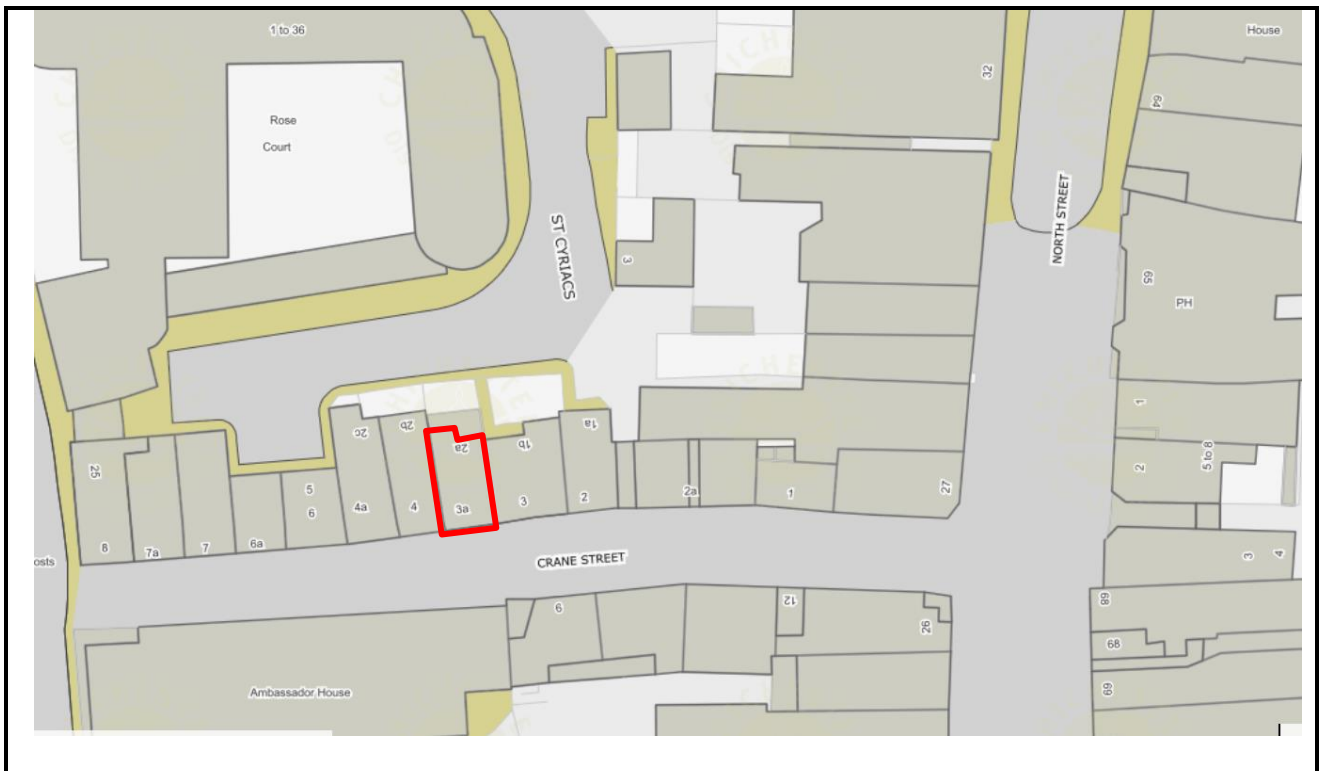



Parish: Chichester	Ward: Chichester Central
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CC/23/00950/ADV

Proposal	To install 1 no. hand painted signage on existing shopfront fascia for upcoming business.		
Site	3A Crane Street Chichester West Sussex PO19 1LH		
Map Ref	(E) 486033 (N) 105002		
Applicant	Mrs Nai-wen Ker	Agent	

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>
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1.0 Reason for Committee Referral

1.1 Parish Objection - Officer recommends Permit.

2.0 The Site and Surroundings

2.1 The application site is located on Northern side of Crane Street, which is the Primary Shopping frontage as identified within the Chichester Local Plan. Crane Street forms a small side street to the west of North Street, one of the principal streets in city centre, and is within the Chichester Settlement Boundary and the Chichester Conservation Area.

2.2 The application building is a locally listed building. The site is currently vacant and was last used an ice-cream parlour at the ground floor level, with flats in the space above. The character of the surrounding area is predominantly commercial, with the majority comprising of shops, and services. The surrounding retail units have a variety of existing signage, which predominantly take the form of branded fascia's and hanging signs.

3.0 The Proposal

3.1 The application proposes a non-illuminated fascia sign comprising of central 'Meowko' sign with two lines of extra text to the right hand side of the fascia.

3.2 The main signage depicts the name of the business 'Meowko' with the addition of a paw print above the 'M' of the business name. The main signage would be hand painted onto the existing fascia and has a maximum height of 35 cm approximately.

3.3 To the right side of the fascia is two lines of additional text, stacked on top of each other, advertising that the establishment sells 'Taiwanese Bubble Tea'. The additional text would have a maximum height of 1 cm approximately for each line.

3.4 The signage would have an overall width of 3.3 metres. The signage would be all hand painted in white on a black fascia.

4.0 History

None relevant.

5.0 Constraints

Listed Building	NO
Conservation Area	Chichester Conservation Area
Rural Area	NO
AONB	NO
Tree Preservation Order	NO
EA Flood Zone	NO
Historic Parks and Gardens	NO

6.0 Representations and Consultations

6.1 Chichester City Council

Further Comments (*received 17.08.2023*)

The hand painted fascia is a significant improvement, however, the design of the proposal remains contrary to the advertisement guidance, as it is proposed to include a graphic/logo as well as two lines of extraneous stacked text which is an inappropriate design for the Conservation Area.

Original Comments (*received 03.06.2023*)

Objection. The design and materials are contrary to the relevant advertisement design guidance and would harm the character and appearance of the historic Conservation Area. No objection should the graphic/logo be removed, and the signage proposed in the appropriate materials i.e. timber fascia with hand painted lettering. No objection in principle to the hanging sign in this side street location, however, this must also be hand painted timber signage, not the unsuitable plastic currently proposed.

6.2 CCAAC

The committee objects to this application. The proposed lettering is non-compliant with CDC shop-front guidance within the Conservation Area. The lettering should be hand painted on the existing façade and should include a street number.

6.3 CDC Economic Development Service

The Economic Development Service supports this application.

In 2021, The National Planning Policy Framework was updated and recognises the challenges faced by town centres. Paragraph 86 says, "Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation". Further, in 86(a) it says that town centres should, "...promote their long-term vitality and viability - by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries...".

A key element of the attraction of Chichester City Centre is its high quality shopping, drinking and restaurant offer. Although, the internet and out-of-town shopping is challenging traditional High Street activity, it is important that the city try to maintain its commercial offer, attract new businesses into the area and provide opportunities for employment. Due to the historic nature of the city centre, it is imperative that, where able, commercial opportunities are supported.

The site is located in a secondary shopping area of the city centre. It has the usual types of shops, restaurants, cafes, offices, etc. nearby, associated with a high footfall city centre location.

There is a variety of styles, sizes, lettering and colours in this area and throughout the city centre. The proposal sees a shop sign which is in keeping with the businesses in the surrounding area and is hand painted. It demonstrates the individuality and uniqueness of independent businesses.

6.4 Third party support comments

1 no. third party representations of support have been received concerning the following matters:

- a) Suitable for location of Crane Street
- b) Eclectic mix of independent businesses and signage
- c) Increase footfall into Chichester City Centre

7.0 Planning Policy

The Development Plan

- 7.1 The Development Plan for the area comprises the Chichester Local Plan: Key Policies 2014-2029, the CDC Site Allocation Development Plan Document 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 10: Chichester City Development Principles
- Policy 47: Heritage

Chichester Local Plan 2021 - 2039: Proposed Submission (Regulation 19)

- 7.3 Work on the review of the adopted Local Plan to consider the development needs of the Chichester Plan Area through to 2039 is now well-advanced. Consultation on a Preferred Approach Local Plan has taken place. Following detailed consideration of all responses to the consultation, the Council has published a Submission Local Plan under Regulation 19, which was approved by Cabinet and Full Council for consultation in January 2023. A period of consultation took place from 3rd February to 17th March 2023, and the Submission Local Plan is expected to be submitted to the Secretary of State for independent examination in Autumn 2023. In accordance with the Local Development Scheme, it is anticipated that the new Plan will be adopted by the Council in 2024. At this stage, the Local Plan Review is an important material consideration in the determination of planning applications, the weight that can be attached to the policies contained therein is dependent on the significance of unresolved objection attributed to any relevant policy, commensurate with government policy at paragraph 48 of the NPPF (2021)

National Policy and Guidance

- 7.4 The revised National Planning Policy Framework (NPPF) was published in July 2021. Paragraph 11 of the revised Framework states that plans and decisions should apply a presumption in favour of sustainable development, and for decision-taking this means:
- c) approving development proposals that accord with an up-to-date development plan without delay; or
 - d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. the application of policies in this Framework that protect areas of assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.
- 7.5 Consideration should also be given to Sections 1 (Introduction), 2 (Achieving sustainable development), 12 (Achieving well-designed places), and 16 (Conserving and enhancing the historic environment). Consideration has also been given to paragraph 132 in particular, as this relates specifically to the control of advertisements. The relevant paragraphs of the National Planning Practice Guidance have also been taken into account.

Other Local Policy and Guidance

- 7.6 The following documents are material to the determination of this planning application:
- Chichester District Council Shopfront and Advertisement Design Guidance Note (revised June 2010)
 - Chichester Conservation Area Character Appraisal
- 7.7 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 main issues arising from this proposal are:
- i. Design and impact upon character of the surrounding area (visual amenity)
 - ii. Impact upon Public Safety

Assessment

- 8.2 Advertisement applications must be considered in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations require the LPA to consider amenity and public safety; taking into account the development plan, so far as they are material, and any other relevant factors.
- 8.3 Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest. 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, and 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.
- i. Design and impact upon character of the surrounding area
- 8.4 The application site is located within the Chichester Conservation Area which is acknowledged of being of high visual quality and contains 700 buildings of which are listed as being of special architectural or historic interest.
- 8.5 NPPF Paragraph 197 requires local authorities to take into account when determining applications, the desirability of sustaining and enhancing the significance of heritage assets, the positive contribution that the conservation of heritage assets can make to sustainable communities and the desirability of new development making a positive contribution to the local character and distinctiveness. In addition, Policy 47 of the Chichester Local Plan requires that proposals must conserve and enhance the special interest and setting of conservation areas, respect the distinctive local character and maintain the individual identity of settlements.
- 8.6 The application site is also a locally listed building, as identified with the Chichester Conservation Area Character Appraisal document. While local buildings of significance do not have do not have the same statutory protection as listed heritage assets, the Chichester Conservation Area Character Appraisal document highlights that "applications for demolition or unsympathetic alterations to locally listed buildings are likely to be resisted".
- 8.7 The Councils Conservation and Design Team were consulted on this application and their comments have been incorporated into the report.
- 8.8 The initial proposal included the provision of aluminium fascia board with foamex lettering for the business name and self-adhesive vinyl for the secondary text. The proposal also included a vinyl on an existing timber hanging sign. This scheme was revised due to the comments from Chichester City Council and concerns from officers regarding the choice of material, which was not considered appropriate for the Chichester Conservation Area or a locally listed building.
- 8.9 Subsequently, a revised scheme was submitted. The hanging sign was omitted from the current proposal, which now only includes the provision of non-illuminated fascia sign.

- 8.10 The amended fascia signage is appropriate within its setting and is considered to be an improvement to the appearance of the commercial property. The proposed signage would now be hand painted onto the existing fascia, satisfying the requirements within the Chichester District Council Shopfront Design Guidance Note. While the shopfront design guidance states that darker colours except black, are generally the preferred choice, the use of black fascia with white lettering in this instance is not considered to be harmful to the visual amenity of the streetscene nor character and appearance of the wider Conservation Area.
- 8.11 It is noted that the Chichester City Council, and the Conservation Area Advisory Committee objected to the proposed signage on the basis of the logo, additional wording, and street number.
- 8.12 The proposed signage including the paw print logo, and additional wording are not considered to be harmful to the visual amenity of the host building or the streetscene. The use of a paw print logo within the main 'Meowko' name on the fascia is a small addition which does not negatively detract from the conservation area or shopfront. The addition of the supplementary wording to the main fascia would be small and proportionate in size, being subservient to the main signage, and would not result in cluttered appearance. It is considered that these elements would be acceptable within the conservation area, and would conserve the character and appearance, especially as they will be hand painted onto the fascia.
- 8.13 CDC Economic Services along with one third party comment have provided support comments in relation to the proposed signage. Within this comment the importance of individuality in the design signage for an independent business, and the appropriateness of the materials and shopfronts appearance in relation to the surrounding commercial properties is highlighted. It is considered that in comparison to other examples within Crane Street, the proposed signage would be of an appropriate design for the Conservation Area and locally significant building.
- 8.14 While the shopfront and design guidance notes advocate for the addition of the street number in addition to the main fascia sign, it is not considered in this instance that the addition of a street number is necessary. Many of the shops within Crane Street do not feature a shop number and is not a characteristic of the shopfronts on side streets.
- 8.15 It should be noted that there are existing swan neck lights located above the fascia. No illumination is proposed as part of this application however to ensure there is no confusion, it is recommended a condition is added reminding the applicant that this permission does not grant illuminated signage.
- 8.16 The amended signage would result in an attractive shopfront, with non-illuminated and hand painted signage, in accordance with Chichester District Council Shopfront Design Guidance Note. The additional wording and logo are small additions which do not detract from the Shopfront.
- 8.17 Therefore, having regard to the above, and subject to conditions, it is considered that the proposal would be appropriate in terms of size, colour, siting and design and would not result in visual clutter which would be harmful to the appearance of the Conservation Area, or the setting of local buildings of significance.

ii. Impact upon Public Safety

8.18 Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permits the display of advertisements where they do not, inter alia, adversely impact upon the interests of public safety.

8.19 The proposed advertisement would be hand painted onto the existing fascia and would not result in any form of projecting advertisements over the public highway. The hanging sign has been omitted from the proposal. Therefore, the proposed advertisement would not result in harm to public safety.

8.20 Therefore the proposal is considered to be in accordance with Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Conclusion

8.21 Based on the above it is considered that the proposed advert would not be harmful to the character and appearance of the surrounding area or wider conservation area, and it would not cause harm to the public users of the highway. The proposal would be acceptable with regards to visual amenity and public safety. The proposal therefore complies with the development plan and the Town and Country (Control of Advertisements) (England) regulations 2007, and therefore the application is recommended for approval.

Human Rights

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

RECOMMENDATION

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 plans listed below under the heading "Decided Plans".

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

2) 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.

3) Notwithstanding any indication on the approved plans or documents, the signage hereby approved shall not be in any way illuminated. The signage shall remain non-illuminated unless otherwise approved in writing by the Local Planning Authority.

Reason: In the interests of visual amenity and highways safety, and to preserve the special character of the conservation area.

Decided Plans

The application has been assessed and the decision is made on the basis of the following plans and documents submitted:

Details	Reference	Version	Date Received	Status
PLAN - LOCATION PLAN	TQRQM23113 155518252		24.04.2023	Approved
PLAN - SITE PLAN	TQRQM23123 150836705		05.05.2023	Approved
PLAN - PROPOSED SHOPFRONT SIGNAGE	001		14.08.2023	Approved

INFORMATIVES

1) The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating, with the Applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, 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 Eleanor Midlane-Ward on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=RTLYGCERK6R00>