Dalton Warner Davis

BASEPOINT CENTRES LTD

THE ADUR BUSINESS CENTRE
LITTLE HIGH STREET
SHOREHAM-BY-SEA
BN43 5EG

PLANNING STATEMENT

ADUR & WORTHING
PLANNING SERVICES

PLAN	AWDM/ 1194/13
DATE VALID	23/9/13

Date: September 2013

Ref: 8549

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Revision	Purpose Description	Originated	Checked	Reviewed	Authorised	Date
0.1	Draft 1	JBW	EB	EB		11/09/2013
0.2	Draft 2	JBW	EB	EB		16/09/2013
0.3	Draft 3	JBW	EB	EB		18/09/2013
1.0	Final	JBW	EB	EB	EB	19/09/2013
DWD Job Number: 8549						

1.0 INTRODUCTION

1.1 Dalton Warner Davis LLP have been instructed by Basepoint Centres Ltd to submit an application for advertisement consent to Adur District Council.

1.2 The application is for two new fascia signs on two separate elevations of the Adur Business Centre, Little High Street, Shoreham-by-Sea. The signs would be situated at first floor level, with one on the east elevation overlooking the roundabout and the other on the north elevation by the main entrance. Please see the drawings accompanying this application for more detail.

2.0 SITE AND SURROUNDINGS

2.1 Site Context

2.1.1 The application site is the Adur Business Centre, which is located within the second, third and fourth floors of the Ropetackle Centre. The ground floor of the building is used as a community and arts centre and the rear of the building is in residential use. The building is situated on the junction of the High Street and the Norfolk Bridge, adjacent the River Adur.

2.1.2 The Shoreham-By-Sea Conservation Area boundary lies to the east and south east of the Site. A map of the Conservation Area boundary is included in DWD1.

2.1.3 The Site is not identified as being within a Site of Special Advertisement Control as identified on the adopted Local Plan Proposals Map. The Site does fall within an area identified for commercial development, however (as identified below) the Site has been redeveloped subsequent to this designation being made.

2.2 Examples of Nearby Advertisements

2.2.1 The Site lies close to the High Street and associated commercial properties. There are a number of examples of advertisements in the locality, some of which are at upper floor level of the subject buildings. These are identified on the schedule attached at DWD2 and includes:

- 88-92 High Street;
- The Bridge Inn, 87 High Street;
- Old Town Hall, High Street; and
- The Crown & Anchor Public House, High Street.

2.3 Planning History

2.3.1 The Adur Business Centre is part of the waterside development at Ropetackle constructed by Berkeley Homes and the South East England Development Agency (SEEDA).

2.3.2 The original planning permission for the Ropetackle Centre formed part of a wider regeneration scheme and was granted on 03/04/2003 (Ref: SU/216/02), with the following description of development: "*Mixed Use Development Inc. Residential, Retail, Office, Community Facility Café/Bar; Car Parking, Access Rd & River Walk/Cycleway.*"

2.3.3 Planning permission was granted on 12/12/2003 (Ref: SU/205/03) for: "*Revised Community Building with Offices Above.*"

2.3.4 In January 2013 an application for advertisement consent for 3 non-illuminated fascia signs was refused (AWDM/1445/12). In their Decision Notice, the LPA stated that the signs would

by reason of their location, size, colour and height above ground level be unduly prominent and incongruous features.

2.3.5 The applicant appealed this decision in February 2013 (APP/Y3805/H/13/2192950). This appeal was dismissed on the 24 June 2013. In the decision, the Inspector concluded that the signs would result in a cluttered appearance on the building by reason of their size and position at a high level on the tower, adding that the commercial needs of the appellant could be adequately met by means of a more appropriate design approach.

3.0 BACKGROUND

3.1 Basepoint Centres Ltd is a commercial arm of the ACT Foundation, which is a registered charity. The company provides managed business centres which cater primarily for small and start-up businesses, with rental through bi-weekly rolling licence agreements. This gives flexibility and ease of management for users of the centres as the rental includes various utilities such as electricity, water and internet services i.e. 'one cost service'.

3.2 Basepoint currently provides varying sizes of office and workshop space in 21 towns in the south of England. The company is specifically designed to house small and growing enterprises and offers modern business centres which ensure occupiers have high quality facilities.

3.3 Basepoint enables small start up companies (of 1-5 people) a professional working environment without having to commit to the long term and often expensive leases that the general office market requires.

3.4 The company works in partnership with many local authorities and regional development agencies and seeks to stimulate and encourage employment and economic activity. Basepoint was nominated a preferred partner with the (now closed) South East England Development Agency (SEEDA) in 2004 to develop up to 20 additional business centres over the next 16 years.

4.0 THE PROPOSED DEVELOPMENT

4.1 The Proposed Development is for two new signs on two separate elevations of the existing building.

4.2 The proposed advertisements would be in either white or green (ref: Pantone System PMS 368) in colour, whichever the LPA would deem most acceptable. The colour could be secured by condition if necessary.

4.3 The fascia signs would be located on the north and east towers of the building. On the north elevation the sign would be situated next to the main building entrance which looks onto an attractive pedestrian space. On the east elevation the sign would be situated on the tower overlooking the roundabout.

4.4 Both signs would be 6150 mm from the ground to the base of the advertisement, and both would be 2130 mm tall. Each letter and symbol would be individually mounted on the building façade blending with the existing wood background of the towers. Detailed measurements are provided for the individual advertisement elements on the plans which accompany this application.

5.0 DEVELOPMENT PLAN AND OTHER MATERIAL CONSIDERATIONS

5.1 Legislation

5.1.1 The relevant legislation for advertisement consent is The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

5.2 The Development Plan

5.2.1 The development plan for the area comprises the Regional Spatial Strategy for the South East (2009) (the RSS), and the saved polices of the Adur District Local Plan 1996 (the Local Plan).

Adur District Local Plan

5.2.2 Adur District Local Plan Policy AB17 states *"The District Planning Authority will only grant express consent for advertisements which:-*

(a) respect the character and appearance of the surrounding area, and

(b) *do not create a danger or hazard to public safety."*

5.3 Other Material Considerations

National Planning Policy Framework (NPPF)

5.3.1 The National Planning Policy Framework was published in March 2012 (NPPF) and sets out the Government's national planning guidance.

5.3.2 Paragraph 14 of the NPPF states that: "*At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, whish should be seen as a golden thread running through both plan-making and decision-taking.*" The guidance goes on to state that, for decision-taking, this means "*approving development proposals that accord with the development plan without delay…*"

5.3.3 Paragraph 67 of the NPPF refers to advertising and states:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Shoreham-By-Sea Conservation Area Character Appraisal and Management Strategy

5.3.4 The Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy was approved in March 2008 (this has been included as part of the appeal documentation)

and provides an analysis on the character of the conservation area. The map on page 11 of the Character Appraisal identifies the area immediately to the east of the Site as being a 'Shopping Area'.

5.3.5 Part 6.7 of the Character Appraisal makes specific reference to the Site, stating:

"The western entrance to the High Street provides the most immediate impact of arrival with the crossing of the bridge, roundabout and entrance to the main hub of the town. The Ropetackle development on the left hand side helps to enclose the views towards the conservation area. The tower of St Mary's Church can be seen above the roof lines of the near buildings, as can the former Church of St Peter on Ship Street which has been converted into residential flats."

5.3.6 Page 31 of the Character Appraisal refers to signage and states:

"As a significant part of the conservation area is commercial in nature, there is a large amount of signage on display. The majority of signage is attached to the frontage of business premises. Some premises contain projecting signs, although these are not particularly common."

Outdoor Advertisements and Signs: A Guide for Advertisers (Communities and Local Government, 2007)

5.3.7 The above guidance was published in 2007 (and has been included as part of the appeal documentation) and outlines the types of advertisement where express consent is required, as well as general guidance regarding the assessment of impact on amenity and public safety.

5.3.8 Page 27 of the guidance states that "*In practice, 'amenity' is usually understood to mean the effect upon visual and aural amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advertisement. So in assessing amenity, the planning authority will always consider the local characteristics of the neighbourhood. For example, if your advertisement will be displayed in a locality where there are important scenic, historic, architectural or cultural features, the planning authority will consider whether it is in scale and in keeping with these features…*"

Draft Adur Local Plan 2012

5.3.9 The Revised Draft Adur Local Plan was presented to the Adur Cabinet on 17th September with a recommendation for approval to go to consultation. The consultation exercise will run from 26th to 7th November 2013. The

5.3.10 Draft Policy 14 (Quality of the Built Environment and Public Realm), from the draft prepared for consultation between 19 September 2012 to 31 October 2012, makes reference to advertisements, stating that: "*Express consent will only be granted for advertisements which*

respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety."

6.0 ASSESSMENT OF THE PROPOSED ADVERTISEMENTS

6.1 Impact on the Character of the Surrounding Area

6.1.1 Part (a) of Local Plan Policy AB17 requires advertisements to respect the character and appearance of the surrounding area.

6.1.2 Other than the adopted and emerging planning policies referred to in Section 5.0 above, there is no other guidance (for example supplementary planning documents) provided by the Local Planning Authority (LPA) to assist applicants in assessing their advertisement proposals prior to submission. Furthermore, the Site is not identified in the Local Plan as falling within a Site of Special Advertisement Control.

6.1.3 As identified above in Section 5.0, the map on page 11 of the Conservation Area Character Appraisal shows the area immediately to the east of the Site as being a 'Shopping Area'. Page 31 of the Conservation Area Character Appraisal also confirms that there is a large amount of signage on display within the adjacent Conservation Area.

6.1.4 The schedule attached at DWD2 identifies a number of varying types of advertisement in the area and shows that there does not appear to be a prevalent style of advertisement.

6.1.5 There is existing signage on both of the elevations where the advertisements are proposed. The proposed advertisements will be below existing lettering and well below the existing clock feature on the roundabout elevation and will be level with the bottom two letters of existing signage on the north tower elevation.

6.1.6 The proposed signage would be similar in design to existing signage. Each element of the existing 'Ropetackle' lettering is mounted on a spacer on the side of the building. The proposed signage would also be mounted in this manner, respecting and accentuating the existing design language.

6.1.7 The Applicant both owns and operates the existing building. The proposed signage resembles the Applicant's existing logo which is considered to be inoffensive and unobtrusive in both colour and design. Please see DWD3 for examples of Basepoint signage at other locations. The existing 'Ropetackle' signage simply serves to inform people of the name of the building, and does not serve to notify members of the public of the business or service being carried out in the building.

6.1.8 The applicant advises that a high proportion of enquiries and custom come directly from potential customers seeing the advertising on their buildings, not through 'word of mouth' or other forms of advertising. It is therefore critical to the operation of the business that there is signage on the building. There is currently very little externally to inform members of the public that Basepoint is operating from the building in question.

6.1.9 The design of the signage has been materially altered from the previous application for advertisment consent. The signs are proposed for only two of the building elevations, have been placed at lower and less prominent locations on the building façade. The signs have been moved to be in line with the first floor windows, following the informal advice of planning officer Peter Barnett of Adur District Council.

6.1.10 The key issue in this case is whether the proposed advertisements conflict with Local Plan Policy AB17 by not respecting the character and appearance of the area and in this case we do not consider there to be a conflict with this policy.

6.1.11 Given the considerations outlined above, it is our view that there is no conflict with Local Plan Policy AB17 or other material guidance with regard to the impact of the proposed advertisements on the character and appearance of the surrounding area.

6.2 Public Safety

6.2.1 Part (b) of Local Plan Policy AB17 requires advertisements to not create a danger or hazard to public safety.

6.2.2 The proposed advertisements will be a minimum of 6.15m above ground level and will protrude approximately 15mm from the face of the building.

6.2.3 Given the above, it is our view that there is no conflict with Local Plan Policy AB17 with regard to the impact of the proposed advertisements on public safety.

6.3 Other Considerations

6.3.1 As outlined above in Section 3.0, the Applicant provides an important short-let service to small and start-up businesses. In the current economic climate, this is an essential service allowing small and young businesses to operate flexibly without significant long term overheads.

6.3.2 Notwithstanding the fact that, in our view, the key test in this case is whether the proposed advertisements accord with Local Plan Policy AB17, it is important to add that in order for members of the public to be aware that the Site is occupied by the Applicant, and to provide appropriate publicity, visible external advertising is a critical requirement

7.0 CONCLUSION

7.1 The Proposed Development is for two new signs on two separate elevations of the existing building.

7.2 The key consideration in this case is Adur District Local Plan Policy AB17, which states "The District Planning Authority will only grant express consent for advertisements which:-

(c) respect the character and appearance of the surrounding area, and

(d) *do not create a danger or hazard to public safety."*

7.3 As outlined above, it is considered that the proposed advertisements respect the character and appearance of the surrounding area. Within the adjacent Conservation Area there is no prevalent style of advertisement, as identified in DWD 2.

7.4 The proposed advertisements will not give rise to any issues of public safety.

7.5 The proposed advertisements are a sensitive redesign of the previously submitted proposal which address the concerns of the LPA and the Planning Inspectorate.

7.6 For the reasons outlined above, it is our view that the proposed advertisements accord with the policies set out in the development plan along with other material considerations, and it is requested that advertisement consent be granted accordingly.

DWD 1: SHOREHAM-BY-SEA CONSERVATION AREA BOUNDARY

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PLAN	AWDM/ 1194/13
DATE VALID	

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DWD 2: EXAMPLES OF NEARBY ADVERTISEMENTS

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PLAN	AWDM/ 1194/13
DATE VALID	

Schedule of nearby advertisements



1: 88-92 High Street



2: The Bridge Inn, 87 High Street



3: Old Town Hall, High Street



4: The Crown & Anchor Public House, High Street

Location of nearby advertisements

Davis Mayhew Dalton
promap
0m
50m
75m
HIGH STREET
Shingle
Mud
River Adur
Adur Ferry Slipway
Norfolk House
Billingshurst House
Old Bank
Car Park
Car Park
Chapel
Museum
Town Hall
Clarendon House
Town Quay
Toll House
Boathouse
Marlborough House
Robertsons
Marlborough Court
St Johns Court
Church
Cinema
Public Conveniences
Slipway
Slipway
Slipway

DWD 3: BASEPOINT SIGNAGE EXAMPLES

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Book Now

There are a whole host of additional business benefits waiting for you; including meeting rooms from £15.00 hour, Virtual offices for start-ups and free membership giving you access to the centre's facilities.

For further information please contact Anne on 0800 197 3486 or email Camberley@basepoint.co.uk

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Camberley Centre
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Camberley
GU15 3HL

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Anne Moore
Assistant Centre Manager

Networking Hub Events

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Prices starting from £66 per week

Basepoint Winchester opened in March 2010 bringing its fresh, flexible way of working to the City. The centre provides a wide range of affordable small and medium business units let on flexible terms. The centre includes a mix of offices and studios - as well as incubation units for businesses that are just starting out. There are also meeting rooms, on-site management and free parking.

Positioned on the outskirts of Winchester it is perfect for commuting in and out of the City and is just off the A34, junction 9, M3.

For further information please contact Lucy on 01962 832500 or email: winchester@basepoint.co.uk

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SO23 0LD

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E-mail Winchester



Claire Owen
Centre Manager

WHAT'S NEW?



BASEPOINT WINCHESTER APPOINTS NEW CENTRE MANAGER
Published: Friday, 25 January 2013



SPREADING THE WORD TO THE LOCAL BUSINESS COMMUNITY
Published: Thursday, 22 November 2012

Basepoint Southampton joined forces with colleagues from Romsey,

Networking Hub Events

« February 2013 »