

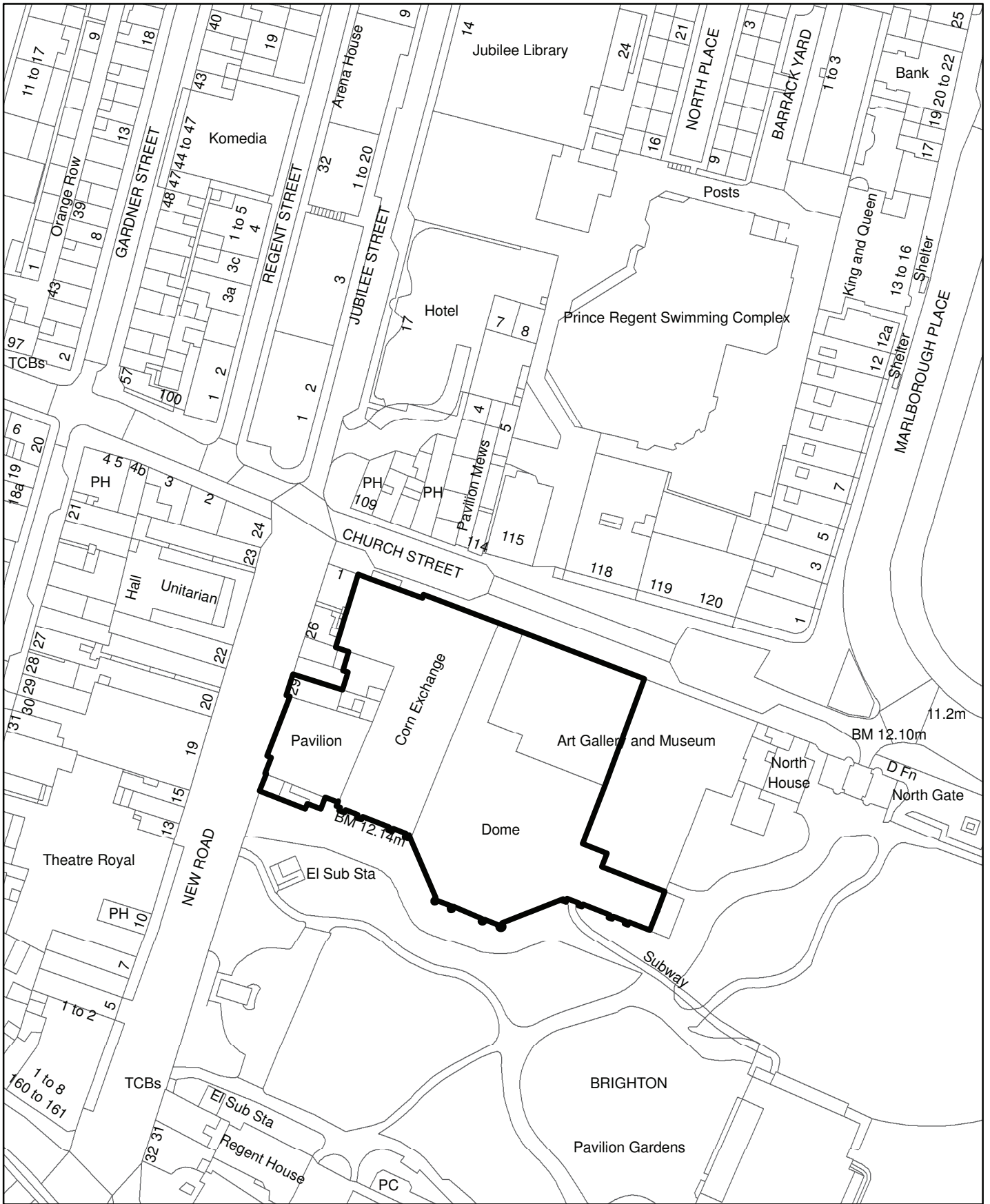
**PLANS LIST
ITEM A**

Brighton Dome, Church Street, Brighton

**BH2012/01634
Advertisement consent**

29 AUGUST 2012

BH2012/01634 Brighton Dome, Church Street, Brighton.



**Brighton & Hove
City Council**



Scale: 1:1,250

<u>No:</u>	BH2012/01634	<u>Ward:</u>	ST. PETER'S & NORTH LAINE
<u>App Type:</u>	Advertisement		
<u>Address:</u>	Brighton Dome, Church Street, Brighton		
<u>Proposal:</u>	Display of new and replacement non-illuminated banner, fascia, letterset and logo signs to Brighton Dome, Corn Exchange and Pavilion Theatre and 1no externally-illuminated letterset sign to Pavilion Theatre.		
<u>Officer:</u>	Jonathan Puplett Tel: 292525	<u>Valid Date:</u>	20/06/2012
<u>Con Area:</u>	Valley Gardens	<u>Expiry Date:</u>	15 August 2012
<u>Listed Building Grade:</u>	I and II		
<u>Agent:</u>	N/A		
<u>Applicant:</u>	Brighton Dome & Festival Ltd, Ms Catherine Carey, 12A Pavilion Buildings, Castle Square, Brighton		

1 RECOMMENDATION

- 1.1 That the Committee has taken into consideration and agrees with the reasons for the recommendation set out in section 11 and the policies and guidance in section 7 and resolves to **GRANT** advertisement consent subject to the Conditions and Informative set out in section 11.

2 SITE LOCATION & DESCRIPTION

- 2.1 The application relates to a group of Listed Buildings situated on the southern side of Church Street and the east side of New Road, with the Pavilion Gardens and Brighton Pavilion (Grade I Listed) located to the south. The site lies within the Valley Gardens Conservation Area. The listed buildings within the application site are as follows:
- The Corn Exchange and Dome Theatre: Grade I.
 - The Corn Exchange entrance wing: Grade II.
 - The Pavilion Theatre and Booking Office: Grade II.
- 2.2 These buildings (together with the Royal Pavilion) form a complex of buildings of the highest significance. The buildings as existing are the result of a number of conversions, alterations and additions over time but in a manner which presents a coherent street frontage to Church Street. The buildings are unified by the use of tan brick with stone dressings and some painted stucco.
- 2.3 The Dome and Corn Exchange is a Grade I listed building, originally built as a riding school and stables by William Porden, between 1803-08, for the Prince of Wales, in connection with the Royal Pavilion, and extended in 1831. The Dome was converted into a theatre in 1864-67 by Philip Lockwood, with forms loosely derived from Islamic architecture, and the former riding school was converted to a corn exchange in 1868.
- 2.4 The Dome was further extended and given two new entrances in 1901-02, including one on Church Street, and the building at this time took on an even

greater Eastern character with greater reference to the Royal Pavilion. A further significant scheme of alterations took place in 1934 by Robert Atkinson, including the conversion of the corn exchange into an exhibition hall and the addition of the Church Street entrance. The interior has notable Indian/Islamic features, particularly the polychromatic tiling to the Church Street entrances, but the 1934 concert hall interior is Art Deco.

- 2.5 The Pavilion Theatre is Grade II listed and dates from c1935, when it was built as a supper room by Robert Atkinson in a stylised form of Islamic architecture. It was later converted to a theatre. The listing includes the booking office adjacent, originally an early 19th century house with segmental bay at first floor.
- 2.6 These buildings occupy a very prominent place within the Valley Gardens conservation area and also in places face the registered park & garden (Grade II) of the Royal Pavilion.

3 RELEVANT HISTORY

BH2012/01635 (Listed Building Consent): 'Installation of new and replacement external banner, fascia, letterset and logo signs to Brighton Dome, Corn Exchange and Pavilion Theatre. Installation of internal signage and plasma screens. Replacement of glazing to Pavilion Theatre and removal of canopy to Corn Exchange entrance.' Under consideration.

BH2002/00571/LB: 'Installation of new signage (comprising individual bronze letters) and additional lighting (Retrospective).' Approved 22/09/2003.

BH2002/00568/AD: 'Installation of new signage (comprising individual bronze letters) and additional lighting (Retrospective).' Approved 28/08/2003.

4 THE APPLICATION

- 4.1 Advertisement consent is sought for the display of new and replacement non-illuminated banner, fascia, letterset and logo signs to the Brighton Dome, Corn Exchange and Pavilion Theatre buildings and an externally-illuminated letterset sign to the Pavilion Theatre building.

5 PUBLICITY & CONSULTATIONS

External:

- 5.1 **Neighbours: Five (5)** letters of representation have been received from **no. 15 Victoria Road Brighton, no. 6 Compton Avenue Brighton, 52 Rugby Road Brighton, 40 Wilbury Road Hove and one representation** (address not given) objecting to the application for the following reasons:

- The proposal would be detrimental to the area and as part of the Dome complex.
- The proposed signage is unnecessary and would be unsightly.
- The proposal would not deliver any benefits.
- The proposed signage would not enhance the listed building.
- The huge capital D's look ugly, pretentious and confusing, and it is not clear what they stand for. It would be better if the signs were smaller and spelt out the names of the buildings- something comprehensible.

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- Signage on such a historic building should be kept to a minimum compatible with clarity and public helpfulness.
 - The proposed banners are inappropriate, they would be more appropriate on the forecourt of a motorway service station than on the façade of a listed building.
 - The proposed banners will require fixings which will harm the fabric of the listed building.
 - The proposed banners would be a ‘temporary advertising gimmick’ and a replacement solution will be required in a short time.
- 5.2 A letter has been received from **The Regency Society** objecting to the application for the following reasons:
- The external banners and lettering will disfigure the historic building.
 - The external banners will soon weather and look grubby.
 - Some of the proposed internal signage is too large and unsympathetic to the original architectural features.
- 5.3 A letter has been received from **The Brighton Society** objecting to the application for the following reasons:
- The proposal would introduce an enormous amount of clutter to the exterior of the building.
 - The external banners will deteriorate and look tatty.
 - The proposed black colour for the signage and the ticket office façade is inappropriate, providing a sombre and uninviting impression.
 - The proposed internal signage is inappropriate.
- 5.4 A letter has been received from **The North Laine Community Association** objecting to the application for the following reasons:
- The proposed banners are unsightly and do not weather well.
 - The proposed banners will not help to direct visitors to the complex.
 - The proposed addition of Capital D’s to the exterior and interior of the building would be unsightly and unnecessary
 - The proposed black finish to the ticket office is inappropriate
 - The removal of the canopy to the front of the Corn Exchange is welcomed.
- 5.5 **English Heritage: Support**. The proposed signage would replace numerous existing signs which would be removed. The proposed signage is designed to unite the various elements of the site under a single brand and to help orientate visitors. External banners would normally be discouraged, in this case however there is a clear justification for the signage and all other possible options have been considered and discounted. English Heritage have taken part in several pre-application meetings in relation to the proposal. The banners are restrained in number, size, projection and design and are positioned logically. The removal of the canopy to the Corn Exchange entrance is supported in principle. Further details should be secured regarding the fixings of the banners to the building and the execution of the removal of the canopy.
- 5.6 **Conservation Advisory Group: Object**. The proposed signage is excessive, the proposed banners would be inappropriate and too dominating.

Internal:

- 5.7 **Heritage:** Support. Conditional approval is recommended. The proposed internal and external signage is considered to be acceptable. Original comments identified some discrepancies in the submitted plans; amended plans have subsequently been submitted which address these concerns.
- 5.8 **Sustainable Transport:** Support. The proposed signs are all more than 2.4 metres above footway level and would not cause a highway safety risk.
- 5.9 **Culture:** Support. The proposed signage has been formulated over a period of time in consultation with English Heritage. The entrances as existing are not well signed and for first time visitors the multiple entrances to the three venues are not easy to find. The proposed signage will make the building more accessible, provide an improved experience for visitors and bring more visitors to the buildings.

6 MATERIAL CONSIDERATIONS

- 6.1 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that “If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.”
- 6.2 The development plan is:
- The Regional Spatial Strategy, The South East Plan (6 May 2009);
 - East Sussex and Brighton & Hove Minerals Local Plan (November 1999);
 - East Sussex and Brighton & Hove Waste Local Plan (February 2006);
 - Brighton and Hove Local Plan 2005 (saved policies post 2004).
- 6.3 The National Planning Policy Framework (NPPF) was published on 27 March 2012 and is a material consideration which applies with immediate effect.
- 6.4 Due weight should be given to relevant policies in the development plan according to their degree of consistency with the NPPF. At the heart of the NPPF is a presumption in favour of sustainable development.
- 6.5 All material considerations and any policy conflicts are identified in the considerations and assessment section of the report.

7 RELEVANT POLICIES & GUIDANCE

The National Planning Policy Framework (NPPF)

Brighton & Hove Local Plan:

TR7	Safe development
QD12	Advertisement and signs
QD27	Protection of Amenity
HE1	Listed buildings

- HE6 Development within or affecting the setting of conservation areas.
HE9 Advertisements and signs within conservation areas and on, or in the vicinity of a listed building
HE11 Historic parks and gardens

Supplementary Planning Guidance:

SPG13 Listed buildings- general advice

Supplementary Planning Documents:

SPD07 Advertisements

8 CONSIDERATIONS & ASSESSMENT

- 8.1 The main considerations in the determination of this application relate to public safety and amenity (including visual amenity).

Visual amenity:

- 8.2 The proposed external signage consists of the following:

Church Street:

- 8.3 Digitally printed PVC Banners are proposed, secured top and bottom to wall mounted arms. Lettering and logos proposed are to be cut from brass.
- Western (left) entrance to the Brighton Dome Concert Hall: The addition of two banner signs, one to each side of the entrance, and a 'D' logo and lettering hanging from the ceiling of the inset entranceway. The banners would be illuminated by existing up-lighters recessed into the pavement and the logo and lettering would be illuminated by existing lighting in the ceiling of the recessed entrance.
 - Eastern (right) entrance to the Brighton Dome Concert Hall: The addition of two banner signs, one to each side of the entrance, and a 'D' logo and lettering hanging from the ceiling of the inset entranceway. In this case the existing ceiling is lowered and the logo and lettering will be partially set in front of this structure. The banners would be illuminated by existing up-lighters recessed into the pavement and the logo and lettering would be illuminated by existing lighting in the ceiling of the recessed entrance.
 - Corn Exchange entrance: The addition of two banner signs, one to each side of the entrance, these banners would not be illuminated. At present there is a canopy in situ above the entrance doors, it is proposed under application BH2012/01635 that this canopy be removed. Signage is the form of a 'D' logo and lettering is proposed to be attached to the structure behind the existing canopy.

New Road:

- 8.4 Ticket Office: New lettering is proposed to the fascia of the ticket shop along with lettering to the windows below. The lettering is to be cut from brass. A hanging sign is proposed at first floor level, of painted plywood construction with 'D' logo and lettering vinyls applied. No illumination is proposed.

Pavilion Theatre:

- 8.5 The Pavilion Theatre is to be re-named the Brighton Dome Studio. The existing lettering at first floor level is to be replaced with a 'D' logo and lettering. Two up-lighters below the existing lettering are to be replaced with three new light fittings. A banner sign is proposed to replace an existing banner sign. To the southern side of the building a large 'D' logo is proposed to the upper level of the corner turret. A 'D' logo and lettering are proposed to replace existing lettering. All lettering and logos are to be cut from brass. A map board is proposed to replace an existing poster box situated on a modern brick built structure alongside the barriered vehicular entrance to the south of the buildings. The board is to be exterior grade matt sealed vinyl.
- 8.6 The proposed signage would have a significant impact upon the appearance of the listed buildings. At present, signage to the buildings is relatively low-key and institutional. The proposed signage is of a much bolder appearance. It is intended that the proposed signage would act to identify the location and function of the Dome buildings, directing visitors to the site and to each of the three venues within the site. The proposed colour scheme and branding is intended to provide a more unified appearance.
- 8.7 English Heritage and the Council's Heritage Team have commented upon the proposed signage. The proposals have been the subject of pre-application discussions.
- 8.8 It is acknowledged and accepted that existing signage to the buildings that comprise the Dome complex is currently both inadequate and incoherent and does not meet what would be expected of such an important arts venue, particularly in respect of external signage. This is a particular issue given the size and complexity of the venue and the number of entrances. The Church Street elevation lacks legible signage when seen obliquely from either end and the entrances are not sufficiently clear.
- 8.9 The most prominent element of the external signage is the proposed banners on Church Street, two on each Dome entrance and two on the Corn Exchange entrance. The banners on the Corn Exchange are shorter, to reflect the lower height of this frontage. Policy HE9 and SPD07 strongly discourage high level banner signs, particularly on listed buildings. However, an exception to policy is considered to be justified in this case for the following reasons:
- This is a unique and complex series of historic buildings that are of major importance to the local cultural offer of the city and the character of the area; keeping these buildings in optimum use is essential.
 - Church Street is a wide road and a busy connecting route. The elevations to Church Street are on a significant scale and the banners would not be out of scale with the buildings or with the street scene in general.
 - The design and detailing of the elevations does not allow for the easy incorporation of signage that can be seen from any distance. Alternative options were considered but no more appropriate approach could be found.
 - The banners would clearly mark the grand entrances.
 - The vertical emphasis of the banners would complement the repeated vertical rhythm of the Church Street elevations.

- The colour scheme of the banners is sympathetic to the brickwork.
- 8.10 The comments received acknowledge that banners signs would in many cases be considered inappropriate additions to a listed building. In this case however it is considered that alternative options have been adequately explored and that the proposed banner signs represent the most appropriate solution to deliver the improvements sought. The banners proposed are considered to be restrained in number, size, projection and design and are positioned logically on projecting buttresses. The proposed banners are, overall, considered acceptable. Further details are required regarding the fixing methods of the banners; such details can be secured under application BH2012/01635 for listed building consent.
- 8.11 The proposed logo and lettering to the Corn Exchange entrance is considered to be appropriate. The suspended logo and lettering sets proposed within the Church Street Concert Hall entrances are also considered to be appropriate solutions.
- 8.12 On the Pavilion Theatre the single banner sign would replace the existing banner sign in the same location, whilst the brass lettering would replace the existing stainless steel lettering, externally illuminated as existing. Further brass lettering would be fixed to the southern face of each tower. The large D to the upper tower would be split so as not to run over the horizontal string moulding. The scale of the lettering is considered appropriate and the brass finish would be sympathetic to the brickwork.
- 8.13 The map sign on the south facing brick wall replaces an existing poster display case and is considered to be an improvement over that.
- 8.14 On the booking office a contemporary projecting sign is proposed. The size of this slightly exceeds the maximum size set by SPD07 but given that it is very slim and lightweight in appearance and not illuminated this is considered on balance to be acceptable. The brass lettering to the fascia is appropriate in scale and material.
- 8.15 Overall, the appearance of the proposed signage would serve the desired function and is considered to be appropriate in regard to visual amenity.

Neighbouring amenity:

- 8.16 The proposed signage would not harm neighbouring amenity. The existing and proposed illumination for the signage would not be located in proximity to any neighbouring residential properties and would not be of a strength which would cause harm to neighbouring amenity.

Highway Safety:

- 8.17 The Sustainable Transport Officer has confirmed that the signs are set above the minimum clearance height from the footpath and that the proposed signage would not cause an increased highway safety risk.

Other Considerations:

- 8.18 Heritage Officer and a number of consultation responses have raised the issue regarding the method of fixing of the banner signs, logos and lettering sets to the building. It has also been identified that further information is required regarding the making good of the structure behind the overhanging canopy which is to be removed. Confirmation of the appearance of the proposed lighting fixtures associated with signage to the Pavilion Theatre is also required. These issues will be addressed under the Listed Building Consent application ref. BH2012/01634 which is considered on this agenda.

9 CONCLUSION

- 9.1 It is considered that the proposed signage would have an acceptable visual impact for the reasons detailed above. No significant harm to neighbouring amenity would be caused and an increased highway safety risk would not result. The signage is considered to be acceptable.

10 EQUALITIES

- 10.1 No implications identified.

11 PLANNING OBLIGATION / CONDITIONS / INFORMATIVES

11.1 Regulatory Conditions:

- 1) This consent shall expire 5 years from the date of this notice whereupon the signage shall be removed and any damage repaired unless further consent to display has been given by the Local Planning Authority.
Reason: To accord with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and for the purposes of amenity and public safety.

- 2) The development hereby permitted shall be carried out in accordance with the approved drawings listed below.
Reason: For the avoidance of doubt and in the interests of proper planning.

Plan Type	Reference	Version	Date Received
Location plan			19/06/2012
Location plan – external elements			19/06/2012
Banners – concert hall left	NE-001A	V2	19/06/2012
Suspended logo – concert hall left	NE-001B	V2	19/06/2012
Banner and suspended logo – concert hall left	NE001	V1	19/06/2012
Banner and suspended logo – concert hall right	NE-002	V1	19/06/2012
Banner and replacement glass pavilion high level	NE-004	V2	19/06/2012

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Banner and replacement glass pavilion high level	NE-004	V1	19/06/2012
Letter set and replacement glass – pavilion wall	NE-005	V1	19/06/2012
Letter set and replacement glass – pavilion wall	NE-005	V1	19/06/2012
Letter set – pavilion side	NE-006	V1	19/06/2012
Letter set – pavilion side	NE-006	V1	19/06/2012
Letter set / vinyl – ticket office	NE-014	V1	19/06/2012
Letter set / vinyl – ticket office	NE-014	V1	19/06/2012
Suspended logo – above ticket office	NE-015	V1	19/06/2012
Suspended logo – above ticket office	NE-015	V1	19/06/2012
Map – pavilion side wall	NE-018	V2	19/06/2012
Map – pavilion side wall	NE-018	V1	19/06/2012
Banners – concert hall right	NE-002A	V2	05/07/2012
Suspended logo – concert hall right	NE-002B	V2	05/07/2012
Banners – corn ex entrance	NE-003A	V2	05/07/2012
Letterset – corn ex entrance	NE-003B	V2	05/07/2012
Banner and letterset – corn ex entrance	NE-003	V2	05/07/2012
Design and access statement			25/05/2012
Confirmation of signage materials	Email from applicant		09/08/2012

- 3) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and for the purposes of visual amenity.
- 4) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and for the purposes of public safety.
- 5) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and for the purposes of public safety and visual amenity.
- 6) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

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Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7) No advertisement shall be sited or displayed so as to -
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 8) The illumination of the advertisements shall be non-intermittent.

Reason: To safeguard the appearance and character of the area in accordance with policy QD12 of the Brighton & Hove Local Plan.

11.2 Informatives:

1. This decision to grant advertisement consent has been taken:
 - (i) having regard to the policies and proposals in the National Planning Policy Framework and the Development Plan, including Supplementary Planning Guidance and Supplementary Planning Documents: (Please see section 7 of the report for the full list); and
 - (ii) for the following reasons:-

The proposed signage would have an acceptable visual impact. No significant harm to neighbouring amenity would be caused and an increased highway safety risk would not result.