

<b>Application ID:</b> 130304	<b>Decision Due Date:</b> 09.07.2013	<b>Ward:</b> Old Town
<b>Officer:</b> Mehdi Rezaie	<b>Site visit date:</b> 08.04.2013 and 05.08.2013	<b>Type:</b> ADV
<b>Site Notice(s) Expiry date:</b> 21.06.2013		
<b>Neigh. Con Expiry:</b> 22.06.2013		
<b>Weekly list Expiry:</b>		
<b>Press Notice(s):</b> N/A		
<b>Over 8/13 week reason:</b> Determined within given timeframe.		
<b>Location:</b> The Drive Pub, 153 Victoria Drive, East Sussex, BN20 8NH.		
<b>Proposal:</b> Fascia signs.		
<b>Applicant:</b> Sainsbury's Supermarkets Ltd.		
<b>Officer Recommendation:</b> Approve, subject to conditions.		

This application was differed from Planning Committee of 9<sup>th</sup> July 2013 for a site visit to be undertaken. Members subsequently conducted a site visit and the application is presented back to Committee for a decision; the original report is below for consideration.

**Planning Status:**

- Predominantly Mixed Use Area

**Relevant Planning Policies:**

- Policy UHT1 from the Eastbourne Borough Plan 2007
- Policy UHT4 from the Eastbourne Borough Plan 2007
- Policy TR11 from the Eastbourne Borough Plan 2007
- Policy D1 from the Eastbourne Core Strategy Local Plan 2007-2027
- National Planning Policy Framework 2012

**Site Description:**

The application site lies on the corner of Beechy Avenue and Victoria Drive, bounded by a residential dwelling (1 Beechy Avenue) on its west elevation and

the Eastbourne Ladies Bowling Club on the south. The surrounding area is predominantly mixed use, adjacent to a parade of shops otherwise known as Albert Parade (east elevation).

The site covers an area no greater than 2000m<sup>2</sup>, with the building amounting to 596m<sup>2</sup>, a two-storey detached property of no particular architectural style.

### **Relevant Planning History:**

Application for Full Planning Permission (EB/2013/0191) to remove and reconstruct a boundary wall with the provision for hard landscaping, parking and bollards, application withdrawn.

Application for Full Planning Permission (EB/2013/0167) conversion of first floor pub into 2.No. two bedroom self-contained flats, 1.No. one bedroom self-contained flat, application withdrawn.

Application for Full Planning Permission (EB/2013/0140) ventilation and extraction units, approved conditionally on 08.05.13.

Application for Full Planning Permission (EB/2013/0139) exterior alterations and modifications, approved conditionally on 08.05.2013.

Application for Full Planning Permission (EB/2013/0119) demolition of conservatory and infilling side elevation at ground floor level, approved conditionally on 08.05.2013.

Application for Full Planning Permission (EB/2013/0118) Re-grading, resurfacing and redesign of car park area and layout, approved on delegation and overturned at committee on 12.06.2013.

Application for Full Planning Permission (EB/2013/0027) Installation of ATM to front elevation together with extension of roof overhang, approved conditionally on 03.04.2013.

### **Proposed development:**

Advertisement Consent is sought for several fascia signs to be erected and inserted on the applicants building and associated parking areas, but limited within the confines of their own site.

### **Site inspection:**

At the request of the Councillors following the committee meeting held on 09.07.2013, a site visit was arranged for 05.08.2013.

### **Applicant's Points:**

A supporting Planning Statement has been submitted to the Council on 29.07.2013, relevant extracts from the document state:

*“The proposed sign faces onto Victoria Drive, with the Co-operative supermarket on Albert Parade directly opposite. The fascia signage at the Co-operative permitted under application reference No. 070107 is internally illuminated to a level of 400 candelas/sqm. This level of illumination is significantly greater than that of the proposed sign which will be externally illuminated to 250 candelas/sqm – a full 150candelas/sqm less than that permitted for the Co-operative fascia sign. Further, as the proposed signage will be down-lit, light spill will be further reduced. As such, the level of illumination proposed is considered to be significantly less than that of the signage in place at the adjacent Co-operative, which has been deemed acceptable by the Council”.*

And:

*“At present, there is an existing Sainsbury’s Local at 122-134 Seaside, Eastbourne. Signage for this store was approved under permission No. 120615. The level of illumination of the store’s fascia sign is the same as that proposed at Victoria Drive (250 candelas/sqm)”.*

#### **Consultations:**

- A site notification was placed nearby; this ‘Notice of Application for Planning Permission’ was carried out on 31.05.2013, which expired on 21.06.2013.
- Neighbour notification letters were sent out on 30.05.2013 to several nearby properties, consultation date expired on 22.06.2013.

#### **Statutory Consultee:**

- Letter for statutory consultee sent to Local Highway Manager on 30.05.2013.

#### **Statutory Consultee Response:**

- Email received from Mr. C. John (Highways Officer at East Sussex County Council) on 25.06.2013 stating:

*“We do not wish to comment on this application, the illuminated signage is set back from the highway, the totem signage is replacing an existing sign, and the car park signage (one-way, no-entry, and disabled parking) is there to ensure that the car park functions correctly”.*

#### **Neighbour Representations:**

In total, 10 letters of objections have been received; all 10 letters were from a non material planning perspective. The following comments and concerns were raised, but hold no substance in relation to this application:

- Use of the building.
- Impact to existing traders.

- Impact on increased traffic, noise and pollution.

### **Appraisal:**

The applicant proposes to introduce a sign onto the front elevation of their building (east elevation) which overlooks onto Victoria Drive. The proposed signage measures a distance of 8.2m by 0.6m and has a lumination level of 250cd/m<sup>2</sup>, additionally, two LED lighting units are proposed onto the top of the fascia throughs and brackets which are to have an illuminated level no greater than 250cd/m<sup>2</sup>. This externally static sign, its scale, positioning and lumination level is considered appropriate and shall in no way present any hazardous glares to oncoming vehicles, nor shall it conflict with existing road traffic signs.

Additionally, extra signage (non illuminated) is proposed on the entry/exit points to the site, in the form of four metal panelled signs, each measuring 450cm x 450cm placed on bollards which are to not exceed a height greater than 2.55m, similarly a disabled parking bay sign and two further dibond panels fixed to the wall of the main building. A further sign is placed nearing the entrance, retaining an overall height no greater than 5.6m. These signs are to be erected to control and direct the flow of traffic to minimise congestion and hazard to oncoming road users. All elements of the proposed scheme therefore adhere to 'Policy D1' on '*Sustainable forms of Development*' from the '*Eastbourne Core Strategy Local Plan 2007-2027*' and 'Policy TR11' on '*Car Parking*' from the '*Eastbourne Borough Plan 2007*'.

The proposed fascia sign is visible from the public realm, notwithstanding this; the sign is located approximately 4m above street level and distanced some 15.2m away from the highway, considered unintrusive as it would not dominate its surroundings. As a whole, the architectural framework of the existing building is considered chaotic; the building does not relate well to its elements, the proposal however, to include a new colour scheme (beige) would introduce a centralised design concept and much needed renewal of its facade, revamping the aesthetic quality on three elevations. The proposed fascia sign is well fenestrated and shall therefore have a positive impact on the visual amenity, the proposed scheme therefore adheres to 'Policy UHT1' (a) on the '*Design of New Development*' and 'Policy UHT4' (c) on the '*Visual Amenity*' from the '*Eastbourne Borough Plan 2007*'.

Windows on all three elevations (north, east and south) are to be internally frosted with a grey coloured sheet, by virtue of material choice, the proposed fascia (east elevation), its scale, colouring, lettering style relates well on the architectural composition of the building on which it is fitted, in keeping with the surrounding scale and townscape, and would not detract the visual amenity of the streetscene. The applicants choice in material and finishes falls in keeping with that on the main building and therefore in accordance with 'Policy UHT1' (b) on the '*Design of New Development*' from the '*Eastbourne Borough Plan 2007*' .

### **Human Rights Implications:**

It is considered that there are no adverse Human Rights implications.

**Conclusion:**

The newly proposed illuminated signage, the totem signage and car park signage are of a sensitive design which blends in well to its streetscene, moreover, enhancing the character of the building. Applicant's choice of materials and details maintain and reflect the local variations as appropriate. The developed scheme accords with saved policies from the Eastbourne Borough Plan (2007); the Eastbourne Core Strategy Local Plan (2012) and the National Planning Policy Framework (2012). Having regard to the material considerations and all other matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting planning permission, subject to the following conditions.

**Recommend:** Permission be granted approval subject to the following conditions:

- (1) In accordance with plans
- (2) External Materials
- (3) Standard Advertisement Conditions (x5)

**Summary of recommendations:**

The newly proposed illuminated signage, the totem signage and car park signage are of a sensitive design which blends in well to its streetscene, moreover, enhancing the character of the building. Applicant's choice of materials and details maintain and reflect the local variations as appropriate. The developed scheme accords with saved policies from the Eastbourne Borough Plan (2007); the Eastbourne Core Strategy Local Plan (2012) and the National Planning Policy Framework (2012).