

Parish: Chichester	Ward: Chichester North
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CC/17/01988/FUL; CC/17/01989/LBC; CC/17/02160/ADV

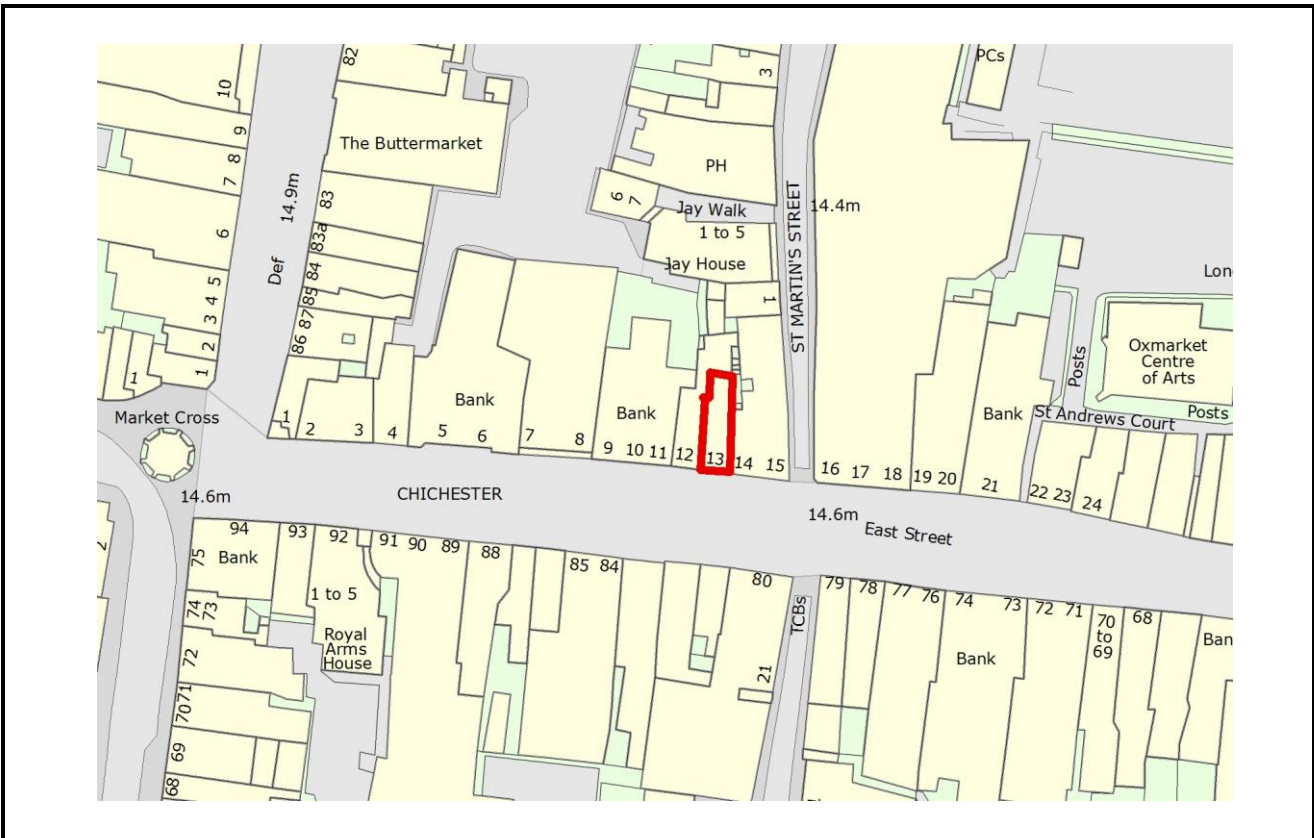
Proposal Shop front retained and modified, new double leaf doors finishing flush and decorated white. Internal works. New signage.


Site 13 East Street Chichester PO19 1HE

Map Ref (E) 486153 (N) 104826

Applicant Mr Ian Rowland

RECOMMENDATION TO PERMIT



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1.0 Reason for Committee Referral

Parish Objection - Officer recommends Permit

2.0 The Site and Surroundings

2.1 The application site is situated on the northern side of East Street, one of the principal shopping streets within Chichester City Centre and the City's Conservation Area. The building occupying the site is a Grade II Listed early C19 building with an A1 retail unit at ground floor level. The building features a simple non-historic shopfront with a central recessed entranceway, kickboard and 2 no. display windows either side of the central entranceway. The ground floor shopfront is not a historic shopfront, having been replaced prior to the building being listed.

3.0 The Proposal

3.1 This applications for Planning Permission and Listed Building consent seek permission to retain and alter the existing shopfront by way of removing the recessed entrance and installing new timber framed double leaf doors in line with the existing shopfront windows. The shopfront would be finished decorated with a cream/white paint for the most part with the outer frame of the windows proposed to be painted red.

3.2 Internally the proposal includes the removal of 2 sections of partition walling on the ground floor, the installation of new shop fittings and ceiling finishes to the ground floor and the installation of a sink in a staff area at the rear of the building. In addition racking would be provided within a first floor store area and the interior of the building would be redecorated.

3.3 The application for Advertisement Consent seeks consent for the installation of non-illuminated signage comprising individual acrylic lettering with a black and red finish attached to the existing white fascia board. The lettering would project 10mm from the fascia board.

3.4 The submitted plans indicate the installation of a freestanding TV behind the window display. The provision of the TV would not require listed building consent, as the works would not materially affect the character of the listed building, and it would not require advertisement consent because if it were used to display an advert it would have deemed consent due to the advert being displayed within the building.

4.0 History

97/01288/FUL	PER	Removal of existing shopfront and fascia. Installation of new timber shopfront, pilasters, awning blind and air conditioning condensers.
97/01289/LBC	PER	Removal of existing shopfront and shop fixtures. Installation of a new shopfront of timber, non-illuminated sign, retractable awning blind, shop fixtures and air conditioning condensers to the rear. Internal Alterations.

97/01290/ADV	PER	Fascia sign (non-illuminated).
06/00127/ADV	PER	Non-illuminated individual letters on to Fascia.
06/00132/LBC	PER	Removal of old signage, painting of the shop frontage, replacement of signage with individual letters on to the existing fascia panel.
08/01093/LBC	PER	Internal - Replacement of ceiling (suspended tiles) with new (like for like), replacement of vinyl floor finishes with new, installation of new AC unit (replacement of existing) and decoration works. External - Adapt entrance to form ramped lobby and decorate timberwork.

5.0 Constraints

Listed Building	YES Grade II
Conservation Area	CC
Rural Area	NO
AONB	NO
Tree Preservation Order	NO
EA Flood Zone	
- Flood Zone 2	NO
- Flood Zone 3	NO
Historic Parks and Gardens	NO

6.0 Representations and Consultations

6.1 Parish Council

Objection - Objection on the basis that the proposal would be detrimental to the character and appearance of the Conservation Area and the listed building. Signage should be more in keeping with the streetscene.

6.2 CCAAC

Objection - The raise lettering and lack of street number are non-compliant with CD shop-frontage guidance. The committee also considers the sloping fascia board is out of proportion with the rest of the frontage.

6.3 CDC Historic Buildings Advisor

No objection - This application would benefit from existing and proposed sections of the shop front showing the applied lettering and details of the 'fascia' - more detailed than drawing 150617/010.5 included with 17/02160/ADV. A hand-painted sign would represent an improvement to the listed building.

Whilst this may be the intention of this application (as suggested by drawing 150617/010.5 in the ADV) it would need to be confirmed through more detailed sections within this application. The lobby is a modern introduction; as such the proposed doors are acceptable.

7.0 Planning Policy

The Development Plan

The Development Plan for the area comprises the Chichester Local Plan: Key Policies 2014-2029 and all made neighbourhood plans.

7.1 The principal planning policies relevant to the consideration of this application are as follows:

Policy 1: Presumption in Favour of Sustainable Development
Policy 47: Heritage and Design

National Policy and Guidance

7.2 Government planning policy comprises the National Planning Policy Framework (NPPF). At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. This means unless material considerations indicate otherwise development proposals that accord with the development plan should be approved without delay.

7.3 Consideration should also be given to paragraph 17 (Core Planning Principles), together with Sections 7 and 12 generally.

Other Local Policy and Guidance

7.4 The following documents are material to the determination of this planning application:

- CDC Shopfront and Advertisement Design: A Guidance Note
- CDC Chichester City Conservation Area Character Appraisal
- CDC External Alterations to Listed Buildings in Chichester District Development Advice Note

7.5 Consideration should also be given to the Town & Country Planning (Control of Advertisements) (England) Regulations 2007, as amended.

The aims and objectives of the Chichester in Partnership Community Strategy 2016-2029 which are relevant and material to the determination of this planning application are:

- Influence local policies in order to conserve and enhance the qualities and distinctiveness of our area

8.0 Planning Comments

8.1 The considerations for each application to which this report relates are different. For example, for the planning application to alter the shop front the main considerations are the principle of development, the impact of the proposal upon visual amenity and the character of the conservation area, and the impact upon the special historic and architectural importance of the listed building. In respect of the application for listed building consent for the proposed signage and alterations to the listed building the main consideration is the impact upon the historic and architectural importance of the listed building. Finally, in respect of the application for advertisement consent for the proposed signage the main considerations are, in accordance with the advert regulations, the impact upon amenity and public safety.

8.2 The main considerations taking all applications together are:

- i. Principle of Development
- ii. Impact upon amenity and the character and appearance of the conservation area
- iii. Impact upon the listed building
- iv. Impact upon public safety

- i. Principle of Development

8.3 The application site is occupied by a retail unit within the city centre where alterations to buildings, including shopfronts and advertisements are generally acceptable in principle, subject to being of an acceptable design and the impact of the proposal upon heritage assets, visual amenity and the character of the conservation area. The proposed development and works are therefore acceptable in principle, subject to the consideration of the matters addressed below.

- ii. Impact upon amenity and the character of the Conservation Area

8.4 S. 72 of the Planning (Listed Building and Conservation Areas) Act 1990 requires the planning Authority (LPA) to have special regard to the desirability of preserving or enhancing the character of that area. In addition, the NPPF stresses the importance of protecting heritage assets, stating that LPA's should take account: of the desirability of sustaining and enhancing the significance of a heritage asset, the positive contribution that conservation of heritage assets can make to sustainable communities and to the desirability of new development making a positive

contribution to local character and distinctiveness. Furthermore, policy 47 of the Local Plan requires new development to recognise, respect and enhance local the distinctiveness and character of the area and heritage assets.

- 8.5 The proposed alterations to the shop front would constitute a relatively modest alteration to the existing shopfront including the movement of the doors from their current recessed position to being flush with the existing windows in the shopfront. In addition, small timber inserts would be added to the upper outside corner of each window to create a curved frame around the top of the windows which would be painted red. The existing angled fascia board and detailing on the shopfront would be retained as existing with the shopfront being painted a white or cream colour (full details to be agreed via a condition). The shopfront would retain its traditional appearance with timber stool riser, window frames and fascia board, with the detailing on the proposed doors designed to reflect the detailing on the existing shopfront.
- 8.6 The proposed signage would comprise 10m lettering attached directly to the existing fascia sign. Historically, when the property was occupied by Thornton's, attached lettering of a similar depth and design was attached to the fascia, and this was permitted in 2006 taking into account the modern nature of the shopfront and signage that existed at the time on the building. The proposed built up lettering 10m in depth, in a dark colour, would not appear obtrusive within the streetscene or the wider conservation area, and would also not constitute a significant change within the streetscene given the design and appearance of the previous signage on the property. It is therefore considered that the proposed signage would not appear incongruous on the shopfront and would not detract from the visual amenity of the streetscene and it would therefore preserve the character of the conservation area.
- 8.7 For the reasons set out above it is considered that the proposed alterations to the frontage of the building would not detract from the visual amenity of the host building or the surrounding area, and the proposal would preserve the character of the conservation area. The proposal would therefore meet the requirements of policy 47 in this respect.

iii. Impact upon the listed building

- 8.8 S.66 of the Planning (Listed Building and Conservation Areas) Act 1990 requires the Local Planning Authority (LPA) to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses. Policy 47 of the Local Plan and Section 12 of the NPPF, as explained in paragraph 8.3 are also relevant to the consideration of the impact upon the listed building.
- 8.9 The application building comprises a grade II listed building. The existing shopfront is a 20th Century addition to the building, and as such alterations to the shopfront and the attachment of letters on the existing fascia board would not affect historic fabric. The alterations to the shopfront would be relatively modest and the proposed signage would be similar to the previous fascia sign on the building and not overly large or incongruous. It is therefore considered that the proposed works to the shopfront and the installation of replacement signage would not detract from the special architectural character of the listed building.

- 8.10 The proposed internal alterations of removing partition walls at ground floor level, the installation of a new hand wash basin and replacing ceiling finishes would not affect the historic fabric of the listed building given its historic use as a retail unit and the resultant changes to the interior of the shop over time. Other works including the installation of new shop fittings to the ground floor, the installation of racking to the first floor store and the redecoration of walls would also not be harmful to the special historic and architectural character of the listed building as they would not remove historic fabric and would be temporary alterations to the building.
- 8.11 Concern has been raised by the City Council and the CCAAC regarding the alterations to the shopfront, however the Council's Historic Buildings Advisors (HBA) have confirmed that they have no objections to the proposals given the history of the shop front and the building. The HBA comments that hand painted signage would be preferable as an improvement to the existing building; however it is considered that it would not be reasonable to refuse the current application for signage that would have no greater impact upon the listed building than the previous signage on the fascia.
- 8.12 For the reasons set out above it is therefore considered that the proposed internal alterations, the alterations to the shopfront and the proposed signage would not detract from the special historic or architectural merit of the building and would not cause harm to the significance of the listed building. The proposal therefore complies with policy 47 and the NPPF in this respect.

iv. Impact upon public safety

- 8.13 The proposed signage would be situated on the existing fascia board above the shopfront and therefore would not pose a threat to public safety.

Conclusion:

- 8.14 Based on the above assessment it is considered that the proposed signage, alterations to the shopfront and internal alterations to the building would not have an adverse impact upon the amenity of the site and its surroundings, it would preserve the character of the conservation area and the special architectural and historic character of the listed building and would not pose a risk in respect of public safety. It is therefore considered that the proposal complies with the development plan policies and the National Planning Policy Framework and the applications for planning permission, listed building consent and advertisement consent are all recommended for approval.

Human Rights

- 8.15 In reaching this conclusion the Human Rights of the applicants and nearby occupiers have been taken into account when reaching this recommendation and it is concluded that the recommendation to permit is justified and proportionate.

RECOMMENDATION (CC/17/017988/FUL)

PERMIT subject to the following conditions and informatives:-

1) The development hereby permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990 (as amended).

2) The development hereby permitted shall not be carried out other than in accordance with the approved plans;

150617/002.4 REV B LOCATION PLAN (A3)

150617/002.5 REV C BLOCK PLAN (A3)

150617/009 REV C PROPOSED SHOPFRONT ELEVATIONS (A3)

150617/009.2 PROPOSED SHOPFRONT SIGNAGE SECTION

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

3) The development hereby permitted shall not be constructed other than in accordance with the materials specified within the application form and plans, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To ensure that a harmonious visual relationship is achieved between the new and the existing developments.

INFORMATIVES

1) The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

2) The applicant is requested to ensure that the fascia sign to these premises includes the street number of the property no.19.

RECOMMENDATION (CC/17/017989/LBC)

PERMIT subject to the following conditions and informatives:-

1) The works hereby granted listed building consent shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990 (as amended).

2) The works hereby permitted shall not be carried out other than in accordance with the approved plans;

150617/002.4 REV B LOCATION PLAN (A3)

150617/002.5 REV C BLOCK PLAN (A3)

150617/009 REV C PROPOSED SHOPFRONT ELEVATIONS (A3)

150617/009.2 PROPOSED SHOPFRONT SIGNAGE SECTION

150617/002.8 REV C DEMOLITION PLAN (A3)

150617/005.1 REV C PROPOSED FIXTURE LAYOUT PLAN - GROUND (A...

150617/005.2 REV C PROPOSED FIXTURE LAYOUT PLAN - FIRST (A3...

150617/005.3 REV C PROPOSED FIXTURE LAYOUT PLAN - SECOND (A

150617/006 REV C PROPOSED RETAIL REFLECTED CEILING PLAN (...

150617/007.1 REV C PROPOSED FINISHED PLAN - GROUND (A3)

150617/007.2 REV C PROPOSED FINISHED PLAN - FIRST (A3)

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

3) The works hereby permitted shall not be carried out other than in accordance with the materials specified within the application form and plans, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To ensure that a harmonious visual relationship is achieved between the new and the existing developments.

4) All new works and making good of the retained fabric whether internal or external, shall be finished to match the adjacent work with regard to the methods used and to material, colour, texture, profile and style.

Reason: To safeguard the architectural and historic character of the Listed Building or to ensure the detailing and materials maintain the architectural interest of the building

INFORMATIVES

1) The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

RECOMMENDATION (CC/17/02160/ADV)

PERMIT subject to the following conditions and informatives:-

- 1) The works associated with the display of the advertisement(s) hereby permitted shall not be carried out other than in accordance with the approved plans:
150617/002.4 REV B LOCATION PLAN (A3)
150617/002.5 REV C BLOCK PLAN (A3)
150617/009 REV C PROPOSED SHOPFRONT ELEVATIONS (A3)
150617/009.2 PROPOSED SHOPFRONT SIGNAGE SECTION

Reason: For clarity and in the interest of proper planning.

- 2) The advertisement hereby permitted shall not be displayed other than in accordance with the materials specified within the application form and plans, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To ensure that a harmonious visual relationship is achieved between the new and the existing developments.

INFORMATIVES

1) The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

2) The applicant is requested to ensure that the fascia sign to these premises includes the street number of the property no.19.

For further information on this application please contact Fjola Stevens on 01243 534734