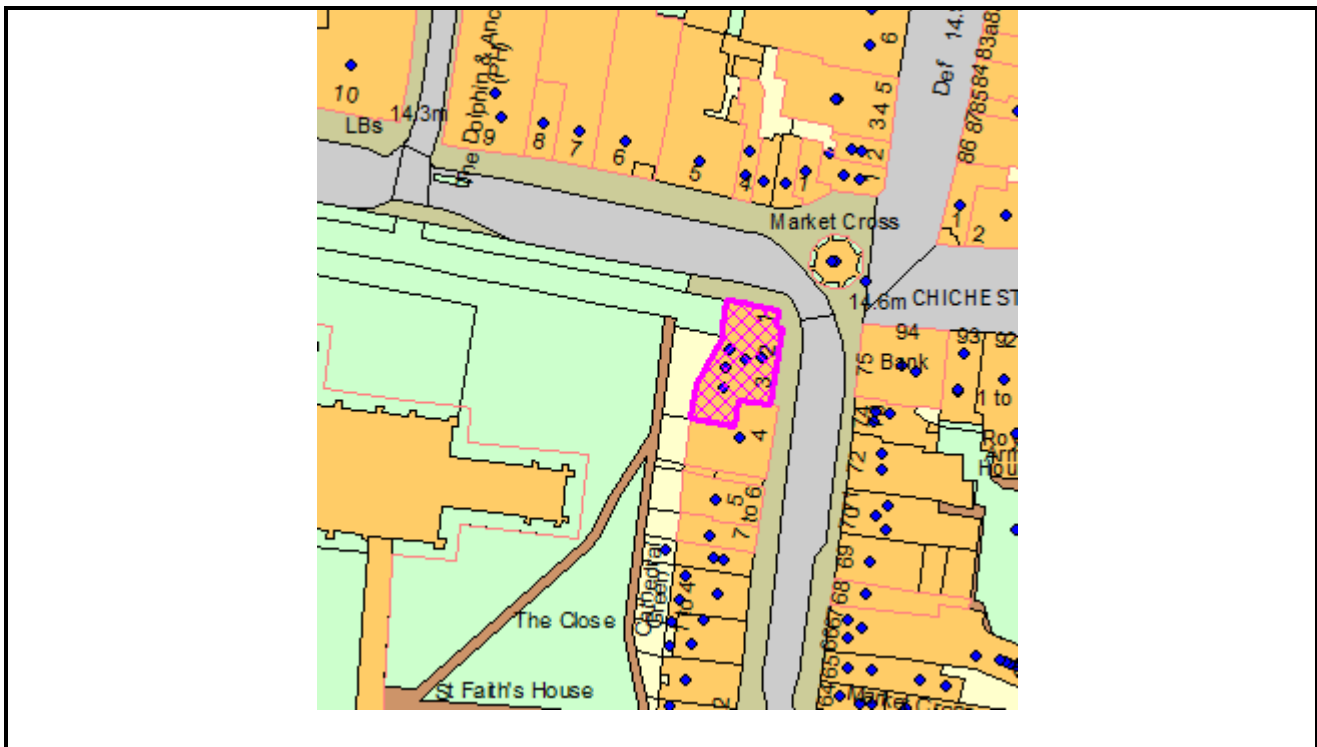



Parish: Chichester	Ward: Chichester Central
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CC/22/00428/ADV

Proposal	4 no. illuminated signage with trough lighting		
Site	1-3 South Street Chichester West Sussex PO19 1EH		
Map Ref	(E) 486047 (N) 104803		
Applicant	Mr David Paige	Agent	Miss Natalie Long

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 City Council objection - Officer recommends permit.

2.0 The Site and Surroundings

- 2.1 The application property forms part of a three-storey commercial premises located in a prominent corner position at the junction of South Street and West Street, within Chichester City centre. The existing shopfront consists of white timber fascia to the west, north and east elevations, with black fenestration and large display windows. Glazed and metal entrance doors are recessed to the east elevation, with a secondary white timber fascia above.
- 2.2 The property is within the Chichester Conservation Area and is in close proximity to several historic buildings and heritage sites including Grade I listed Chichester Cathedral with its associated buildings and quadrant, and the Grade I listed Market Cross, also a scheduled ancient monument.

3.0 The Proposal

- 3.1 The application seeks advertisement consent for the installation of 4 no. illuminated signs with trough lighting between ground and first floor level comprising:

North elevation: 1 no. 'FRANCO MANCA' sign, lettering height 0.219m, width 2.198m, with overhead 2.384m width trough light. 1 no. 'SOURDOUGH PIZZA' sign, lettering height 0.207m, width 2.315m, with overhead 2.450m width trough light. Fascia measured at height 0.350m, width 9.690m

East elevation: 1 no. 'FRANCO MANCA' sign, lettering height 0.219m, width 2.198m, with overhead 2.304m width trough light. Fascia measured at height 0.350m, width 3.245m

West elevation: 1 no. 'FRANCO MANCA' sign, lettering height 0.219m, width 2.198m, with overhead 2.346m width trough light. Fascia measured at height 0.443m, width 3.572m

- 3.2 The lettering would be signwritten in Dulux Salisbury Stone 6 (45YY 83 062). All timber fascia would be 25mm in depth, dark stained, with black metal trim fitted around the edge. The lighting would comprise 1.2 mm descaled stainless steel troughs finished black, fitted with low energy warm white LEDs. Troughs project 150 mm from fascia.

4.0 History

02/02322/FUL	PER	Overcladding existing south facing flank wall to staircase.
03/00414/EST	PER	Estate agents sign.

5.0 **Constraints**

Listed Building	NO
Conservation Area	Yes

6.0 **Representations and Consultations**

6.1 **Chichester City Council**

Additional comments (16 May 2022)

Unfortunately, whilst there is an improvement in terms of suitability of the material and removal of the projecting sign, the current proposal retains the unacceptable illumination and the objection therefore still stands. Nevertheless, we would like to thank you and the applicant for the amendments negotiated. Could the building number be included on the building is at all possible please, as it greatly assists shoppers in finding their way around.

Original comments (4 April 2022)

Strong objection. The materials, lighting and projecting signage proposed would harm the character and appearance of the conservation area and are contrary to the relevant design guidance. Non-illuminated, hand-painted signage would be appropriate in this location, and a building number should be included.

6.2 **CCAAC**

The Committee objects to this application. The illumination and hanging sign are contrary to the shopfront guidance and no street number is displayed. We notice that there is no parallel FUL application and the implication to the CDC catering establishment saturation policy needs to be considered. The CGI images included illustrate solid wooden door which are not included elsewhere in the application and would be incongruous on this building.

6.3 **Third party objection comment**

1 no. third party objection has been received concerning:

- a) Impact on visual amenity including in relation to the Conservation Area and proximate heritage assets;
- b) Change of use and presumed associated alternations to the external appearance of the application property

6.4 Third party comment

1 no. third party comment has been received concerning the following matters:

- a) proposal is borderline as discreet illumination is acceptable for businesses open at night-time
- b) fascia should incorporate street number
- c) the solid timber entrance doors are inappropriate, could impede visibility between cyclists, pedestrians and buses at the narrow corner
- d) there are no details given for the kitchen extract ventilation which could have visual impact on this prominent corner building.

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:

Local Plan: Key Policies 2014-2029

- Policy 1: Presumption in Favour of Sustainable Development
- Policy 2: Development Strategy and Settlement Hierarchy
- Policy 10: Chichester City Development Principles
- Policy 30: Built Tourist and Leisure Development
- 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 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 of the NPPF: Sections 2, 4, 7, 12, 16. Paragraph 136 is considered to be particularly relevant, which recognises that the quality and character of places can suffer when advertisements are poorly sited and designed. 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 (March 2005)

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 Paragraph 136 of the NPPF 2021 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 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.

Assessment

i. Amenity

8.2 Regulation 3 within Part 1 of the Control of Advertisements Regulations states that the key 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 Policy 47 of the Chichester Local Plan (CLP) requires that proposals must conserve and enhance the special interest and setting of designated and non-designated heritage assets including: Monuments, sites and areas of archaeological potential or importance; Listed buildings including buildings or structures forming part of the curtilage of the listed building; Buildings of local importance, including locally listed and positive buildings; and Conservation Areas.

8.4 Within the City, the Chichester Conservation Area Character Appraisal identifies the Cathedral and the Market Cross as the most important listed buildings and focal points. The impact of the proposal on these heritage assets demands particularly careful consideration as a result of their importance. Furthermore, the application property (1-3 South Street) is itself considered to be a 20th century building of 'positive' townscape merit, being influenced by Sir Hugh Casson and which responds to the 'Gold Arts' building designed by him diagonally opposite.

8.5 The proposed advertisements are assessed to take account of the design and characteristics of the 'positive' host building, replicating the existing fascia sizes and respecting the absence of fascia in the southern portion of the east elevation. Following consultee responses and officer guidance, the applicant has agreed to retain the timber fascia rather than replace with aluminium and to add the number of the property to the fascia. The proposed dark staining with black metal trim around the edge is considered to be an acceptable contemporary choice which responds to the existing fenestration and is compatible with the colour scheme present within the 'Gold Arts' building. The proposed advertisement lettering will be directly signwritten onto the fascia and is assessed to be proportionate to the fascia in not exceeding 65% of its height and being symmetrically positioned.

8.6 To avoid the creation of unnecessary visual cluster, and in recognition of consultee responses and officer comments, the applicant has omitted the previously proposed projecting sign from the proposal. The applicant has agreed to include a building number within the signage to assist public navigation.

8.7 The CDC guidance states that proposals for internally or externally lit signage are unlikely to be acceptable but recognises a general exception for businesses that trade during the evening such as restaurants, as in this instance. Following comments received, the applicant has reduced the proposed trough lighting to ensure it is positioned only over lettering in order to minimise any harmful impact. The reduced level of lighting for the fascia using low energy warm white LEDs is considered to be acceptable, as it will sensitively contribute to space creation (including at night, according with Policy 10 of the CLP – Chichester City Development Principles), whilst respecting the Conservation Area and local heritage assets. Overall, the amended proposal is assessed to comply with CLP Policy 47 and accord with the current Advertisement Regulations in relation to amenity impact.

ii. Public Safety

8.8 Regulation 3 within Part 1 of the Regulations specifies factors relevant to public safety include the safety of persons using any highway, and whether the display of an advertisement is likely to obscure or hinder the ready interpretation of any traffic sign.

8.9 Following the removal of the projecting sign from the proposal, it is considered that the remaining fascia signage will have a negligible impact on public safety as the signage elements do not impose onto any highway or obstruct visibility. Furthermore, whilst the proposed illuminated signs will be visible from the public highway, their luminance levels is assessed to be acceptable for the size of the signage and its town centre location, and judged unlikely to distract motorists within this largely pedestrianised area. The proposal is therefore assessed to accord with the Regulations in this regard.

iii. Other Matters

8.10 Consultees have commented in relation to illustrations originally submitted which suggested the property's existing glazed metal doors would be replaced with timber. This potential development cannot be considered within an application for advertisement consent. Following Officer advice that separate planning permission may be required, however, the applicant has amended the illustrations to revert to the original doors.

8.11 Furthermore, Consultees commented on the potential requirement for external ventilation at the property, expressing concern this could impact visual amenity. The applicant has sought to clarify that they do not require a conventional duct, and that existing internal services are adequate for their needs for a gas flue, which would not, therefore, affect the external appearance of the property.

Conditions

8.12 All advertisements permitted under the Advertisement 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. A further condition is also set out in the recommendation below concerning compliance with the approved plans.

8.13 Conditions concerning illumination levels are recommended in the interests of protecting the visual amenity of the Chichester Conservation Area. It is suggested that illumination levels are required to not exceed 320 cd/sqm at any time, and illumination is limited to the opening hours of the applicant business. This will reduce the potential for light spillage.

Conclusion

8.13 Based on the above assessment of amenity and public safety, the proposed advertisements are considered to have an acceptable impact upon the positively listed host property, the character of the Conservation Area and the setting of adjoining listed buildings, and there are no concerns in respect of public safety. The application is therefore recommended for advertisement consent.

Human Rights

8.14 In reaching this conclusion the Human Rights of the applicants and nearby occupiers have been taken into account and it is concluded that the recommendation to permit is justified and proportionate.

RECOMMENDATION: PERMIT

subject to the following conditions and informatives:-

Standard Conditions (specified with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Schedule 2, Regulation 2(1))

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 illumination levels shall not exceed 320 cd/sqm at any time.

Reason: in the interest of protecting the visual amenity of the Chichester Conservation Area.

3) The illumination of the advertisements hereby approved shall not take place other than during dark hours and during the opening hours of applicant business.

Reason: In the interests of visual amenity.

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 - Existing Elevations	596508-1	A	13.04.2022	Approved
PLAN - Proposed Elevations	596508-2	REV B	30.05.2022	Approved
PLAN - Block and Site Plan	596508-3	A	13.04.2022	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 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=R7HWKKERL9H00>