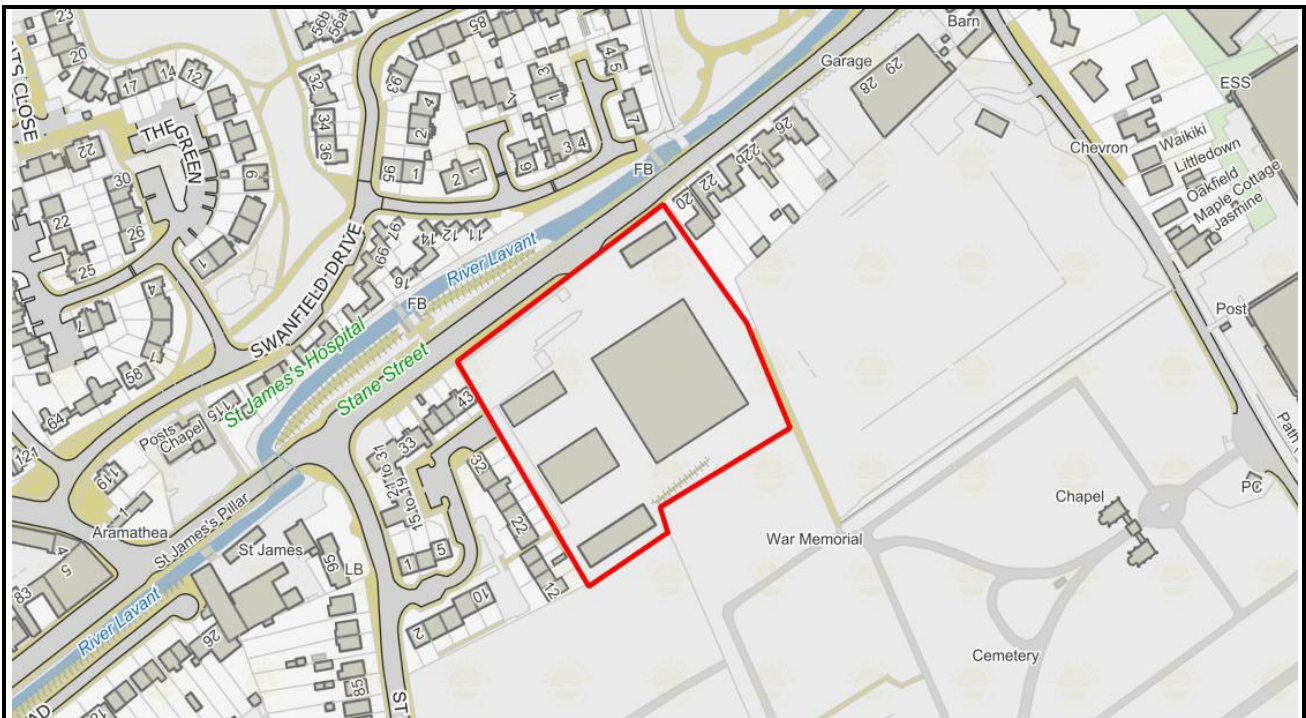



Parish: Chichester	Ward: Chichester East
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CC/22/03036/ADV

Proposal	1 no. post mounted sign.		
Site	St James Industrial Estate Westhampnett Road Chichester West Sussex PO19 7JU		
Map Ref	(E) 487293 (N) 105340		
Applicant	Mr Alan Gregory (Chichester District Council)	Agent	Mr Rowland Griffin

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 Applicant is Chichester District Council.

2.0 The Site and Surroundings

- 2.1 St James Industrial Estate extends to approximately 1.2ha and is located south-east of Westhampnett Road (A285) and approximately 123m from the roundabout with St James Road to the south-west; within the defined Settlement Boundary of Chichester. The surrounding area comprises both commercial and residential uses.
- 2.2 The site has recently undergone redevelopment, to provide industrial/commercial warehouse space within five buildings, together with associated parking and loading bays.

3.0 The Proposal

- 3.1 The application seeks advertisement consent for the installation of 1 no. post mounted aluminium panel sign. The sign measures 4.05m in height, 3m in width and would be set 1m from the north elevation of Block 1, opposite the vehicle access.
- 3.2 The sign comprises of three separate aluminium panels with cut vinyl graphics to front face, which provide a range of information, including the name of the industrial estate, the unit number and corresponding tenant and a directional sign indicating the 'one way' traffic flow within the development.
- 3.3 There is no lighting proposed as part of this advertisement.

4.0 History

20/01914/FUL	PER	Redevelopment of the existing industrial estate, including demolition of the existing buildings. The scheme provides approximately 4448m ² (47877ft) of lettable industrial space all under B1(b), B1(c) and B8 use classes with 5 no. replacement buildings.
21/01391/FUL	PER	Redevelopment of the existing industrial estate, including demolition of the existing buildings. The scheme provides approximately 4448m ² (47877ft) of lettable industrial space, use classes E(g)(ii) and E(g)(iii) (formally known as use classes B1(b), B1(c)) and use class B8 with 5 no. replacement buildings - Variation of Condition 1 of planning permission CC/20/01914/FUL- changes to Block 1 from one single large unit into 10 smaller units and associated works.

22/00020/NMA	PER	Non-material amendment to planning permission 21/03391/FUL, to revise elevation drawings detailing the removal of brick plinth walls and canopies.
22/00786/FUL	PER	Construction/installation of a LV switch room for the St James Industrial Estate.

5.0 Constraints

Listed Building	NO
Conservation Area	NO
Rural Area	NO
AONB	NO
Tree Preservation Order	NO
EA Flood Zone	
- Flood Zone 2	YES
- Flood Zone 3	YES

6.0 Representations and Consultations

6.1 Chichester City Council

No Objection.

6.2 Third party comments

No third-party comments have been received as part of this application.

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 1: Presumption in Favour of Sustainable Development
Policy 2: Development Strategy and Settlement Hierarchy
Policy 10: Chichester City Development Principles

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, 14 and 15. 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

5.6 The following statutory instrument is also relevant:

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)

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

8.0 Planning Comments

8.1 The main issues arising from this proposal are:

- i. Introduction
- ii. Design and Impact upon visual amenity and character of the area
- iii. Impact upon public amenity and safety

Assessment

i. Introduction

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.

ii. Design and Impact upon visual amenity and character of the area

8.2 The advertisement would be located at the entrance to St James Industrial Estate, which is characterised by the presence of industrial and commercial units. The proposed sign would provide directional information for the industrial estate, serving a functional purpose within the development.

8.3 The proposed signage would be in keeping with the surrounding area, which lies outside of the conservation area or a site of historic importance. It would be read against the taller backdrop of the north side elevation of Block 1 and is typical of the signage you would expect within an industrial estate. The colour and detailed design of the sign is appropriate and accords with the shopfront and advertisement guidance. The use of aluminium is considered acceptable in this location due to the commercial nature of the estate, with many nearby warehouse and commercial uses displaying similarly design signage. The signage would not be illuminated, meaning no further lighting is proposed within the development.

8.4 Overall, having regard to the above and subject to conditions, it is considered that the proposal 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 visual amenity or character of the area.

iii. 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 The proposal is set back from the road, within a raised area of hardstanding adjacent to the north elevation of the building and has been sited to not impede access or movements in or around the development. The contents of the signage would help to improve navigation within the development, as identified the location of the unit occupiers, together with directional indicators of the one-way system. There is no illumination proposed minimising any visual impact of the signage.

8.9 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 motorist

Conclusion

8.10 Based on the above it is the proposed advert would not be harmful to the character and appearance of the area or cause harm to users of the public highway. The proposal therefore complies with the development plan, including Town and Country Planning (Control of Advertisements) (England) Regulations 2007 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 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:-

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.

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 ESTATE SIGNAGE	J220916716	REV V6	22.12.2022	Approved
PLAN - LOCATION PLAN	P0867-RHP-CS-XX-PL-A-1000	REV P3	22.12.2022	Approved
PLAN - PROPOSED SITE PLAN	P0867-RHP-CS-XX-PL-A-1500	REV C5	22.12.2022	Approved
PLAN - PROPOSED ELEVATIONS	P0867-RHP-CS-ZZ-EL-A-2150	REV P2	22.12.2022	Approved

INFORMATIVES

1) The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission 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 Freya Divey on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=RM6078ER10R00>