

App.No: 130976 (ADV)	Decision Due Date: 21 March 2014	Ward: Meads
Officer: Hayley Cornford	Site visit date: 17 January 2014 & 17 February 2014	Type: Advertisement
Site Notice(s) Expiry date: 25 February 2014		
Neighbour Con Expiry: 25 February 2014		
Weekly list Expiry: 4 February 2014		
Press Notice(s): 11 February 2014		
Over 8/13 week reason: Decided within statutory timeframe.		
Location: Marlborough House, 3 Old Wish Road, Eastbourne.		
Proposal: Display of Freestanding Totem signs, Post and Panel signs and Digital Display. To be located at: Site 1) junction of Blackwater Road and Grange Road – Totem A, Site 2) junction of Grange Road and Carlisle Road – Totem B, Site 3) College Road entrance – Post and Panel Tray Sign, Site 4) junction of Blackwater Road and College Road – Panel A, Site 5) junction of Carlisle Road and Old Wish Road – Panel B, Site 6) Birley Centre, Carlisle Road		
Applicant: Mr David Steward		
Recommendation: Site 1 – 6 Approve conditionally		

Constraints:

There are a range of buildings within the site, some are on the local list and others are Grade II listed buildings. The entire site is within the College Conservation Area

Relevant Planning Policies

National Planning Policy Framework

Eastbourne Core Strategy Local Plan Policies 2013

C11 Meads Neighbourhood Policy

D10 Historic Environment Listed Building/Building of Local Interest/Conservation Area

D10A: Design

Saved Borough Plan Policies 2007

UHT1: Design of New Development

UHT4: Visual Amenity

UHT5: Protecting Walls/Landscape Features
UHT7: Landscaping
UHT12: Advertisements
UHT15 Conservation Area
UHT16: Protection of Areas of High Townscape Value
UHT17 Protection of listed Buildings
UHT18 Buildings of Local Interest
UHT19: Retention of Historic Buildings
HO20: Residential Amenity

Site Description:

The application site comprises college buildings and a playing field. The site is bordered by Blackwater Road to the north, College Road to the east, Carlisle Road to the south and Grange Road to the west. In key locations around the perimeter of the existing Campus there are existing display/notice boards.

The majority of properties surrounding the site are owned and used by the college.

Relevant Planning History:

There is an extensive planning history of the site with the existing signs being granted consent as follows:

940427

Display of signboard at corner of College Road and Blackwater Road.
Standard advert approval
Decided - 22/09/1994

940428

Display of signboard at corner of Grange Road and Blackwater Road.
Standard advert approval
Decided - 22/09/1994

No trace can be found of applications in respect of the other signage, but they have been in situ for some years.

Proposed development:

The applicant seeks to replace existing signage (in their existing locations) around the perimeter of the site with new/refreshed corporate branding. All of the signs are to share the common features of logo and text.

There are six locations and are described individually below:-

Site 1) junction of Blackwater Road and Grange Road – Totem A

It is proposed to erect a powder-coated aluminium finish sign with vinyl letters, and cut logo (logo only being internally illuminated) and set to a concrete base. The dimensions proposed are 3200mm high, 1600mm wide and 200mm in depth. The concrete base and first 1400mm of the sign would be below the height of the existing perimeter wall, leaving 1800mm visible above the perimeter wall. There are no changes proposed to the existing boundary wall or tree within the vicinity of the site.

A condition is recommended to control the construction of the base in order to protect the tree root area.

Site 2) junction of Grange Road and Old Wish Road – Totem B

It is proposed to erect a powder-coated aluminium finish sign with vinyl letters, and cut logo (logo only being internally illuminated) and set to a concrete base. This sign hosts one of the college notice 'pin-boards' which will be internally illuminated. The dimensions proposed (of the complete unit) are 3600mm high, 1600mm wide and 200mm in depth. The concrete base and first 1800mm of the sign would be below the height of the existing perimeter wall, leaving 1800mm visible above the perimeter wall.

Site 3) College Road entrance – Post and Panel Tray Sign

It is proposed to erect a powder-coated aluminium sign with vinyl letters, logo only internally illuminated set to concrete base. Dimensions proposed are 750mm high, 1600mm wide and 50mm in depth. The sign would be raised on brushed stainless steel posts measuring 1900mm high (to the base of the sign).

Site 4) junction of Blackwater Road and College Road – Panel A

It is proposed to apply an aluminium composite panel to the existing wooden sign with cut vinyl letters and logo. Dimensions proposed are 800mm high, 1300mm wide and 3mm in depth. The sign would be raised on the existing posts.

Site 5) junction of Carlisle Road and Old Wish Road – Panel B

It is proposed to apply an aluminium composite panel to the existing wooden sign with cut vinyl letters and logo. Dimensions proposed are 800mm high, 1300mm wide and 3mm in depth. The sign would be raised on the existing posts.

Site 6) Birley Centre, Carlisle Road

It is proposed to fit a wall mounted 42" digital display unit with a powder-coated aluminium finish. The proposed dimensions are 1110mm high, 700mm wide and 130mm in depth. The sign would be fitted to the wall to the right of the Birley Centre entrance in Carlisle Road.

The sign would display static information of current or upcoming events being held. The information will be controlled by the College and updated as events pass and new ones are to be advertised, but is not proposed to change constantly throughout the course of the day. No third parties are proposed to be using this display.

Consultations:

Internal:

Specialist Advisor (Historic Buildings & Conservation)

• Sites 1, 2 & 3:

Objection. It is considered the scale, material and method of lighting are inappropriate for the setting of the conservation area, would be overly dominating and at odds with the character and nature of the conservation area.

• Sites 4 & 5:

Recommend amendment to painted wood in a moulded frame. It is considered that the material inappropriate for the setting of the conservation area, and that the design lacks suitable detail and is at odds with the character and nature of the conservation area.

- Site 6:
No objection.

Specialist Advisor (Arboriculture)

- Site 1
Raises concerns regarding the method of construction of the concrete base and the likely impact on the tree root area.

External:

Conservation Area Advisory Group

- Pre application scheme was reported to its meeting on the 7th January 2014, they raised no objections to the proposed signage at the Birley Centre. However, they raised objections to the scale, design, materials and method of lighting of all the other signs. The Group also considered that the application provided very poor details in terms of the precise siting of the signs and lack of scaled elevation plans showing the signage in context.
- At its meeting of 18 February 2014, they reaffirmed their comments that were made at pre-application stage. They had no objections to the signs at the Birley Centre (subject to the quality of the materials to be used), but were disappointed that their previous concerns have not been addressed, and the additional information submitted served to reinforce the objections to the scale, design, materials and method of lighting of the other signs.

Neighbour Representations:

No responses have been received.

Appraisal:

Principle of development:

It is accepted that commercial enterprises will seek to maximise opportunities to advertise their businesses wherever possible.

It is evident by the signage that currently exist around the perimeter of the site that the principle of advertisement materially has previously been accepted. Given this there is also a common understanding that at times corporate signage will need to be updated; this is the nature of this proposal.

It is noted that strong concerns have been raised by the Specialist Advisor (Historic Buildings & Conservation) and CAAG, however these views are not wholly supported by the Case Officer and advert applications can only be resisted on visual amenity and highway safety grounds.

Impact of proposed development on amenity of adjoining occupiers and surrounding area:

Sites 1 and 2:

The advertising signs are proposed to be constructed of aluminium with a powder-coated finish and are of modern design with illuminated logo and text.

The size and bulk of these signs is mitigated by their location behind existing boundary walls and as such their impact upon the wider street scene is considered to be appropriate. Similarly given their location and distance to campus buildings it is considered that when viewed public realm towards the backdrop of these important/significant buildings that the signage will not have a detrimental visual impact upon the character and setting of the site and surrounding area.

The proposed materials and method of illumination are deemed to be appropriate.

It is recommended that a condition attached to the approval will control the method of construction to safeguard the tree root area.

Sites 3, 4 and 5:

The proposed signage replaces existing wooden boards with aluminium composite applied to the existing signage, with one possessing an illuminated logo, as such it would have little or no impact upon the visual amenity or character of the site and surrounding area.

Site 6:

The digital display signage is considered to have little or no impact in terms of amenity on occupiers of the surrounding area.

Impacts on trees:

All of the signs are to be sited in pre-existing locations and are not considered to have any adverse impact upon existing trees.

It is recommended that a condition attached to the approval will control the method of construction to safeguard tree root areas.

Impacts on highway network or access:

No response has been received however it is considered that given the size and degree of illumination (logos only) that it is unlikely that the signs will result in any highway safety issues.

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.

Conclusion:

It is considered that the signs propose a modern and fresh design approach to corporate branding for Eastbourne College. The location, materials and degree of illumination would not impact upon the character and setting of the conservation area and are considered to make a positive contribution the setting of the important buildings within the campus.

Recommendation:

Sites 1-6 – Approve conditionally.

Conditions:

Sites 1, 2, 3, 4, 5 and 6:

Standard Advertisement conditions

Site 1 - additional condition

Notwithstanding the detail shown on the plans hereby approved, foundation detail/method of support for the totem signage shall be submitted to and approved in writing by the Local Planning Authority. The details as submitted shall have regard to the foundation design in relation to its proximity to mature trees that exist in the area. The details as approved shall be implemented at the site and retained as such thereafter.

Reason: to safeguard the long term health and vitality of the trees adjacent to the site.

Informative

None.

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.**