: Ecosulis

ecosulis ltd
ecology groundwork arboriculture

Shoreham Waterside will incorporate wind turbines to generate **renewable energy**. With careful selection of building materials and a focus on sustainable design, the development is set to achieve an excellence Eco Homes rating.
Sustainable energy consultants: Cundall Genyses

CUNDALL
genesys environmental

Shoreham Waterside has been designed with risk of the one in 200 year surge tide in mind. A **new sea wall** will be built, the building base will be raised above flood levels, and an escape bridge will be included in the scheme.
Flood risk consultants: Dixon Hurst Kemp

DIXON
HURST
KEMP

The development will have negligible impact on the **air quality** of the surrounding area, according to assessment approved by Adur's Environmental Health team.
Consultants: Air Quality Consultants Ltd.

AQC
Air Quality Consultants

Traffic volume will not significantly increase according to detailed studies of past, present and future traffic flows. The development will be accessed by a give-way junction, and incorporate a **green travel plan** to promote cycling.
Transport consultants: Savell Bird & Axon

Savell Bird & Axon