

App.No: 161366	Decision Due Date: 16 th January 2017	Ward: St Anthony's
Officer: Thea Petts	Site visit date: 31 st January 2017	Type: Advertisement
Site Notice(s) Expiry date: N/A		
Neighbour Con Expiry: 6 th February 2017		
Press Notice(s): N/A		
Over 8/13 week reason: N/A		
Location: 18-22 Lottbridge Drove, Eastbourne		
Proposal: Remove any existing signage and install the new Mazda signage scheme including illuminated signs (revised drawings received)		
Applicant: Mr Mark Spowage		
Recommendation: Approve conditionally		

Executive Summary:

This application is reported to Planning Committee at the discretion of the Senior Specialist Advisor (Planning) in order to allow all interested parties witness the debate and also to allow one objector to address planning committee.

This application is for advertisements at the site and relates to corporate rebranding to reflect the applicants operational requirements for the site.

The details of the signage, including the method and times of the illumination are considered to be acceptable and the application is recommended for approval.

Planning Status:

Commercial unit in a mixed use area

Relevant Planning Policies:

National Planning Policy Framework 2012

1. Building a strong, competitive economy
7. Requiring good design

Core Strategy Local Plan 2013 Policies

B1: Spatial Development Strategy and Distribution - Sustainable Neighbourhood

C13: St Anthony's and Langney Point Neighbourhood Policy
D2: Economy
D10a: Design

Eastbourne Borough Plan Saved Policies 2007

BI 7: Design Criteria
HO20: Residential Amenity
UHT4: Visual Amenity
UHT 11: Shopfronts
UHT12: Advertisements

Site Description:

Lottbridge Drive runs on a north west to south east axis and passes through part of Eastbourne Park. The built environment along the road is typified by industrial buildings, commercial enterprises, large retail units, showrooms units and trade counters.

No. 18-22 stands on the north east side of the road (opposite the Tesco Superstore). This part of Lottbridge Drive is a site made up of smaller commercial units associated with car sales or car repairs. The site is accessed off the main road and there is no-through access for vehicular traffic. The side boundary of 18-22 Lottbridge Drive is backed onto by a number of residential properties.

There are a cluster of car related enterprises along this stretch of the road, including car showrooms with advertisements typical of this kind of business, such as 'totem' signs and fascia boards.

The unit subject to this application was operating as a Seat car sales unit. Mazda operated from the adjoining unit north of the application site. However, in the life of the application, the Seat unit has become vacant and the Mazda totem sign associated with this application has been erected on site.

Relevant Planning History:

030462

Display of internally and externally illuminated signs on the building, double-sided internally illuminated totem sign and post sign, double-sided directional signs and three flag signs.

Advertisement

Standard advert approval

10/11/2003

090692

Installation of new shopfront including new glazed openings to car showroom space.

Planning Permission

Approved conditionally

10/12/2009

090696

Lawful Development Certificate for subdivision of unit to form motor showroom space in former parts store

LD Certificate (proposed)

Issued

23/12/2009

120478

Display of internally illuminated projecting sign and non-illuminated service sign

Advertisement

Standard advert approval

29/08/2012

130707

New internally illuminated fascia and pylon signs to Seat corporate image

Advertisement

Approved conditionally

28/11/2013

Proposed development:

The applicant seeks advertisement consent to display the following advertisements (measurements have been provided by the applicant, all illumination is static):

Side elevation (north west):

- Mazda logo signage panel in black (2435mm x 1580mm high) with mesh panel attached (1800mm x 1580mm high)

Totem in front forecourt (side furthest from residential properties):

- Mazda logo and name on black with halo illumination around logo (1290mm x 4100mm high), blue LED halo illuminated lettering

Front elevation (facing south east onto Lottbridge Drove):

- Mazda Dealer name sign on black (3600mm x 320mm high), LED halo illuminated
- Mazda logo signage panel in black (2435mm x 1580mm high) lit by blue LED light strip (1.5m in length) with halo illuminated letters
- Adverts backed with signage mesh to form fascia

There are no adverts and no illumination proposed for the side elevation (south east) facing the nearby residential properties and no advertisements proposed on the green area to the front of the site.

Neighbour Representations:

The following objections have been received:

Occupants of 4 Tollgate Gardens

- Showroom lights not being turned off has caused issues in the past
- Privacy fencing has been approved under a previous consent, but has yet to be installed. This means that the site is visible from the property
- The totem is larger than the existing sign
- Without a firm commitment to reducing the impact of their operating on the residents, we object strongly to this application as it is for the company's benefit, not the resident's
- Illegal parking on the site restricts emergency access to Anderida Court
- Deliveries onto the site still take place at 3:00am

Occupier of 7 Tollgate Gardens

- Proposed signage to be same size and illumination as existing signage
- No lights disturbing residents at night
- Alteration to plans of 2010 in drawing
- External lights of high intensity are unacceptable
- There should be no totem allowed for the green
- The road should not be blocked at any time
- No refurbishment should take place on a Sunday or a Bank Holiday
- To establish a good relationship with the garage we request mediation between the owners of the Hendy Group and the residents; namely Tollgate Gardens and Anderida Court

Occupier of 8 Tollgate Gardens

- New totem already in place
- Concerns over site location

Occupier of 3 Tollgate Gardens

- Objection submitted as a resident, not in capacity as a Councillor
- Hours of illumination should be restricted to 8:00am – 8:00pm.
- Problems have been experienced in the past with regards to illumination being left on late into the night
- If hours of illumination cannot be controlled, the application should be refused consent

Occupier of 5 Tollgate Gardens

- Replacement lights only
- No new lighting on side elevations

Occupier of 6 Tollgate Gardens

- Objects to having a sign on the green
- The replacement lights on the front of the showroom should be no larger than before
- No new lighting on the side which faces Tollgate Gardens should be allowed

The following general comments have been received:

Occupier of 8 Tollgate Gardens

- As long as the new totem does not exceed the height of the existing one

Occupier of 10 Anderida Court, Lottbridge Drove

- Concerns over position of fences
- Illumination should be on timers to protect residential amenity
- Safety concerns regarding the location of the proposed totem
- There is no provision for parking on the site
- Meeting proposed between the applicants, residents and planning officer to illuminate any ambiguity

Appraisal:

Principle of development:

The principle for the display of advertisements (including those with illumination) for the purpose of promoting car sales on the site is already well established. As such, the advertisements are acceptable in principle.

Illumination

Previous applications for similar advertisements on the site have attracted support on the condition that illumination is time controlled. Therefore, a condition has been recommended to restrict illumination of the signs to 8:00am - 8:00pm only. These were the same requirements as previous advertisement consent granted in 2013 (Ref: 130707).

It is noted that concerns have been raised by local residents regarding the levels of illumination however the levels of illumination proposed are consistent with advertisements of this type and similar to those that exist in the local area. The proposed illumination, therefore is considered acceptable for a scheme such as this.

Members are advised that there is no illumination is proposed for the south east elevation which faces the nearby residential properties.

It is considered that subject to the imposition of a planning condition controlling illumination times that the impacts upon proposal upon residential amenity are considered acceptable.

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

Objections to the current proposal have been received. Some mention the need for restrictions on times and levels of illumination, but some refer to activities occurring on the site which are not connected with this advertisement consent application.

Therefore, it is considered that subject to restrictions concerning times the advertisements are illuminated, there are not considered to be any related concerns regarding the residential amenity of nearby residents.

Design issues:

The characteristics of the proposed advertisements are similar to nearby car sales units and others along Lottbridge Drive.

The advertisements are to be plain black and as such they are quite subtle in appearance. Nevertheless, the proposed advertisements are considered typical of Lottbridge Drive and would be in keeping with the area.

It is noted that the applicant has applied for a totem which stands at a lower height than those at neighbouring car sales units. The totem is approximately 4m in height and as such is between 0.5m - 1m lower than totems at the adjoining Mazda unit and the Renault unit a few doors down. It is considered that the reduced height of the totem reflects an appreciation for the proximity of the nearby residential properties. Nevertheless, the principle of displaying a totem advertisement in this location as part of the commercial environment of Lottbridge Drive is considered acceptable.

Impacts on highway network or access:

The proposed advertisements are not likely to have any effect on highway users or operations associated with the highway. Some comments have been received which make mention of a 'sign on the green', however, this does not form part of this application.

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 advertisements are considered in-keeping with the wider area and the character of the site itself. Furthermore, there are not considered to be any concerns regarding the effect the advertisements would have on the residential amenity of nearby occupiers as long as times of operation/illumination are controlled by condition.

As such, the scheme is overall considered to be appropriate and is recommended for conditional approval.

Recommendation:

Approve conditionally

Conditions:

- 1-5. Standard Advert Conditions
6. Approved Drawings
7. Illumination not permitted between 8:00pm - 8:00am on any day

Informatives:

- 1) Changes to the building associated with this permission as alluded to in the enclosures submitted with this application may require planning permission. Further to this, the details hereby approved refer only to the display of advertisements and not any other changes or development.

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**.