


Parish: Chichester	Ward: Chichester Central
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CC/21/02880/ADV

Proposal	1 no. non-illuminated fascia sign to front of building to replace existing. (Retrospective)		
Site	48 East Street Chichester PO19 1HX		
Map Ref	(E) 486392 (N) 104795		
Applicant	Mr James France	Agent	Mr Gurpreet Ladher

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
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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 to the north side of East Street within the Chichester Settlement Boundary and Chichester Conservation Area. The application site adjoins the former Shippams factory and comprises of a four-storey building with retail units at ground floor level.

3.0 The Proposal

3.1 The advertisement application (21/02880/ADV) relates to the advertisements connected with the proposed use of the property at 48 East Street. A full planning application (21/02893/FUL) has also been submitted for the repainting of the shopfront.

3.2 For planning purposes, an 'advertisement' is defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as:

"any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements."

3.3 The application involves a non- illuminated fascia sign which is now in situ which is the result of a number of amendments over the course of the application process to address concerns from a number of consultees. The current application has omitted the originally proposed internal illumination and instead comprises a non-illuminated fascia sign. In addition, the vinyl stickers and the signage on the side elevation of the property have also been omitted from the application.

4.0 History

03/01773/FUL	WDN	Two and four storey redevelopment and conversion of site and alterations to 42-43 and 45-46 East Street, for mixed uses comprising A1 retail, A3 food and drink and residential, together with highway and access works and landscaping.
03/01775/CAC	WDN	Demolition of majority of Shippams factory buildings and adjoining properties, i.e. Sadlers Walk and the Boys Club in Little London.
05/00427/CAC	PER	Demolish front section of former Shippam's factory.
05/00430/FUL	PER106	Comprehensive mixed-use redevelopment, comprising of retail and residential accommodation, together with associated car

		parking landscape and highway works (after demolition of existing factory and former social club building).
12/03154/ADV	REF	2 no. pod signs and 1 non-illuminated projecting sign.
12/04286/ADV	PER	Two 10mm thick block perspex letters fixed to existing timber fascias (Retrospective).
21/02893/FUL	PDE	Shopfront re-painted with new paint.
21/03145/FUL	WDN	Shopfront repainted with new paint. Alterations to fenestration.
21/03146/ADV	WDN	New illuminated fascia sign to front and rear of building to replace existing.

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

6.0 **Representations and Consultations**

6.1 **Parish Council**

Further Comments (9.12.21)

In respect of the above applications, and further to the City Council's original representations, our Members would like to express that the "Shippams" name above the original door of the building must be retained.

Further Comments (15.11.21)

Strong objection, for the following reasons:

- The design, appearance, colours and materials of the fascia signage, as well as the proposed illumination, including light boxes, would harm the character and appearance of the area.
- "Respraying" is not appropriate in the conservation area where hand painting is required in order to give a suitable finish and appearance.
- Excessive use of vinyl covering whole windows and doors would reduce interaction with the street and the perception of vitality.

- The light boxes and other window blocking advertisements are inappropriate and harm the character and appearance of the building and conservation area
- Although the applications' descriptions relate to advertisements and respray of the shopfront, the plans show removal and replacement of the wooden shopfront; decorative timber upstands and some mullions are shown to be replaced with brick, harming the historic character and appearance of the building and surrounding conservation area.
- It is requested that the red line application area is checked, as the plans appear to show works to the East Street frontage outside of the red line boundary. It is also noted that the applicants have marked at least one proposed plan as "approved" which is misleading; this marking should be removed.

Original Comments (19.10.21

Holding Objection - There is significant concern over the potential impacts of the proposal on the character and appearance of the area and the historic building itself. An objection is therefore issued in respect of the application which will be discussed at the City Council's next planning meeting on 11 November, following which a further response will be sent.

6.2 CCAAC

The Committee objects strongly to this Application. Both the internally illuminated signs and window vinyls are non-compliant with CDC shop-front guidance and are excessive. Any signage on the east elevation is unnecessary and wholly inappropriate as it would damage the setting of the East Wall, a Scheduled Ancient Monument, which it faces. The visuals provided indicate that the historic SHIPPAMS bronze lettering over the window on the corner of the building is to be removed. This was retained, along with the clock and wishbone, under the first redevelopment to maintain the historic link and should be retained here.

6.3 Third party comments

One letter of objection has been received concerning:

- a) The internally illuminated fascia signage contravenes the Councils Requirements for shop front design in the Conservation Area and the introduction of signage on the East Walls elevation would cause harm to the setting of the City Wall Ancient Monument, and the retained elevations of the former Shippam premises.
- b) The provision of a sensitive display within the retained Shippam entrance portal would be welcomed to enliven this feature.

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 27: Chichester Centre Retail Policy
Policy 47: Heritage and Design

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 paragraph and sections: NPPF Sections 2, 4, 12, 14 and 16. Consideration has been given to paragraph 132 in particular, as this relates specifically to the control of advertisements. The relevant paragraphs of the National Planning Practice Guidance have also been taken into account.

Other Local Policy and Guidance

- 7.6 The following documents are material to the determination of this planning application:

- o Chichester District Council Shopfront and Advertisement Design Guidance Note

○ Chichester Conservation Area Character Appraisal

7.7 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

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:

- 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. Design and Impact upon visual amenity, character of the area and setting of heritage assets
- ii. Impact upon public amenity and safety

Design and Impact upon visual amenity, character of the area and setting of heritage assets

8.2 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 and maintain the individual identity of settlements.

8.3 The non-illuminated fascia signage would measure 0.6m in height, 1.4m in width and would project 75mm from the face of the building. The lettering within the signage would be 0.2m in height, which is an appropriate height for the size of the fascia sign. The sign would be positioned centrally within the existing timer fascia and is considered to be appropriate in size and scale of the height of the fascia.

8.4 The signage has been significantly revised during the course of this application, including the removal of the secondary signage to the side elevation, removal of vinyl stickers and confirmation that the Shippam signage and the Shippam clock are to be retained.

8.5 In combination, the shopfront has been painted in Basalt Grey (RAL 7012), which is acceptable and in keeping with other shopfronts painted similar shades of grey (see 21/02893/FUL). The repainted shopfront the subject of a separate application to be determined therefore sits comfortably within the streetscene and does not result in an unacceptable impact upon the Chichester Conservation Area.

8.6 Overall, having regard to the above and subject to conditions, it is considered that the in-situ advertisement on balance would be appropriate in terms of size, colour, siting, and

design, and would not result in visual clutter which would be harmful to the appearance of the Conservation Area or the setting of Listed Buildings within the vicinity.

Impact Upon Public Amenity and Safety

- 8.7 Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permits the display of advertisements where they do not adversely impact upon the interests of public amenity or public safety.
- 8.8 Public safety is not confined to road safety and includes all the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air. The proposal is small scale and set back from the road. Therefore, it is considered that the proposed advertisements will not adversely impact public safety as they would be sited sufficiently beyond the boundary of the highway and are positioned in a way that would not obstruct highway visibility or distract motorists.

Conditions

- 8.9 All advertisements permitted under current 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 non-illuminated advertisement and proposed work to the shop front are acceptable. The proposal therefore complies with Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and The Chichester Local Plan 2014-2029 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.

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 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 - Site and location plan	HLP/1302/15		28.09.2021	Approved
PLANS - Plans PLAN - PROPOSED FRONT ELEVATION	HLP/1302/07		01.04.2022	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 Rebecca Perris on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=R05HW2ERFYC00>