

Parish: Chichester	Ward: Chichester South
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CC/18/00175/ADV

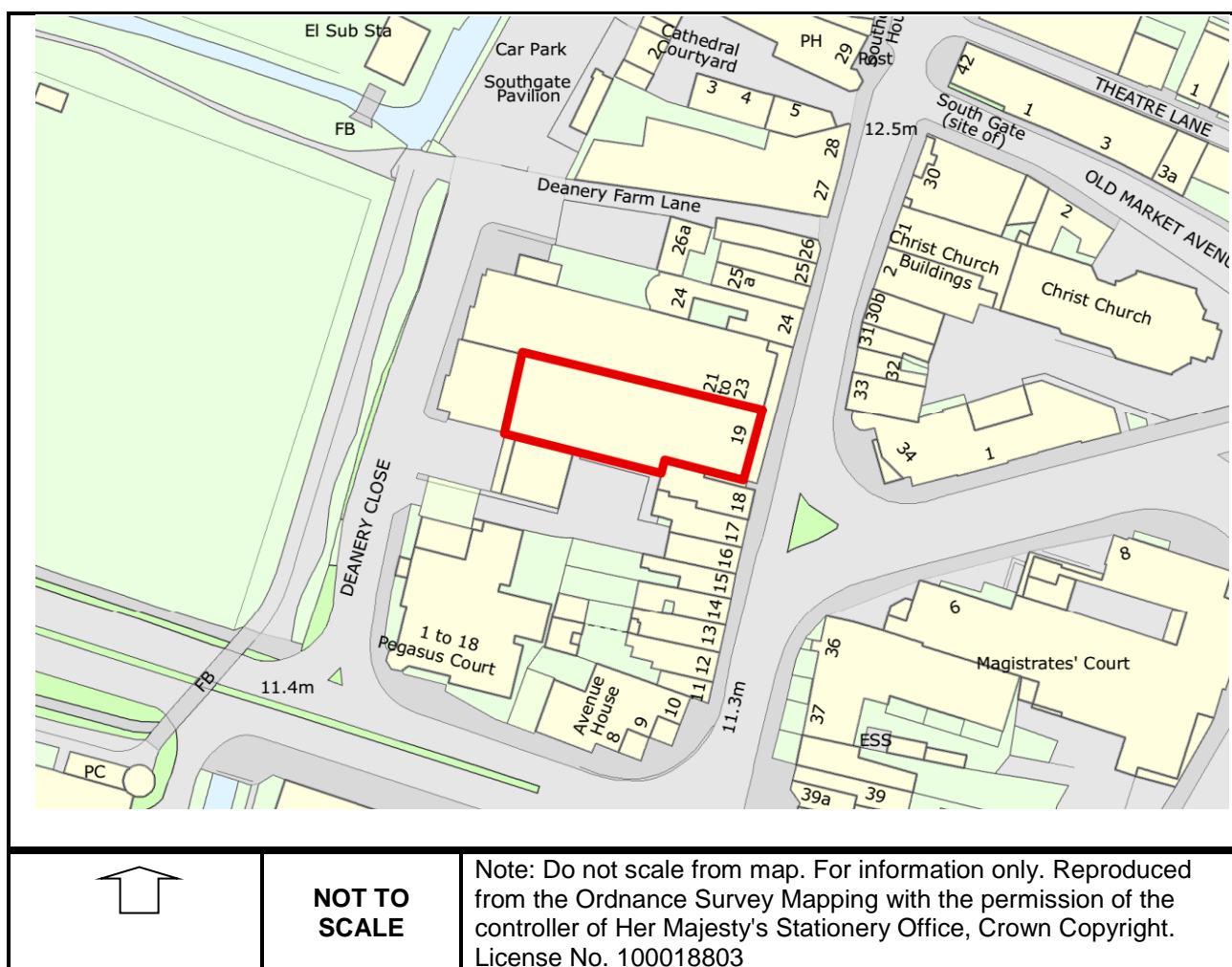
Proposal 2 no. fascia signs and 1 no. hanging sign.

Site 19 Southgate Chichester PO19 1ES

Map Ref (E) 485991 (N) 104489

Applicant British Heart Foundation

RECOMMENDATION TO PERMIT



**NOT TO
SCALE**

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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 within the historic city centre of Chichester and to the west side of Southgate, within the Chichester Conservation Area. The street is lined on both sides with a combination of shops and restaurants at ground floor, and the application site forms part of the secondary shop frontage. The premises were vacated by Argos in 2017 and the British Heat Foundation is proposing to move from North Street to 19 Southgate.
- 2.2 The east elevation facing Southgate features an orange and black brick façade with brick detail to arches at ground floor level and the windows above, plus a Flemish style brick bond.
- 2.3 This building is not nationally or locally listed and has a modern appearance in comparison to other buildings in the locality.

3.0 The Proposal

- 3.1 New advertisements are proposed to the fascia boards and a replacement projecting sign is also proposed.
- 3.2 Timber fascia boards are proposed in line with the size of the existing fascia boards and with timber architrave detail framing each. The boards and architrave would be painted red matt finish (RAL colour 3028). The letters would be white matt applied vinyl for both fascia boards and the projecting sign. The advertisements would be limited to the name and logo of the intended occupiers and no illumination is proposed.
- 3.3 The scheme has been amended during the application process to ensure that the fascia signs and projecting sign are proposed in line with those previously permitted for this premises (see reference; 03/00545/ADV). The previous occupants (Argos) were granted consent for two fascia signs and a projecting sign in the same positions as proposed as part of the current application.
- 3.4 During the course of the application the width of the fascia sign has been reduced to be in line with the existing and the size of the lettering has been reduced so that the lettering would not be more than 65% of the height or 75% of the width of each fascia, and would be centrally placed.

4.0 History

00/00107/FUL	PER	Change of use from Class A1 (retail) to Class A3 (food and drink) at ground floor with ancillary hotel bedroom accommodation at 1st floor and external works.
00/00276/FUL	PER	New external fire escape.
93/00652/FUL	PER	Refurbishment of ex retail unit to include new shopfront.

93/00653/ADV	WDN	1 no fascia and 1 no projecting sign.
93/01358/ADV	PER	2 no. fascia signs.
93/01772/FUL	REF	3 no 3 storey office units.
93/01773/CON	PER	Demolition of circa 1979 former foodstore site boundary wall to Avenue De Chartres frontage to allow office development to proceed.
94/00332/FUL	REF	3 no. three storey office units.
CC/00214/83	REF	Extension to car park over River Lavant.
CC/00231/78	PER	Supermarket
CC/00276/85	REF	Modification of car park access by providing back up entry lane and automatic car park barrier control.
CC/00346/77	REF	Retail unit
CC/00418/83	PER	Formation of draught lobby to rear elevation sales floor entrance.
CC/00516/92	PER	Demolition of single storey brick built refuse bay area to the rear of the store to allow redevelopment to proceed.
CC/00518/92	REF	Offices
03/00545/ADV	PER	Display of 2 no. non-illuminated fascia figns and 1 no. non-illuminated projecting sign.
11/05457/ADV	REF	2 no. fascia signs and 1 no. hanging sign.
12/01734/ADV	PER	2 no. non illuminated Argos fascia signs.
17/01217/PASUR	ADV GIV	Extension on flat roof for use as accommodation and retail space.
17/02777/FUL	WDN	Flexible change of use of the existing building from Use Class A1 to Use Class A1, A2 or A3 at ground floor level and from Use Class A1 to Use Class D1, D2 or B1(a) at first floor level, including infill extension.

17/03136/FUL	PER	Formation of 9 no. dwellings through creation of 2nd floor and change of use of part of ground floor and 1st floor. Various external alterations including localised increases in height of roof and changes to its form, 1st floor infill extension and the introduction of new and changes to existing door and window openings.
17/03162/FUL	PER	Construction of infill extension at 1st floor level to provide additional ancillary retail space (use class A1) and insertion of 4no. windows into south-facing wall at first floor level.
18/00026/PLD	REF	Proposed lawful development certificate for the change of use of the first floor from Use Class A1 retail to Use Class C3 residential to form 2 no. flats. Conversion of first floor to form 2 no. residential units pursuant to Class G Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended 2017). Associated internal layout changes.

5.0 **Constraints**

Listed Building	No
Conservation Area	Yes - Chichester
Countryside	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**

24/05/2018

Following email correspondence with the case officer the Parish Council responded stating;

..the committee did have regard to those points [the fact applied vinyl letter had been supported elsewhere in the conservation area and the proposal would be in-line with signage previously approved for the former retailer occupying the site], but the on balance determined that vinyl lettering would not be acceptable. The design

guidance states that it is not acceptable (regardless if the building is newer or older). The proposal site is not simply a single fascia, it has a large and prominent frontage, featuring 2 fascia signs and a projecting sign. It was therefore felt that in order to support the application, it would need to comprise appropriate materials in accordance with the design guidance. No objection would apply should the lettering be hand painted, but with vinyl lettering the objection remains. I hope this helps explain the committee's decision.

17/05/2018

Objection as the applied vinyl lettering is unsuitable within the Conservation Area, particularly as it would appear on two fascia signs and a projecting sign. No objection should the applied lettering be replaced with white hand painted lettering.

15/03/2018

Objection. The design does not respond well to the architecture of the building and the internally illuminated fascia and projecting signs would be harmful to the character and appearance of the conservation area.

6.2 CCAAC

The Committee objects to this application. The large internally-illuminated fascia spanning the two oriels will affect the visual integrity of this building. This fascia sign is internally illuminated and will thus be intrusive as well as non-compliant with the Council's shop front guidance and be damaging to the Conservation Area. There is an inconsistency between the application form and the drawings: the former states that the hanging sign is internally illuminated but the drawings do not bear this out.

6.3 Third party comments

1 letter of objection has been received stating;

- a. The Executive Committee considers that this proposal is unacceptable on the grounds that the proposed fascia sign spans unattractively across the upper feature paired window bays disfiguring the original architectural design intent
- b. The internally illuminated signs contravene the CDC Guidance on Shopfront Design in the Conservation Area.

7.0 Planning Policy

7.0 Planning Policy

The Development Plan

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

8.0 Planning Comments

- 8.1 The main issues arising from this proposal are:

- i. Impact on amenity
- ii. Public safety

Assessment

- 8.2 For advertisement applications they must be considered in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations allows the LPA to consider amenity and public safety, taking into account; the provisions of the development plan, so far as 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.

i. Impact on amenity

- 8.3 During the course of the application the size of the lettering has been reduced so that the lettering would not be more than 65% of the height or 75% of the width of each fascia and would be centrally placed. This approach would be in accordance with the CDC Shopfront guidance. Vinyl letters are proposed and there are other vinyl letters in the locality. Another alternative would be fret cut letters which would have a more bulky and cumbersome appearance than stuck on vinyl and would be difficult to read in this narrower part of the road. Furthermore, the LPA has supported the use of matt vinyl letters within the historic city centre, and on balance this approach is considered to respect the historic character and quality of the site and surroundings.
- 8.4 This building is not listed or locally listed and is relatively modern in appearance in comparison to other building in this locality. The site is located within the core of the Chichester Conservation Area (a designated heritage asset) and 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. In this case, the signage would be seen in the context of this more modern building and would be of an appearance that would have limited impact on the setting of the adjacent grade II listed buildings, and the character and appearance of the conservation area would not be harmed by the proposed advertisements.
- 8.5 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. The proposed signage would be of a size and appearance that would be considered to enhance the local area and its historic character. The City Council have objected to the use of applied vinyl letters to the fascia signs and projecting signs. Officers have considered the objections and in this case the signage is considered to respect the character and quality of the site and surroundings, given the more modern appearance of the existing building. All other aspects of the signage have been amended to comply with the shopfront guidance and the use of vinyl letters is not restricted by the guidance and has been regularly supported for modern buildings, which are not listed, within the Chichester Conservation area. Whilst hand painted letters is the preference of the Shopfront guidance, in this case, given the modern appearance of the existing building, applied vinyl lettering would be in keeping with the character of the building and would be consistent with the previous approach to advertisement on the fascia of this building.

- 8.6 The proposed projecting sign would measure 600mm x 450mm and has been reduced in size to a size that would be in accordance with the shopfront guidance and would be of a size and position comparable to that of the projecting sign previously permitted for Argos. In addition, Southgate is a section of road that has a narrower form than that of the four wide main streets and projecting signs to this part of Southgate have been supported previously, including by Inspectors determining Planning Appeals.
- 8.7 On balance, 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 site and would not harm the significance of the heritage assets.

ii. Public safety

- 8.8 In this case the factors relevant to public safety include; the safety of persons using any highway. To 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.

Conclusion

- 8.9 Based on the above it is considered the proposal complies with the Advertisement Regulations and the development plan and therefore the application is recommended for approval.

RECOMMENDATION

PERMIT subject to the following conditions and informatives:-

1) The advertisement hereby permitted shall only be implemented in accordance with approved plans: 01 and CHI-F-I-DS/02 REV C

Reason: To ensure the advertisement complies with the application details.

2) All paint and vinyl finishes shall be matt in appearance.

Reason; In the interest of conserving the visual amenities of the conservation area.

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 Maria Tomlinson on 01243 534734