Development Control – Delegated Officer Report

Application Number: ADC/0053/10 **Recommendation – Temporary permission**

Site: **Elmcroft Croft Avenue Southwick Brighton**

Proposal: **Temporary sales centre (for 1 year)** (retrospective)

The Application

The application site lies immediately to the east of the public rest garden on the corner of Southwick Street, the boundary with which is also the boundary of the Conservation Area, the site lying outside. The site which was previously a WSCC residential care home for the elderly, is in the process of being redeveloped for residential in line with full planning permission granted in October 2009 for 9 flats and 5 houses, ADC/0289/09. The site has been enclosed by the developers with panel boards.

Croft Avenue onto which the site fronts is a residential street. To the east of the site, 15 Croft Avenue, is a detached two-storey house with parking to the front and an attached garage to the side which is adjacent to the boundary with the application site. This property is typical of the style and design of the other properties in Croft Avenue which comprise detached and semi-detached houses.

The house builders, Crest Nicholson seek permission for a temporary (2 years) building/structure on site to provide a marketing and sales centre to facilitate the sales of the new dwellings to be built at this site. The building is already at the site and therefore retrospective consent is required. It is positioned to the front of the site fronting onto Croft Avenue. The building is of flat roof design, 7.2 metres wide, 3.1 metres deep with a height of 2.6 metres. The building with be finished in white render with white uPVC framed windows and doors. To the front, two full height windows and double entrance doors are proposed with a single door to the rear. The space within the sales centre will mainly be an open plan with a separate kitchen area and W.C.

The building will have signage attached to the front and side elevations, for which consent is also sought. A fascia sign is proposed in royal blue with the Crest Nicholson logo and website address with the name of the development. Attached to the front elevation are two advertisement panels which are flush with the front of the building with opening times of the sales centre, (Thursday-Monday 10.00am -5.00pm) details of the dwelling types with additional corporate logos and colouring. The front entrance doors will have the company logo on frosted vinyl.

There is further free standing, ancillary, signage at the site which is to be determined under advertisement consent application ADC/0054/10.

Consultations and Representations

Third Parties: - 2 representations have been received from residents at 12 and 15 Croft Avenue raising the following issues: -

- The sales office has already been installed and plumbed in.
- The sales office will create increased traffic and parking pressures, in addition to existing construction traffic, local residents and shoppers at Southwick Square.
- Why is it necessary to have the sales centre prior to the development being completed during the construction phase.
- There is no customer parking for the sales centre.
- There is as existing difficulty for residents accessing driveways.

Relevant Planning Policies and Guidance

Adopted Adur District Local Plan 1993-2006 (ADC 1996) (saved policies): AG1, AB17
PPS 1 'Delivering Sustainable Development' (ODPM 2005)

Planning Assessment

Policies

Despite the sales centre building being temporary, consent is required as it does not fall under Part 4, Class A of The Town and Country Planning (General Permitted Development) Order 1995. It is not a building required temporarily in connection with and for the duration of operations being or to be carried out in, under or over that land. It is not required for the construction phase of the development of the site, it is an additional building required by the developers to facilitate the sales of the new dwellings.

The site is located within the built up area and adjacent to the Conservation Area. The building and associated advertisements are to be considered against policies AG1 and AB17 of the Adur District Local Plan. Policy AG1 states that within built up area boundaries development will normally be permitted subject to other policies in the local plan and to it not detracting from the existing local urban environment.

Policy AB17 of the Local Plan relates specifically to the applications or advertisement consent, and states that consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety.

Visual Amenity

As stated above the sales centre building is already at the site clearly visible within the street scene, fronting onto Croft Avenue. This is a residential street, characterised by semi detached and detached two storey dwellings, where such signage and structures would not normally be considered acceptable. It is however considered that the building and attached signage is appropriate in this case as it is providing an ancillary function to the construction work taking place on site and will be used as a sales and marketing space until the development is completed. Although it is prominent to the front of the site, during the construction and completion phases of development this building and the associated signage, subject to a temporary permission of 1 year will not result in such a harmful visual impact to the surrounding built environment to warrant a refusal in this case. The developers originally applied for a temporary consent of 2 years however it was considered that 1 year would be more appropriate given consideration of the approximate time that it is likely to take to complete the development.

Residential Amenity

The sales centre and associated signage are visible from the adjacent dwellings opposite and adjacent to the site in Croft Avenue. It is however considered that there would be no impact with regards to loss of light, loss of privacy or overbearing impact as a result of the development.

Highway Safety

Concerns have been expressed by local residents with regards to increased traffic congestion and highway safety issues as a result of the increased traffic that will be associated with staff and visitors to the sales centre. It is however considered that this is only for a temporary period and any visitors to the site would be parked (if they drive to the site) for a limited period and appointments would be made so there are not lots of visitors at one time. On street parking is available in Croft Avenue and the surrounding streets and the site is also easily accessible by public transport and on foot.

Recommendation

APPROVE for reason that :-

The sales centre and associated advertisement for a temporary period of 1 year would not detract from the existing local urban environment and can take place without resulting in unacceptable detriment to the amenities of neighbouring properties and without detraction from highway safety. It would consequently not conflict with the relevant policies of the Adur District Local Plan (AG1, AB17)

Subject to: -

1. C1Di – amended – The sales centre and attached signage hereby permitted shall be removed and the land restored to its former condition or to a condition to be agreed in writing by the Local Planning Authority, on or before the expiration of the period ending 30th April 2011.
Reason: - Permission would not normally be granted for such development and is only permitted exceptionally.

2. The development hereby permitted shall be carried out in accordance with the following approved plans: -

Location Plan – received 23rd February 2010.
Site Layout Plan – Drawing No. SO-14247-P06 – received 23rd February 2010.
Rear Elevation – SO-14247-P05 – received 23rd February 2010.
Front Elevation – SO-14247-PO2 – received 23rd February 2010.
Side Elevation – SO-14247-P04 – received 23rd February 2010.
Floor Plan – SO-14247-P03 – received 23rd February 2010.
Front elevation showing fascia sign – received 23rd February 2010.
Details of fascia signs – received 13th April 2010.
Details of cut frosted vinyl – received 13th April 2010.
Opening hours signage – received 13th April 2010.
Layout and panel details – received 13th April 2010.
Photos showing signage on building – received 13th April 2010.

Reason: - For avoidance of doubt and in the interests of proper planning.

Case Officer.....Date.....19/4/10 PB 19/4

Planning Services Manager.....Date.....21/4/10.....

Chair of Planning Committee.....Date...26/04/10..