

<u>No:</u>	BH2022/02872	<u>Ward:</u>	St. Peter's And North Laine Ward
<u>App Type:</u>	Listed Building Consent		
<u>Address:</u>	Brighton Dome (Concert Hall, Corn Exchange And Studio Theatre), Brighton Museum And Art Gallery Church Street And New Road Brighton BN1 1UE		
<u>Proposal:</u>	Display of 7no non-illuminated banner signs, 2no externally illuminated banner signs, 2no non-illuminated hanging logo signs, 2no externally illuminated building identification fascia signs, 1no externally illuminated vinyl lettering fascia sign, 1no non-illuminated wall mounted map sign, 2no non-illuminated wall mounted panel signs, 10no externally illuminated poster frame signs, 5no non-illuminated operational signs, 2no externally illuminated brand identifier fascia signs and 2no non-illuminated information panel menu board signs.		
<u>Officer:</u>	Vinicius Pinheiro, tel: 292454	<u>Valid Date:</u>	09.09.2022
<u>Con Area:</u>	Valley Gardens	<u>Expiry Date:</u>	04.11.2022
<u>Listed Building Grade:</u>	Grade I & Grade II		
<u>Agent:</u>	Lewis And Co Planning SE Ltd 2 Port Hall Road Brighton BN1 5PD		
<u>Applicant:</u>	Brighton Dome And Festival Ltd First Floor Offices The Dance Space 2 Market Square Circus Street Brighton BN2 9AS		

1. RECOMMENDATION

1.1. That the Committee has taken into consideration and agrees with the reasons or the recommendation set out below and resolves to be **MINDED TO GRANT** Listed Building Consent subject to the receipt of no further representations raising additional material considerations within the re-consultation period ending **28th October 2022** and the following Conditions and Informatives:

1. The works hereby permitted shall be commenced before the expiration of three years from the date of this consent.

Reason: To comply with Sections 18 (as amended) and 74 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Informatives:

1. This decision is based on the drawings listed below:

Plan Type	Reference	Version	Date Received
Location Plan	Location Plan		9 September 2022
Proposed Drawing	Signage Details	BA.01	9 September 2022
Proposed Drawing	Signage Details	BA.02-BA.04	9 September 2022
Proposed Drawing	Signage Details	BA.02	9 September 2022
Proposed Drawing	Signage Details	BA.03	9 September 2022
Proposed Drawing	Signage Details	BA.04	9 September 2022

Proposed Drawing	Signage Details	BA.05	9 September 2022
Proposed Drawing	Signage Details	SL.01	9 September 2022
Proposed Drawing	Signage Details	SL.02	9 September 2022
Proposed Drawing	Signage Details	BI.01	9 September 2022
Proposed Drawing	Signage Details	BI.02	9 September 2022
Proposed Drawing	Signage Details	VL.01	9 September 2022
Proposed Drawing	Signage Details	WM.01	9 September 2022
Proposed Drawing	Signage Details	WP.01	9 September 2022
Proposed Drawing	Signage Details	WP.02	9 September 2022
Proposed Drawing	Signage Details	PF.01- PF.03	9 September 2022
Proposed Drawing	Signage Details	PF.04	9 September 2022
Proposed Drawing	Signage Details	PF.05	9 September 2022
Proposed Drawing	Signage Details	PF.06	9 September 2022
Proposed Drawing	Signage Details	PF.07- PF.10	9 September 2022
Proposed Drawing	Signage Details	OP.01	9 September 2022
Proposed Drawing	Signage Details	OP.02	9 September 2022
Proposed Drawing	Signage Details	OP.03	9 September 2022
Proposed Drawing	Signage Details	OP.04	9 September 2022
Proposed Drawing	Signage Details	OP.05	9 September 2022
Proposed Drawing	Signage Details	BR.01	9 September 2022
Proposed Drawing	Signage Details	BR.02	9 September 2022
Proposed Drawing	Signage Details	IF.01- IF.02	9 September 2022
Block Plan			9 September 2022

2. SITE LOCATION

- 2.1. The Listed Building application relates to the Brighton Dome (Concert Hall, Corn Exchange And Studio Theatre), Brighton Museum and Art Gallery Church Street and New Road Brighton. These buildings 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 largely unified by the use of tan brick with stone dressings and by their architectural style and motifs.
- 2.2. The Corn Exchange (with the Dome Theatre) 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. 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

foyer. The Foyer's exterior has a central tall arch with a relief figure of Ceres in its tympanum.

- 2.3. This Studio Theatre is grade II listed and dates from c1935, when it was built as a supper room for the Corn Exchange, by Robert Atkinson in a stylised form of Islamic architecture. It was later converted to a theatre. Its significance largely resides in its external design appearance, a careful mix of 1930s with the Moorish influence of the Pavilion estate buildings. Its copper clad pyramidal roof behind, flanking towers and castellated parapet are key townscape features. The listing includes the booking office adjacent, originally an early 19th century house with segmental bay at first floor.
- 2.4. These buildings occupy a very prominent place within the Valley Gardens conservation area and provide a very significant backdrop and setting to the registered park & garden (Grade II) of the Royal Pavilion gardens and form part of the setting of the Pavilion itself. They also form part of the setting of a number of other listed buildings in Church Street and New Road, including the Grade II* Theatre Royal.

3. RELEVANT HISTORY

- 3.1. There is a lot of history for the Brighton Dome, the most recent including the following:
- 3.2. **BH2022/02873** - Display of 7no non-illuminated banner signs, 2no externally illuminated banner signs, 2no non-illuminated hanging logo signs, 2no externally illuminated building identification fascia signs, 1no externally illuminated vinyl lettering fascia sign, 1no non-illuminated wall mounted map sign, 2no non-illuminated wall mounted panel signs, 10no externally illuminated poster frame signs, 5no non-illuminated operational signs, 2no externally illuminated brand identifier fascia signs and 2no non-illuminated information panel menu board signs. Concurrent Advertisement Consent Application. Under consideration.
- 3.3. **BH2017/01107** - Installation of commemorative blue plaque to front elevation. Approved 22.05.2017.
- 3.4. **BH2013/03093** - Application for approval of details reserved by condition 5 of Application BH2012/01635. Approved 30.10.2013.
- 3.5. **BH2013/00134** - Application for approval of details reserved by conditions 2, 3 and 4 of application BH2012/01635. Approved 21.02.2013.
- 3.6. **BH2012/03201** - Display of externally illuminated letterset sign to Pavilion Theatre and non illuminated banners and letterset sign to Corn Exchange. Approved 24.12.2012.
- 3.7. **BH2012/03200** - Installation of externally illuminated letterset sign to Pavilion Theatre and non illuminated banners and letterset sign to Corn Exchange. Approved 24.12.2012.

- 3.8. **BH2012/01635** - 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. Approved 09.10.2012.
- 3.9. **BH2012/01634** - 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. Approved 09.10.2012.

4. APPLICATION DESCRIPTION

- 4.1. Listed Building Consent is sought for the display of 7no non-illuminated banner signs, 2no externally illuminated banner signs, 2no non-illuminated hanging logo signs, 2no externally illuminated building identification fascia signs, 1no externally illuminated vinyl lettering fascia sign, 1no non-illuminated wall mounted map sign, 2no non-illuminated wall mounted panel signs, 10no externally illuminated poster frame signs, 5no non-illuminated operational signs, 2no externally illuminated brand identifier fascia signs and 2no non-illuminated information panel menu board signs.

5. REPRESENTATIONS

None received

6. CONSULTATIONS

- 6.1. **Heritage: Approve**
These applications are intended to serve the restored and reopened venues and to provide an integral and coordinated approach to wayfaring and signage across the complex of heritage buildings, which is welcomed.
- 6.2. The seven non-illuminated banner signs on the Church Street frontage largely replace existing banner signs, with an additional one at the eastern end marking the Museum. The banners on the Corn Exchange are shorter, to reflect the lower height of this frontage. The two externally illuminated banners on the New Road frontage also replace two previously approved banners, but one would be relocated from the south end of the Studio Theatre to the booking office building at 15 New Road.
- 6.3. Policy HE9 and SPD07 discourage high level banner signs, particularly on listed buildings. However, an exception to policy is recommended 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 and New Road are a wide roads and busy connecting routes. 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 brick elevations do not allow for the easy incorporation of signage that can be seen from any distance.
 - The banners would mostly 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.
- 6.4. There is some concern about the banner on 29 New Road as this is a separate and much smaller scale building with a segmental bay window. A shorter banner here was sought during informal pre-application discussions, but the applicant was unwilling to reduce the length. Nevertheless, in the context of the signage on this elevation overall, there is no outstanding objection.
- 6.5. The other proposed signage to both the Church Street New Road elevations is considered to be appropriately sited and sized and would be suitably restrained. The removal of the previous 'fascia' sign to the first floor brickwork of the Studio Theatre frontage is particularly welcomed, as is the integration of the commercial coffee shop ('Redroaster') signage into the overall scheme in a complementary manner.
- 6.6. There is some concern about the number of poster frame signs but again these are replacing pre-existing ones and have generally been well sited. Four panels would be on the new wall to the café seating area rather than original elevations. It is acknowledged that prior to the major restoration works the Studio Theatre had a long, visually unattractive run of poster panels at ground floor level on New Road and overall the proposals would be a significant improvement over the previous situation.
- 6.7. The signage to the shopfront at 29 New Road, including the fascia vinyls, would be sympathetic to this building and generally in accordance with policy guidance. The other signage is small scale operational signage, mainly to the south (gardens) side, where it would not be prominent and would generally replace and upgrade the current, less coherent operational signage.
- 6.8. Taken overall it is considered that the signage proposals would cause only some very minor harm to the listed buildings and conservation area and this harm would be outweighed by the benefit of a coherent and integrated approach to wayfaring and promotion for this complex of historic public venues, thus helping to ensure that they remain in viable use.
- 6.9. **CAG:** Comments to be provided verbally at committee

7. MATERIAL CONSIDERATIONS

- 7.1. In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the "Considerations and Assessment" section of the report
- 7.2. Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990
- 7.3. The development plan is:
- Brighton & Hove City Plan Part One (adopted March 2016);
 - Brighton & Hove Local Plan 2005 (retained policies March 2016);
 - East Sussex, South Downs and Brighton & Hove Waste and Minerals Plan (adopted February 2013);
 - East Sussex, South Downs and Brighton & Hove Waste and Minerals Sites Plan (adopted February 2017);
 - Shoreham Harbour JAAP (adopted October 2019).
- 7.4. Due weight has been given to the relevant retained policies in the Brighton & Hove Local Plan 2005 according to their degree of consistency with the NPPF

8. POLICIES

The National Planning Policy Framework (NPPF)

Brighton & Hove City Plan Part One

SS1 Presumption in Favour of Sustainable Development
CP15 Heritage

Brighton & Hove Local Plan (retained policies March 2016):

HE1 Listed Building Consent

HE3 Development affecting the setting of a listed building

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

Brighton & Hove City Plan Part Two (Proposed Submission October 2020):

The Inspector published her Final Report into the Examination of the City Plan Part Two 19 July 2022. The Report is a material consideration. The Inspector has concluded that with her recommended changes (the schedule of changes as appended to the Report) that the Plan is sound and can be adopted. The Inspector's report concludes the examination of City Plan Part Two. City Plan Part Two policies, as amended by the Inspector's schedule of Main Modifications, can be afforded significant weight but they will not have full weight until the City Plan Part Two is formally adopted.

DM24 Advertisements
DM26 Conservation Areas
DM27 Listed Buildings
DM29 The Setting of Heritage Assets

Supplementary Planning Documents:

SPD07 Advertisements
SPD12 Design Guide for Extensions and Alterations

Valley Gardens Conservation Area Study

9. CONSIDERATIONS & ASSESSMENT

- 9.1. The main considerations in the determination of this application relate to the impacts of the works undertaken on the historic character and appearance of the Listed Building, and the wider Conservation Area.
- 9.2. In considering whether to grant listed building consent the Council has a statutory duty to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. Moreover, when considering whether to grant listed building consent for development in a conservation area the Council has a statutory duty to pay special attention to the desirability of preserving or enhancing the character or appearance of the area.
- 9.3. Case law has held that the desirability of preserving a listed building or its setting or any features of special architectural or historic interest it possesses, and the desirability of preserving or enhancing the character or appearance of a conservation area should be given "considerable importance and weight".
- 9.4. A site visit was not undertaken, but it was considered that the proposal could be assessed adequately based on photographs provided within the submission, along with 3D satellite views.
- 9.5. As noted by the Heritage Officer, although policies HE9 and SPD07 discourage high level banners, especially on listed buildings, an exception to policy is recommended for this application on reasons including that the banners would mark the grand entrances of the buildings and the design and detailing of the brick elevations do not allow for the ease incorporation of signage. Furthermore, the colour of the proposed banners would be sympathetic.
- 9.6. With regards to the banner proposed at 29 New Road, although the size of the banner is not ideal, this can be accepted when considering the context with the building. Therefore, although some harm is expected, it is not enough to warrant a refusal on this occasion. This view is shared by the Heritage team.
- 9.7. The other proposed signage to both the Church Street New Road elevations is considered to be appropriately sited and sized and would be suitably restrained. The removal of the previous 'fascia' sign to the first floor brickwork of the Studio

Theatre frontage is particularly welcomed, as is the integration of the commercial coffee shop ('Redroaster') signage into the overall scheme in a complementary manner.

- 9.8. Whilst some concern is raised about the number of poster frame signs proposed, it is noted that they will replace pre-existing signs which have generally been well sited. Additionally, the proposal would improve the visual impact of the pre-existing ones, hence are considered to be acceptable overall.
- 9.9. The signage to the shopfront at 29 New Road, including the fascia vinyls, would be sympathetic to this building and generally in accordance with policy guidance. The other signage is small scale operational signage, mainly to the south (gardens) side, where it would not be prominent and would generally replace and upgrade the current, less coherent operational signage.
- 9.10. Although some harm is expected as a result of the advertisements, the signage proposals would cause only some very minor harm to the listed buildings and surrounding conservation area and this harm would be outweighed by the benefit of a coherent and integrated approach to wayfaring and promotion for this complex of historic public venues, thus helping to ensure that they remain in viable use.
- 9.11. The installation of the proposed signage would not cause such adverse harm to the historic character or appearance of the associated Listed Buildings or the wider conservation area to warrant refusal, in accordance with policies HE1, HE3 and HE6 and HE9 of the Brighton & Hove Local Plan, CP15 of the Brighton & Hove City Plan Part One and policies DM24, DM26, DM27 and DM29 of the Proposed Submission City Plan Part 2 (DM24 having more weight than HE9 and policies DM26, DM27 and DM29 can be given significant weight).

10. EQUALITIES
None identified