

Application ID: 130340 (ADV)	Decision Due Date: 03.08.2013	Ward: Devonshire
Officer: Mehdi Rezaie	Site visit date: 09.08.2013	Type: Advertisement
Site Notice(s) Expiry date: N/A		
Neigh. Con Expiry: 26.06.2013		
Weekly list Expiry:		
Press Notice(s): N/A		
Over 8/13 week reason: Backlog of applications in connection with staff changes and organisational restructure.		
Location: 88 Terminus Road, Eastbourne, BN21 3LX.		
Proposal: 1.No. Internally illuminated fascia sign and 1.No. internally illuminated projecting sign.		
Applicant: William Hill Organisation Ltd.		
Recommendation: Approve, subject to conditions.		

Planning Status:

- Secondary Shopping Area.
- Source Protection Zones.

Relevant Planning Policies:

- Policy UHT1 from the Eastbourne Borough Plan 2007
- Policy UHT4 from the Eastbourne Borough Plan 2007
- National Planning Policy Framework 2012.
- Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Site Description:

The application site falls amid a row of terrace properties, at ground level these properties are host to a presence of retail frontages. The site and surroundings fall part of Eastbourne's 'Secondary Shopping Area'

Relevant Planning History:

No relevant planning history for the site, some minor applications submitted for works carried out on the public highway adjacent to 88 Terminus Road which include:

Application for Advertisement Consent submitted on 08.09.2008 (Application No: EB/2008/0533) for the display of an internally illuminated advertisement panel on BT payphone kiosk. Application approved at committee on 17.09.2008.

Application for Prior Approval submitted on 11.08.2008 (Application No: EB/2008/0537) for the replacement of two BT payphone kiosk with internally illuminated advertisement panel. Application approved unconditionally at committee on 17.09.2008.

Proposed development:

The applicant seeks Advertisement Consent to install one internally illuminated fascia sign and one internally illuminated projecting sign, both onto the front elevation of their premise (north facing).

Applicant's Points:

No Planning Statements have been submitted with this application.

Consultations:

Neighbour notification letters were sent out on 26.06.2013 to several nearby and neighbouring properties, which include: 52, 55A, 55, 82-86, 88, 94 Terminus Road. Public consultation period expired on 17.07.2013.

Statutory Consultee:

- Letter for statutory consultee sent to Highways Authority (East Sussex County Council) on 26.06.2013.

Statutory Consultee Response:

- East Sussex County Council has no comments to make on this application.

Neighbour Representations:

No comments received in relation to the proposed signage.

Appraisal:

The proposed fascia sign to be placed on the facade of the premise overlooks Terminus Road, adjacent to the entrance of the Arndale Centre, and in a prominent position. The main fascia sign spans across the width of the building at 6.2m with a height no greater than 1.35m, set off ground level by 3.1m and 4.4 at its highest peak. The proposed fascia is to be internally illuminated,

static, with no mention being made of the illumination levels (candelas), nonetheless, a condition will have to be placed to control the luminance levels and to prevent any hazardous glares from being reflected onto road users. The proposed fascia sign is fenestrated in line with the signs from its adjoining neighbours, visual amenity for the area shall be enhanced. The proposed scheme falls in keeping with 'Policy UHT1' (a) on the '*Design of New Development*' and 'Policy UHT4' (c) on the '*Visual Amenity*' from the '*Eastbourne Borough Plan 2007*'.

The proposed projecting sign is to be a double sided box, internally illuminated and hung 3.4m above street level, projecting over the pavement by 1m. The applicant's proposal falls in keeping with the development trend found throughout Terminus Road, in turn creating minimal disruption on visual amenity. The proposed projecting fascia sign accords with saved policy 'UTH1' (a) and 'UTH4' from the '*Eastbourne Borough Plan 2007*'.

The fascia sign and the projecting sign are to be 'blue powder coated aluminium' (RAL 5013), on 'polycarbonate vinyl' with text colour to include 'yellow on white on blue'. The applicants choice in material and finishes falls in keeping with the surrounding area and that of neighbouring properties, 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 proposed fascia sign and double sided projecting sign would blend in well to its context and on the streetscene, materials and details maintain and reflect the local variations as appropriate. The developed scheme accords with saved policies from the Eastbourne Borough Plan (2007); 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 advertisement consent, subject to the following conditions.

Recommend: advertisement consent be granted approval subject to the following conditions:

- (1) Compliance with Drawings
- (2) Signage (Illumination Levels) – to submit details in relation to the level of illumination of the signage.
- (3) 5 Standard Advert Conditions.

Summary of recommendations:

The proposed fascia sign and double sided projecting sign would blend in well to its context and on the streetscene, materials and details maintain and reflect the local variations as appropriate. The developed scheme accords with saved

policies from the Eastbourne Borough Plan (2007); and the National Planning Policy Framework (2012).