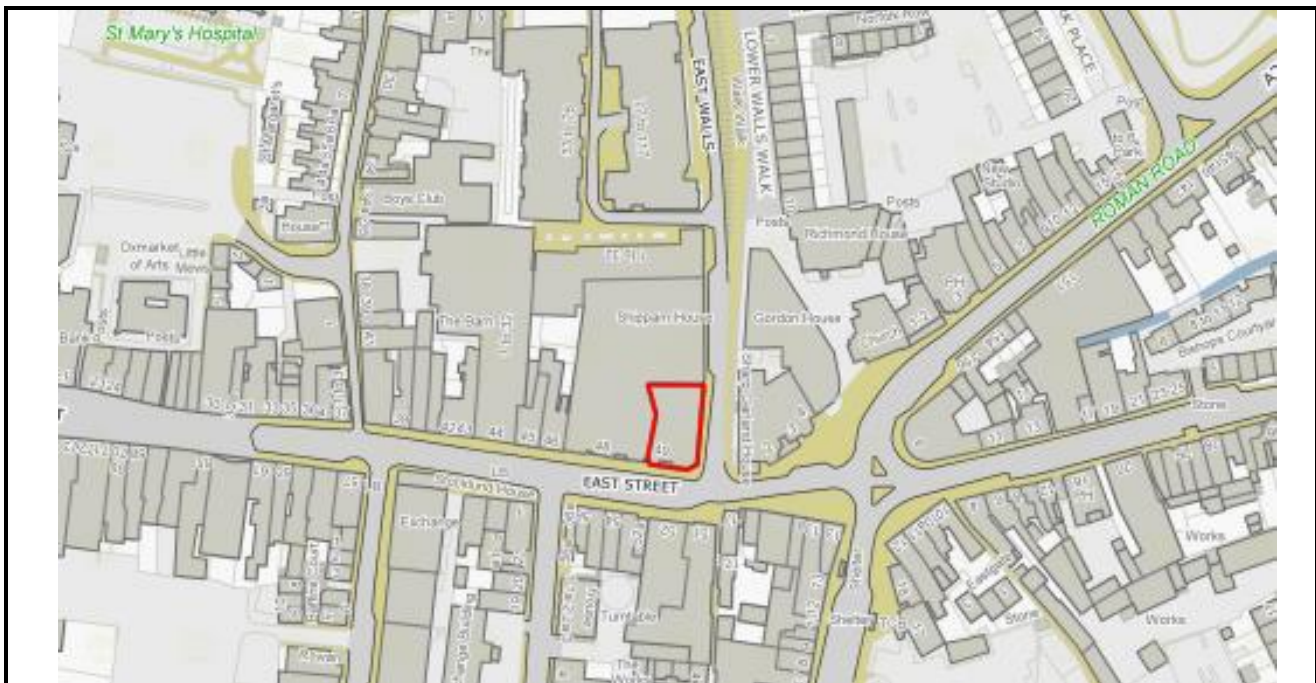



Parish: Chichester	Ward: Chichester Central
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CC/21/02893/FUL

Proposal	Shopfront re-painted with new paint.		
Site	48 East Street Chichester PO19 1HX		
Map Ref	(E) 486392 (N) 104795		
Applicant	Mr James France	Agent	Mr Gurpreet Ladher

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 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 proposal seeks retrospective planning consent, for the repainting of the existing timber shop front, which has been carried out during the course of this application. The advertisement application (21/02880/ADV) relates to the advertisements connected with the proposed use of the property at 48 East Street.

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).
21/02880/ADV	PDE	1 no. non-illuminated fascia sign to front of building to replace existing.
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	Multiple (Spatial)
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 comments

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 19th October 2021

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) Strong objection to the proposed signage. No comment regarding the East Street shop front fascia redecoration, which is shown to be the same appearance and colour as the existing. The fascia is required by the Council to incorporate the street number.

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: Sections 2, 4, 12 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:
- 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

The main considerations are:

- i. Principle of Development
- ii. Impact upon the Character of the Area

Principle of Development

- 8.1 The application site is located within the Chichester settlement boundary, which is a location where the provision of a range of homes, workplaces and social and community facilities is supported by Policy 2 of the Local Plan subject to compliance with other policies of the Development Plan.

Impact upon the Character of the Area

- 8.2 S. 72 of the Planning (Listed Building and Conservation Areas) Act 1990 requires the planning Authority (LPA) to have special regard to the desirability of preserving and conserving the character and appearance of a conservation area. In addition, Policy 47 of the Chichester Local Plan states that permission will only be granted where it can be demonstrated that the proposal conserves or enhances the special interest and settings of the designated heritage assets.
- 8.3 The application relates solely to seeking planning permission for the repainting of the existing shopfront. The initial proposal was to 'respray' the shopfront rather than hand paint. In response to concerns raised by the City Council, the proposal was revised to secure hand painting of the facia, which is considered to result in a more traditional and appropriate paint finish within the City Centre. The hand painting of the shopfront has been completed to an acceptable standard and finish.
- 8.4 The shopfront has been painted in Basalt Grey (RAL 7012), which is considered acceptable and in keeping with other shopfronts painted similar shades of grey. The repainted shopfront therefore sits comfortably within the street scene and does not result in an unacceptable amenity impact upon the Chichester Conservation Area or the nearest Listed Buildings. The proposal therefore accords with Section 72 of the Listed Building and Conservation Areas Act 1990 (as amended), Section 16 of the NPPF and Policy 47 of the Chichester Local Plan.

Conclusion

- 8.5 Based on the above assessment, it is considered that the proposed hand painted treatment to the shopfront is compatible with the setting of the conservations area and complies with the Development Plan and there are no material considerations that indicate otherwise; therefore it is recommended that planning permission should be granted subject to conditions .

Human Rights

- 8.6 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 development hereby permitted shall be carried out in accordance with the plans listed below under the heading "Decided Plans"

Reason: For the avoidance of doubt and in the interests 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.

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 - Proposed Front Elevations	HLP/1302/07		01.04.2022	Approved
PLAN - Site and Location Plan	HLP/1302/15		27.11.2021	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=R071EKERFZM00>