

## PLANNING COMMITTEE

8 MARCH 2017

Present: Councillors Street (Chair), Scott (Vice-Chair), Beaney, Beaver, Dowling, Roberts, Rogers and Wincott

### 161. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Clarke and Edwards.

### 162. DECLARATIONS OF INTEREST

None.

### 163. MINUTES OF THE MEETING HELD ON 8 FEBRUARY 2017

**RESOLVED** – that the minutes of the meeting held on 8 February 2017 be approved and signed by the Chair as a true record.

### 164. NOTIFICATION OF ANY ADDITIONAL URGENT ITEMS

None.

### 165. PLANNING APPLICATIONS:

**UPDATE: Application reference HS/CD/16/00655. Rocklands Private Caravan Park, Rocklands Lane, Hastings. Application for approval of the remaining part of Condition 6 (archaeological monitoring) of Appeal A ref: APP/B1415/C/15/3029007 – (EN/15/00028).**

At the last committee meeting held on 8 February 2017, it was resolved to defer determining the application until this committee meeting to allow for further consultation with the County Archaeologist and the Legal Department as to the implications for the validity of the planning application.

The Planning Services Manager advised that Southern Water had raised concern in response to the consultation and therefore a meeting has been arranged by the Planning Officer to take place between Southern Water, the applicant and the County Archaeologist on 24<sup>th</sup> March 2017. An update will be provided at the next Planning Committee meeting.

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### 165.1 Lamp Post Banners At Various Locations

Proposal:	Lamp post banners at Bexhill Road, Sedlescombe Road North, The Ridge, Old London Road, Havelock Road, Cambridge Road and Queens Road. Use
Application No:	HS/AA/16/00920
Existing Use:	Lamp Posts
Conservation Area:	Yes – Old Town
Listed Building	No
Public Consultation	4 letters of objection received.

The Planning Services Manager, Mrs Evans, presented this report for the use of 25 lamp post banners for advertising submitted by Hastings Borough Council.

The banners are sited in nine different locations throughout Hastings and St. Leonards. The lamp posts located on The Ridge are split into two locations.

Several updates to the report had been received since the publication of the agenda:-

- Location 6 has been withdrawn from the application at the request of the applicant.
- The address of the application site is amended as follows: Lamp post banners at Bexhill Road, Sedlescombe Road North, The Ridge, Old London Road, Havelock Road, Cambridge Road and Queens Road.
- The description has been amended as follows: 'Use of 25 lamp post banners for advertising, the banners are 70cm wide and 1.67m height.'
- The application now proposes 25 banners in 9 different locations.
- Additional condition no. 8 to state: 'The advertisement hereby permitted shall be carried out in accordance with the following approved plan:  
Site Location Plan Lamp Posts / Banners Rev A'

#### **Location 1: The Ridge - Beaulieu Gardens/Harrow Lane**

Firstly, there are three lamp posts located between Beaulieu Gardens and Harrow Lane numbered 139,140 and 141. These are modern style lamp posts located on a

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busy B road running along the northern boundary of the town. This area in particular has a number of detached single dwellinghouses of a post war style set adjacent to the lamp post locations.

### **Location 2: The Ridge - Woodlands Way/Yew Tree Close**

The other site on The Ridge is located to the northern side of the road at the entrance to Woodlands Way, a small industrial area set back from the road. The lamp posts are numbered 93, 95 and 96.

### **Location 3: Bexhill Road/Bexleigh Avenue**

Three lamp posts are located on Bexhill Road (A259) west of Bexleigh Avenue; this road is the main coastal route through the town with open fields to the north and the coastline to the south. These lamp posts are numbered 85, 87 and 88.

### **Location 4: Sedlescombe Road North**

The site at Sedlescombe Road North (A21), the main road access from London, is located around the entrance of Harlequin Gardens, a wide section of the road with residential properties on either side of varying styles. To the north are a number of large commercial units of mixed uses. The lamp posts are numbered 67, 68 and 69.

### **Location 5: Old London Road**

The proposal for Old London Road is a site of three lamp posts located adjacent to TW Car Sales. This is a densely populated area of Hastings with predominantly terraced Victorian housing on this section of road. The lamp posts are numbered 50, 51 and 52.

The seven lamp posts within locations 7, 8 and 9 are located within the Town Centre Conservation Area.

### **Location 7: Queens Road/Wellington Place**

These three lamp posts are located on Queens Road between the Town Hall and Wellington Place which is a pedestrianised area with predominantly retail units surrounding the lamp posts numbered 1, 3 and 5.

### **Location 8: Havelock Road**

These two lamp posts are located on Havelock Road, a main access route between the Town Centre and Hastings Station. This road is mainly used for retail purposes with the addition of the Hastings campus of the University of Brighton. The lamp posts are numbered 5 and 6.

### **Location 9: Cambridge Road**

These two lamp posts are located on Cambridge Road, a pedestrianised route through the Town Centre, again with predominantly retail units surrounding the site. The lamp posts are numbered 3 and 4.

### **Location 10: Queens Road/Vicinity of Morrisons**

This location consists of a mixed use of commercial and residential premises of single to 3 storeys. Banners are proposed to be attached to lamp posts 32, 33 and 34.

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The Planning Services Manager said the banners will be made of PVC and located roughly 3m above ground level, less than the 2.1 footway to avoid obstruction and attached via a wind spring banner system to the lamp post. They will be changed depending on the event advertised fortnightly or every two months, maybe more frequently during the summer season.

Members were shown plans and photographs of the site locations.

Members raised concern regarding the potential for inappropriate content to be advertised on the banners and risk of commercial enterprise. It was noted that editorial control is the responsibility of the Council's Marketing Department and not a planning consideration.

Members also discussed the likelihood for driver distraction and wear and tear on the banners which they felt should be maintained for aesthetic reasons and public safety. Condition 3 of the resolution covers this concern.

Councillor Beaver proposed a motion to approve the application as set out in the resolution below. This was seconded by Councillor Scott.

**RESOLVED** - (unanimously) that Advertisement Consent be granted subject to the following conditions:-

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 measuring the speed of any vehicle.**
3. **Any advertisement displayed, and any site used for the display of advertisements, 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.**

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- 6. The period of consent lapses at the expiration of five years from the date of issue.**
- 7. There shall be a minimum clearance of 2.1 metres from the footway/verge level to the underside of the projecting sign.**
- 8. The advertisement hereby permitted shall be carried out in accordance with the following approved plan:**

**Site Location Plan Lamp Posts / Banners Rev A.**

### **Reasons:**

- 1. In accordance with the Town & Country Planning (Control of Advertisements) Regulations 2007.**
- 2. In the interests of safeguarding the amenities of the area.**
- 3. In the interests of safeguarding the amenities of the area.**
- 4. In accordance with the Town & Country Planning (Control of Advertisements) Regulations 2007.**
- 5. In the interests of safeguarding the amenities of the area.**
- 6. To comply with regulation 14(5) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Any advertisement may continue to be displayed after this date, subject to the same conditions as set out in the Consent and the power of the District Planning Authority to require discontinuance of the display under Regulation 8.**
- 7. To ensure the safety of persons and vehicles proceeding along the highway.**
- 8. For the avoidance of doubt and in the interests of proper planning.**

### **Notes to the Applicant**

- 1. Failure to comply with any condition imposed on this consent may result in enforcement action without further warning.**
- 2. Statement of positive engagement: In dealing with this application Hastings Borough Council has actively sought to work with the applicant in a positive and proactive manner, in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.**

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### 166. PLANNING APPEALS AND DELEGATED DECISIONS:

The Planning Services Manager reported that one planning appeal had been allowed. She also reported on the number of delegated decisions.

All matters had arisen between 30 January to 24 February 2017.

The report was noted.

(The Chair declared the meeting closed at. 6.19 pm)