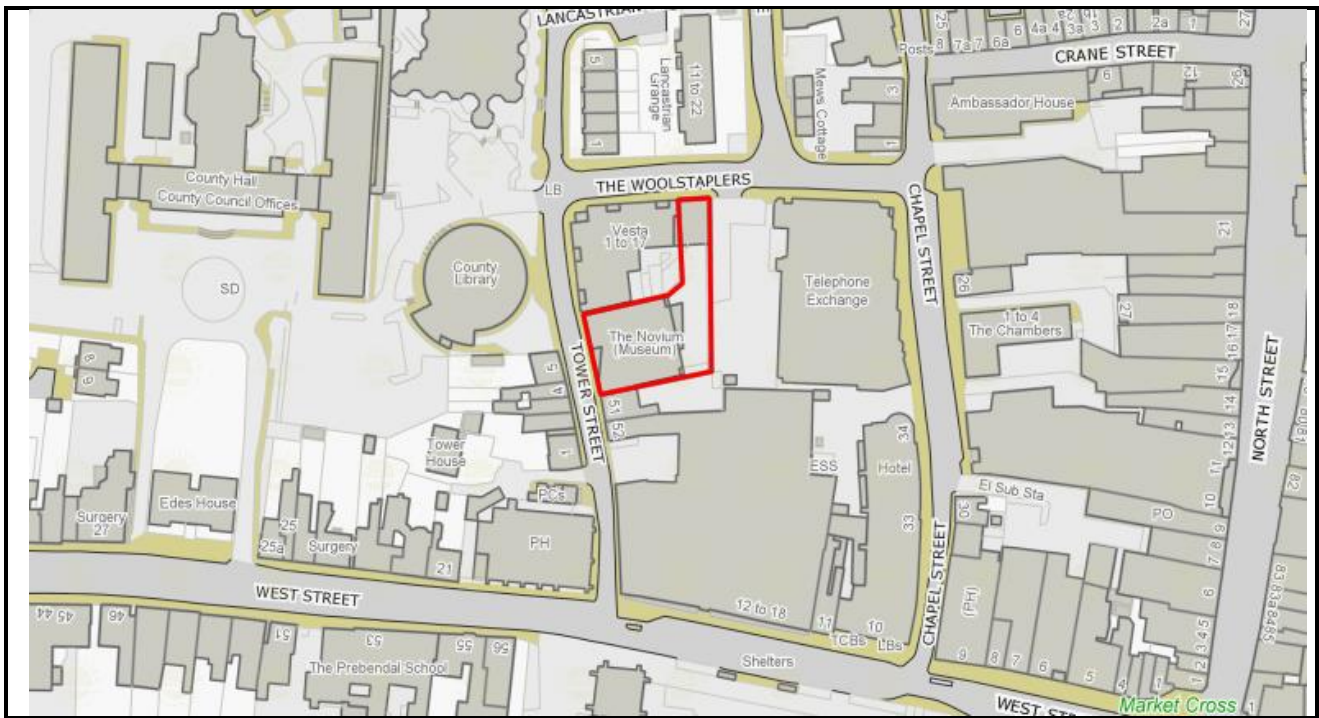



Parish: Chichester	Ward: Chichester Central
-----------------------	-----------------------------

CC/21/03166/ADV

Proposal	Installation of 3 no. non-illuminated banners.		
Site	The Novium Museum & Tic 1 Tower Street Chichester PO19 1QH		
Map Ref	(E) 485915 (N) 104918		
Applicant	Chichester District Council	Agent	Keith Williams Architects

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

1.1 Chichester District Council is the applicant.

2.0 The Site and Surroundings

- 2.1 The application site is a large contemporary building, constructed in 2012, located to the east of Tower Street within Chichester City Centre. The building incorporates a cubic turret at the northern end and is concrete rendered with a glazed entrance frontage to the ground floor western elevation. The building houses the remains of Roman baths within the basement. Existing signage is located to the south elevation of the turret, as well as above the entrance frontage, and consists of steel lettering.
- 2.2 The application site is within the Chichester Conservation Area, and is adjacent to 51 and 52 Tower Street, which are Grade II listed buildings located to the south. Opposite the museum to the west of Tower Street are the West Sussex Country Library, The Cottage and 2-4 Tower Street, which are also Grade II listed.

3.0 The Proposal

- 3.1 The application seeks advertisement consent for the installation of 3 no. non-illuminated banners to the Novium Museum Tower Street facade at first floor level. The proposal has been amended during the course of the application to reduce the number of banner signs from 4 to 3.
- 3.2 Overall, the installations would measure: 3.80m (h) x 0.75m (w) x 0.10m (d), with a maximum projection of 0.75m from the face of the building. The banner would measure 3.58m (h) x 0.60m (w). The maximum height of individual lettering and symbols would be 0.20m.
- 3.3 The materials would include an aluminium fitting frame with stainless steel fixings with PVC-free polyester Blockout 450gsm Banner, printed on both sides.

4.0 History

08/03201/REG3	PER	Erection of new 3 storey Chichester District Museum plus exposed Roman archaeology at basement level. Main servicing access to east of building in location of existing access point.
14/03097/ADV	PER	Fascia sign 2 no. in stainless steel, stating 'The Novium Museum' on both the south elevation and west elevation (over the entrance along Tower Street).
19/02062/PREOT	ADVGIV	Advertising banner on side of the building and biomass hopper to rear of the building and possible terrace canopy.

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 Parish Council

None received.

6.2 CCAAC

The Committee has no objection to this application.

6.3 CDC Conservation and Design Officer

Original plans

The Chichester Conservation Area is generally characterised by modestly scaled ground floor level adverts of a more traditional appearance such as fascia and projecting signs. High level adverts of the type proposed here can often be incongruous in such a setting. Traditional pub signs at first floor level and banners on public buildings can be notable and exceptions, however. The context of Tower Street is quite constrained and highly historic, with the museum being within the setting of several listed buildings. Four banners would contribute to a sense of visual clutter which could be mitigated by the reduction of their number to two. This should not markedly reduce the effectiveness of the overall scheme.

There is a balance to be struck in the application between a small amount of harm to the conservation area and a level of public benefit in allowing prominent and higher-level adverts on a public that provides a clear and valuable public service. I think a reduction in the number of banners will strike that balance quite well.

6.4 Third party comments

No third party representations have been 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 City 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 10: Chichester City Development Principles
Policy 47: Heritage

Chichester Local Plan Review Preferred Approach 2016 - 2035

- 7.3 Work on the review of the adopted Local Plan to consider the development needs of the Chichester Plan Area through to 2036 is now well underway. Consultation on a Preferred Approach Local Plan has taken place and following detailed consideration of all responses to the consultation, it is intended that the Council will publish a Submission Local Plan under Regulation 19 in July 2022. Following consultation, the Submission Local Plan will be submitted to the Secretary of State for independent examination. In accordance with the Local Development Scheme, it is anticipated that the new Plan will be adopted by the Council in 2023. However, at this stage, it is considered that very limited weight can be attached to the policies contained within the Local Plan Review.

National Policy and Guidance

- 7.4 Government planning policy now comprises the revised National Planning Policy Framework (NPPF 2021), which took effect from 20 July 2021. 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 the following sections:

Sections 2, 4, 7, 12, 16.

Paragraph 136 is considered to be particularly relevant. The relevant paragraphs of the National Planning Practice Guidance have also been taken into account.

7.6 The following statutory instrument is also relevant:

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Other Local Policy and Guidance

7.7 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

7.8 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:

- Support local businesses to grow and become engaged with local communities
- Coordinate and promote services that help those living with low level mental health conditions

8.0 Planning Comments

8.1 Paragraph 136 (p.40) of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Regulations) establish that a local planning authority shall exercise its powers in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Therefore, the main considerations are:

- i. Amenity and the impact upon the character of the area and heritage assets, and
- ii. Public safety.

Assessment

i. Amenity and the impact upon the character of the area and heritage assets

8.2 According to the regulations, factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest, which are applicable in this application.

8.3 The Novium Museum is itself a key heritage and tourism site within the city. The Chichester Local Plan recognises the necessity to balance the provision of visitor facilities against the need to safeguard the character of an area by preserving the quality of cultural heritage and the historic environment. The Chichester Conservation Character Appraisal notes the museum's location of Tower Street to be more open than adjacent West Street, due to the replacement of historic buildings with modern buildings of mixed usage, scale and architecture. While the museum's immediate vicinity is surrounded to the south and west by historic buildings and is constrained as a result, the appraisal notes that that the Tower Street streetscape provides opportunities for 'very good long views, especially from the City Walls'. The preservation of these views through the avoidance of unnecessary street clutter within the historic context is, therefore, an important consideration.

- 8.4 Chichester District Council's Shopfront and Advertisement Design Guidance Note recognises that within the historic city, projecting signs are not normally allowed, but along narrower subsidiary streets where fascia signs are not easy to view, projecting signs can be considered on their individual merits and judged against the character of the building and surrounding townscape.
- 8.5 The proposed Novium advertisements are considered to be high-quality, and their contemporary design and materials would be complementary to those of the host building. Due to their proposed elevated position the signs would enhance existing signage, enabling improved visibility within the narrow southern end of Tower Street. They would also provide more effective promotion of the Museum which is a cultural asset and tourist attraction within the city centre, particularly from the direction of West Street.
- 8.6 It was considered that the originally proposed 4 no. banners would result in unnecessary clutter to the street scene, thereby harmfully impacting the character of the area, including the adjacent Grade II-listed properties. Successful negotiations have resulted in a reduction in the number of banners to be displayed, reducing the number from 4 to 3, and ensuring their siting away from the southern boundary with 51 and 52 Tower Street. It is assessed that this reduction and re-positioning enables the required balance, between preserving the character of the area with its heritage assets and supporting the provision of a high-quality visitor attraction, to be achieved.

ii. Public Safety

- 8.7 The CDC Shopfront and Advertisement guidance states that a sign projecting over the Public Highway will need to propose a minimum vertical clearance of 2.6 metres to the underside of the sign, and a minimum horizontal clearance between the sign and the carriageway of 0.45 metres. The proposed advertisements satisfy these criteria as the vertical clearance of the projecting banners would be 3.75 metres, and the horizontal clearance between the sign to the carriageway would be 1.05 metres. It is, therefore, assessed that the proposed advertisements would not impact public safety as they would be sited sufficiently beyond the boundary of the highway and would not obstruct highway visibility or distract motorists.

Conditions

- 8.9 All advertisements permitted under The Regulations are subject to five standard conditions relating to matters including requirements for them to be maintained in the interest of public and highway safety and visual amenity. Further conditions are also set out in the recommendation below concerning compliance with the approved plans and removal after five years (unless further consent is given).

Conclusion

- 8.10 Based on the above assessment of amenity and public safety, the proposed advertisements are considered to be acceptable. The revised proposal complies with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, as amended, and the application is therefore recommended for approval.

Human Rights

8.11 In reaching this conclusion the Human Rights of the applicants and nearby occupiers have been considered 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.

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	291_A_0400	P	10.11.2021	Approved
PLAN - SECTION	291_A_0403	P	10.11.2021	Approved
PLAN - BANNER FIXING DETAILS	291_A_0405	P	10.11.2021	Approved
PLANS - Plans PLAN -	291_A_0401	P01	08.02.2022	Approved
PLANS - Plans PLAN -	291_A_0402	P01	08.02.2022	Approved
PLANS - Plans PLAN -	291_A_0404	P01	08.02.2022	Approved
PLANS - Plans PLAN -	291_A_0406	P01	08.02.2022	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 Louise Brace on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=R1OYJBERH0800>