

Report to: Planning Applications Committee
Date: 12 July 2023
Application No: LW/22/0740
Location: Seaford Football Club, Bramber Road, Seaford BN25 1AE
Proposal: Advertisement Consent for non-illuminated panels on pitch side of crowd barriers
Applicant: T. Webster, Chairman, Seaford Town Football Club
Ward: Seaford South
Recommendation: Grant advertisement consent.
Contact Officer: **Name:** Julie Cattell
E-mail: julie.cattell@lewes-eastbourne.gov.uk

IMPORTANT NOTE: This scheme is NOT CIL Liable.

Site Location Plan



1.	Executive Summary
1.1	The advertisements are considered to be appropriate in the context of the football ground and are compliant with local plan policy DM31. Approval is recommended. Objections raised by local residents have been taken into consideration as far as they relate to amenity and safety.
2.	Relevant Planning Policies
2.1	<u>National Planning Policy Framework</u> 4. Decision making 12. Achieving well designed places
2.2	<u>Lewes District Local Plan:</u> DM31 – Advertisements
2.3	<u>Seaford Neighbourhood Plan:</u> Nothing specific to this proposal.
3.	Site Description
3.1	The football ground is located on the eastern half of Crouch Gardens, a public park in Seaford, with access from Bramber Road. The park is surrounded by residential properties in Bramber Road (nos. 1-17, 29, 31-33, 37, The Gables, The Orchards), Mercread Road (nos. 17-22 consec), Diamond Jubilee Close (nos. 1-6 consec), Cornfield Road 1, 5-9, Stoneleigh), Bainbridge Close (1-6 consec.) and Heathfield Road (17-29).
3.2	The western half of the park includes Seaford Bowls Club, a play area and a community garden.
3.3	Seaford Town Council own the park.
4.	Proposed Development
4.1	Advertisement Consent (retrospective) sought to retain various non-illuminated advertisement boards fixed to the pitch side of the crowd control barriers, and a fascia signs to the football stand. It is understood that the boards were installed on 21 st March 2020 without the benefit of advertisement consent.
5.	Relevant Planning History:
5.1	None relating to this proposal.

6.	Consultations:
6.1	<p>Seaford Parish Council:</p> <p>In view of the Council's ownership of the Crouch and its involvement in the discussions leading up to the submission of the applications it would not be appropriate for the Council to make any formal response.</p>
7.	Other Representations:
7.1	<p><u>Neighbour Representations:</u></p> <p>60 representations of support</p> <p>16 objections, on the following issues: (Officer response – OR – in red)</p> <p>Adverts should be taken down after each match.</p> <p>OR – The adverts are secured to the crowd control barriers. It would be unreasonable to ask for them to be removed at the end of each match and re-attached at the next.</p> <p>Adverts are a visual intrusion and unsightly.</p> <p>OR – The advert panels are of a consistent size and set within the frame of the crowd control barriers. They face the pitch and are not illuminated.</p> <p>Signs have blown off in high weather</p> <p>OR – The club is aware of this issue. If consent is approved, the boards will be secured with scaffolding bolts.</p> <p>Adverts turn the open space into a commercialised area to earn money for the club, which is not appropriate in a peaceful open space, assumes the club owns the space which is not the case, illegal and a breach of local byelaws</p> <p>OR – These are not matters that can be considered under Advertisement Regulations</p>
7.2	<p><u>Other Representations:</u></p> <p>None.</p>
8.	Appraisal:
8.1	<p>At present, there are approximately 50 non-illuminated advertisement signs fixed to the pitch side of the 'crowd control' type barriers around the pitch, plus one across the pitch facing fascia of the stand.</p> <p>Some of the signs are 730mm high x 1550mm wide, others are 760mm high x 3050 wide. The fascia sign is 500mm high x 9150mm. The signs are made from composite aluminium.</p>

	As well as providing the club with an income, a number of signs are from its sponsors.		
8.2	<p>Policy DM31 relates to advertisements and states that:</p> <p><i>‘Advertisements and signs will be permitted where they are sympathetic to the character and appearance of the location and/or the host building, having regard to size, design, colour, materials, construction, siting, level of illumination, and cumulative impact with other advertisements in the vicinity. Advertisements and signs will not be permitted where they would be detrimental to public safety or to the amenities of the area.’</i></p>		
8.3	<p>The advertisements are not illuminated, do not protrude above the fence panels and are consistently sized depending on the location relating to the sides of the pitch. Views of them are limited and they are not visible from the wider public realm or other parts of the park.</p> <p>Once the signs have been fixed more securely, they will no longer be a hazard to public safety.</p>		
8.4	<p><u>Conclusions:</u></p> <p>The advertisements meet the relevant criteria set out in policy DM31 and approval is recommended subject to standard condition as set out below.</p>		
9.	Recommendations		
9.1	Grant Advertisement Consent.		
10.	Conditions:		
10.1	<p>This consent shall expire 5 years from the date of this notice whereupon the signage shall be removed, and any damage repaired unless further consent to display has been given by the Local Planning Authority.</p> <p>Reason: To accord with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and for the purposes of amenity and public safety.</p>		
11.	Plans:		
11.1	This decision relates solely to the following plans:		
	<u>Plan Type</u>	<u>Date Received</u>	<u>Reference:</u>
	Design & Access Statement	3 November 2022	Design & Access Statement
	Existing Elevation(s)	3 November 2022	2000.S03 - Existing Football Stand + Pitch Barrier Elevations

	Existing Layout Plan	3 November 2022	2200.S01 - Existing Site Layout Plan
	Location Plan	3 November 2022	2200.LP01 - Site Location Plan
	Existing Block Plan	3 November 2022	2200.BP01 - Existing Block Plan
12.	Appendices		
12.1	None.		
13.	Background Papers		
13.1	None.		