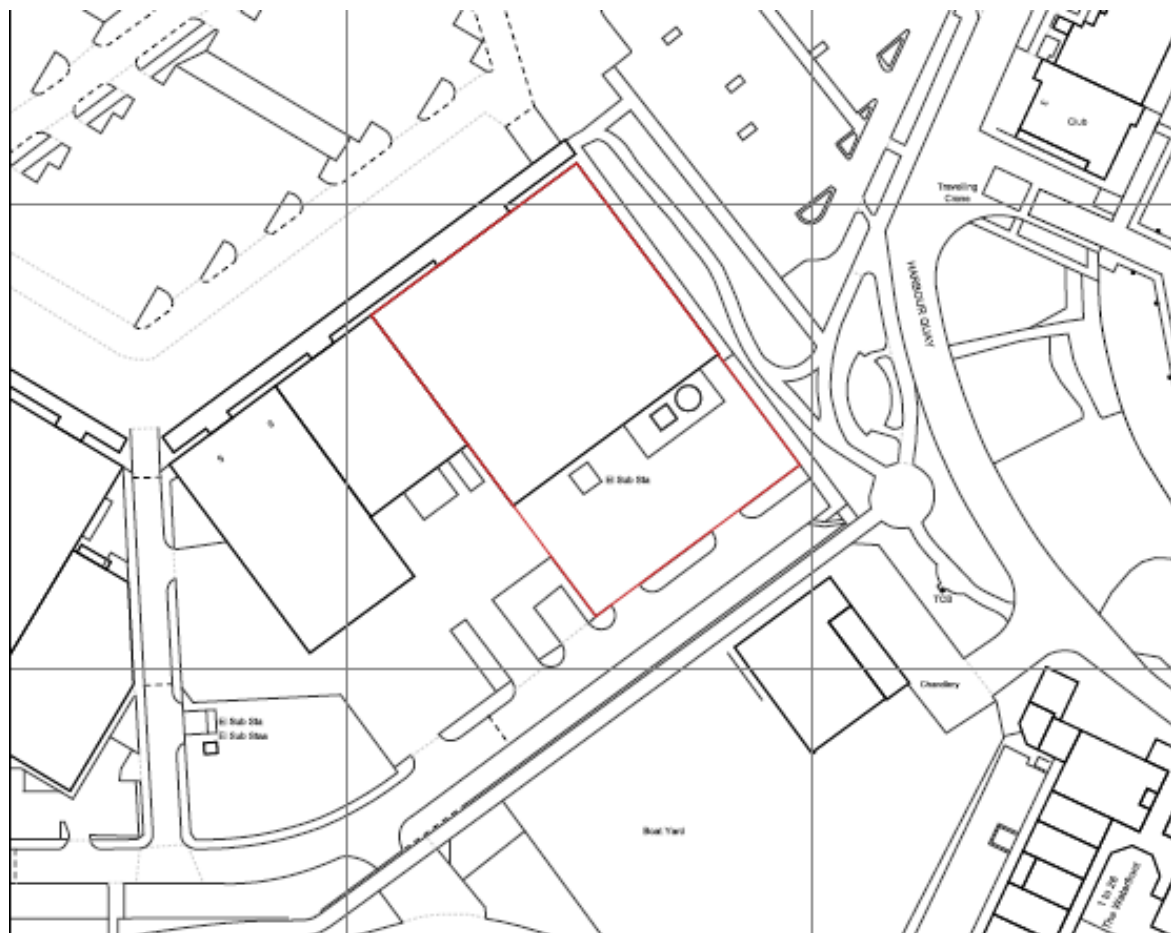


**Report to:** Planning Committee  
**Date:** 29 January 2024  
**Application No:** 230607  
**Location:** Unit 7 And 8, The Crumbles, Eastbourne  
**Proposal:** Retrospective application for consent to display 1no. internally illuminated fascia sign, 2no. non illuminated fascia signs, 2no panel signs and 2no. Sets of glazing graphics to front and rear elevations (amended scheme received 29/11/2023)  
**Applicant:** B&M  
**Ward:** Sovereign  
**Recommendation:** Grant planning permission subject to the standard advertisement conditions listed in section 9.  
**Contact Officer:** **Name:** Chloe Timm  
**E-mail:** [chloe.timm@lewes-eastbourne.gov.uk](mailto:chloe.timm@lewes-eastbourne.gov.uk)

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### Site Location Plan



## **1. Executive Summary**

- 1.1 The application is presented to Planning Committee due to the level of representations received objecting to the advertisements on ground of amenity impacts, both visual and from strong external illumination.
- 1.2 The proposed advertisements are already displayed and the application is seeking retrospective Advertisement Consent. The proposals have been revised during the course of the application at Officer request to reduce the impact. The revised proposals include retention of the signage to the front and rear elevations. Signage on the side elevation would be removed together with omission of all illumination on the side and rear elevations.
- 1.3 Following the amendment to remove the external illumination to the rear fascia sign and the removal of the side fascia sign altogether, the application is acceptable and is recommended for approval subject to conditions listed within the report.

## **2. Relevant Planning Policies**

### **2.1 National Planning Policy Framework:**

2. Achieving sustainable development
4. Decision making
6. Building a strong, competitive economy
12. Achieving well-designed places.

### **2.2 Eastbourne Core Strategy 2006-2027:**

- B1: Spatial Development Strategy and Distribution
- B2: Creating Sustainable Neighbourhoods
- C14: Sovereign Neighbourhood Policy
- D1: Sustainable Development
- D2: Economy
- D4: Shopping
- D10a: Design.

### **2.3 Saved polices of the Eastbourne Borough Plan 2001-2011:**

- UHT1: Design of New Development
- UHT4: Visual Amenity
- UHT12: Advertisements
- HO20: Residential Amenity.

### **3. Site Description**

- 3.1 The site is occupied by a large unit housed within a metal clad structure which was previously in use as a multi-screen cinema, following a change of use planning application approved by the Planning Committee (Ref: 211058) the site is now occupied by retailer B&M.
- 3.2 The unit is part of the Crumbles Retail Park which consists of a number of similar sized units, primarily in retail use, which are arranged around a large car parking area.
- 3.3 The retail park is accessed via a roundabout on the A259 (Pevensey Road) that is dual carriageway to the west and single carriageway to the south. Pedestrian access is available via crossings on the A259 as well as from the wider Sovereign Harbour development to the south of the site.
- 3.4 Site Constraints:  
Flood Risk Zones 2 and 3.

### **4. Proposed Development**

- 4.1 The application is seeking retrospective planning permission for advertisement consent to display signs to the front and rear elevations of the site, with signage at ground floor level on the rear fence.
- 4.2 To the front elevation the signage includes 1no internally illuminated fascia sign and 2no sets of glazing graphics.
- 4.3 To the rear elevation the signage includes 1no non-illuminated fascia sign, and 2no panel signs.
- 4.4 The proposed signage on the rear boundary fence would be non-illuminated.

### **5. Relevant Planning History**

- 5.1 EB/1986/0431 - Comprehensive mixed-use development for residential, commercial business, hotel, leisure, and a retail element not exceeding 240,000 square feet gross, also including the constructions of harbours and associated works.  
Approved Conditionally – 20/05/1988.
- 5.2 110848 - Demolition of existing health and fitness building, formation of a new pedestrian link and the erection of commercial units (Class A1, A2, A3, D1 and/or D2) facing towards the new pedestrian link, with a replacement cinema above. Change of use of the existing cinema to Class A1 Retail Use, and an extension of existing unit 6 for retail purposes, along with new/ replacement Mezzanine Floors in the retail units. External works to refurbish the retail units, improvements to the related pedestrian walkway and formation of additional car parking. Provision of new

vehicular accesses from Atlantic Drive and Harbour Quay (limited to use only by buses).

Approved Conditionally – 28/11/2012.

- 5.3 180666 - Change of use of unit 7 (Ground and First Floor) from a cinema (Use Class D2) to Retail (Use Class A1).

Approved Conditionally – 03/01/2019.

- 5.4 180667 - Extension of existing mezzanine floor in Unit 7 to be used for retail purposes (Use Class A1).

Approved Conditionally – 03/01/2019.

- 5.5 211058 - Change of use of former cinema (sui generis) to Class E(a) and erection of external garden centre.

Approved Conditionally – 19/05/2023.

## **6. Other Representations**

### **6.1 Notification:**

Notification of this application has been undertaken in the form of:

- a. neighbour notification letters
- b. site notices displayed in roads neighbouring the site and

### **6.2 Neighbour Representations:**

63 letters of objection have been received, which raise the following concerns based upon material planning grounds:

- Visually intrusive across the harbour.
- Out of keeping with the character of the harbour.
- Illumination is too bright.
- Side and rear signs are too large.

Side and rear signs are not necessary.

Objections also included comment on the signage impacting the value of properties in the harbour, this is not a material planning matter and is not considered as part of the application process.

## **7. Appraisal**

### **7.1 Key Considerations:**

The key considerations for this advertising consent application are the impact on the residential amenity of surrounding occupiers and the visual amenity of the surrounding area.

## 7.2 Principle:

The provision of an appropriate amount of advertising to support the business occupying the site is considered to be acceptable, subject to the satisfaction of relevant planning policies.

## 7.3 Design, Character and Impact Upon Surrounding Area:

The signage proposed to be retained is to the front and rear elevations of the building with the colour/material palette being the corporate signage for all B&M Stores. Only the fascia sign to the front is proposed to be internally illuminated, with no other illuminated signs.

The original scheme submitted included a fascia sign to the side elevation which was illuminated externally from above and external illumination to the rear fascia sign. During the course of the application, the scheme has been amended to remove the external illumination to the rear and to remove the side fascia sign altogether.

It is therefore considered that the signage provides a reasonable level of advertising for the retail occupier of the site.

The application site is located on a plot which is visible within wider ranging views across Sovereign Harbour. Concerns have been raised by residents of the harbour over the visual impact the signage has on the character and tranquillity of the harbour.

The original scheme to include illuminated signs to the side and rear elevations were considered to have a detrimental impact on the character of the harbour, particularly at night-time. However, the amended scheme is to remove the sign and illumination to the side elevation and to remove the illumination to the rear elevation. This will ensure that there would be no unacceptable light spillage towards the harbour waters.

The harbour is occupied by various commercial businesses and the signage to the rear is not out of keeping with this setting. It is noted that other retail occupants of The Crumbles do not have signage to the rear, but the other units are not located on a corner plot where an advertising campaign to the rear would be of benefit.

The representations received did not raise any concerns over the signage to the front elevation facing into The Crumbles. The signage to the front is in line with other retail occupiers in the shopping area and is acceptable in terms of design and illumination.

## 7.4 Residential Amenity:

The site is not located directly adjacent to any residential dwellings, with those in closest proximity being separated from the site by a considerable distance, with the waterfront carparking area positioned between residential areas and the site.

The advertising, which includes 1no. illuminated fascia to the front elevation, would therefore not result in any detrimental impact upon residential amenity by way of light emissions.

7.5 Human Rights Implications:

The impacts of the proposal have been assessed as part of the application process. Consultation with the community has been undertaken and the impact on local people is set out above. The human rights considerations have been taken into account fully in balancing the planning issues; and furthermore, the proposals will not result in any breach of the Equalities Act 2010.

**8. Recommendation**

8.1 It is recommended the application be approved, subject to standard advertising conditions as set out below.

**9. Conditions**

9.1 1) The period of consent lapses at the expiration of five years from the date of issue.

2) 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.

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

4) Any advertisement displayed, and any site used for the display of advertisement, shall be maintained in a condition that does not impair the visual amenity of the site.

5) 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

6) 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.

7) The advertisements, hereby permitted, shall not comprise intermittent or flashing illumination and the level of illumination shall not exceed that recommended by the Institute of Lighting Engineers in its current Technical Report Number 5.

The reason for imposing the above conditions are:

1 – To comply with regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Any

advertisement may continue to be displayed after this date, subject to the same conditions as set out in the Consent and the power of the District Planning Authority to require discontinuance of the display under Regulation 8.

2-6 – Standard Conditions required to be imposed by Regulation 2(1), in the interest of amenity and public safety as required by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

7 – In the interest of public and highway safety and the amenity of neighbouring occupants.

**11. Appendices**

11.1 None.

**12. Background Papers**

12.1 None.