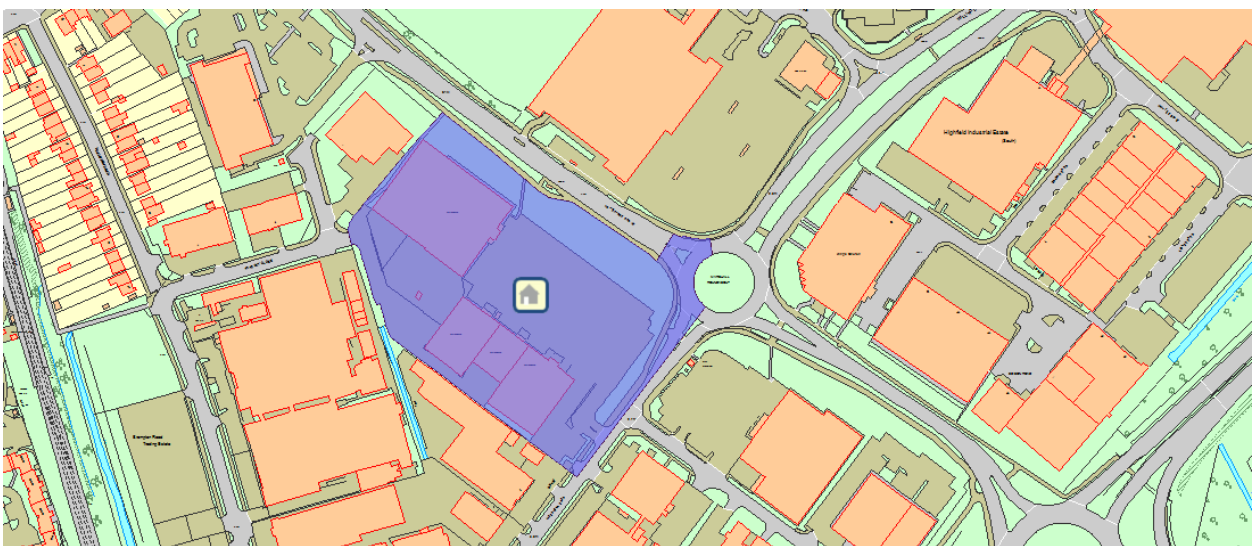


<b>App.No:</b> 180480	<b>Decision Due Date:</b> 4 July 2018	<b>Ward:</b> Hampden Park
<b>Officer:</b> Anna Clare		<b>Type:</b> Advertisement
<b>Site Notice(s) Expiry date:</b> 10 June 2018		
<b>Neighbour Con Expiry:</b> 10 June 2018		
<b>Press Notice(s):</b> n/a		
<b>Over 8/13 week reason:</b> n/a		
<b>Location:</b> Hampden Retail Park, Marshall Road, Eastbourne		
<b>Proposal:</b> : One internally illuminated totem sign.		
<b>Applicant:</b> C/O Agent		
<b>Recommendation:</b> Grant advertisement consent subject to the standard advertisement conditions as set out in this report.		

**Contact Officer(s):**      **Name:** Anna Clare  
**Post title:**  
**E-mail:** anna.clare@eastbourne.gov.uk  
**Telephone number:** 01323 4150000

**Map location (as in Lewes with \* at location of application)This needs to be agreed either to include or not as long as there is consistency with Lewes and Eastbourne)**



## **1 Executive Summary**

- 1.1 The application is brought to Planning Committee given the applicant is Eastbourne Borough Council and as the proposal relates to the major development to provide additional units at the site.
- 1.2 The advertisement totem sign is considered acceptable in principle, no significant harm is considered with regards to highway safety or the visual amenity of the area. Therefore it is recommended that advertisement consent is granted.

## **2 Relevant Planning Policies**

- 2.1 Eastbourne Borough Plan 2001-2011  
UHT12 Advertisements  
  
Eastbourne Core Strategy 2006-2027  
D10a (Design)

## **3 Site Description**

- 3.1 Hampden Park Retail Park is currently made up of 5 individual Class A1 retail units providing a total of 5917sqm of floorspace. An existing car park provides 274 car parking spaces and is accessed from Marshall Road to the south-east of the site.
- 3.2 To the North the site sits adjacent to Lottbridge Drive, between the car park area and the road is a large grass verge with some low level shrubs/planting.
- 3.3 The west of the site borders the Brampton Road Industrial Estate which consists of a number of commercial/industrial uses. The closest residential properties are to the north-west on Brampton Road.

## **4 Relevant Planning History**

- 4.1 180423  
Erection of three new retail units comprising; one attached Use Class A1 unit and two detached A1/A3 units (including a drive-thru); external refurbishment of the existing retail units; reconfiguration of the existing car park and access, and associated works.  
Planning permission  
Reported elsewhere on this Agenda

## **5 Proposed development**

- 5.1 The application seeks advertisement consent for the proposed erection of an advertisement totem sign, 1.8m square, to a height of 10m situated adjacent the South-eastern boundary of the site with the Marshall Roundabout.

## **6 Consultations**

### **6.1 East Sussex County Council Archaeologist**

- 6.1.1 Although this application is situated on the edge of an Archaeological Notification Area, based on the information supplied I do not believe that any significant below ground archaeological remains are likely to be affected by these proposals. For this reason I have no further recommendations to make in this instance.

## **7 Neighbour Representations**

- 7.1 No representations received.

## **8 Appraisal**

### **8.1 Impact on highway safety**

- 8.1.1 The totem is proposed adjacent to the boundary of the site with the Marshall Road roundabout. Given that the sign is not proposed with moving parts and only static internal illumination is proposed it is not considered that the sign would distract motorists at the roundabout. Therefore it is not considered that the totem sign will have significant impacts on highway safety to warrant a refusal of the application.

### **8.2 Impact on the amenity of the area**

- 8.2.1 The existing totem is small and offers little in terms of actual advertising of the units at the retail park. The redevelopment of the park forms separate application for planning permission.

- 8.2.2 The sign is large at 10m in height, however this is broadly in line with other totems along Lottbridge Drove. Morrisons approved totem is 6m, Tesco 7m and McDonalds 12m.

- 8.2.3 The replacement totem sign is required to be larger given the number of units now proposed at the site. Each individual advert on the totem sign is not considered excessive in size.

- 8.2.4 The application for planning permission seeks retention of the grass verge with additional low level planting, this is considered part of the character of the area. The signage will not distract from this and on balance is considered an acceptable addition to the street scene which will not cause significant harm to the visual amenity of the area to justify refusal of the advertisement consent.

### **8.3 Conclusion**

- 8.3.1 On balance the proposed totem sign is considered acceptable given the amount of signage required for the additional units, and given other totem signs along Lottbridge Drove. It is not considered the advertisement will result in significant impacts on highway safety and the impact on the visual amenity of the area is

not consider significantly harmful. Therefore it is recommended that advertisement consent is granted.

## **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 Grant advertisement subject to the following standard advertisement conditions and that development is carried out in accordance with the approved drawing;

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.
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.
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.
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
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.
6. The development hereby permitted shall be carried out in accordance with the approved drawings 4158-151E.

## **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.

## **12 Background papers**

The background papers used in compiling this report were as follows:

- **Case File**

