

Parish: Chichester	Ward: Chichester South
-----------------------	---------------------------

CC/18/00192/ADV & CC/18/00196/LBC

Proposal 1 no. externally illuminated projection sign, 1 no. externally illuminated fascia sign and 1 no. internally illuminated menu sign

Site Zizzi The Old Theatre 43 South Street Chichester West Sussex PO19 1DS

Map Ref (E) 486040 (N) 104559

Applicant Mr ANGELO MARERI

CC/18/00192/ADV: RECOMMENDATION TO PERMIT
CC/18/00196/LBC: RECOMMENDATION TO PERMIT



	<p>NOT TO SCALE</p>	<p>Note: Do not scale from map. For information only. Reproduced from the Ordnance Survey Mapping with the permission of the controller of Her Majesty's Stationery Office, Crown Copyright. License No. 100018803</p>
---	----------------------------	--

1.0 Reason for Committee Referral

1.1 City Council objection - officer recommendation is to permit.

2.0 The Site and Surroundings

2.1 The application site is located on the corner of South Street and Theatre Lane within the centre of Chichester. The building is grade II listed and located within the Chichester Conservation area. The application building is a two storey, red brick building, with two sliding sash windows floor and three openings that have been bricked up at the first. The ground floor has bio folding timber doors with two separate timber doors. The previously approved signs have been removed and an unauthorised fascia sign has been installed on the building. This is the same design and material as what forms part of this current application. However the sign currently on the building is not centrally located and larger than currently proposed.

3.0 The Proposal

3.1 The application seeks advertisement consent and listed building consent for an externally illuminated fascia sign, a externally illuminated projecting sign and a internally illuminated menu sign. The proposed fascia sign would be copper 'Zizzi' letters, which would project 43 mm from the building, with the letters having a depth of 25 mm. The proposed letters would be located centrally on the building, with a height of 50mm and a width of 1.1 metres and manufactured from 1.2 mm cooper. The letters would be external illuminated from a light strip above, which would project 225 mm from the building with a width of 1.1 metres. The projecting sign would replace an existing hanging sign, and would project 1.2 metres from the building. The hanging sign would measures 0.75 metres, in height and width, while the advert would be 0.57 metres in high and 0.49 metres in width. The menu board would be located to the right of the main door and would be 0.7 metres in height and 0.5 metres in width.

3.2 The application seeks listed building consent for the painting of the building in Dulux Azure Fusion 1 weather proof breathable paint and door frames and window frames in Farrow & Ball London Clay.

3.3 The application has been amended since its submission, by removing the retractable awning, reducing the size of the facia sign and relocating it to the centre of the building.

4.0 History

03/00359/LBC

PER

Change of use to A3 (food and drink). Removal of existing ground floor shop partitions and first floor office mezzanine structure and construction of replacement mezzanine toilet and kitchen facilities. Plasterboard and thermal lining to existing roof skeillings.

03/00360/FUL	PER	Change of use of A1 (shop) to A3 (food and drink).
91/00550/CC	PER	The division of retail space into two units only by the erection of stud partitioning and a ceiling at ground level.
03/01732/FUL	PER	Increase in permitted number of restaurant covers from 84 to 114. Interior alterations to ground floor level shop front and position of extract duct.
03/01733/LBC	PER	Variation to CC/03/00359/LBC in respect of proposed internal alterations to ground floor level shop front and position of extract duct.
03/03157/ADV	REF	Illuminated fascia sign, projecting sign and 1 no. menu box.
04/02223/LBC	PER	Variation to new doors on west elevation from previously approved application CC/03/01733/LBC.
04/04141/FUL	REF	Addition of external lighting to front elevation.
04/04142/LBC	REF	Add external lights to front elevation.
11/02488/PE	REC	HBA: refurbishment.
11/02878/LBC	PER	Alteration to shopfront including replacement signage, internal alterations and shopfit works.
11/02881/ADV	REF	1 no. externally illuminated fascia sign and 1 no. externally illuminated projecting sign.
11/03513/LBC	PER	Installation of signage comprising of: 1 no. non-illuminated fascia text, 1 no. externally illuminated projection sign and 1 no. internally illuminated menu box.
11/03979/ADV	PER	1 set of non illuminated fascia text. 1 x externally illuminated projection sign.
04/00007/REF	ALLOW	Illuminated fascia sign, projecting sign and 1 no. menu box.

05/00029/REF	DISMIS	Addition of external lighting to front elevation.
05/00030/REF	DISMIS	Add external lights to front elevation.
11/00115/REF	DISMIS	1 no. externally illuminated fascia sign and 1 no. externally illuminated projecting sign.

5.0 Constraints

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

6.0 Representations and Consultations

6.1 Chichester City Council

Original comments

Object. The proposed development, particularly proliferation of lighting and more prominently sited illuminated hanging sign would harm the character and appearance of the listed building and the conservation area. It is also noted that the date "1791" has been erased from the pediment; this should be reinstated.

Comments following amended plans

Object: Although the re-siting of the hanging sign is now omitted, the additional lighting over the main fascia sign and the very bold colours appear still to be proposed and therefore the objection would still apply in this case.

6.2 CCAAC

Object: The whole ensemble of this signage (raised composite lettering and illumination) does not comply with the Council's shop-front guidance, and in style is unsympathetic to this distinctive and important listed building. The hanging sign is not needed at this location and the pink awning is intrusive and damaging to both the building and the Conservation Area. If this application is permitted, it should be a condition that the date (1791) be reinstated on the pediment.

6.3 CDC Historic Buildings Advisor

No objection to the amended proposal.

6.4 Theatres Trust

The building has been out of use as a theatre for some time and the proposal will have no further impact within the building. The Trust therefore has no objection to these applications.

6.3 Third Party Representations

1 letter of objection has been received concerning;

- a) The awning and blue shopfront walls are out of character with and disfigure this Listed Building.
- b) the design and illumination of the replacement signage (as with the existing) contravenes the CDC Shopfront Design Guidance Notes for the Conservation Area.
- c) further clarity is required as to whether the awning is to be illuminated.

7.0 Planning Policy

The Development Plan Documents

7.1 The Development Plan for the area comprises the Chichester Local Plan: Key Policies 2014-2029 and all made neighbourhood plans. There is no made neighbourhood plan for Chichester at this time.

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

Chichester Local Plan: Key Policies 2014-2029

Policy 47: Heritage and Design

National Policy and Guidance

7.3 Government planning policy now comprises the National Planning Policy Framework (NPPF), paragraph 14 of which states:

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:

For decision-taking this means unless material considerations indicate otherwise:

- Approving development proposals that accord with the development plan without delay; and

- Where the development plan is absent, silent or relevant policies are out-of-date, granting planning permission unless any adverse impacts of doing so would significantly or demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or specific policies in (the) Framework indicate development should be restricted.

7.4 Consideration should also be given to paragraph 17 (Core Planning Principles), paragraph 67 is also relevant to advertisement applications.

Other Local Policy and Guidance

CDC Shopfront and Advertisement Guidance
Chichester Conservation Area Character Appraisal

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.

Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990

8.0 Planning Comments

8.1 The main issues arising from this proposal are:

- i. Visual Amenity
- ii. Public safety
- iii. Other matters

Assessment

8.2 Advertisement applications must be considered in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations allow the Local Planning Authority to consider amenity and public safety, taking into account; the provisions of the development plan, so far they are material; and any other relevant factors. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic architectural, cultural or similar interest. In this case the factors relevant to public safety include; the safety of persons using any highway, whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Visual Amenity

- 8.3 Section 66 of the Planning (Listed Building and Conservation Areas) Act 1990 requires the planning Authority (LPA) to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. Section 72 of the same act requires special attention shall be paid to the desirability of preserving or enhancing the character or appearance 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.
- 8.4 The proposed signs are of a similar scale and location of the previous approval. The previous fascia sign was formed from plastic and located centrally on the building, the lettering projecting 54mm from the building. The current application proposes a copper 'Zizzi' sign, with raised side around each letter, creating a recessed letter. The letters would project 43mm from the building, the letters themselves would have a depth of 25mm. The letters would be externally illuminated from a light strip above. The projecting sign would replace an existing hanging sign, and would project 1.2 metres from the building. The sign would be externally illuminated and the same size as the existing. A menu sign is proposed to the right of the main entrance, which replaces an existing menu sign.
- 8.5 The CDC Shopfront and Advertisement Design guidance note sets out a preference for hand painted lettering for fascia signs on listed building, stating that built up lettering may be acceptable on non-listed building. In addition, the guidance states that 'Fascia design should suit the building as a whole and should be in proportion to the shopfront and the rest of the property'. The application property is a distinctive grade II listed building set apart from surrounding listed building in terms of its architecture and without a traditional shopfront as found on retail units situated within Georgian buildings in the city centre. The previously approved signage comprised plastic built up lettering in a gold colour with applied vinyl lettering behind. It is considered that on this particular building, with its wider and relatively modern frontage at ground floor level - which is set back from the adjoining property to the north, the continued use of built up lettering would not be harmful.
- 8.6 The shopfront guide makes it clear that modern materials such as metals must be used very carefully within the conservation area and on listed buildings to ensure that they do not detract from the building or the street scene. The lettering would comprise a polished copper face with an aged copper surround to each letter. Although the central element of the letter would have a polished finish the overall appearance of the signage would be in a matt, aged copper. The raised copper surround to the set face of the lettering would also serve to minimise reflection from the signage. It is therefore considered that the proposed materials and finish would not result in a shiny or overly strident form of advertisement that would detract the building or its locality.

Therefore the amended scheme is considered to be of an appropriate scale to the existing building and located centrally to the building width. The reduction in depth of the lettering, combined with the replacement of the previous plastic sign and the simplification of the advertisement to contain only the 'Zizzi' lettering would provide a more sensitive signage design than the former advertisement, despite the use of a metal for the lettering.

- 8.7 The building is current partly painted in a cream colour and this application seeks to change this colour to blue. Given the application seeks to paint parts of the building that have already been painted, which are render and now brick, this is considered acceptable. In addition the proposed colour is considered in keeping with the street scene and the listed building and is also considered acceptable.
- 8.8 The Council's Historic Buildings Advisor has confirmed that there is no objection to the proposal as amended by reason of the detailed design of the proposal in the context of this building and locality. The amended scheme is considered to propose a respectful form of advertisement that would be considered sympathetic to the visual amenities of the locality and the listed building, therefore would not harm the significance of the heritage assets.

Public safety

- 8.9 In this case the factors relevant to public safety include; the safety of persons using any highway. In this regard the height of the signage from the pavement to the bottom of the projecting sign and fascia boards and the size of the projecting sign are considered to be such that would not cause harm to those users of the highway (the pavement in this case). Further the signage would not be likely to obscure, or hinder the ready interpretation of any traffic sign and/or hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. The proposed illumination levels would be no greater than 500 cd/m, which is considered acceptable. A condition will be imposed to ensure these luminance levels are not exceeded

Other matters

- 8.10 Comments have been received from the Chichester Society and CCAAC that the date marking on the building should be revealed again. Since the submission of the application the date has been painted onto the building.

Conclusion

- 8.11 Based on the above it is considered the proposed advertisement application complies with the Advertisement Regulations and the development plan and therefore the application is recommended for approval. In addition it is considered that the proposed signage and alteration to the building would not have an adverse impact upon the character of the special architectural and historic character of the listed building. It is therefore considered that the proposal would respect, conserve and enhance the existing shop frontage and is therefore in accordance with Policy 47 of the Chichester Local Plan, and the listed building consent is recommended for approval.

RECOMMENDATION (CC/18/00192/ADV)

PERMIT subject to the following conditions and informatives:-

1) The illumination levels shall not exceed 500 cd/sqm at any time.

Reason: in the interest of protecting the visual amenity of the area.

2) The illumination of the advertisements hereby approved shall not take place other than during the opening hours of 'Zizzi' and the illumination shall not be operational at any other time.

Reason: In the interests of visual amenity

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/18/00196/LBC)

PERMIT subject to the following conditions and informatives:-

1) The works for which Listed Building Consent is hereby granted must be begun not later than the expiration of three years beginning with the date of this consent.

Reason: To comply with Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2) The development hereby permitted shall not be carried out other than in accordance with the approved plans: 595864-3 A, 595864-4 A, 595864-5 A, 595864-3 REV B, 595864-4

Reason: To ensure the development complies with the listed building consent.

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.

For further information on this application please contact Daniel Power on 01243 534734