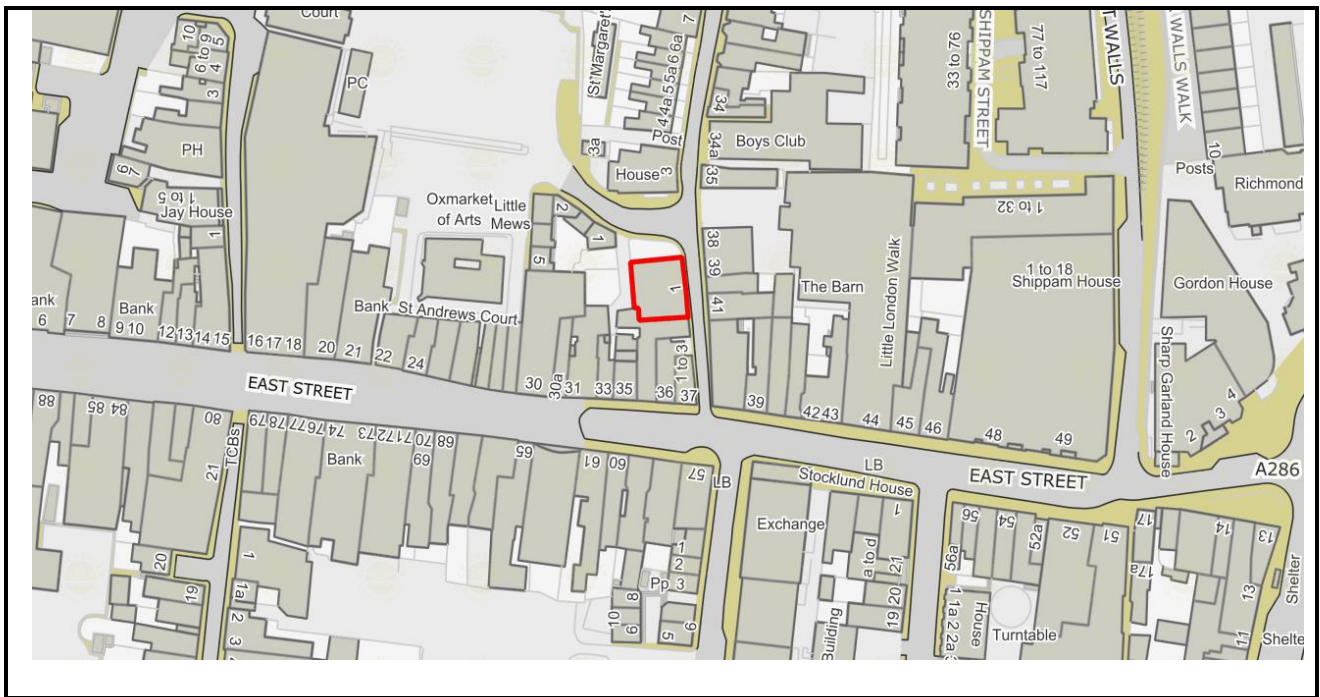



Parish: Chichester	Ward: Chichester Central
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CC/23/01322/ADV

Proposal	Application for Display of Advertisements. 1 no. Fascia sign 6750mm x 730mm x 25mm and 1 no. Fascia sign 5300mm x 730mm x 25mm.		
Site	Second Floor 1 Little London Chichester West Sussex PO19 1PP		
Map Ref	(E) 486281 (N) 104830		
Applicant	Howden Group Holdings Limited	Agent	Miss Amelia Robson

RECOMMENDATION TO PERMIT



	NOT TO SCALE	<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 West side of Little London, which is a Secondary Shopping frontage as identified within the Chichester Local Plan. Little London forms a small side street to the North of East 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 not a listed building. The site is currently being used as an office for an insurance company at the ground floor level, with rentable office space in the floors above. The character of the surrounding area is predominantly commercial, with the majority comprising of shops, and services, however there are some residential properties located north of the site. 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 two non-illuminated fascia signs on the north and east elevations, comprising of central sign featuring the 'Howden' logo and an additional line of stacked text advertising that the premises is 'Chichester's Local Insurance Broker'. The proposed signage would be fixed to a tongue and groove wood effect aluminium fascia finished in powder coated Ral 7032 matte, with matching trim.
- 3.2 The advert to the North consists of a fascia board measuring approximately 5.3 metres in width and 0.7 metres in height. Located to the right of the fascia is the main 'Howden' logo, affixed directly to the fascia and finished in black. The Howden logo would measure approximately 1.19 metres in length, 0.25 metres in height and would have a projection of 3.5 cm from the fascia.
- 3.3 To the left of the northern elevation fascia is two lines of stacked additional text black acrylic subsidiary lettering, finished flush to the fascia. The stacked text would have an approximate length of 1.2 metres and 0.29 metres in height. The maximum height of the individual letters has been measured to be 0.2 metres.
- 3.4 The advert to the East consists of a fascia board measuring approximately 6.75 metres in length and 0.7 metres in height. Located to the left of the fascia is the main 'Howden' logo, affixed directly to the fascia and finished in black. The Howden logo would measure approximately 1.19 metres in length, 0.25 metres in height and would have a projection of 3.5 cm from the fascia.
- 3.5 To the right of the eastern elevation fascia is two lines of stacked additional text black acrylic subsidiary lettering, finished flush to the fascia. The stacked text would have an approximate length of 1.2 metres and 0.25 metres in height. The maximum height of the individual letters has been measured to be 0.2 metres.

4.0 History

99/01447/LBC	REF	Demolition of listed & non-listed buildings & erection of new retail development with ancillary space above.
99/01456/FUL	REF	Demolition of listed and non-listed buildings and erection of new retail development with ancillary space above.
03/02409/FUL	PER	Alterations to existing retail units, part demolition and rebuilding of rear retail, conversion of existing offices to storage/retail, 3 no. flats and refurbishment of existing residential space.

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 08.09.2023*)

The City Council's objection remains. The tongue and groove and the wood effect is inappropriate for the conservation area, as is the extraneous stacked text slogan. The proposal would be contrary to the Conservation Area advertisement design guidance and would harm the character and appearance of the Conservation Area, which development is required to conserve or enhance. The shop name should be painted onto a wooden fascia; depending on the proposed finish, painting the shop name on an aluminium fascia may also be acceptable however, not with a tongue and groove or wood effect finish which would be incongruous.

Original Comments (*received 14.07.2023*)

Chichester City Council objects to this application. The illumination, inappropriate materials and the unnecessary and excessive text would cause significant harm the character and appearance of the Conservation Area and would be contrary to the relevant design guidance.

The illumination should be omitted, the web address and slogan should be omitted, and the shop name should be painted onto a wooden fascia. The building number should be included if possible.

6.2 CCAAC

The committee objects to this application. The proposed fascia signage is non-compliant with CDC shop-front guidelines and would be detrimental to the appearance of this part of the Conservation Area. It should be hand-painted onto wood, include a street number and should not be illuminated. The proposed illumination would also cause disturbance to adjacent and nearby residential properties.

6.3 Third party comments

No third party comments were received.

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 2: Development Strategy and Settlement Hierarchy

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 late 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 (2023).

National Policy and Guidance

- 7.4 The revised National Planning Policy Framework (NPPF) was published in September 2023. 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 136 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:
- Maintain low levels of unemployment in the district
 - Support local businesses to grow and become engaged with local communities
 - 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. Introduction
- ii. Design and impact upon character of the surrounding area (public amenity)
- iii. Impact upon Public Safety

Assessment

i. Introduction

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.

ii. 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 Council's Conservation and Design Team were consulted on this application and their comments have been incorporated into the report.

8.7 It is noted that the Chichester City Council and the Chichester Conservation Area Advisory Committee objected to the proposal on the grounds that the proposed design, including lack of street number, additional wording, illumination, and the proposed materials of the advertisement would be unacceptable within the Chichester Conservation Area.

8.8 The Chichester District Council Shopfront Design Guidance states that "in well-lit shopping areas such as Chichester City Centre, additional lighting of fascia's and shop signs is superfluous", in particular the guidance makes reference to internal and halo illumination

being unacceptable. It should be noted that the guidance does make an exception for the use of lighting when businesses operate in the evening, however, in this instance it is not considered that the business the current advertisement relates to would warrant the need for external illumination. Consequently, the proposed use of internal illumination was considered harmful to the visual amenity and Conservation Area. The scheme was amended to remove the halo illumination and no illumination is now proposed.

- 8.9 The Chichester District Council Shopfront Design Guidance states that "The writing on the fascia should be confined to the name of the shop, and in the Chichester City, the number of the property". On review of the original design submitted, the addition of the email address was considered to be superfluous detail which resulted in additional visual clutter to the shop front. The plans were amended to remove this detail.
- 8.10 It should be noted that the current scheme still includes the provision of additional wording on the fascia, namely "Chichester's local insurance broker". It was not considered that this wording would result in harmful visual clutter that would have a detrimental impact on the Conservation Area. The fascia is large enough to accommodate some additional wording without resulting in a cramped and overcrowded fascia. In addition, the extra wording would be flush with the fascia, minimising its appearance/prominence within the shopfront.
- 8.11 Concern was also raised by the Parish Council and Chichester Conservation Area Advisory committee regarding the chosen materials for the proposed fascia signs, particularly the use of a tongue and groove wood effect aluminium fascia and the black acrylic lettering. The preference with the Chichester District Council Shopfront Design guidance note is that advertisements should be hand painted on to a timber fascia.
- 8.12 A photo of a mock-up of the proposed sign and a sample of the proposed fascia was sent to Chichester District Council for review by the case officer. It was considered that the proposed aluminium fascia would be quality material that would not result in significant harm to the character of the Chichester Conservation Area. The design of the fascia would mirror the finish of a timber fascia and would utilise decorative trim around the fascia edges, incorporating traditional features to the sign which is appropriate and in keeping with the Conservation Area.
- 8.13 The use acrylic lettering would result in the lettering projecting from the fascia. The initial proposal saw the acrylic letters mounted on stand-off fixings resulting in an overall projection of 8.4 cm. This was amended after discussion between the agent and the case officer, resulting in the removal of the stand-off fixings and a subsequent overall projection of 3.5cm. This is considered to be an acceptable level of projection and would not visually appear significantly different when compared with flush lettering.
- 8.14 Cumulatively, when considering its setting, in particular the context of the street scene and the age of building in which this application relates to, the use of acrylic lettering and tongue and groove wood effect aluminium fascia would be acceptable in this instance.
- 8.15 The shopfront and design guidance notes advocates for the addition of the street number in addition to the main fascia sign, and an informative is recommended to encourage the addition of this detail.

8.16 It should be noted that the agent confirmed via email that the current vinyl in situ over the windows of the property are to be removed as part of this proposal, resulting in reduction in the visual clutter of the shopfront. It is recommended that an informative is added to remind the applicants to remove the existing and should permission be granted it would not cover the application of vinyl stickers.

8.17 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. Therefore, it is considered the proposal would conserve and enhance the setting of the Chichester Conservation Area.

iii. 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 result in the signage projection 3.5 cm over the public highway however the signage has a ground clearance of 3 metres for the east elevation and 2.6 metres for the North elevation.

8.20 The Chichester District Council Shopfront Design Guidance Note states that "a sign projecting over the Public Highway will need a minimum vertical clearance of 2.6 metres to the underside of the sign". As both fascia's have a ground clearance of 2.6 metres, it is not considered that the projection of this sign would result in significant concerns for public safety.

8.21 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

8.22 Based on the above it is considered that the proposed advert would not be harmful to the visual amenity, conserving the character and appearance of the surrounding area and wider conservation area, and would result in harm to the public users of the highway. The signage 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

8.23 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.

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	001		06.06.2023	Approved
PLAN - PROPOSED EAST ELEVATION	002		07.09.2023	Approved
PLAN - PROPOSED NORTH ELEVATION	003		07.09.2023	Approved
PLAN - NORTH & EAST ELEVATION SIGNS	HOW/CHICH/PL3		07.09.2023	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.

2) The applicant is reminded that no part of this permission grants the use of vinyl stickers on the building. The applicant is requested to ensure that the any vinyl stickers are removed from these premises.

3) The applicant is requested to ensure that the fascia sign to these premises includes the street number of the property on the fascia signs.

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=RVTYS9ERKWX00>