Development Control – Delegated Officer Report

Application Number: ADC/0054/10 **Recommendation – Temporary Permission**

Site: **Elmcroft Croft Avenue Southwick Brighton**

Proposal: **Temporary sales advertisements (non-illuminated signboard and gantry-type sign and single flag pole)**

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 advertisement consent for temporary sales advertisements on the site, to promote the new development and direct visitors to the site. The original submission proposed a free standing signboard, externally illuminated gantry-type sign and 4 flag poles to the site frontage. It was considered by officers that this amount of advertising was unnecessary and even on a temporary basis was out of keeping with the residential character of the area and detrimental to the visual amenities of the local residents and street scene.

Amended plans have been received which show a reduction in signage. One flag pole is proposed to the western side of the site frontage, one 900x900 mm sign board and one gantry-type sign 1800x4000mm. Both are non-illuminated, doubled sided and are also towards the western side of the site frontage, facing towards the junction of Croft Avenue with Southwick Street. The signs and flag are all royal blue with the company logo. The gantry sign provides information on the type of housing for sale with contact details.

Consent is also sought for a temporary sales centre which has already been erected to the front of the site, this is to be considered under a separate planning application ADC/0053/10.

Consultations and Representations

Third Parties: **-** One representation has been received from the owner of no. 15 Croft Avenue raising the following issues: -

- The application description indicates a single flag pole the plans show 4.
- The locations of the flag poles are directly underneath 2 of the large trees on the site and could further damage them.
- The noise levels of the development will be high and continuous especially at night. Additional noise would be unwelcome.
- The plans do not show the position of the signs and it is not clear how they will affect the surrounding conservation area.
- The residents have suffered from noise, construction fumes and traffic levels and the sales office will create additional traffic and pressure for on street parking.

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

Policy AB17 of the Local Plan relates specifically to the applications for 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

The site is located in a pleasant residential road, adjacent to the Conservation Area. The impact of the proposed advertisements on the character and appearance of the development is therefore a very important consideration. The signage is required during the marketing and construction stage of the development and is therefore only required for a temporary period. The signage will be clearly visible within the street scene due to its scale, siting and use of colour, it is however considered acceptable, being ancillary to the construction work taking place on site. The reduction in signage from that originally submitted and removal of all forms of illumination are considered to be more reflective of this residential location. The signage is therefore recommended for approval for a temporary period of 1 year, by this time it is considered that all building work and house sales should be complete.

Highway Safety

It is not considered that the sign will distract road users or would cause any harm to public safety. The signs provide information with regards to the sale of the housing development and associated developers and identify the site to visitors.

Recommendation

APPROVE for reason that: -

Standard advertisement conditions 1-5

6. The signs and flag pole hereby permitted shall be removed and the land restored to its former condition or to a condition to be agreed in writing by the LPA, on or before the expiration of the period ending on 30th April 2011.

Reason: - Permission would not normally be granted for such development and consent is granted only due to the temporary nature of the proposal.

7. The advertisements hereby permitted shall be in accordance with the following approved plans: -

Site Location Plan: - Received 16th March 2010
Layout Plan – Drawing no. SO-14247-P06 – Received 13th April 2010.
Details of signboard – received 13th April 2010.
Details of Flag – received 13th April 2010.
Details of Gantry sign – received 13th April 2010.
Photo montage – received 13th April 2010.

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

Case Officer..... [redacted] .....Date.....16/4/10.....

Planning Services Manager... [redacted] .....Date...16/4/10.....

Chair of Planning Committee [redacted] .....Date 26/04/10...