

Eastbourne Borough Council

Planning Committee

31 January 2012

Report of the Head of Planning

List of Planning Applications for Consideration

- 1) EASTBOURNE SEAFRONT, FROM HOLYWELL TO FORT FUN, EASTBOURNE**
Erection of nine permanent non illuminated directional and distance information signs. The nine signs are to be located between Holywell and Fort Fun.
EB/2011/0594(ADV), DEVONSHIRE Page 3
RECOMMEND: APPROVE CONDITIONALLY
- 2) EASTBOURNE CENTRE, 47 - 53 GRAND PARADE, EASTBOURNE**
Display of two totem signs fronting Grand Parade.
EB/2011/0601(ADV), MEADS Page 11
RECOMMEND: SPLIT DECISION
- 3) FLAT 2, 6 SOUTH CLIFF, EASTBOURNE**
Replacement UPVC windows.
EB/2011/0705(HH), MEADS Page 15
RECOMMEND: APPROVE CONDITIONALLY

J. F. Collard
Head of Planning

23 January 2012

Planning Committee

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Report of the Planning Manager

Background Papers

1. Town and Country Planning Act 1990
2. Planning (Listed Buildings and Conservation Areas) Act 1990
3. The Planning and Compensation Act 1991
4. The Town and Country Planning General Regulations 1992
5. The Town and Country Planning (General Permitted Development) Order 1995
6. The Town and Country Planning (General Permitted Development) Order 1995 (Amendment) (No. 2) (England) Order 2008
7. The Town and Country Planning (General Development Procedure) Order 1995
8. The Town and Country Planning (Use Classes) Order 1987 (as amended)
9. The Town and Country Planning (Control of Advertisements) Regulations 2007
10. DoE/ODPM Circulars
11. DoE/ODPM Planning Policy Guidance Notes (PPGs) and Planning Policy Statements (PPSs)
12. East Sussex and Brighton & Hove Structure Plan 1991-2011
13. Eastbourne Borough Plan 2001-2011
14. Eastbourne Townscape Guide 2004
15. East Sussex County Council Manual for Estate Roads 1995 (as amended)
16. Statutory Instruments
17. Human Rights Act 1998
18. The Planning and Compulsory Purchase Act 2004

Note: The documents listed above and the papers referred to in each application report as "background papers" are available for inspection at the offices of the Economy, Tourism and Environment Department at 68 Grove Road on Mondays, Tuesdays, Thursdays and Fridays from 9.00 a.m. to 5.00 p.m. and on Wednesdays from 9.30 a.m. to 5.00 p.m.

Eastbourne Borough Council

Planning Committee

31 January 2012

Report of the Planning Manager

List of Planning Applications for Consideration

Committee Report 31 January 2012

Item 1

App.No.: EB/2011/0594	Decision Due Date: 28/11/11	Ward: Devonshire
Officer: Chris Cave	Site visit date: 25/10/11	Type: Minor
Site Notice(s) Expiry date: 15/11/11 Neigh. Con Expiry: n/a Weekly list Expiry: 19/11/11 Press Notice(s)- : 23/11/11		
Over 8/13 week reason: This application has been taken to Planning Committee within the eight week period.		
Location: Eastbourne Seafront, from Holywell to Fort Fun		
Proposal: Erection of permanent non illuminated directional and distance information signs.		
Applicant: Tourism Department, Eastbourne Borough Council		
Recommendation: Approve subject to conditions.		

Updated Status:

The application went before Planning Committee on the 29/11/11; the committee raised concerns regarding the signage supports and requested that when redesigning the signage, consideration be given to the existing street furniture along the seafront. Councillor Jenkins requested that the signage be extended along the seafront to include Sovereign Harbour, as this area was not represented, and should be tied in as part of the entire seafront. Consequently amended plans have been received showing altered timber supports with cast iron tops.

Consequently the application was deferred and officers were requested to source further information and seek an alternative design.

Amended Design

An amended scheme has been received and new changes to additional locations for the sign and a comprehensive remodelling of the proposed signs.

Additional Locations

The Committee will be verbally informed of the additional locations.

Amended Design

The applicant has heeded the concerns raised by the original scheme and have comprehensively remodelled the proposal. The graphical information of the signs remains unaltered, the main change relates to the timber supports. The timber posts have been reduced in proportion and are now proposed to be 120mm square, these posts will incorporate capping, and these posts are not painted. In addition the panelling below the sign has been reduced to one plank; this balances the name/location plank above the sign.

Consultations

Conservation Officer

The application is for permanent non illuminated directional and distance information designs, between Holy well and Fort Fun. The signs are located along the historic esplanade, which runs along the seafront. Seven of the signs are situated within Meads Conservation Area and the Town Centre and Seafront Conservation Area. It is also within the setting of a number of listed structures, including the Pier and the Bandstand.

The location of signs within the conservation areas is considered to be acceptable and raises no concerns.

The signs themselves are considered acceptable in terms of their size and the visual display of information.

The amended plans have addressed the concerns raised over the bulk of the posts, and are considered acceptable in the conservation area. The capped tops help to provide a connection to the historic Eastbourne seafront, while remaining simplistic in their design.

This application raises no conservation concerns

CAAG

This application was reported to CAAG on 10/01/12 and the full minute is reported below.

The Development Manager updated the Group on application **EB/2011/0594** (Advertisement) **EASTBOURNE SEAFRONT, FROM HOLYWELL TO FORT FUN, EASTBOURNE** which had been discussed at the previous Conservation Area Advisory Group meeting on the 22 November 2011.

The Group was advised that following objections raised by the Group and deferral at the Planning Committee on 3 January 2012, the application had been revised with an amended design to the supporting posts.

The revised proposal consisted of more elegant unpainted support posts with cappings and modifications to the extent of timber slats were promoted. The Development Manager advised the Group that concerns had been raised over maintenance of the posts.

Mr Roger Clark, Eastbourne Hospitality Association addressed the Group in support of the original proposed timber support posts. To address the concerns that the Group had raised at the previous meeting, Mr Clark brought a sample of a slimmer timber that was less bulky. Mr Clark also identified that using timber would be more environmentally friendly.

Councillor David Tutt, Leader of the Council addressed the Group in favour of the timber support posts and agreed with the Development's Manager concern regarding maintenance of the revised posts.

CAAG Comments: The Group objected to the revised posts and it was felt that maintenance would be a problem. The Group supported the design of the timber sample brought by Mr Clark as it was less bulky that what had originally been proposed. The Group also suggested that the posts have an iron cast top for protection. It was also advised that the panelling at the top of the signage be replicated below.

Assessment

There is no objection to the proposed additional locations and the extension of the scheme into Sovereign Harbour is welcomed and it will help to support the attractions and businesses that feature in this part of the Borough.

It is considered that the revised design is wholly more elegant in its proportion than the original scheme and as given the majority of the signs are in very prominent locations within Conservation Areas they are considered to be more appropriate to their seafront promenade location. The timber elements to the signs are to be unpainted and as such will weather over. Oak overtime will turn a silver/grey colour; it is considered that this appearance would not materially affect the character and appearance of the specifications.

In conclusion the scheme is considered to be acceptable and recommended for approval.

For ease of reference the original report has been appended to this report.

Original Report

Reason For Referral To Planning Committee:

The application is submitted by Eastbourne Borough Council and given the number and location of the signs they will be viewed by local residents as well as visitors to the Borough and as such their impact and reputation of the Council will be seen through them it is considered therefore that the application should be reported to Planning Committee for consideration.

Planning Committee:

The application is for the erection of nine permanent non illuminated directional and distance information signs. The signs are to measure 2m in height, 1.5m in width and 0.225m in depth. The visual part of the signage is to be constructed from aluminium and the signage supports from timber. They are to be located along nine points along the seafront from Holywell to Fort Fun.

Planning Status:

Town Centre and Seafront Conservation Area

- Preferred Area for Tourist Attractions and Facilities

Relevant Planning Policies:

UHT1 – Design of New Development

UHT4 – Visual Amenity

UHT15 – Protection of Conservation Areas

T08 – Tourist Attractions and Facilities

Site Description:

As highlighted in the proposed description above, this application relates to nine individual locations along Eastbourne's seafront. Each location is briefly described below.

Location 1 – Holywell

The site is located at the end of the seafront promenade in Holywell. It is bordered by the beach to the south and east, to the west by beach huts and a small toilet block and to the north a small path winds up to the hill top. To the north east, the promenade continues towards the centre of Eastbourne past a small single storey building.

Location 2 – The Wish Tower

The site is located close to the Wish Tower, just to the north east and close to Grande Parade which lies to the west. Immediately surrounding the site the beach lies to the east, to the south the promenade continues to Holywell, a separate road leads up to the Wish Tower and further to the west are larger lawned areas, to the west is a small junction of roads leading up to Grande Parade and to the north the promenade continues to the Pier.

Location 3 – The Bandstand

The site is located to the south of the bandstand. To the west Grande Parade is located and sits just behind a 5m brick wall. To the north, in close proximity to the site lies a single storey toilet block with the Pier further beyond, to the east and south lays the beach. The promenade is located adjacent to the site running to the north and south.

Location 4 – The Pier

The site is located immediately to the south of the pier. To the west is Grande Parade which is raised from the site and sits behind a large single storey toilet block. To the south and east lies the beach. The promenade is located adjacent to the site running to the north and south.

Location 5 – Marine Gardens

The site is located opposite Marine Road to the north of the pier. To the west is Marine Road which is located immediately behind a 1m high brick wall, to the north the promenade continues along the coast, bordering the road, to the east and south lays the beach and to the south the promenade runs towards the pier.

Location 6 – Redoubt

This site is located just south of the Redoubt Fortress. The site itself sits between the promenade to the east and Royal Parade to the west. A small covered seating area and a 0.5m high brick wall separates the site from Royal Parade. To the north is Redoubt Gardens where beyond the Redoubt Fortress is located. To the east and south lies the beach.

Location 7 – Treasure Island

The site sits immediately in front of the Treasure Island premises, which lies to the north and east. The Treasure Island building which lies to the north is currently redundant and has cream rendered walls and a tiled roof. To the east lies the car park which serves the Treasure Island plot. To the south and east lies the beach. In addition the promenade runs adjacent to the site from the south west to the north east.

Location 8 – Fishermans Green

The site is set back from the seafront and is located to the west of the fisherman's huts, which are opposite Royal Parade and consist of single and two storey high structures. To the north east between the site and Royal Parade is a large car park and tennis courts. To the south lies the beach and to the east and west is the promenade footpath.

Location 9 – Fort Fun

The site is located immediately in front of Fort Fun. To the west lies the car park for Fort Fun and to the east and south lays the beach.

Proposed development:

The application is for the erection of nine permanent non illuminated directional and distance information signs. The signs are to measure 2m in height, 1.5m in width and 0.225m in depth. The frame of the sign is to be constructed from timber and the visual part of the signage from aluminium. They are to be located along nine points along the seafront from Holywell to Fort Fun.

Consultations:

Conservation Officer

The application is for 9 permanent non illuminated directional and distance information designs, between Holywell and Fort Fun. The signs are located along the historic esplanade, which runs along the seafront. Seven of the signs are situated within Meads Conservation Area and the Town Centre and Seafront Conservation Area. It is also within the setting of a number of listed structures, including the Pier and the Bandstand.

The location of signs within the conservation areas is considered to be acceptable and raises no concerns.

The signs themselves are considered acceptable in terms of their size and the visual display of information. I have some concerns over the use of large timber supports/posts. These are not considered to be in keeping with the historic urban seafront, and I would recommend that the application should be amended to find a suitable replacement.

Therefore the application is acceptable with certain revisions to the posts of the main structure.

Trees and Woodland

There are no trees and woodlands issues relating to this application.

Planning Policy

Planning Policy does not raise any objections to this proposal.

CAAG

CAAG had not met by the time this report was written so members will be verbally informed of their response at planning committee.

Tourism

The tourism department is in support of this application.

Neighbour Representations:

The application had been advertised by site and press notices, as a result of this publicity no representations had been received.

Appraisal:

Visual Amenity

It is considered that all of the proposed signs are well located, at landmark points along the seafront. With the majority only visible from the seafront promenade, only two signs (signs five and six) will be seen from the highway. This is advantageous as it greatly limits the impact on the wider area and keeps the signs relationship with the area firmly focussed on the promenade walkway.

It is deemed that the signs are an ideal size as in measuring 2m in height, 1.5m in width and 0.225m in depth, they are not of a size or scale to become prominent features on the seafront and given their precise locations along the promenade it is considered that the character of the seafront especially the stretches of the Conservation Area are preserved.

Tourism

It is considered that the principle of having directional and informational signage provides local residents, visitors and tourists with an interesting element to their walk along the seafront whilst also providing them with local knowledge about the area.

In addition it is considered that the walk could become a local attraction and offer people a suitable alternative to a walk in the countryside or even encourage people who haven't walked to participate. The advantageous element is that the walk is ideally close to the town centre with its range of shops, restaurants, attractions and services and if the signs could signpost these local facilities then the local economy would clearly benefit

It is accepted that other similar seafront towns have promenade signage, however it is considered that with the proposed signage and the information and graphics that are proposed, they are such that they will promote Eastbourne and create a sense of local distinctiveness.

Conservation Area

The Conservation Officer Comments above that the signs are suitable in terms of their location, size and visual display but the use of timber is not appropriate to a Victorian Seafront.

Officers support this decision and recommend that a condition be placed on the application requesting details of the signs support to be submitted to and approved in writing by the Planning Department.

Human Rights Implications:

None

Conclusion:

This application is recommended for approval.

The amount of signage is considered to be at the right level and will not become unwanted developments on the seafront or take away from the character of the area. The location of the signs is well thought out, not only due to their location at landmark points, but also because only two signs are noticeable from the road, they relate very well to the promenade walk and will not have a detrimental impact on the wider area. There are no concerns over the size of the signs as they are the right size to be noticed by the public but also not too large that they will become over dominant in relation to their locality.

It is considered that the signs support the Council's wider tourism perspective and will encourage local residents to use the promenade more as well as enticing people from outside the area to take a walk along the Eastbourne seafront.

Given the signposting to local attractions and facilities it is considered that local shops, attractions and facilities may well benefit and as such the signs may boost the local economy.

The only point of concern as noted by the Conservation Officer is the materials used by the signs supports, which is not considered to be appropriate to the Victorian seafront. It is considered that this is a minor element to the acceptability of the proposed signage and as such to solve this issue a condition is recommended, requesting details to be submitted for the signage support.

Recommendation:

RECOMMEND: Permission be granted subject to the following conditions:

- (1) Commencement of development
- (2) In accordance with plans

SUMMARY OF REASONS FOR DECISION

The proposed development is considered acceptable for the following reasons:

It does not adversely impact on the conservation area or visual amenity and promotes the tourist industry and therefore complies with the relevant policies in the Eastbourne Borough Plan 2001-2011.

Appeal: Should the applicant appeal the decision the appropriate procedure to be followed, taking into account the criteria set by the Planning Inspectorate, is considered to be **written representations.**

Committee Report 31 January 2012

Item 2

App.No.: EB/2011/0601	Decision Due Date: 24/11/11	Ward: Meads
Officer: Chris Cave	Site visit date: 15/11/11	Type: Advertisement
Site Notice(s) Expiry date: 23/11/11 Neigh. Con Expiry: n/a Weekly list Expiry: 23/11/11 Press Notice(s)- : 30/11/11		
Over 8/13 week reason: The press notice expiry date was after the target decision date and therefore the application could be sent through in time		
Location: Eastbourne Centre, 47-53 Grande Parade		
Proposal: Display of two totem signs fronting Grand Parade		
Applicant: Eastbourne Centre		
Recommendation: Spilt decision, approve and refuse		

Reason for referral to committee:

To understand members decision prior to refusal given the implications for inward investment.

Planning Status:

- Tourist Accommodation Area
- Conservation Area

Relevant Planning Policies:

UHT1 – Design of New Development

Site Description:

Application property is the Eastbourne Centre hotel situated on the corner of Grande Parade, Howard Square and Lascelles Terrace. The hotel is of a modern appearance with glass windows, plastic balconies and concrete supports. The hotel is accessed via steps from Grande Parade onto a platform area in front of the hotel.

Relevant Planning History: N/a

Proposed development:

Display of two totem signs fronting Grand Parade. The totem signs are to measure 2.5m in height, 0.9m in width and 0.2m in depth. The main body of the sign is to be folded aluminium and finished in white with a wraparound section again aluminium and finished in brown. The letters and logo of the hotel are to be internally illuminated. Both signs are proposed to be located on the platform immediately in front and to the side of the hotel with one on the corner of Howard Square and Grand Parade and the other on the corner of Lascelles Terrace and Grand Parade.

Consultations:Conservation Officer

The application is for two totem signs splayed at the corner of the property along the Grand Parade. The building is modern and could utilise modern signage in its advertising.

However the current proposal raises concerns. The first is the design of the structure itself. The dark waved section of the sign and the illuminated wording is acceptable. However the design should be amended so that the white section of the totem is removed, this would simplify the design and make it more acceptable for the conservation area and to the building.

The proposed colour is brown. A sample of the proposed colour and material of the sign will be needed.

The second concern is the location of the sign on the Howard Square side of the building. The location of the other totem does not raise any concerns.

The concern is that the chosen location is prominent, and exposed as it is position outside the confines of the main bulk of the building, created by the projecting 1st floor balconies. The location on the post should remain splayed but should be set back inline within the balconies above. This will reduce the impact it will have on the conservation area and Howard Square (Grade II listed), as the balconies already impact on their setting but will still allow it to be highly visible from the streetscape.

Therefore this application is acceptable in principle, but certain amendments need to be made as specified above.

Neighbour Representations:

One letter of objection was received and mentioned the point that the siting of the signs would have a detrimental view of Howard Square when viewed from the sea.

Appraisal:

Highway Safety

It is considered that the impact on highway safety is acceptable. Although the totem signs are of a fairly large size, they are located on the raised platform in front of the hotel and are therefore set back from the road by enough distance so as not to become a distraction. In addition, the nature of the sign in stating the business name and logo is a form of advertising, simple in nature, that will not distract vehicle user's attention for significant periods of time.

Visual Amenity

It is considered that the design of the signs is appropriate. Although the Conservation Officer has stated that the white section of the sign should be removed to make the sign more simpler, the white section is not a large element of the sign and therefore does not have such a detrimental impact on the character of the conservation area to warrant removing it from the plans. The location of the sign on the Lascelles Terrace is acceptable as it is set back from the road and kept within the site on the raised platform area. The Conservation Officer however as requested that the sign on the Howard Square side should be set back in line with the balconies as it will reduce the impact on visual appearance of Howard Square. It is considered that this point is fair and this sign is recommended for refusal.

Neighbour Objection

The objection comment raised was that the sign would have a detrimental impact on the view into Howard Square from the sea. However, again, it is felt that given the large backdrop of the hotel and the open wide views to Howard Square the sign would not become a distinctive feature and ruin the view along Howard Square.

Human Rights Implications:

None

Conclusion:

This application is a split decision with one sign recommended for approval and the other refusal. As both signs are set back from the road and advertise just the name and logo of the Hotel, they will not become a major distraction for vehicle users. Concerns were noted with regard to the size of the white sections of the signs in relation to the overall size of the sign, however the white sections are not deemed large enough to have a detrimental impact on the visual amenity of the sign. The location of the Lascelles Terrace sign is deemed appropriate as it is set back from the road, however the Howard Square sign is recommended for refusal as it is in a prominent position and due to its large size will have a detrimental impact on the character of the Listed Square.

Recommendation:

Split Decision, Approve Lascelles Terrace sign and refuse Howard Square Sign

Lascelles Terrace

(1) – (5) Standard Advert Conditions

SUMMARY OF REASONS FOR DECISION

The proposed development is considered acceptable for the following reasons:

It does not adversely impact on visual amenity or highway safety and therefore complies with the relevant policies in the Eastbourne Borough Plan 2001-2011

Howard Square

The sign by virtue of its size and prominent location will have a detrimental impact on the character and visual appearance of the conservation area and is therefore contrary to Policy UHT15 of the Eastbourne Borough Plan 2001-2011.

(1) In accordance with plans

Appeal: Should the applicant appeal the decision the appropriate procedure to be followed, taking into account the criteria set by the Planning Inspectorate, is considered to be **written representations.**

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Item 3

App.No.: EB/2011/0705	Decision Due Date: 11.01.12	Ward: Meads
Officer: Katherine Quint	Site visit date: 08.12.11	Type: Minor
Site Notice(s) Expiry date:	28 December 2011	
Neigh. Con Expiry:	N/A	
Weekly list Expiry:	28 December 2011	
Press Notice(s):	N/A	
Over 8/13 week reason:	Called to committee by Chair	
Location:	Flat 2, 6 South Cliff	
Proposal:	Replacement uPVC windows	
Applicant:	Mr Norman Lee	
Recommendation:	Approve	

Planning Status:

- Town Centre & Seafront Conservation Area

Relevant Planning Policies:

UHT1	-	Design of New Development
UHT15	-	Protection of Conservation Areas
WD2	-	Windows and Doors (Eastbourne Townscape Guide, 2004)

Site Description:

The four storey, terraced property fronts South Cliff, on a steep incline leading to South Cliff Avenue. As the crow flies it is 57m from the beach – there are several roads and pedestrian routes running through this stretch but no other buildings. The first floor flat incorporates the front elevation.

Relevant Planning History: None

Proposed development:

The applicant seeks permission to install uPVC vertical sliding sash windows replacing existing timber frame windows. This application applies to 4 windows in total: 3 windows within a bay, and a single adjacent window, located on the front elevation and at first floor level. Following the site visit, it is noted that permission is being sought retrospectively.

Applicant's Points: None

Consultations:

Consultation was carried out by site notice, press notice and HBA representation.

HBA (15.12.11):

- Flat 2, 6 South Cliff is in the Town Centre and Seafront Conservation Area. Within the property, a number of the original windows have been replaced with inappropriate UPVC windows, without permission being granted.
- The loss of the remaining historic windows, which do not seem to be in a state of poor repair, would further erode the historic character of the property and impact negatively on the conservation area.
- It would be contrary to the Eastbourne Townscape Guide, Guideline WD2: In conservation areas, Council will normally: a) expect historic buildings to retain the original design and material of their windows and doors.
- Existing timber windows can be easily upgraded using alternative measures, and repairing timber windows is also more sustainable than wholesale replacement with plastic.
- Therefore this application is contrary to policy and is recommended for refusal.

Neighbour Representations:

None. However, the consultation period does not expire until 4 January 2012, so no decision notice can be issued until after that date.

Appraisal:

- I have given consideration to the comments from the Historic Buildings Officer. Taking note that the building sits within a conservation area where the application building itself and those within the immediate vicinity are made up of a mixture of window styles, profiles and materials, it is considered that the proposal would not materially affect the character and appearance of the conservation area.
- I conclude that the level of historic quality in this particular building should respect the original style, but set against this varied nature of fenestration, a refusal based around the use of modern material could not in this instance be substantiated.
- I am satisfied the submitted drawings meet the design requirements set out in Policy UHT1, and in WD2 of the Eastbourne Townscape Guide, in retaining the style of the existing windows, despite the change in material.
- The development should adhere strictly to the submitted plans: a single design for all 4 windows in accordance with design 'Window 1 - vertical sliding sash' of the surveyors report – j7051.

Human Rights Implications: None

Conclusion:

The proposal is not considered to be detrimental to the conservation area which is characterised by a varied mixture of window styles, profiles and materials. By virtue of its design and materials, it meets the policy requirements outlined above, referenced from the Eastbourne Borough Plan 2001-2011 (saved policies, 2007), and the Eastbourne Townscape Guide (2004), subject to conditions.

RECOMMEND: Permission be granted subject to the following conditions:

Conditions:

- Commencement of Development
- In accordance with drawings
- In accordance with drawings

Appeal: Should the applicant appeal the decision the appropriate procedure to be followed, taking into account the criteria set by the Planning Inspectorate, is considered to be **written representations.**