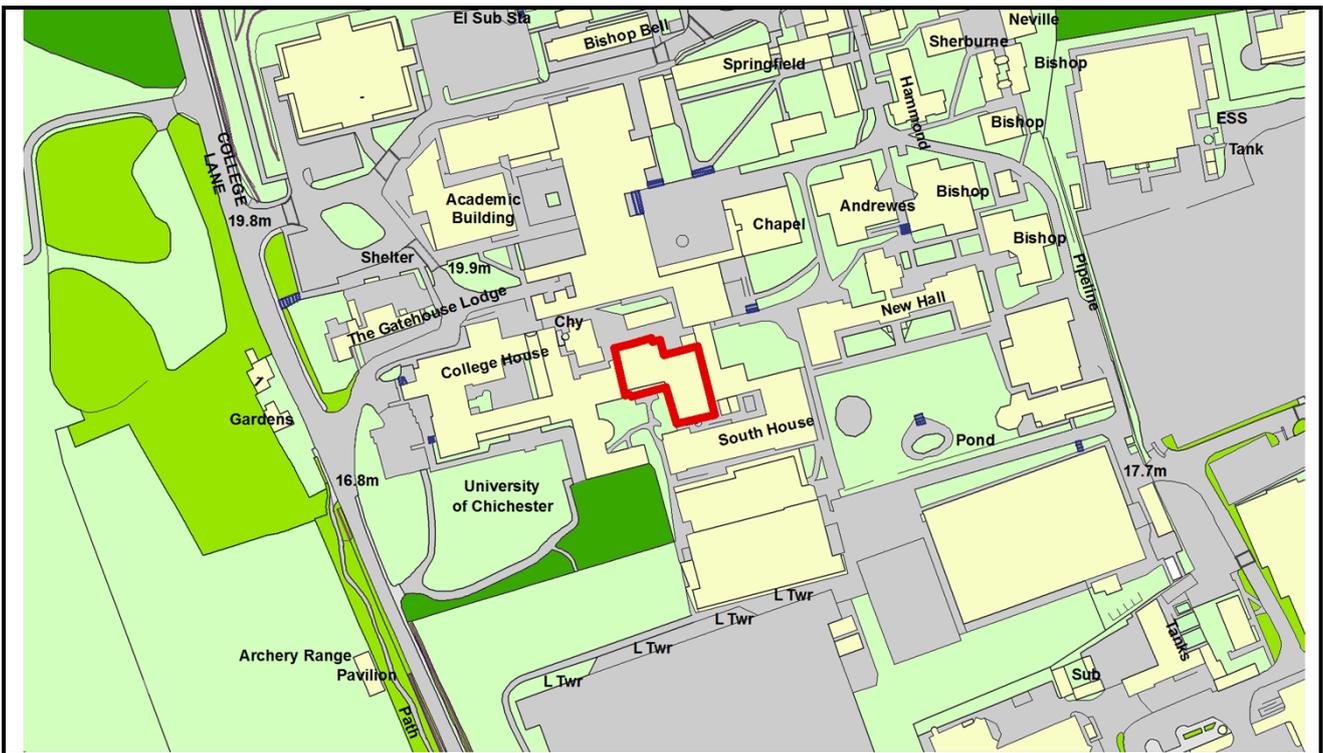


Parish: Chichester	Ward: Chichester Central
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CC/19/02462/ADV

Proposal	1 no. non-illuminated fascia sign.		
Site	72-73 South Street Chichester PO19 1EE		
Map Ref	(E) 486070 (N) 104788		
Applicant	Mr Nigel ODell	Agent	Mr Nigel ODell

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 City Council objection - Officer recommends Permit.

2.0 The Site and Surroundings

2.1 The application building modern three-storey building with a traditional style shopfront at ground floor level; situated on the eastern side of South Street and within the Chichester Conservation Area. The property is not listed, but is between Grade II Listed buildings/shopfronts and close to the Market Cross. The site is within the commercial city centre and there is a variety of signage evident within the surrounding shops. Immediately to the north is 74 South Street, currently occupied by Vision Express, and to the south is a watchmakers and jewellery shop.

3.0 Proposal

3.1 The application seeks advertisement consent for the installation of new signage, following the shop unit's occupation by a new tenant.

3.2 The advertisement comprises a fascia sign reading 'CHARLES CLINKARD' in white painted MDF lettering, with '---EST. 1924---' in smaller lettering of the same material and finish underneath.

3.3 The lettering is applied to the existing wooden fascia and frame, which is to be painted matt grey, and would sit flush against the fascia board albeit protruding 9mm which is the thickness of the lettering. The shopfront is also painted the same matt grey colour and the shop number is proposed to be painted on to the right bottom corner of the fascia.

3.4 The application has been amended since submission, to replace the previous 'stand-off' lettering, which has been installed without consent, with flush lettering. Additionally, the shop number has been added.

4.0 History

09/01759/ADV	PER	Main fascia sign.
09/01765/FUL	PER	Decoration of shopfront, removal of window beds. Alteration to door so they open outwards. Removal of ground floor stockroom.
09/01770/LBC	WDN	Replacement of signage. Decoration of shopfront. Removal of window beds. Alteration to door so they open outwards. Removal of ground floor stockroom. Installation of new ceiling, lighting and display equipment.
13/00910/ADV	PER	Erection of new fascia sign
19/01323/FUL	REF	Change of use from A1 (retail) to flexible A3/A4 use (restaurant/drinking establishment).

5.0 Constraints

Listed Building	No
Conservation Area	Chichester Conservation Area
Rural Area	No
AONB	No
Tree Preservation Order	No
EA Flood Zone	Flood Zone 1
Historic Parks and Gardens	No

6.0 Representations and Consultations

6.1 Chichester City Council

Objection as the proposal does not accord with the appropriate design guidance and would have a detrimental impact upon the character and appearance of the conservation area. No objection should the proposal be amended to a painted timber fascia with painted lettering, however it is requested that the building number be included on the sign.

6.2 CCAAC

The Committee objects to this Application. The proposal for a grey aluminium facing to the fascia with raised lettering and omission of the street number are in contravention of the CDC Guidance for shopfronts in the Conservation Area.

6.3 CDC Conservation Officer

I have reviewed the proposed signage and consider that the proposals are in keeping with the historic street scene. The proposed use of dark grey matt paint for the shop frontage and fascia aligns with the relevant CDC guidance note and the proposed timber lettering is considered to be of an appropriate size and finish. I therefore considered the proposals to be acceptable.

6.4 Third Party Representations

One third party comments has been received concerning the following;

- a) the proposal is in contravention of the Council's guidance on shopfronts in the Conservation Area in that the painted timber fascia is to be faced with grey finish aluminium and raised lettering to be applied, also the street number should be provided on the fascia.
- b) requests changes be made to the proposal on which work is already started to comply with the CDC requirement for City Centre Shopfronts

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. There is no neighbourhood plan for Chichester at this time.

Chichester Local Plan: Key Policies 2014-2029

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 2: Development Strategy & Settlement Hierarchy
- Policy 10: Chichester City Development
- Policy 47: Heritage

National Policy and Guidance

7.3 Government planning policy now comprises the National Planning Policy Framework (NPPF) 2019, with the sections relevant to this application and considered being 2, 4, 12 & 16.

7.4 Section 2 (Achieving sustainable development), paragraphs 10 and 11 state:

"So that sustainable development is pursued in a positive way, at the heart of the Framework 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."

7.5 Section 4 (Decision making), Section 12 (Achieving well designed places) and Section 16 (Conserving and enhancing the historic environment) should also be considered generally.

7.6 The following national policy and guidance is also relevant:

- Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
- Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

Other Local Policy and Guidance

7.7 The following local policy and guidance is considered to be relevant:

- CDC Shopfronts and Advertisements Guidance 2010
- Chichester Conservation Area Character Appraisal

7.8 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 considerations are as follows:

- i) Design, amenity and impact upon the character of the conservation area
- ii) Impact on public safety
- iii) Public comments and any other material considerations

i) Design, amenity and impact upon the character of the conservation area

8.2 As submitted it was considered that the application presented an overly modern and bulky fascia sign that would be harmful to the character and appearance of the conservation area. The scheme has been amended to address the concerns of officers and those raised by third parties and consultees. Through these amendments, the proposal would now result in the application of painted cut-out timber lettering to the existing timber fascia and the addition of the shop number as requested. The City Council objection comment states they wish for the lettering to be painted on to the fascia rather than through cut-out lettering. However, the Council's Shopfronts and Advertisements Guidance states that *"the application of cut out lettering to a painted timber fascia can be an acceptable alternative provided that the letters stand no more than 10mm away from the fascia. Lettering should still be of a suitable style and in proportion with the rest of the fascia"*. The proposed lettering would stand only 9mm away from the fascia and is therefore in accordance with the guidance in this regard.

8.3 It is considered that due to the proposed use of timber, the size of the lettering in relation to the fascia, the colour and finish, and the proposed addition of the shop front number are fully compliant with the Council's guidance document. Furthermore, this scheme represents a significant improvement over the previous two approved advertisement consents which both included less sympathetic stand-off acrylic signs and an absence of shop number. For these reasons, the signage is deemed to be of appropriate design that would not be to the detriment of the amenity of the area; but rather would preserve and enhance visual amenity and the character of the conservation area; thus is in accordance with Policy 47 of the Local Plan and local guidance.

ii) Impact upon public safety

8.4 There is no material change in the nature or positioning of the replacement signage in comparison to the previous, which is deemed to be acceptable. No illumination is proposed and there would not be any conflict with highway safety or public amenity. The proposal therefore poses no risk to pedestrians or public safety. The signage is sufficient distance from the public highway, and would not impact on highway users. Furthermore, the signage would not be likely to obscure or hinder the interpretation of any traffic sign or any other highway operations, and is considered acceptable in this regard.

iii) Other matters and material considerations

8.5 The comments received from the City Council and local bodies have been fully addressed within the above sections. There are not considered to be any other material considerations which would outweigh the recommendation.

9.0 Conclusion

9.1 The proposal is considered to be appropriate within the context of the Chichester Conservation Area, nearby listed buildings and the site's traditional shopfront. The signage is of an appropriate scale, design and materials, and is in accordance with local guidance and national advertisement regulations, in addition to local and national development plans and guidance; and is therefore acceptable.

Human rights

9.2 In reaching this conclusion, the Human Rights of the applicants and nearby occupiers have been taken into account and it is deemed 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 advertisement hereby permitted shall not be constructed other than in accordance with the materials specified within the approved 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, and to preserve the special character of the conservation area.

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 (A4)	BLJT-00829773		26.09.2019	Approved
PLANS - Plans PLAN -	8792.05	Rev A	06.12.2019	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 Fjola Stevens on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=PYFHM5ERIAJ00>