

Comments from the applicant following the deferral by Committee on 17<sup>th</sup> December 2014

We appreciate that the application was deferred to allow the Applicant the opportunity to amend the scheme as Members have expressed concern over the design as presented to the Planning Committee.

We ask though that the application is determined as it stands. This is not to say that the Applicant is not appreciative of the opportunity that deferment provides and of course would much prefer that all involved were fully supportive of the scheme and critically of course the Planning Committee. However, during the design evolution to that now before the Committee, we have repeatedly consulted and engaged with a wide range of stakeholders. Whilst the Applicant was content with the design approach originally submitted, it has consistently used feedback from these consultations to inform and shape the design of the proposed development that is now before you and indeed accepts that this flexible and collaborative approach has contributed significantly to its improvement. We feel that the proposals have benefited from this level of scrutiny and discussion and the final result is a design that is entirely appropriate for this prominent seafront site for the reasons discussed in the comprehensive and updated Design and Access Statement. It is submitted then that the proposal as it stands is entirely correct.

Critically, the design has been developed to (a) repair the missing link in the South Parade Seafront (b) recreate space to Clarendon Road by setting the building back whereas the approved scheme is hard to the street and neighbours. This delivers a scale of development that is sympathetic to its setting. In terms of its scale, height, massing and materials, the building has been designed to fit in with neighbouring buildings and provide a suitable backdrop to the life of the seafront in a way that is not pastiche but is responsive to the relevant built environment.

It should be stressed that the comments of the Design Panels and those of English Heritage predate the latest amendments, which have been made part in response to them. It should be noted too that no clear suggestion as to what further amendments are necessary has been given.

We have always sought to improve upon the design of the extant planning permission for the site and indeed the resulting development now before you in responding much more sympathetically to its context has fewer apartments than the current consent.

We understand that there is concern in some quarters over the contribution that older person's accommodation may make to the area. This contribution should not be misjudged. The proposal will create over 120 jobs in its construction with more than 20 staff directly employed during its operation as well as of course providing much needed housing generally and older persons housing which is specifically encouraged by Core Strategy Policy CSP19 "Housing Mix". It has also been evidenced that such developments have a positive impact on health and service provision, particularly with the improved well being that arises from a move by residents into more appropriate accommodation with its own care provision built in. Residents can be expected to contribute to local facilities and attractions throughout the day and the year.

The proposal is also presented to Committee with a number of contributions (totalling over £1 million) and conditions agreed through negotiation. It may well be that these would be revised by an Inspector if the proposal did have to be considered by way of an Appeal. If permission can be forthcoming from the Planning Committee, the Applicant would also be content with a suitably worded condition or resolution which would allow Officers and if desired Members to be party to agreement over final detailed finishes. The Council can also be assured that if permission is forthcoming for the proposed development, it will be delivered, and in doing so will at last repair the Seafront and Clarendon Road and bring the site it back to a beneficial and meaningful use.