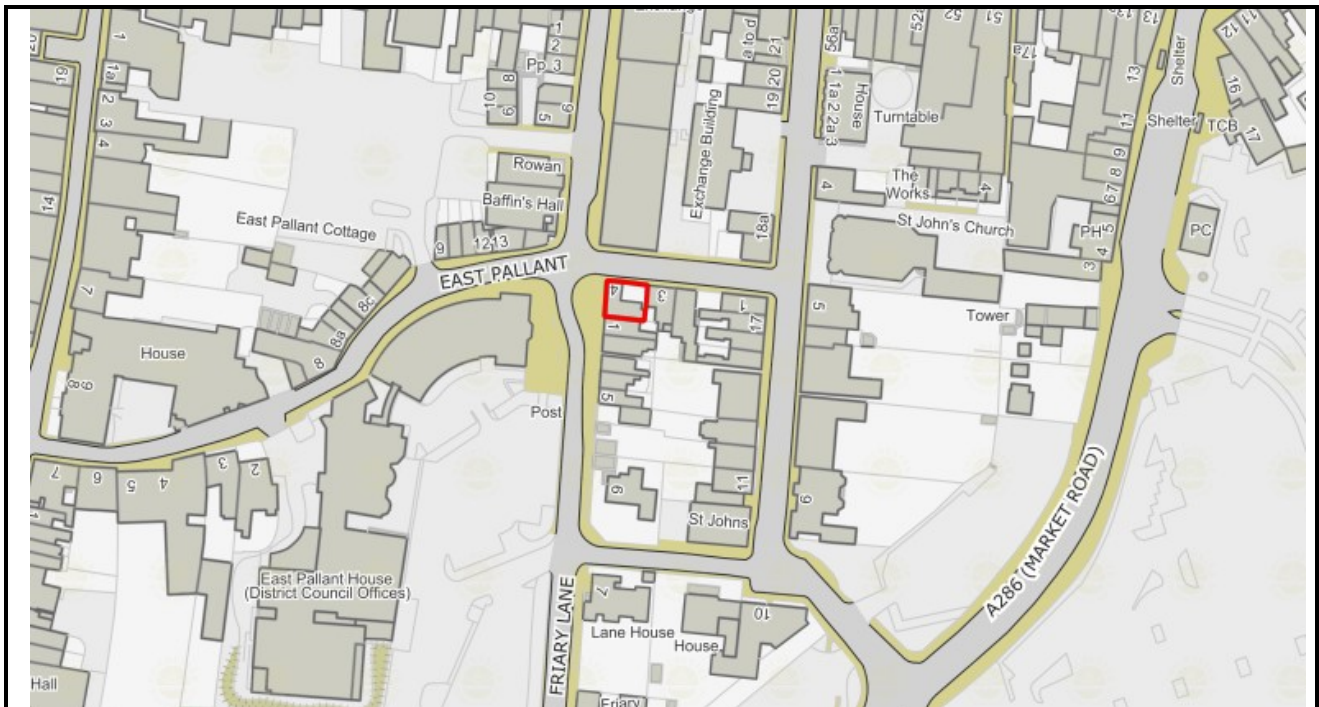



Parish: Chichester	Ward: Chichester Central
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**CC/23/00771/ADV**

<b>Proposal</b>	Replacement of 2no. non-illuminated existing aluminium powder coater sign tray with similar trays or similar size with new logo. Hand Painted geometric glasses design to fascia level		
<b>Site</b>	4 New Town Chichester West Sussex PO19 1UG		
<b>Map Ref</b>	(E) 486302 (N) 104691		
<b>Applicant</b>	Mr Joseph Seaman	<b>Agent</b>	

**RECOMMENDATION TO PERMIT**



	<p><b>NOT TO SCALE</b></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 Officer recommends Permit, Parish council objects.

## **2.0 The Site and Surroundings**

- 2.1 The application site is an optometrist located within the Chichester Conservation Area.
- 2.2 The site is located on the junction between Friary Lane and New Town. The property is a two storey semi-detached building with hipped gable roof, with white rendered walls and arch top windows. The property has two existing fascia signs on the north and west elevations.
- 2.3 Surrounding properties are largely Grade II Listed, with a mix of residential and commercial use.

## **3.0 The Proposal**

- 3.1 This application seeks advertisement consent for the replacement of 2no. non-illuminated existing aluminium powder coater sign tray with similar trays or similar size with new logo and hand painted geometric glasses design to fascia level.
- 3.2 The proposed aluminium signs would replace existing signs of similar design. The signs would be situated on the north and west elevations. These signs would be comprised of white powder coated aluminium trays measuring 900mm high by 1200mm wide. The signage would comprise of a main logo to the top of the tray positioned centrally. Below this would read "Optometrists" positioned centrally. At the bottom of the tray would read "Claudine Ickeringill Since 1990" which would be positioned centrally.
- 3.3 The main logo sign would have a 5mm black acrylic letters with grey vinyl to face and affixed via plastic locators positioned approximately 19mm from the main sign tray. This would measure 483mm wide by 347mm high. The "Optometrists" section of the sign would comprised of 5mm black acrylic letters with grey vinyl to face taped directly to the face of the tray. This would measure 100mm high by 1089mm long. The "Claudine Ickeringill Since 1990" would comprise of Grey vinyl fixed flat to the face of tray.
- 3.4 The proposed repeated glasses logo would be hand painted to fascia level and would be coloured a light grey.

## **4.0 History**

94/00394/FUL	REF	Provision of a car parking space on land adjoining no 4 Newtown, and creation of a vehicular access to it.
CC/00012/90	PER	9" and 6" raised letters, one board above windows and lettering on windows.
CC/00014/92	PER	Change of use to Estate Agency Offices.
CC/00144/85	REF	Use of land for provision of a car parking space

with access onto New Town.

CC/00146/91	REF	Change of use to Restaurant from gallery.
CC/00926/87	REF	Two fascia signs.
09/04860/ADV	REF	2 no. non illuminated fascia signs.
10/04265/ADV	PER	2 no. non illuminated fascia signs.

## 5.0 **Constraints**

Listed Building	NO (Adjacent)
Conservation Area	YES
Rural Area	NO
AONB	NO
Strategic Gap	NO
Tree Preservation Order	NO
EA Flood Zone	
- Flood Zone 2	NO
- Flood Zone 3	NO
Historic Parks and Gardens	NO

## 6.0 **Representations and Consultations**

### 6.1 **Parish Council**

*Comment received 30th August 2023 on revised plans:*

Thank you for advising of the amendments to the proposal which now proposes to reduce the area painted with glasses to a horizontal band in line with the fascia signage, which is also to be replaced. This is a very bold design within the Conservation Area, wherein development must preserve or enhance the character and appearance of the Conservation Area.

The Advertisement design guidance sets out appropriate materials and details within the Conservation Area. Signage should be hand painted; plastic or acrylic applied lettering is not acceptable. Generally graphics are not appropriate, however, if the signage, including all lettering was of appropriate material (i.e. Hand painted), due to the unique design and its specific context, and the position of the proposal site, the proposal would contribute to the character of the area and the City Council's objection would be withdrawn on this basis.

The City Council would object to the use of any inappropriate materials, such as plastic or acrylic lettering on the replacement signage; these would be unacceptable in their own right, and being incorporated into such a bold design with a band of painted glasses around the building drawing attention to the signage, and with the

fascia boards being of non-traditional shape and design, featuring multiple lines of text which is not usually acceptable in this area, it is particularly important that appropriate materials are used in this unique proposal. Inappropriate materials would harm the character and appearance of the area, contrary to policy 47 of the Local Plan.

*Comments received 18th April 2023 on original plans:*

Objection. This is a listed building within the Conservation Area for which appropriate advertisement design guidance is available. The proposal is inappropriate in terms of materials, appearance and excessive graphics and text, contrary to the relevant design guidance, and would harm the character and appearance of the building itself and the conservation area. Hand painted timber signage with limited text and minimal graphics would be more appropriate for this location.

## 6.2 Conservation and Design Officer

*Comments received on original plans 14th July 2023:*

In general terms, especially within the Conservation Area we seek to avoid adverts spreading out over the façade of buildings. The character of Chichester Conservation area is defined by commercial premises with signs at fascia level (above ground floor window lintels, and below the first floor window cills). I appreciate that the applicant is seeks an innovative and attractive way of marketing their business and as such I have the following suggestions:

1. The use of the geometric smaller glasses stencil at fascia level could wrap around the building
  - a. This would mean the location of the design is traditional, while allowing its content to remain attractive and innovative
2. The smaller aluminium signs shown are acceptable in combination with the above

If the application can be amended in line with the comments I would have no objection in conservation and design terms.

## 6.3 CCAAC

The Committee objects to this Application. The signage does not comply with CDC guidelines. The proposed wall art (large spectacles on the west elevation and array of spectacles on the north elevation) should only be allowed for a limited time if this type of advertising artwork is permitted in the Conservation Area.

## 6.4 Third party support comments

Eight letters of support have been received as part of this application. A summary of the comments are below:

- a) Blend nicely with the character of the city
- b) Add character to the building
- c) Assist in advertising the independent business
- d) Benefit the local economy of the city

- e) Tray signs are modest and non-illuminated - would not cause harm to the character or appearance of the Chichester Conservation Area
- f) Glasses provide visual interest
- g) Art remains sympathetic to the character of the conservation area
- h) Would accord with advert guidance in the CDC Shopfront & Advertisement Design Guidance note (2010) and the Chichester Conservation Area Character Appraisal
- i) Contribute to growth and vitality of our City
- j) Sympathetic and modern addition to the building
- k) Good advertisement of services
- l) The BID comments that it is a long held tradition in shop keeping is to advertise your goods in a graphic and eye catching way outside your premises. I believe this proposal does exactly that but with a contemporary and modern twist.
- m) The Chichester Society considers that the painted graphics are in the realm of street art and as such should be attractive, inoffensive and subject to short term existence. No objection to the replacement of the existing signs and ask that permission for the elevation graphics be for a 3 year period.

## **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 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 2: Development Strategy and Settlement Hierarchy

Policy 10: Chichester City Development Principles

Policy 47: Heritage

#### Chichester Local Plan 2021 - 2039: Proposed Submission (Regulation 19)

7.3 Work on the review of the adopted Local Plan to consider the development needs of the Chichester Plan Area through to 2039 is now well-advanced. Consultation on a Preferred Approach Local Plan has taken place. Following detailed consideration of all responses to the consultation, the Council has published a Submission Local Plan under Regulation 19, which was approved by Cabinet and Full Council for consultation in January 2023. A period of consultation took place from 3rd February to 17th March 2023, and the Submission Local Plan is expected to be submitted to the Secretary of State for independent examination in late 2023. In accordance with the Local Development Scheme, it is anticipated that the new Plan will be adopted by the Council in 2024. At this stage, the Local Plan Review is an important material consideration in the determination of planning applications, the weight that can be attached to the policies contained therein is dependent on the significance of

unresolved objection attributed to any relevant policy, commensurate with government policy at paragraph 48 of the NPPF (2021).

### National Policy and Guidance

7.4 The revised National Planning Policy Framework (NPPF) was published in 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 Sections 1 (Introduction), 2 (Achieving sustainable development), 12 (Achieving well-designed places), and 16 (Conserving and enhancing the historic environment). Consideration has also 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 (revised June 2010)
- 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:

- 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. Design and impact upon character of the surrounding area
  - ii. Impact upon public amenity and safety

### Introduction

- 8.2 Advertisement applications must be considered in accordance with 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.
- 8.3 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.
- 8.4 The proposal for artwork depicting glasses would be considered a commercial sign due to the fact that it is representative of the business and depicts the service offered, in this case being an opticians. The artwork must therefore be considered as an advertisement and assessed under the appropriate policies and guidelines.
- 8.5 Officers note that comments from the Parish Council reference the building being listed. This is not the case. The property is not listed, but is surrounded by a number of listed buildings including the two properties it is adjacent to, and regard has been given as to the impact upon the setting of these buildings.

### Assessment

- i. Design and impact upon character of the surrounding area
- 8.6 The application site is located within the Chichester Conservation Area which is acknowledged of being of high visual quality and contains 700 buildings of which are listed as being of special architectural or historic interest. S. 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, requires special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area, and this is an important consideration.
- 8.7 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, maintain the individual identity of settlements and must not undermine views toward the city centre or Chichester Cathedral.
- 8.8 NPPF Paragraph 197 requires local authorities to take into account when determining applications, the desirability of sustaining and enhancing the significance of heritage

assets, the positive contribution that the conservation of heritage assets can make to sustainable communities and the desirability of new development making a positive contribution to the local character and distinctiveness. In addition, Policy 47 of the Chichester Local Plan requires that proposals must conserve and enhance the special interest and setting of conservation areas, respect the distinctive local character and maintain the individual identity of settlements.

- 8.9 The proposed advertisements have been discussed with the Council's Conservation and Design Team, and their comments have been incorporated into the report.
- 8.10 The application site sits on the corner of New Town, surrounded by a number of Grade II Listed buildings and close to East Street. The property stands out for its largely modern appearance when compared to the attractive historic buildings in its immediate context. The proposed replacement of signs in relation to the aluminium tray signage would be considered acceptable when giving weight to what currently exists on site. The property currently displays examples of similar tray signage including their materiality. The replacement of these almost like-for-like with the alteration of the logo would not result in harm to the Chichester Conservation Area and surrounding character of the streetscene. This area of the Conservation Area is characterised by a mix of residential and commercial properties, with a large number of the commercial properties having similar tray signs including Henry Adams across the road. The proposed fascia signage is considered to be appropriate within its setting and is considered to be an improvement to the appearance of the commercial property.
- 8.11 The proposed hand painted glasses graphics have been reduced from the previously submitted scheme to fall in line with the Conservation and design officers comments. The proposal now boasts a unique and attractive form of advertisement which would sit within the fascia section of the property. The hand painted nature of the graphics, the siting, and the use of muted colours would ensure that design remains comparable to a traditional shopfront. By this reason the proposal would conserve the character and appearance of the Conservation area and surrounding streetscene.
- 8.12 The proposed signage would not be illuminated and would not alter the appearance of the property in a way which would be considered harmful to visual amenity. The CDC advertisement design guidance highlights the fact that there is more scope for modern buildings in terms of advertisement, with the design remaining in keeping with the surrounding historic buildings and streetscene. The proposal would retain much of its existing character in relation to the proposed tray signage. With regards to the glasses graphics, these would be muted and hand painted in line with the CDC advertisement design guidance.
- 8.13 Furthermore, as the property does not have the style of a traditional shopfront with wooden fascia, it is considered that there is more scope for the advertisement to reflect the modern setting whilst also respecting the surrounding historic streetscene.
- 8.14 The new signage would result in an innovative and attractive design which would mimic existing advertisement onsite whilst also providing a contemporary take on the traditional shopfront design. Having regards to the above the proposal would be appropriate in terms of size, colour, siting and design. The proposals would conserve



the character and appearance of the Conservation area and surrounding streetscene and would not result in a harm to the setting of the neighbouring Listed buildings.

ii. Impact upon public amenity and safety

- 8.15 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, inter alia, adversely impact upon the interests of public safety.
- 8.16 The proposal does not include illumination or hanging signs. All signage would be focused within the fascia level of the proposal and fixed to the wall. The proposals do not raise any concerns relating to public safety.
- 8.17 Therefore the proposal is considered to be in accordance with Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Conclusion

- 8.18 Based on the above it is considered that the proposed advert would not be harmful to the character and appearance of the surrounding area or wider conservation area, nor would it harm the setting of the neighbouring listed buildings. The proposal would conserve the character and appearance of the shopfront and conservation area and is therefore acceptable in visual amenity terms. It would not cause harm to the public users of the highway and so is acceptable when considering its impact upon public safety. The proposal therefore complies with the development plan and the Town and Country (Control of Advertisements) (England) regulations 2007, and the application is recommended for approval.

Human Rights

- 8.19 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 - REVISED PROPOSED SIGNAGE DETAILS	V6		07.08.2023	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 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=RSBNSKERJSZ00>