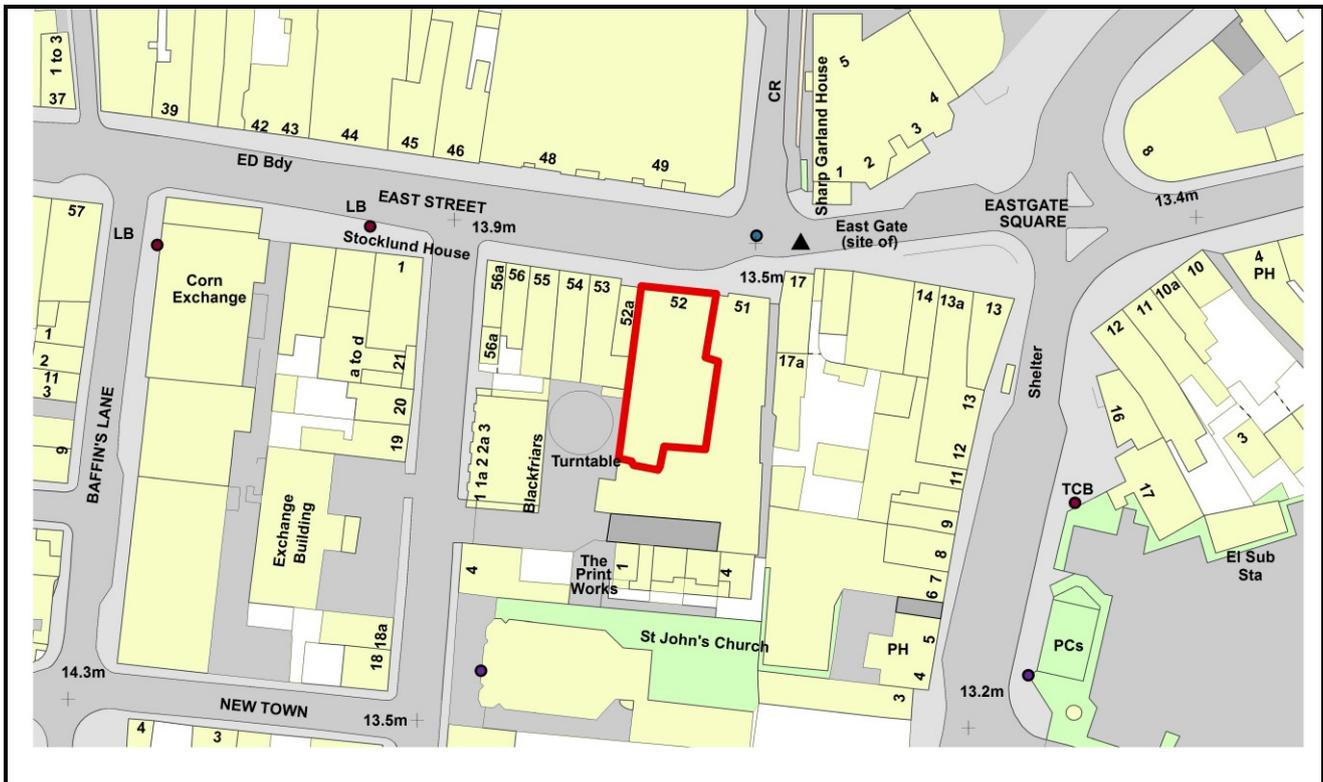


Parish: Chichester	Ward: Chichester South
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CC/19/01568/ADV

Proposal	Installation of 4 no. Timber Fascia Panels, 1 no. non-illuminated timber fascia with acrylic letters on locator snap fixings and 1 no. illuminated timber fascia		
Site	52 East Street Chichester PO19 1JG		
Map Ref	(E) 486390 (N) 104758		
Applicant	Mr C Smith	Agent	Miss Cameron Banks-Murray

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 (known as 52 East Street) is located within the Chichester city centre , occupying a prominent position on the southern side of East Street. The property also falls within the Chichester Conservation Area.

2.2 The application site comprises of a property of late 20th century construction arranged over 3 floors. The application relates to the ground floor which forms a retail unit. It is notable that the fascia of the shopfront is recessed; set behind 5 no. concrete columns that divide the shopfront. The existing shopfront comprises of a tiled stall riser and aluminium framed windows. The western elevation opens into a service courtyard.

2.3 Neighbouring properties predominantly feature retail uses at ground floor, whilst fascia designs typically incorporate raised acrylic lettering.

3.0 The Proposal

3.1 Advertisement consent is sought for the installation of 4 no. Timber fascia panels, 1 no. non-illuminated timber fascia with acrylic letters on locator snap fixings and 1 no. illuminated timber fascia

3.2 Following negotiation by officers the previously proposed hanging sign has been removed from the scheme.

4.0 History

89/00236/CC	REF	1 No. illuminated fascia sign.
91/00058/CC	REF	One non-illuminated sign to replace existing nameplates affixed to wall. One non-illuminated sign projecting from porch of building.
96/01879/FUL	REF	New shopfront. Non-structural alterations to shop fit-out.
96/01880/ADV	REF	3 No. non-illuminating fascia signs and 1 No. projecting sign.
96/02294/ADV	REF	1 no. fascia sign and 1 no. projecting sign (non-illuminated).
08/04787/COU	PER	Change of use of first and second floors and ground floor office entrance lobby from B1(a) (office) to A1 (shop).

19/01121/FUL	PER	New entrance door, replacement windows, side door and brick infill of existing side opening to match existing
19/01122/FUL	PER	Removal of 3 no. existing AC units, installation of 2. no AC units to the west elevation and external plant compound on deck above existing plant cupboard.
19/02057/FUL	PCO	Removal of 3 no. existing AC units, installation of 2. no AC units to the west elevation and external plant compound on deck above existing plant cupboard , installation of 2 no. louvre's and the installation 1 no. satellite dish (Re-submission of 19/01122/FUL).

5.0 Constraints

Listed Building	NO
Conservation Area	CC
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 Parish Council

Objection to unsuitable materials and illumination. No objection should the illumination and hanging sign be omitted and the lettering be painted rather than applied vinyl.

6.2 CCAAC

The Committee objects to this Application. The raised and illuminated lettering and logo are non-compliant with CDC shop-front guidelines. The illuminated hanging signs are also non-compliant and are unnecessary at this location.

6.3 CDC Senior Historic Buildings Advisor

The proposed shop fascia will be painted timber which is considered appropriate and in accordance with the shop advice notes. The shop front advice notes indicate that the use of reflective materials such as plastic within shop signage should be avoided. However in this case given that the signage is being applied to a more contemporary building and that the plastic will have a matt finish it can be considered acceptable.

The use of illumination is usually resisted within the conservation area. However as the proposed signage is for a business which will trade during the evening the use of trough lighting can be considered acceptable and is in accordance with the advice notes.

6.4 Third Party Comments

1 no. Third Party letter of objection has been received concerning:

a) The proposal would not accord with the CDC Guidance Note on the Design of Shopfront within the Chichester Conservation Area and would set an undesirable precedent

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

National Policy and Guidance

7.3 Government planning policy now comprises the 2018 National Planning Policy Framework (NPPF), paragraph 11 of which states:

At the heart of the NPPF is a presumption in favour of sustainable development, 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 or 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.

7.4 Consideration should also be given to section 6 (Building a strong, competitive economy), section 7 (Ensuring the Vitality of Town Centres), Section 16 (Conserving and enhancing the historic environment), paragraph 127 (creating places that have a high standard of amenity for existing and future users) and paragraph 132 (quality and character of places can suffer when advertisements are poorly sited and designed).

Other Local Policy and Guidance

7.5 The following Supplementary Planning Documents are material to the determination of this planning application:

- Chichester Conservation Area Character Appraisal
- CDC Shopfront and Advertisement Design Guidance
- West Sussex County Council Illuminated Signs Standing Advice

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
- Influence local policies in order to conserve and enhance the qualities and distinctiveness of our area

8.0 Planning Comments

8.1 Advertisement applications must be considered in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, as amended. These regulations allow the Local Planning Authority (LPA) to consider amenity and public safety; taking into account 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. 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.

8.2 The main issues arising from this proposal are:

- i. Design and Impact upon Visual Amenity/Character of Area
- ii. Impact upon Heritage Assets
- iii. Impact upon Public amenity and Safety

i. Design and Impact upon Visual Amenity/Character of Area

- 8.3 The application seeks consent for fascia signage to a currently vacant ground floor retail unit within Chichester's primary shopping frontage. The premises are being brought back into productive economic use by the CO-OP.
- 8.4 The proposal would comprise a timber fascia painted traffic grey, with matt white acrylic lettering bonded to the fascia and a blue "CO-OP" sign comprising built up lettering attached via locator. The built up lettering would measure 50mm in depth and the locator, 15m, resulting in letter raised from the fascia by approx. 65mm on. The "CO-OP" element of the signage would be illuminated by a grey trough light, and this would project from the fascia by approx. 225 mm.
- 8.5 The proposed timber grey fascia board would constitute an improvement on the existing laminate fascia board which is glossy in appearance, whilst the revised signage comprises a timber painted fascia board with matt lettering that whilst modern would be more sensitive to the character of the surrounding area. Also, the proposal complies with the CDC Shopfront and Advertisement Design Guidance with regard to material and colour in which it states that darker colours but not black are preferred.
- 8.6 The CDC Shopfront and Advertisement Design Guidance discourages the use of raised lettering and modern, reflective materials. However, in this instance it is notable that the fascia of the shopfront is recessed; set behind the 5 no. concrete columns that divide the shopfront, and these columns partially obscure the view of the fascia when viewed from along the street. Officers consider the use of raised lettering on a small proportion of the proposed signage acceptable due to the reasonable projection, relative to the design of the shopfront with projecting columns, such that the signage would not appear overly dominant within the streetscene.
- 8.7 With regards to the proposed materials; the shopfront is modern, of late 20th century construction, and it is notable that the previous signage on the property comprised acrylic lettering. Additionally, the shop is set within a cluster of shopfront of late 20th century and early 21st century designs, within which raised acrylic lettering is a common feature. Specifically, the adjoining retail premises to the east and west and the shopfront immediately opposite the application site also utilise acrylic lettering to the fascia. The proposed lettering would have a matt finish which would comply with the aims of the CDC Shopfront and Advertisement Design Guidance. On balance, when assessing the age and characteristics of property and neighbouring properties, it is considered that the use of raised acrylic lettering with a matt finish would be appropriate and would not be harmful to the character of the surrounding area.
- 8.8 The application proposes to illuminate the CO-OP element of the fascia by the means of 1 no. trough light. The Planning and Heritage Statement submitted in support of the application states that the CO-OP store will trade up until 23:00 hours. The CDC Shopfront and Advertisement Design Guidance makes provision for illuminated signage for premises that trade during evening hours by means of trough lighting. Following negotiations by officers to reduce the projection of the trough light it is considered that the proposed lighting would be of sympathetic design with minimal projection and grey finish that would

blend in with the timber fascia. Only the “CO-OP” element of the signage would be illuminated; an area measuring approx. 1 metre in width. This would ensure that only a localised area of the signage would be illuminated, whilst the illumination would be limited to the opening hours of the retail unit.

8.9 It is considered that the proposals would result in signage which would not detract from the visual amenity or character of the building or the street scene, whilst it would also reflect the contemporary age of the building. On this basis the proposals would comply with the requirements of Policy 27 of the Chichester Local Plan.

ii. Impact upon Heritage Assets

8.10 The application site falls within the Chichester Conservation Area. The property is neither Listed, nor can it be reasonably considered to contribute to the setting of any listed building. Section 72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990, requires that the Local Authority give special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area. Policy 47 of the Chichester Local Plan requires that proposals must conserve and enhance the special interest and setting of Conservation Areas, respect distinctive local character, maintain the individual identity of settlements and must not undermine views toward the city centre or Chichester Cathedral.

8.11 The existing premises are vacant; with the existing fascia board in a tired condition. It is considered that the introduction of new signage would rejuvenate the appearance of the shopfront and enhance the appearance of the Chichester Conservation Area. The proposed illumination is not considered to be intrinsically harmful and officers recommended a condition to ensure that the level of proposed illumination would not detract from the visual amenity of the streetscene.

8.12 The application site is set amongst buildings of contemporary age and design, in which more modern materials have been successfully integrated into shopfront designs, compared to the traditional and historic character along much of East Street. The proposed acrylic lettering, whilst not traditional, would be in-keeping with the character, appearance and age of the premises and other neighbouring shopfronts of contemporary design in the immediate surrounding area.

8.13 On balance, officers consider that the proposed shopfront would enhance the appearance of the street scene relative to the current vacant unit, whilst the proposed materials and finish would not have a deleterious impact upon the character of this area of the Chichester Conservation Area. The proposal would therefore preserve the character of the conservation area in accordance with Section 72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 and Policy 47 of the Chichester Local Plan.

iii. Impact upon Public Amenity and Safety

8.14 Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) sets out that the local planning authority shall take into account the interests of amenity and public safety when considering whether to grant consent for an advertisement.

8.15 The proposed fascia signage would be situated approx. 4.8 metres above ground level and therefore would not obstruct users of the public footpath or highway. The proposed illumination would be directed towards the building whilst officers recommend a condition is imposed requiring the level of illumination to be no brighter than 600 (cd/m²). This would ensure that the level of illumination would sit well within the Illuminated Signs Standing Advice provided by WSCC and would not pose Highways Safety concerns nor would be harmful to public amenity or safety.

Conclusion

8.16 Overall, it is considered that the proposal would respect, conserve and enhance the existing shop frontage and the character of the surrounding area would therefore in accord with Policy 27 and 47 of the Chichester Local Plan.

Human Rights

8.17 In reaching this conclusion the Human Rights of the applicants and 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 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 and documents, the level of illumination of the signage hereby approved shall not exceed 600cd/m² and shall remain as such in perpetuity unless otherwise agreed in writing with the local planning authority.

Reason: To protect the visual amenity of the surrounding area and ensure public safety is not compromised

4) The 1 no. illuminated fascia hereby permitted shall not be illuminated outside the licenced trading hours.

Reason: To protect the amenity of the 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
Location Plan	P-102		14.06.2019	APP
Front Elevation	001	REV F	10.09.2019	APP
Proposed Elevation 1	002	REV F	10.09.2019	APP
Signage Specification	003	REV F	10.09.2019	APP
Signage Specification	004	REV F	10.09.2019	APP
Site Plan	005	REV F	10.09.2019	APP

For further information on this application please contact William Price on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=PT316JERM3400>