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| App.No: 140237 (ADV) | Decision Due Date: 13 May 2014 | Ward: Meads |
| Officer: Toby Balcikonis | Site visit date: 15 April 2015 | Type: Advertisement |
| Site Notice(s) Expiry date: 09 April 2014 Neighbour Con Expiry: 09 April 2014 Weekly list Expiry: 19 March 2014 Press Notice(s): 19 March 2013 | | |
| Over 8/13 week reason: The application is being determined outside of its 8 week deadline due to a referral to Planning Committee at Delegated level. | | |
| Location: The Eastbourne Centre, 47-53 Grand Parade, Eastbourne | | |
| Proposal: Free standing signboard with perimeter LED illumination displaying Hotel logos and information at hotel entrances. "V" Hotel logo fixed to bulkhead. Bar Entrance (South Elevation). Free standing signboard with perimeter LED illumination displaying Hotel logos and information "VISTA" Bar logo fixed to ceramic balcony. Grand Parade (South East Elevation). Hotel logo manifestation to existing glazed balustrades. | | |
| Applicant: Mr Matt Huddart | | |
| Recommendation: Approve with standard advert conditions | | |

Planning Status:

Hotel in prominent seafront location in vicinity of predominant tourist accommodation alongside a block of residential properties.

Constraints:

Listed Building – Grade II - 1971-05-17

Howard Square - Nos. 1 to 6 (consec) & Nos. 9 to 12 (consec)

Conservation Area

Town Centre and Seafront Conservation Area

Relevant Planning Policies:

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| UHT4 | - | Visual Amenity |
| UHT12 | - | Advertisements |
| UHT15 | - | Protection of Conservation Areas |
| HO20 | - | Residential Amenity |
| UHT17 | - | Protection of listed Buildings |

Site Description:

The Eastbourne Centre is a large substantial modern building, which holds a prominent position on the Eastbourne Seafront. The building is a 1970's multi-storey purpose built hotel, consisting of a sub-basement, basement and ground up to seven floors.

The hotel restaurant sought to be refurbished, extends across the mezzanine and 1st floor levels, as a single, high-ceilinged room and opens on to a balcony.

The balcony faces directly south towards the seafront, across the corner of the hotel, and is located above the bar entrance.

The south-west elevation, which is formed of a series of tinted glazed, panels into communal and guest rooms, faces a residential block of apartments, Devonshire Mansions, at a distance of 15.5m from the outside perimeter of the hotel.

Relevant Planning History:

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| App Ref: EB/2011/0601 | Erection of two totem signs fronting Grand Parade |
| Decision: Approved standard conditions - advertising | Date: 02/02/2012 |
| App Ref: EB/2009/0022 / 090825 | Description: Replacement windows throughout and reconfiguration of main entrance doors and upgrading external works |
| Decision: Approved - conditionally | Date: 09/03/2009 |
| App Ref: EB/2012/0186 / 120767 | Single storey, glazed extension to existing mezzanine restaurant, extending onto balcony area. |
| Decision: Approved standard conditions - advertising | Date: 30/05/2012 |
| App Ref: 140192 | Internally refurbish ground to first floor public areas of existing hotel. Refurbishment of the hotel exterior and creation of new stepped access at corner of Grand Parade and Lascelles Terrace to allow direct access to the hotel bar. |
| Decision: Current Application and reported elsewhere on this agenda | Date: N/A |

Proposed development:

The applicant seeks permission for the erection of external signage representing the proposed new hotel livery ('The View' hotel). Proposed new signage includes:

- 1) Fascia Sign – Balcony (East)

- Polished and painted Stainless Steel "V"
- Mounted on Stainless Steel Panel
- Soffit-mounted down lights to provide illumination
- Signage area: 1 metre high x 2.79m wide
- Faces diagonally out to Grand Parade / Howard Square – West Rocks Hotel opposite

2) Fascia Sign – Above entrance (facing out to Howard Square)

- Polished stainless steel lettering of "V The View Hotel Eastbourne"
- Fixed to existing bulkhead above main entrance door
- "V" (above hotel name) to be polished and painted red stainless steel to reflect branding.
- Halo lighting illumination

3) Free-Standing 'Totem' signs x 2 - (Located adjacent to main entrance and outside bar area)

- 3m high + 20cm riser
- Narrow gauge 58cm long rods at top to connect to overhang for stability
- Aluminium Panel with stainless steel framed hotel signage
- Colours to reflect brand standards
- Recessed LED strip within frame to illuminate face

4) Manifestation

- "V The View Hotel" branding opaque transfers
- Applied to existing glass balustrade at raised ground floor level

5) Fascia Sign – Balcony (South)

- Painted steel "Vista Bar & Lounge" lettering
- Mounted on ceramic tile balcony above bar entrance
- Colouring to reflect hotel branding
- Halo lighting to provide illumination

Consultations:

Internal:

Tourism Manager: No response received.

Conservation Officer: Received (14.03.12):

- Considered that the proposed signage is unsympathetic to the building and its setting within the Conservation Area and the seafront in relation to:
 - Location
 - Materials
 - Finishes
 - Method of installation where specified

External:

Eastbourne Hotels' Association: No response received.

CAAG: (01/04/2014)

The Group raised major objections to the proposal. It was felt that the proposed scale, material, colour, form and illumination were inappropriate for the surrounding Conservation Area.

Neighbour Representations:

64 consultation letters have been sent to neighbouring properties with 3 objections have been received and cover the following points:

- Proposed 'neon' sign will face residential apartment block (Devonshire Mansions)
 - 'neon' light will disturb sleep
- 'neon' light is unsuitable for this part of town
 - Lascelles Terrace quiet street
 - Hotels in this location have small subdued lit signage
 - Bar sign should face seafront / grand parade not residential flats
- Free standing signboards detract from integrity of Grand Parade
- The town's unique charm lies in its difference from the fronts of its nearest neighbouring seaside towns (such as Brighton and Hastings)
- T&G Centre is already a "dagger in the heart" of the parade
 - Freestanding signboards will only compound the matter
- Understand the need for hotels / businesses to advertise with signage
- Desire for any lighting to be on front of building and not on Lascelles Terrace

A letter of support was received from Stephen Lloyd MP (dated 20/05/2014) concerning the refurbishment works planned for the hotel.

Appraisal:

Principle of development:

There is no objection in principal to the installation of new signage in this location so long as it does not have an unacceptable impact on the amenities of neighbouring residential properties, and is in-keeping with the host building and sympathetic to the adjacent Grade II listed buildings in Howard Square.

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

The siting of The Eastbourne Centre is such that the majority of the proposed signage will not directly impact on the amenities of the adjacent buildings by way of the proposed illuminations. The Devonshire Mansions residential flats located on the corner of Lascelles Terrace and Grand Parade are sited at a distance of close to 22 metres at the closest point to one of the 'free-standing' totem signs (signage type 3) and 19 metres of the fascia sign on the balcony above the bar (signage type 5).

Concerns have been raised from residents of the Devonshire Mansions regarding the affect of the lighting shining on to their properties, and in particular disturbing sleep. Comments received have alluded to the use of neon signage, which has far greater luminance levels than the type of signage proposed in this vicinity (halo lighting for the bar signage and led frame lit for the free standing totem sign).

The halo style lighting consists of a light source located behind each of the individual letters, creating a glow around the lettering, rather than projecting light forwards. No luminance levels have been supplied for the proposed signage, so details of this will be conditioned to ensure it is of an appropriate level for the location. The type of lighting proposed in itself is not considered to be directed towards the adjacent residential properties, and is considered acceptable.

For the totem signage, the led lighting set within the frame will project light on to the board itself highlighting the facilities detailed on the main body of the board. The totem sign is located towards Grand Parade and there is no concern that this sign will adversely affect residential amenity in the nearby Devonshire Mansions.

Design issues:

Concerns were raised by the Conservation Officer regarding the proposed signage, however, The Eastbourne Centre is building of modern styling, unlike the majority of the other hotels along and around the seafront. The proposed style of signage is considered to be appropriate to the age and appearance of the application property, and is of a size and location that is appropriate within the context of the building.

The size, location and type of lighting and other signage proposed is not considered to be visually dominant and the number of proposed is appropriate to the size of the building and their specific positions.

Impact on character and setting of a listed building or conservation area:

The application building falls within the Town Centre and Seafront Conservation Area and adjacent to 9 - 12 Howard Square, and diagonally opposite across Howard Square, The Ambassador and Lathom Hotels all Grade II Listed buildings and concerns were raised by both CAAG and the Conservation Officer that the signage was inappropriate for the Conservation Area.

The free standing totem sign (type 3) is located at the closest point to the neighbouring building on the Southern side of the square. The sign will be located sympathetically beneath the entrance canopy at a distance of 2.9 metres within the footprint of the building. At 3 metres in height the sign is quite large but is not considered to visually dominant within the façade of the Eastbourne Centre, and is not considered to adversely impact upon the setting of Howard Square. The type of lighting is considered appropriate for the sign and its location.

Application reference EB/2011/0601 granted permission for two totem signs in similar positions to those proposed by the current application. The proposed signs are of comparable size to those which were granted permission although the approved signs were proposed to be internally lit.

Sign types 1 and 2 are considered to be positioned sympathetically within the confines of the site. The Fascia Sign, a painted stainless steel "V" with lighting to be mounted on the soffit above is to be mounted between the supporting pillars which define the East Elevation and will not be visible within much of Howard Square itself and is considered to be appropriate in its setting and size.

The Halo-Lit hotel sign fixed to the bulkhead above the main entrance door beneath the canopy formed by the first floor balcony. The sign is considered appropriate for the host building (which is in itself is stark contrast to the style of buildings in the square) and is positioned sympathetically so that it will not have a significant detrimental affect on the buildings within Howard Square.

Impacts on trees:

No trees will be affected as a result of the proposed signage.

Impacts on highway network or access:

The proposed signage is positioned well within the site, and not on the extremities of any of the elevation projections. Along with the proposed lighting to illuminate the different types of signage the proposed signage is not considered to be visually dominant, is appropriate for the location and should not have an adverse affect on the safety of persons using the adjacent highway.

Sustainable development implications:

The owners of the hotel are proposing to alter signage in line with a program of works to refurbish the hotel and attract more business to the hotel, providing a desirable location for visiting holiday makers and providing the town with a modern venue for conducting conferences. The proposed works, represent the new branding across the façade of the hotel in a manner that is considered to be appropriate in size, number and positioning and is not considered to have a detrimental impact on the appearance of this area of Grand Parade.

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:

The proposed signage will not have a significant and unacceptable impact on the amenities of neighbouring residential properties, and is considered to be in-keeping with the host building and sympathetic to the adjacent Grade II listed buildings in Howard Square and the conservation area and is therefore considered to be appropriate in accordance with the relevant policies of the Borough Plan Saved Policies, Core Strategy Local Plan and the NPPF.

Recommendation:

It is recommended that the application is approved with the following conditions:

Conditions:

(1 – 5)STANDARD ADVERT CONDITIONS

(6) - PROVISION OF A LIGHTING ASSESSMENT – ADJ DEVONSHIRE MANSIONS

Summary of reasons for decision

The proposed signage will not have a significant and unacceptable impact on the amenities of neighbouring residential properties, and is considered to be in-keeping with the host building and sympathetic to the adjacent Grade II listed buildings in Howard Square and the conservation area and is therefore considered to be appropriate in accordance with policies UHT4, UHT12, UHT15, UHT17 and HO20 of the Borough Plan Saved Policies, Core Strategy Local Plan and the NPPF.

Appeal:

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