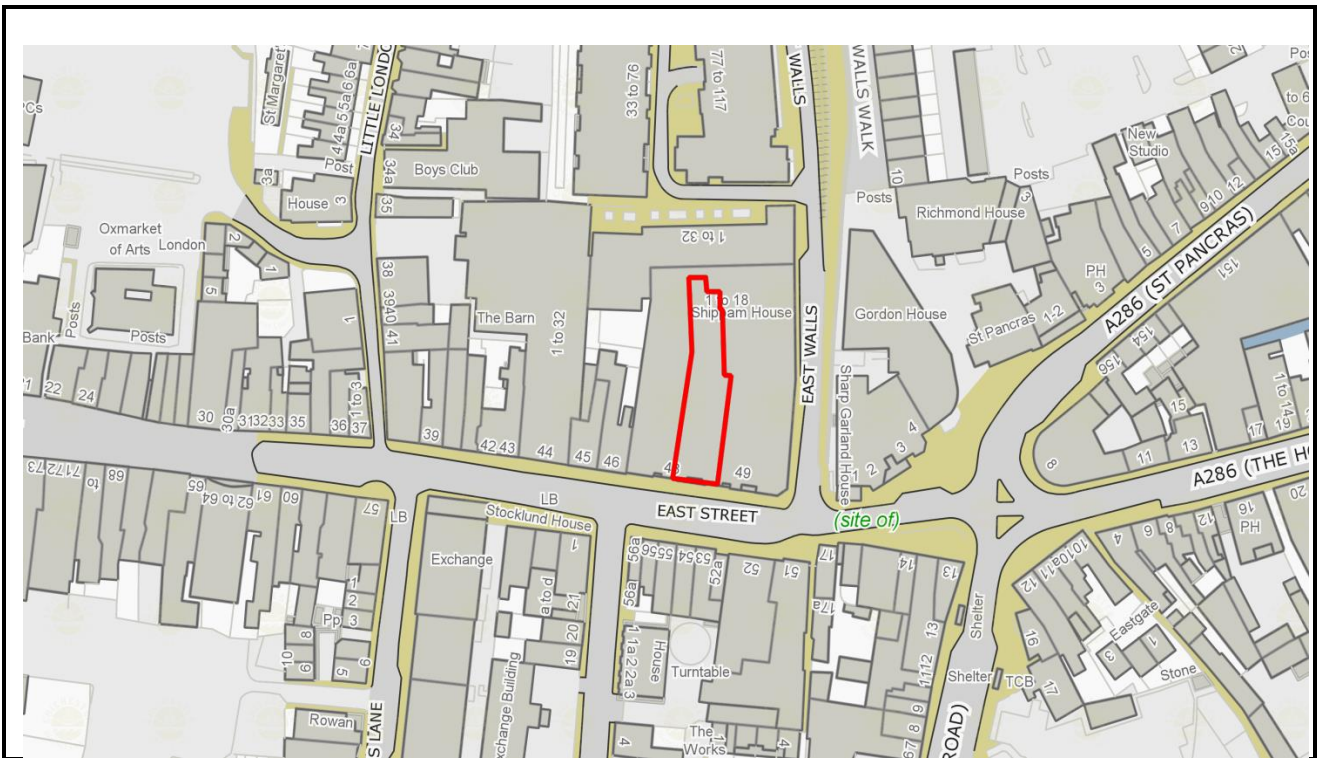



Parish: Chichester	Ward: Chichester Central
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CC/22/01047/ADV

Proposal	Non-illuminated white acrylic fascia signage lettering to front of building.		
Site	48 East Street Chichester West Sussex PO19 1HX		
Map Ref	(E) 486392 (N) 104795		
Applicant	Mr James France	Agent	Mr Francis Nwokedi

RECOMMENDATION TO PERMIT



	NOT TO SCALE	<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 comprises of a four-storey building with retail units at ground floor level. The application site comprises part of a retail unit that has been sub-divided to provide two smaller retail shops, the western retail unit being subject to this application.

3.0 The Proposal

3.1 The advertisement application (22/01047/ADV) relates to the advertisements connected with the retail use of the property at 48 East Street. A full planning application (22/01046/FUL) has also been submitted for the repainting of the shopfront and alteration to the fenestration.

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3.3 The application follows a previous application, which was withdrawn. The current application involves the installation of a non-illuminated white acrylic fascia sign. The proposed materials have been revised from metal to white acrylic during the course of the application and amended plans have been submitted to reflect this.

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.
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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.
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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	PER	1 no. non-illuminated fascia sign to front of building to replace existing.
21/02893/FUL	PER	Re-paint existing shopfront in Basalt Grey (retrospective).
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.
22/01046/FUL	PDE	Re-paint existing shopfront in Black. Alterations to fenestration.

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 (15.06.22)

Objection. The acrylic lettering, black paint to the whole shopfront and the application of flat wooden panelling (including to replace the existing stallrisers), would be contrary to the conservation area shop front advertisement design guidance and would harm the traditional character and appearance of the historic city centre conservation area. Appropriate materials and colours should be used, and traditional elements of the shopfront should be retained rather than clad over, in accordance with the design guidance, to contribute to, rather than detract from, the special character of this area.

Further Comments (26.05.22)

Objection. The proposal to paint much of the shopfront, including the window frames, black (which is not a colour encouraged within the guidance, even just for fascias) and to use metal rather than painted lettering on the fascia, appears to be an attempt to create a much more modern appearance to the frontage, which would be inappropriate and out of keeping, and would harm the character and appearance of the historic city centre conservation area. The proposal is contrary to the relevant advertisement design guidance which aims to preserve or enhance the character and appearance of the historic city centre conservation area.

6.2 CCAAC

The Committee has no objection to this Application in principle. However, the street number is missing. We note that an FUL Application will be required for the change of pilaster colour and frontage infilling as shown on the drawings.

6.3 CDC Conservation and Design

Thankyou for consulting Conservation and Design on the applications at the above site. The property is not listed but lies within the Chichester Conservation Area.

The existing shopfront is of no particular interest in its own right, it is modern thick framed timber with two large recessed areas for double doors for the former retail fashion tenant. The proposed replacement shopfront is timber and reasonably well composed with a stallriser and clear transoms and mullions. The detailing on the timber is flatter but the host building is a largely modern iteration of a more traditional overall form so this is not an inappropriate measure in this context. Shopfronts are usually darker colours and black is an appropriate colour for a modern or traditional shopfront and is appropriate in this case. The signage is restrained and non illuminated. The new shopfront has a neutral impact on the Chichester Conservation Area.

Recommendation: Approve with standard conditions

6.4 Third party comments

One letter commenting on the following have been received;

- a) The proposal is a reasonable proposal in the context of the modern appearance of the property, though it would contravene the Council's guidance on shopfront design in the Conservation area.
- b) The proposal also should refer to the infilling of the west part of the recessed shopfront.
- c) The shopfront vertical dividers should be stone coloured, rather than the black painted finish proposed.

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 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 Planning Policy Framework 2021

7.4 Government planning policy now comprises the revised National Planning Policy Framework (NPPF 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 section of the NPPF 2021 and sections: Sections 2, 4, 12, 14 and 16. NPPF Para 136, relates specifically to the control of advertisements. It recognises that the quality and character of places can suffer when advertisements are poorly sites and designed. Other relevant paragraphs of the National Planning Practice Guidance relating to general design have also been considered.

The following statutory instrument is also relevant:

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

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 (revised June 2010)

- Chichester Conservation Area Character Appraisal (March 2005)

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 Para 136 of the NPPF 2021 states that advertisements should, be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts.
- 8.2 Advertisement applications must be considered in accordance with Regulation 3 within Part 1 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations allow the LPA to consider amenity and public safety; taking into account the development plan, so far as they are material, and any other relevant factors. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest. Factors relevant to public safety include the safety of persons using any highway, whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign, and whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 8.3 The main issues arising from this proposal are set out within Regulation 3 within Part 1 of the Control of Advertisement Regulations are summarised as follows:
- i. Design and Impact upon visual amenity, character of the area and setting of heritage assets;
 - ii. Impact upon public amenity and safety

Assessment

Amenity

- 8.4 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.
- 8.5 The non-illuminated fascia signage would measure 0.195m in height, 1.4m in width and would project 12mm from the face of the building. The lettering within the signage would be 0.195m in height, which is an appropriate height for the size of the fascia sign. The signage would be positioned within the west section of the existing timber fascia and is considered to be appropriate in size and scale of the height of the fascia.
- 8.6 The signage has been revised during the course of this application, including the alteration of the proposed materials for the signage from metal to white acrylic. The applicant has also advised that the street number will be displayed for the application property, and it is recommended that a condition is imposed to require this. The building features a modern shopfront, and it is considered that the proposal in this context would not be harmful to the character and appearance of the building or the setting of heritage assets.
- 8.7 In combination, the shopfront frame is proposed to be painted in black, the repainted shopfront and alteration to the existing fenestration are the subject of a separate application to be determined and would be compatible with the character of the street scene and Conservation Area.

8.8 Overall, having regard to the above and subject to conditions, it is considered that the in-situ advertisement signage 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 Safety

- 8.9 Regulation 3 within part 1 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 safety.
- 8.10 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.
- 8.11 The proposed fascia signage is non-illuminated and of a small scale and will have minimal impact on public safety. The size of the signage does not adversely affect the highway or obstruct visibility. Therefore, it is considered that the proposed advertisement signage is considered acceptable in terms of its impact upon public safety.

Conditions

- 8.12 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

- 8.13 Based on the above assessment of amenity and public safety, the proposed non-illuminated advertisement signage and are acceptable. The proposal is therefore considered to comply with Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and national and local plan policy and is therefore recommended for advertisement consent..

Human Rights

- 9.14 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:-

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

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 displayed 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: In the interest of protecting the visual amenity and character of the Chichester Conservation Area.

3) Within 6 months of the date of this decision, the street number of the property shall be hand painted, positioned within the left or right corner of the fascia.

Reason: In the interest of the character and appearance of the building and the Conservation Area.

4) 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 agreed and approved in writing by the Local Planning Authority.

Reason: In the interests of visual amenity and highway safety, and to preserve the special character of the Chichester 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	001		15.04.2022	Approved
PLANS - Plans PLAN - PROPOSED SHOP FRONT ELEVATIONS	HLP/1302/07	REV M	06.06.2022	Approved

INFORMATIVE

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=RADCTDERFPS00>