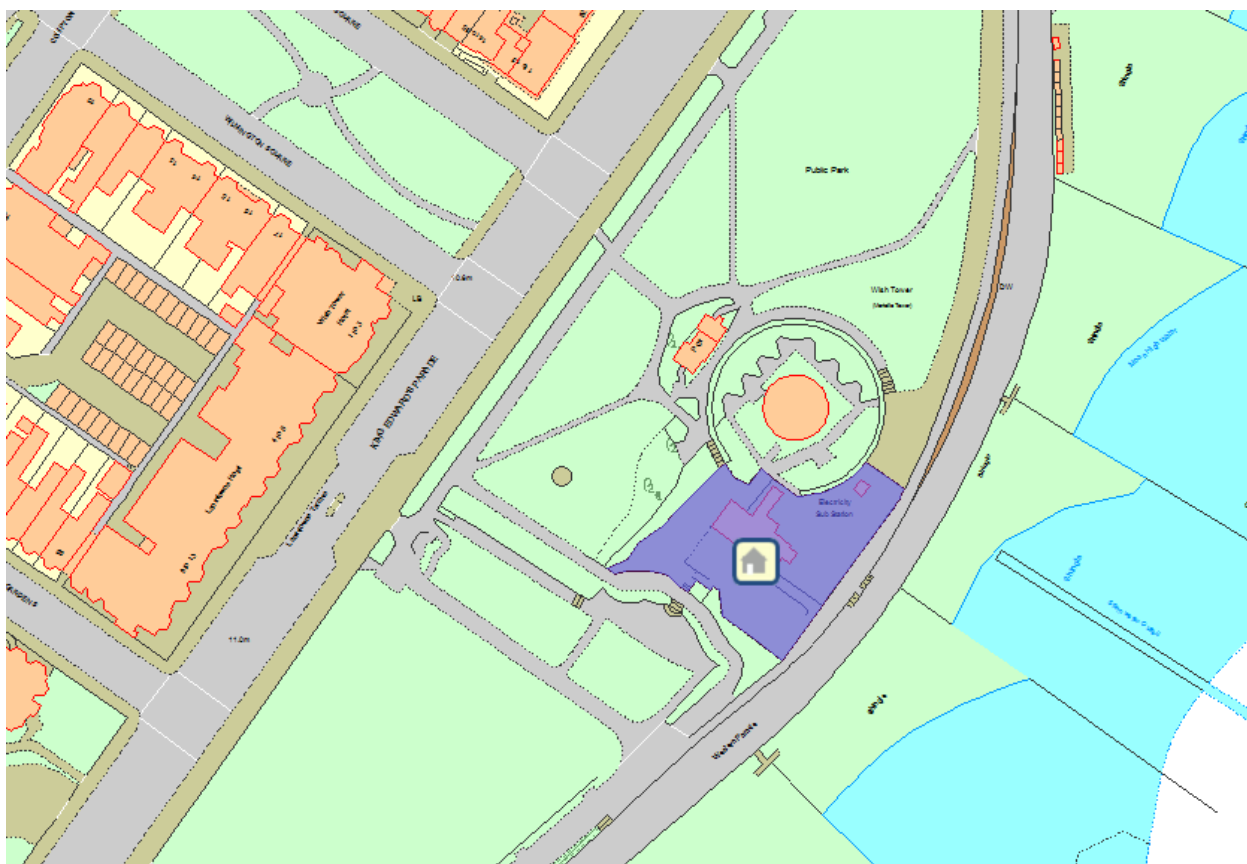


App.No: 190157	Decision Due Date: 14 th May 2019	Ward: Meads
Officer: James Smith	Site visit date: 23 rd April 2019	Type: Advertisement
Site Notice(s) Expiry date: 10 th April 2019 Neighbour Con Expiry: 10 th April 2019 Press Notice(s):		
Over 8/13 week reason: Committee cycle		
Location: Wish Tower Cafe, King Edwards Parade, Eastbourne		
Proposal: 4no roof mounted branding logo signs (3 will be illuminated/with dimmable LED) 1no white neon strapline adjacent to the entrance door. 3no Illuminated menu boxes A4 2no Illuminated menu boxes A3 2no A-frame boards 1no Accessible signage 1no Deliveries signage 6no Logo to planters		
Applicant: Mr Robert Beacham		
Recommendation: Spilt Consent		



1 Executive Summary

- 1.1 This application is being reported to Committee at the discretion of the Senior Specialist Advisor.
- 1.2 The proposed neon strapline sign would introduce a different font to that used in the main signage, however when read with the menu boards does help to assist in directional wayfinding to the main entrance to this venue.
- 1.3 All other signage is considered to be acceptable, subject to controls imposed by suitable planning conditions attached at the end of this report.

2 Relevant Planning Policies

2.1 Revised National Planning Policy Framework 2019

- 2. Achieving sustainable development
- 4. Decision making
- 6. Building a strong, competitive economy
- 7. Ensuring the vitality of town centres
- 8. Promoting healthy and safe communities
- 9. Promoting sustainable transport
- 12. Achieving well designed places
- 16. Conserving and enhancing the historic environment

2.2 Eastbourne Core Strategy Local Plan Policies 2013

- B1 (Spatial Development Strategy and Distribution)
- B2 (Creating Sustainable Neighbourhoods)
- C1 (Town Centre Neighbourhood Policy)
- D1 (Sustainable Development)
- D2 (Economy)
- D3 (Tourism and Culture)
- D10 (Historic Environment)
- D10a (Design)

2.3 Eastbourne Core Strategy Local Plan Policies 2013

- TC1 (Character Areas)
- TC2 (Town Centre Structure)
- TC3 (Mixed Use Development)
- TC7 (Supporting the Evening & Night-time Economy)
- TC8 (Arts Trail)
- TC9 (Development Quality)

2.4 Eastbourne Core Strategy Local Plan Policies 2013

- NE28 (Environmental Amenity)
- UHT1 (Design of New Development)
- UHT4 (Visual Amenity)
- UHT10 (Design of Public Areas)

UHT15 (Protection of Conservation Areas)
UHT17 (Protection of Listed Buildings and their Settings)
HO20 (Residential Amenity)
TO7 (Preferred Areas for Tourist Attractions and Facilities)
TO8 (New Tourist Attractions and Facilities)
TO9 (Commercial Uses on the Seafront)

3 Site Description

- 3.1 The site is currently being developed, with a new restaurant building under construction. The site was previously occupied by a temporary building housing a café and seating area that was originally erected in 2012 to replace a permanent building that had occupied the site but fallen into a poor condition.
- 3.2 The site is located on raised land, immediately adjacent to Martello Tower No. 73, known as the Wish Tower, which is registered as a Scheduled Ancient Monument as well as a Grade II Listed Building. The tower is immediately to the north of the site. The majority of the tower site is encircled by a retaining wall which has a dry moat behind it. A section of the wall adjacent to the site was removed during the 1950's. Planning permission has been granted (under 160128) for part of the removed wall to be replaced by a granite wall serving as a war memorial. The memorial would face inwards, towards the Wish Tower and would be adjacent to a landscaped 'peace garden'.
- 3.3 The site falls within the wider Town & Seafront Conservation Area. The western side of King Edward's Parade, which is opposite the site, is flanked by terraces of four and five-storey buildings, the majority of which date from the mid to late 19th Century and are in use as hotels or guest accommodation.
- 3.4 To the immediate north and west of the tower are gardens positioned on sloping ground known as the glacis, which consists of the spoil produced by the original excavation works for the tower. The western slope runs downwards towards King Edward's Parade. To the south are further gardens which are on more even ground and at a lower level to the site.
- 3.5 To the immediate north and west of the tower are gardens positioned on sloping ground known as the glacis, which consists of the spoil produced by the original excavation works for the tower. The western slope runs downwards towards King Edward's Parade. To the south are further gardens which are on more even ground and at a lower level to the site.

4 Relevant Planning History

- 4.1 180642
Demolition of existing temporary cafe building and replacement with a permanent single-storey building to be used as a restaurant.
Planning Permission
Approved conditionally
29/08/2018

5 Proposed development

5.1 The proposal involves the installation of various advertisements related to the restaurant that will occupy the building currently under construction, these being as follows:-

- 3 x roof mounted signs consisting of individual 'face illuminated' lettering;
- 1 x roof mounted sign consisting of individual non-illuminated lettering (south-eastern elevation);
- 1 x wall mounted illuminated neon strapline sign;
- 5 x illuminated menu boxes at building entrance (3x A4 size, 2 x 3 size);
- 1 x panel sign providing access directions;
- 1 x panel sign to identify delivery area;
- 6 x planters with branding displayed;
- 2 x A-frame boards of no fixed position;

6 Consultations

6.1 Specialist Advisor (Conservation)

6.1.1 Recognise that new signage is required to meet the aspirations of the new facility.

6.1.2 Any materials deployed will, however, also need to work with, respect and honour the privileged heritage setting in which they are located, with an imperative to avoid brash, lurid, outsized and/ or insensitive products that might adversely impact the significance of the site. An excess of branding products is an additional hazard, with the potential to dominate and even degrade the setting.

6.1.3 It is considered that a reasonable balance has been struck through the creation of a manageable palette of products characterised by thoughtful designs that together form a coherent package.

6.2 Historic England:

6.2.1 On the basis of the information available to date, we do not wish to offer any comments. We suggest that you seek the views of your specialist conservation and archaeological advisers, as relevant.

6.2.2 It is not necessary for us to be consulted on this application again, unless there are material changes to the proposals. However, if you would like detailed advice from us, please contact us to explain your request.

7 Neighbour Representations

7.1 No letters of representation have been received from the public. The statutory consultation period has now expired.

8 Appraisal

8.1 Principle of development:

- 8.1.1 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, with particular scrutiny as to the impact upon the adjacent Scheduled Ancient Monument.

8.2 Impact of proposed development on amenity of adjoining occupiers:

- 8.2.1 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 a well-lit main road running positioned between residential areas and the site.
- 8.2.2 The proposed advertising, which includes illuminated elements, would therefore not result in any detrimental impact upon residential amenity by way of light emissions.

8.3 Design issues:

- 8.3.1 The proposed roof signage has been distributed around the building and the branding and colour/material palette of all signs demonstrates a general level of consistency so as to prevent the proposed signage from appearing cluttered or poorly integrated. This is also the case for the branded planters. The proposed directional signage relating to access and deliveries is considered to be discrete and modestly sized, whilst performing an important function that would prevent confusion or conflict during the operation of the restaurant use.
- 8.3.2 It is therefore considered that the proposed roof signage and branded planters would not overwhelm the building on which it is mounted and is considered to provide a reasonable level of advertising for the use occupying the building.
- 8.3.3 The proposed illuminated white neon strapline has been revised since it's initially received and whilst promoting an alternative font and means of illumination is considered to assist in terms of directional signage to the front door of this new venue. In this regard the signage is considered to be acceptable.

8.4 Impact on character and setting of the surrounding area, Scheduled Ancient Monument and conservation area:

- 8.4.1 The proposed signage would be positioned in relatively close proximity to the Wish Tower, which is a Scheduled Ancient Monument. The main signage is of an uncomplicated design that would not introduce clutter. The signage would not project forward of the footprint of the building and would not project above the main roof top height. As such, it would not result in any significant obstruction of views towards or from the Wish Tower.
- 8.4.2 The roof top signage on the north-east, south-west and north-east and north-west elevations would be internally illuminated. It is considered that this would be acceptable given the established presence of illuminated features within the

immediate surrounding area. The level of illumination proposed, at 300 cd/m² is consistent with the intensity of surrounding illumination. It is also considered that the presence of illuminated signage would be appropriate given the function of the building and the contribution it would make to the night time economy.

8.4.3 The roof mounted sign on the south-eastern elevation, which faces out towards the sea, would not be illuminated. This would ensure that there would be no unacceptable light spillage towards the coastline, which in this part of town is relatively dark, tranquil and undisturbed during late night hours.

8.4.4 It is noted that the roof mounted lettering where it is to be illuminated would be internally lit and be dimmable, with controls installed within the restaurant building. Given the sensitivity of the location, it is considered reasonable to attach a condition requiring all illuminated signage to be switched off outside of hours of operation. This would also be beneficial from a sustainability perspective as it reduce energy usage.

8.5 Impacts on highway network or access:

8.5.1 The proposed roof signage would not overhang pedestrian areas and would not present any obstruction to movement. The proposed planted would not create any bottlenecks or impediment to access to the building. No details have been provided as to the positioning of the proposed A-frame boards and, as such, a condition would be attached to any approval given to only allow for the A-frame boards to be positioned within the site area. The condition would also require these boards to be stored securely when the building is not in use in order to restrict clutter and reduce risk of vandalism.

9 Human Rights Implications

9.1 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.

10 Recommendation

10.1 CONDITIONS FOR APPROVED ELEMENTS (10.21-10.25 (below) are standard advertisement conditions attached for the following reason:-

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.

10.2.1 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.

10.2.2 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 the measuring of speed of any vehicle.

10.2.3 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.

10.2.4 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.

10.2.5 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.

10.2.6 All illuminated advertising shall be switched off when the building is not in use.

Reason: In the interests of the amenity of the surrounding area.

10.2.7 The intensity of illumination of any illuminated sign shall not exceed 300 cd/m².

Reason: In the interests of the amenity of the surrounding area.

10.2.8 The proposed A-frame boards shall be stored securely outside hours of operation and shall only be positioned within the red-edged area shown on the site location plan.

Reason: In the interests of pedestrian safety and crime prevention.

10.2.9 The proposed roof top sign on the SW elevation (facing the sea/beach) shall not at any time be illuminated.

Reason: In the interest of the amenity of the site and surrounding area.

10.3 INFORMATIVES:

10.3.1 The development hereby permitted shall be carried out in accordance with the following drawings:

PL-101 P2;

PL-100 P1;

PL-15.03 P2;

PL-200 PL;

SG-15.02 P4

SG-13.05 P2;

SG-5.15 P2;

SG-13.01P2;

SG-5.02 P2;

SG-5.04 P3;
PL-010 P1;
PL-011 P1;

11 Appeal

Should the applicant appeal the decision the appropriate course of action to be followed, taking into account the criteria set by the Planning Inspectorate, is considered to be written representations.