

Parish:
Chichester

Ward:
Chichester North

CC/16/03119/ADV

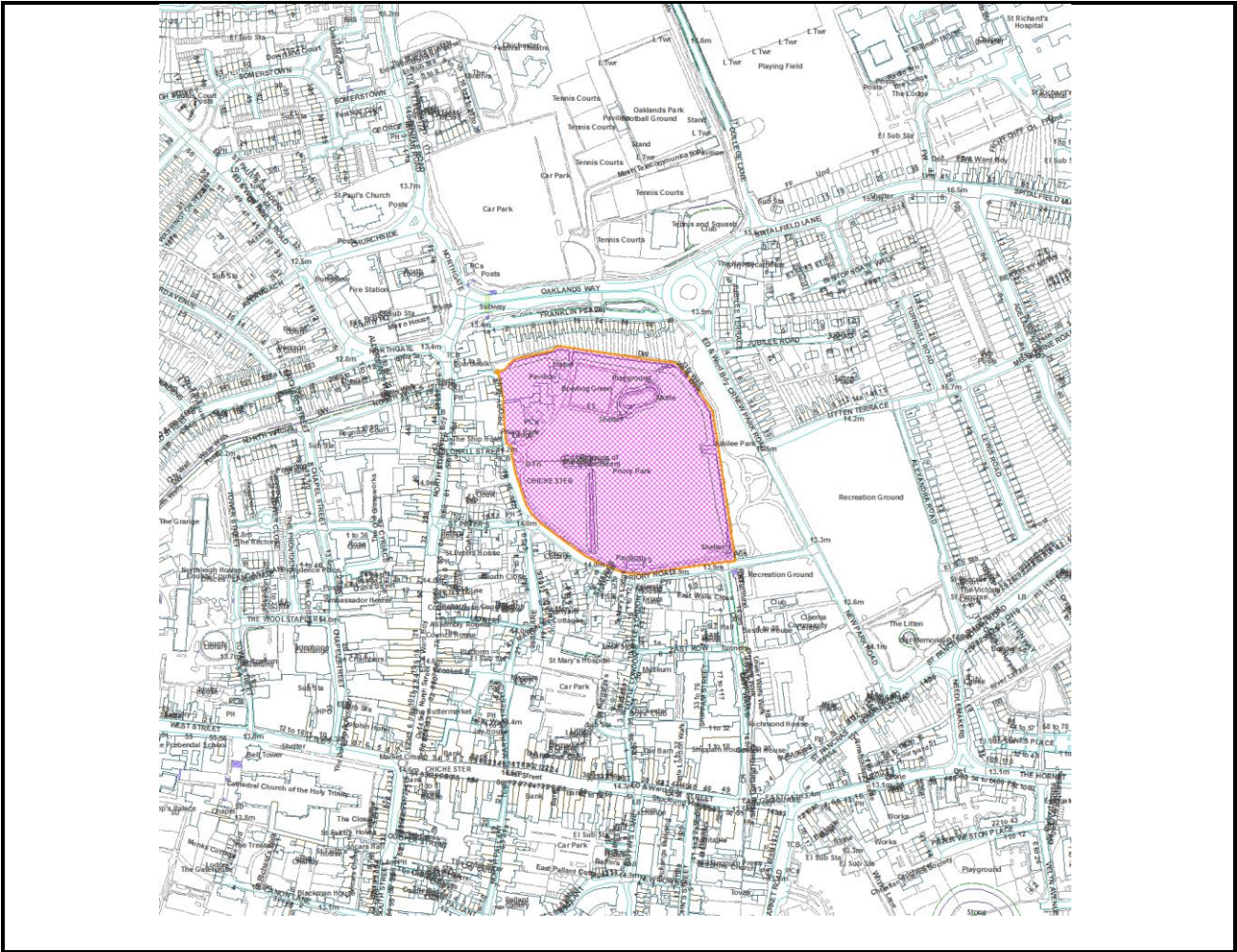
Proposal 4 no. non-illuminated sponsorship signs and 4 no. non-illuminated plaques on planter.

Site Priory Park, Priory Lane, Chichester, West Sussex

Map Ref (E) 486295 (N) 105108

Applicant Chichester District Council

RECOMMENDATION TO PERMIT



**NOT TO
SCALE**

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

1.0 Reason for Committee Referral:

Applicant is Chichester District Council

2.0 The Proposal

2.1 The proposal is to add a sponsorship sign to each of the 2 'welcome/entrance' signs to the park; a sponsorship sign to each of the 2 'play area' signs and 4 sponsorship signs to each side of the planter by the Guildhall within the Park. The measurements of the proposed signs are as follows:

Sign 1 (x2)

Total height of existing sign; 1920mm.

Proposed sponsorship sign; 150mm (h) x 120mm (wide).

Sign 2 (x2)

Total height of existing sign; 1775mm

Proposed sponsorship sign; 100mm (h) x 580mm (wide)

Sign 3 (x4)

Four sponsorship signs to be displayed centrally on four sides of an existing planter. They would measure 350mm (wide) x 200mm (high).

The materials for the advertisements would include metal panels with vinyl.

3.0 The Site and Surroundings

The application site is located within the heart of the city centre and comprises a historic public park within the Chichester conservation area.

The park has many mature trees that are protected by preservation orders. The Guildhall, a grade I listed building is located in the centre of the park and the park includes ancient monuments such as the city wall and location for the Chichester castle (an ancient monument). The park is also an Archaeological Priority Area. Priory Lodge and the Pavilion are locally listed and the park is framed on all sides by locally listed and grade 2 listed properties.

4.0 History

13/01803/FUL	PER	Temporary hot and cold food sales kiosk.
14/03892/FUL	REF	Single storey extension to existing sales kiosk to provide covered area for customers.
15/00543/FUL	PER	Application for a single storey extension to existing sales kiosk to provide covered area for

customers, and extension of the timescale to retain structures until 31 December 2020.

5.0 Constraints

Listed Building	No
Conservation Area	Yes
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 City Council: No objection

6.2 CCAAC objects to the application: The proposed increase in size of signs to inform purely on "sponsorship" is unacceptable. Any such information should be displayed discreetly either on the face of the current sign or within the notice case element. It is also unnecessary to amend all the signs in the Park and any additions should be restricted to the two entrances as denoted on the plan. Also the designation "Sponsored by" should be replaced with "Supported by" to reflect more accurately the nature of the situation. This scheme as it stands is damaging to the Park and neither enhances nor maintains the nature of the Conservation Area.

6.3 Third Party Representations: One objection has been received objecting to the proposals citing sign pollution/proliferation of non-essential notices and that they would detract from the beauty of the site.

7.0 Planning Policy

7.1 The Development Plan for the area comprises the Chichester Local Plan: Key Policies 2014-2029 and all made neighbourhood plans. Chichester City Council are not proposing a Neighbourhood Plan at this time.

7.2 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

7.3 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), 67 and section 12. Conserving and enhancing the historic environment.

Other Local Policy and Guidance

7.5 The aims and objectives of the Chichester in Partnership Community Strategy 2016-2021 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

7.6 Shopfront and Advertisement Design A Guidance Note March 2005 (Revised June 2010)

8.0 Planning Comments

8.1 The main issues arising from this proposal are:

- i. Impact on visual amenities and public safety;

Assessment

8.2 The park is located within the heart of the Chichester Conservation Area and is an attractive historic environment which has a long and significant history and setting for the city. The Guildhall, a Grade I Listed Building, forms a central feature and the park is framed by the ancient city wall and important archaeological features. The park also includes many mature trees.

8.3 Paragraph 67 of the NPPF states that;

'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'.

8.4 The proposed signs '1' and '2' would be integrated into the existing park signage and signs '3' would be added to the external faces of an existing timber planter. The signs would not have any illumination. The remit of the Local Planning Authority's control in relation to

advertisements is limited to the effect on amenity and public safety as confirmed by the NPPF (see paragraph 8.3 above). Whilst the LPA would not wish to see a proliferation of sponsorship signage within Priory Park, in this case, taking into account the above, it is considered that the proposed signage which is comparatively modest in size would not be unduly prominent or harmful to the character and appearance of the park, the conservation area or its setting. Overall, it is considered that the setting, character and appearance of the existing heritage assets would not be harmed.

8.5 Due to the signs being non-illuminated and located within the park on existing signage, there would be no adverse impact on public safety.

Significant Conditions

8.6 Conditions are proposed to require the material and colours of to be agreed with the LPA prior to implementation of the adverts.

Human Rights

8.7 In reaching this conclusion the Human Rights of 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 TO PERMIT

1. No Departure from Plans
2. Materials and colours TBC

INFORMATIVES

3. Application Approved Without Amendment

For further information on this application please contact Maria Tomlinson on 01243 534734.