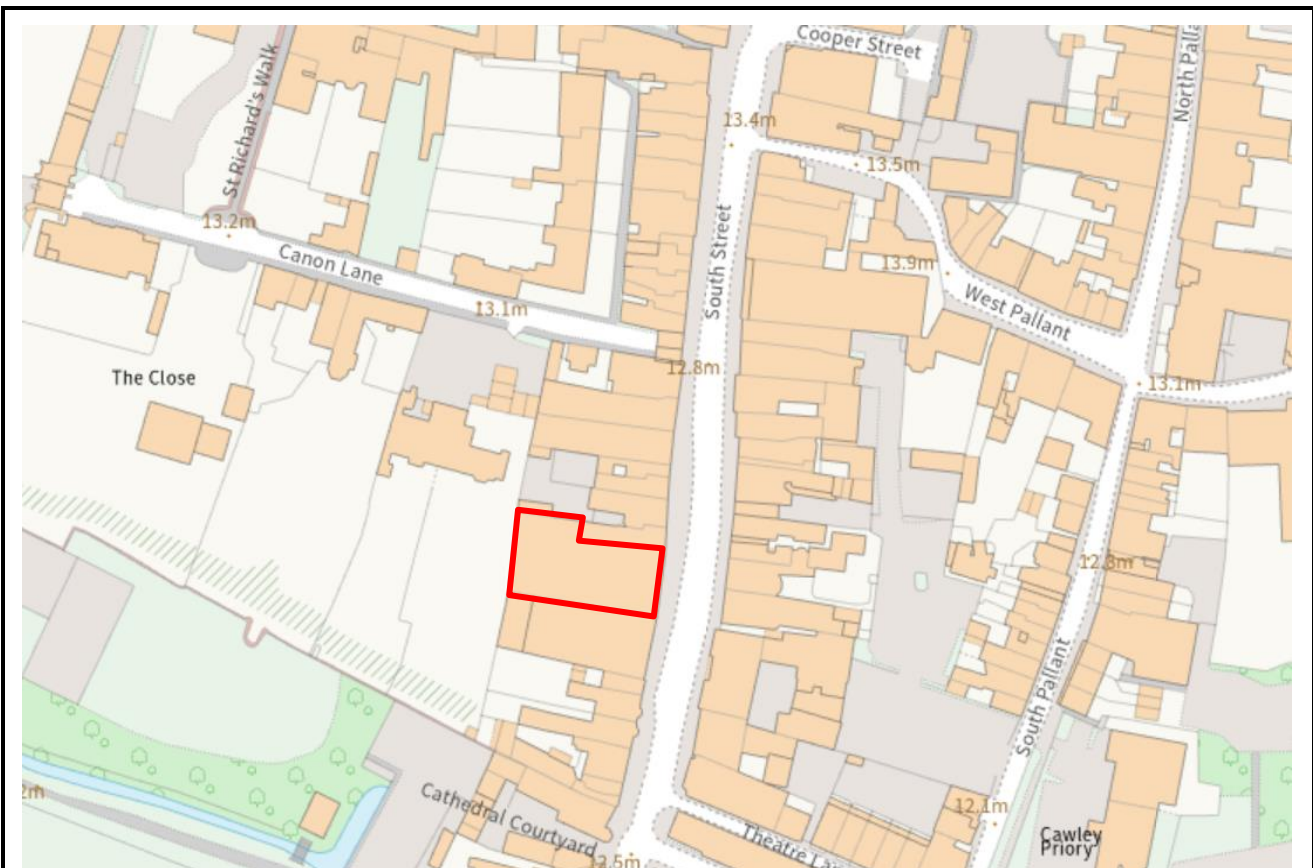



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| Parish: Chichester | Ward: Chichester Central |
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CC/24/01884/FUL & CC/24/01885/ADV

| | | | |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------|
| Proposal | CC/24/01884/FUL - Alteration to shop front tiles and painting of existing render, windows and doorframes. | | |
| | CC/24/01885/ADV - Display of 2 no. externally illuminated signs, 1 no. non illuminated menu board sign and 2 no. non illuminated signs incorporated into 2 no. awnings. | | |
| Site | 31 - 33 South Street Chichester West Sussex PO19 1EL | | |
| Map Ref | (E) 486022 (N) 104608 | | |
| Applicant | Mr Andrew Lister | Agent | Mr Chris Betteridge |

**CC/24/01884/FUL - RECOMMENDATION TO PERMIT
CC/24/01885/ADV- RECOMMENDATION TO PERMIT**



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|  | 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 Parish Objection - Officer recommends Permit.

2.0 The Site and Surroundings

2.1 The application site is located on the western side of South Street, one of the principal streets in city centre, within the Chichester Settlement Boundary and the Chichester Conservation Area.

2.2 The application building is not listed. The site was last used as a restaurant at the ground floor level, with separate office space above. The character of the surrounding area is predominantly commercial, with the majority comprising of shops, services and restaurants. The surrounding retail units have a variety of existing signage, which predominantly take the form of illuminated branded fascia's and hanging signs.

3.0 The Proposal

3.1 One of the applications seeks advertisement consent for the display of 2 no. externally illuminated signs, 1 no. non illuminated menu board sign and 2 no. non illuminated signs incorporated into 2 no. awnings.

3.2 Located in the middle of the shopfront's elevation is 1 no. externally illuminated sign which forms the main signage for the site depicting the name of the business 'Piccolino'. The main signage would comprise of aluminium raised lettering with a polished brass effect finished, and would measure approximately 35cm in height, 2.7 m in length and 3.5cm in depth. The main sign would be mounted to the fascia by 1.3cm brass locators, resulting in an overall projection from the fascia of approximately 4.8cm. The sign would be illuminated by a white LED trough light, situated on the top of the fascia. The trough light would have an illuminance level of 100 cd/m² and would project approximately 19cm from the fascia.

3.3 The projecting sign would be located to the Northern end of the fascia, comprising of a fleur-de-lis shaped sign constructed of black powder coated aluminium with polished brass effect Rimex outline and brand name. The projection sign has been measured to be approximately 77cm in height (including the bracket), 70cm in length (including the bracket), and 4cm in depth. The projecting sign would be illuminated by a white LED double sided trough light with an illuminance level of 100 cd/m² and would project 14cm from either side of the projecting sign. The non-illuminated wall mounted sign consists of an A3 portrait display case finished in mirror gold and would measure approximately 52 cm in height, 39 cm in length and 5cm in depth.

3.4 2 no. Awnings are proposed on the shopfront; 1 no. underneath the main signage and over the main entrance of the commercial unit and 1 no. to cover the glazing below the main entrance. Both would feature an anthracite grey cover and valence, with sign written gold logo and brand name. The larger awning located under the main fascia sign would measure approximately 1.5 metres in height, and 4.8 metres in length. The smaller awning over the glazing south of the main entrance has been measured to be approximately 3.2cm in length and 1.5cm in height.

- 3.5 Located to the southern end of the fascia is the street number '31-33' which is proposed to be sign written gold house numerals applied to the fascia directly. The street number would measure approximately 44cm in length, 14cm in height and would not have any projection from the fascia. The application also proposes minor decorative alterations to the shopfront to include reverse applied mirror gold borders to the ground floor glazing fronting South Street.
- 3.6 1 no. internally illuminated sign is proposed comprising of an LED light box with a diffused acrylic face and mirror gold Rimex individual lettering advertising 'Washroom'. The proposed sign would measure approximately 35cm in height, 80cm in width, 5cm in depth and would be located approximately 19m away from the main entrance.
- 3.7 A concurrent application seeks full planning permission for the alteration to shop front tiles and the painting of existing render, windows and door frames.
- 3.8 The shopfront, windows and door frames are to be redecorated in Dulux Noble Grey, 30BB 10/109 paint. The proposed replacement shopfront tiles are to be 'Cabrera Naval Gloss' with anthracite grouting and would set vertically and stack bonded.

4.0 History

| | | |
|--------------|-----|--------------------------------------------------------------------------------------------------------|
| CC/00762/87A | REF | One fascia sign and one projecting sign (floodlighting). |
| 93/00252/ADV | REF | 1 no. fascia sign. |
| 93/00254/FUL | REF | New shopfront and relocation of double doors. Shop will rent videos and sell videos & CD's. |
| 93/01162/ADV | PER | Non-illuminated individually applied perspex fascia lettering and 2 no. logos. |
| 98/01829/ADV | REF | 1 no. fascia sign, 1 no. projecting sign, white painted individual metal lettering on blue background. |
| 99/00030/ADV | PER | 1 no. fascia sign comprising individual letters and 2 no. logos. |
| 01/02171/EST | REF | 1 no. flat board. |
| 06/03071/ADV | PER | 3 no. non illuminated fascia signs. |
| 07/05223/ADV | REF | 2 no. sets of fret cut letters and 2 no. projection signs. |
| 08/00795/ADV | PER | 3 no. letter signs and 1 no. set numbers sign. |

| | | |
|--------------|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08/02064/ADV | REF | 1 no. projection sign. |
| 15/01389/COU | PER | Change of use from retail (A1) to restaurant (A3). |
| 16/00598/ADV | PER | 1 no. illuminated fascia sign and 1 no. illuminated menu panel sign |
| 16/00599/FUL | PER | The re-tiling of stallrisers. |
| 20/02990/FUL | PER | Introduction of café windows and alterations to shopfront |
| 20/02996/ADV | PER | Installation of 1 no. externally illuminated fascia sign, 2.no non-illuminated fascia signs, 1 no. non-illuminated projecting sign, 1 no. internally illuminated menu box and decals to glazing. |
| 23/00895/ADV | PER | 1 no. illuminated fascia sign, 1 no. illuminated projecting sign and 1 no. non-illuminated wall mounted sign. |

5.0 **Constraints**

| | |
|----------------------------|------------------------------|
| Listed Building | NO |
| Conservation Area | Chichester Conservation Area |
| Rural Area | NO |
| AONB | 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**

As the above site is within the Conservation Area, special regard must be had to the desirability of preserving or enhancing the character and appearance of the Conservation Area as a designated heritage asset. No level of harm, even less than substantial harm, must be allowed to the Conservation Area, unless that harm is outweighed by the public benefits of the proposal.

It is noted that the 3D raised brass-effect lettering on the fascia signage does not comply with the Advertisement Design Guidance, which supports hand painted lettering, ideally on a timber fascia, although powder coated aluminium or other material may also be acceptable, as is applied lettering if it is flat. The proposed raised brass lettering has the appearance of a pub, rather than a restaurant. If the Authority considers that the proposal is a pub-restaurant and the proposed raised lettering of brass appearance is suitable, could it be required to be brass, rather than brass-effect, which would not be appropriate in the Conservation Area. Otherwise, the lettering should be flat and of a matt finish.

There are not considered to be any public benefits to this aspect of the proposal (the projecting lettering) which would not also be provided by lettering which would comply with the advertisement design guidance, and therefore there is no justification for any level of harm to the Conservation Area, which would result from the erosion of its character, which is set out within the Advertisement Design Guidance.

It is noted that the projecting sign is a replacement of the existing.

6.2 Chichester Conservation Area Advisory Committee (CCAAC)

The committee objects to this application. The proposed illumination to the fascia and the hanging sign do not comply with CDC Shopfront Guidance and there is no street number.

6.3 Third party comments

No third party representations have been received following consultation.

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 Following the Regulation 19 consultation which took place from 3 February to 17 March 2023, and consideration of all comments received, the Submission Local Plan was submitted to the Secretary of State for independent examination on 3 May 2024. 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 in the NPPF.

7.4 Relevant Policies from the Published Emerging Local Plan 2021-2039 are:

Policy S2: Settlement Hierarchy
Policy NE21: Lighting
Policy P2: Local Character and Distinctiveness
Policy P9: The Historic Environment
Policy P11: Conservation Areas
Policy A1: Chichester City Development Principles

National Policy and Guidance

7.5 Government planning policy now comprises the revised National Planning Policy Framework (NPPF 2023), which took effect from 19th December 2023. 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 or 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.

7.6 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 141 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.

7.7 The following national policy and guidance is also relevant:

- Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
- Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990 (as amended)

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

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:

- 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:

- Introduction
- Design and impact upon character of the surrounding area (public amenity)
- Impact on public safety

Assessment

i. Introduction

8.2 Advertisement applications must be considered in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations require 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 In respect of the application for planning permission, the main considerations relate to the design and impact upon the streetscene and heritage assets.

ii. Design and impact upon character of the surrounding area

8.5 Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990 requires the Local Planning Authority (LPA) to pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area. Policy 10 of the Adopted Local Plan and Policy A1 of the Emerging Local Plan sets out the development principles for Chichester City Centre, including the requirement for new development and infrastructure to enhance the city's role as a sub-regional centre and visitor destination, conserve and enhance the city's historic character and heritage, and meet local needs.

- 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 which are listed as being of special architectural or historic interest. NPPF Paragraph 203 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.
- 8.7 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.
- 8.8 Concurrently, Emerging Local Plan policy P9 refers to the Historic Environment, outlining that planning permission will be granted for proposals which respect and enhance the historic environment of the plan area. This requirement is reinforced further by Emerging Local Plan Policy P11 which sets out that development proposals which affect conservation areas will only be permitted where they preserve or enhance the character or appearance, maintaining the established and positive characteristics.
- 8.9 The Councils Conservation and Design Team were consulted on this application and their comments have been incorporated into the report.
- 8.10 Objections to the scheme were received from Chichester City Council and the Chichester Conservation Area Advisory Committee on the basis of the raised lettering forming the main signage and the brass effect finish of the proposed lettering, being contrary to the Chichester District Councils (CDC) Shopfront and Advertisement Guidance.
- 8.11 The CDC shopfront and advertisement guidance sets out that it is generally preferable for signage to be hand painted directly onto a timber fascia. The use of metal can be appropriate for new shopfronts of contemporary design, with powder coated aluminium being the preferred choice. The guidance states that ungalvanized steel, chrome, stainless steel, or other polished metals should be avoided, being too shiny and hard.
- 8.12 The proposed fascia signage would consist of raised aluminium lettering with a polished brass effect finish. The application is not a listed building and features a modern shopfront, therefore as stated in the Guidance a contemporary approach with aluminium raised lettering could be acceptable. The proposed main signage, despite being contrary to the CDC shopfront and advertisement design guidance with regards to the finish of the letters, would be appropriate within its setting, being cohesive and visually sympathetic with the surrounding advertisements seen along South Steet, and would not detract from the special interest of the Conservation Area. It is considered that the brass effect lettering would contrast with the darker colour of the painted shopfront to create an attractive appearance.
- 8.13 The LPA note the comments from the City Council regarding a change in the material from metal to brass. It is not considered reasonable to request this change in this instance.
- 8.14 The proposal includes the provision of 1 no. menu box located on the right-hand pilaster by the entrance to the commercial property. The menu box would be non-illuminated and

would consist of a A3 portrait display case finished in mirror gold. It is considered that the menu box and would have very limited visual impact.

- 8.15 The application also seeks permission for the use of vinyl stickers which are to be applied to the glazing at ground floor creating a decorative border in mirror gold to match the accents of the signage and menu display case. It is considered that these vinyls are of a limited impact and would not result in harmful visual clutter or detract from the street scene.
- 8.16 The proposed signage would retain the street number on the fascia of the building; this will be directly applied onto the fascia as per the requirements of the Shopfront and Advertisement Design Guidance. A condition is recommended to remind the applicant of this requirement.
- 8.17 The proposed main fascia signage of 'Piccolino' and the hanging sign would be externally illuminated through white LED trough lights, with an illumination level of 100 cd/m². Emerging Local Plan Policy NE21 sets out that proposals will be permitted where it can be demonstrated that a lighting scheme has been prepared in line with relevant British standards, latest national guidance, minimises unnecessary glare and spillage, has no significant adverse impact on neighbouring development, nature conservation and biodiversity, light levels are the minimum required for safety, operational purposes and security whilst taking into account the existing location and area character. Moreover, the CDC Shopfront and Advertisement Design Guidance Note allows for external illumination where the proposed use of the site to which the advert relates is open in hours of darkness, such as a restaurant. In this instance the proposed illumination would be utilised during the opening hours, specifically when operating in hours of darkness, of the restaurant to which it relates.
- 8.18 In addition, within the vicinity of the site many of the other restaurants have had consent to utilise external lighting, similar to that proposed within this application. Therefore, it is considered that the proposed illumination would not be harmful to the amenity of the site or the Conservation Area, in particular due to the sympathetic level of luminance and the context of the wider area. It is recommended that a condition requiring the level of luminance to be no more than 100 cd/m² and for the illumination to be used only within opening hours after dusk to be added.
- 8.19 The proposal includes the provision of 2 no. awnings on the shopfront; one above the main entrance and the other over the glazing south of the entrance. The CDC Shopfront and Advertisement Guidance sets out where awnings, canopies and blinds are appropriate, indicating that a "traditional form of blind is one of retractable roller or fan type canvas blinds... modern style canopies tend to dominate the street scene." The proposed awnings would serve an outdoor seating space, albeit this is not subject to the current application, and would be of a traditional appearance, positively contributing the character of the street scene and historic setting of the Conservation Area.
- 8.20 Awnings are not an alien feature within the street scene, with examples of other restaurants utilising these along South Street, and therefore the proposed awnings would be acceptable, being visually consistent with the wider setting.
- 8.21 The proposed hanging sign would alter an existing sign approved under 23/00895/ADV. The existing timber hanging sign would be replaced with a back powder coated aluminium

sign in a fleur-de-lis shape with the polished brass effect Rimex outline and brand name to match the other signage proposed. While the Shopfront and Design Guidance generally does not support hanging signs on the four main streets due to their generous widths and the proliferation of these signs, in this instance, due to the fallback position and the council already accepted the principle of a hanging sign in this location, it is not considered that a minor alteration to the appearance of this sign would result in such significant harm to the amenity or the wider setting of the Conservation Area.

- 8.22 It should be noted that there are examples of other hanging signs, further south of the site, therefore the hanging sign would be cohesive within the wider context of the area. It is considered that the site would be separated enough from the other hanging signs, so as to not result in visual clutter.
- 8.23 It is noted that within the Shopfront and Advertisement design guidance, illumination on a hanging signs is not generally acceptable. However, it is considered, in this instance, that due to the low level of luminescence and fallback position, this would not result in significant harm to the wider street or conservation area.
- 8.24 1 no. internally illuminated sign is proposed, comprising of an LED light box with diffused acrylic face and mirror gold Rimex individual lettering advertising 'Washroom'. The sign is located within the building itself above the toilets located towards the rear of the building - sited approximately 19 metres from the main entrance. As the proposed signage would be illuminated it would not benefit from deemed or express consent, nevertheless, it is not considered that this signage would result in harm to the visual amenity or character.
- 8.25 The proposed redecoration of the site, to include the re-painting the shopfront, window and door frames as well as the replacement of the plinth tiles are considered to positively contribute to the appearance of the shopfront. The muted tone and colour of the redecorated shopfront contrasts nicely with the shine and tone of the gold fascia lettering and decorations, to result in an attractive shopfront appearance.
- 8.26 It should be noted that as the works have already been undertaken during the course of the application, it is not considered necessary to impose a time limit condition to the full or advertisement applications. Conditions securing materials and the details to be completed in accordance with the plans submitted are still considered reasonable and thus have been applied.
- 8.27 The new signage would be acceptable with regards to the Advertisement Regulations and the relevant national and local policy. Whilst the proposal would introduce raised lettering on the building this is not out of character for the wider street scene and the overall signage would result in an attractive shopfront. Therefore, 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 Conservation Area of the setting of the Listed Buildings located in the vicinity.
- 8.28 The proposed redecoration of the shopfront is considered to be acceptable with regards to National and Local Policy, being sympathetic to the surroundings and would not result in harm to the visual amenity, character of the surrounding area. Therefore, having regard to the above, and subject to conditions, the proposal is considered to preserve and enhance the setting of the Conservation Area, nor the Listed Buildings located within the vicinity.

iii. Impact on public safety

8.29 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.

8.30 The proposed hanging sign would be sited approximately 2.6m from ground level, satisfying the Shopfront and Design Guidance. The proposed illumination on the hanging sign and fascia is set at a considerate level of 100 cd/m² and is not considered to have any adverse impacts upon public amenity and safety if advertisement consent was granted. The illumination would be consistent with other advertisement consents, and it is recommended a condition is used to secure its level to further protect public amenity and safety. The proposed menu box is non-illuminated and is very small in scale and therefore presents no visual harm or safety concerns.

8.31 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

8.32 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 cause harm to the public users of the highway. The proposal therefore complies with the development plan and the Town and Country (Control of Advertisements) (England) regulations 2007, and therefore the advertisement application is recommended for approval.

8.33 Based on the above it is considered that the proposed redecoration of the shopfront would not be harmful to the visual amenity, character and appearance of the surrounding area or wider conservation area nor result in harm to the setting of Listed Buildings within the vicinity of the site. The proposal therefore complies with the Development plan and National Policy, and therefore the full planning application is recommended for approval.

Human Rights

8.34 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.

CC/24/01884/FUL RECOMMENDATION

PERMIT subject to the following conditions and informatives:-

- 1) The development hereby permitted shall not be carried out other than 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 - EXTERNAL ELEVATION EXISTING | 1192/229 | | 14.08.2024 | Approved |
| PLAN - LOCATION PLAN | 1192/231 | | 14.08.2024 | Approved |
| PLAN - BLOCK PLAN | 1192/232 | | 14.08.2024 | Approved |
| PLAN - GENERAL ARRANGEMENT PLAN PROPOSED | 1192/201 | C | 27.09.2024 | Approved |
| PLAN - PROPOSED EXTERNAL ELEVATIONS | 1192/240 | | 11.11.2024 | 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 Eleanor Midlane-Ward on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=SI7D9NERKJZ00>

CC/24/01885/ADV 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.

- 3) The illumination levels shall not exceed 100 cd/sqm at any time.

Reason: in the interest of protecting the visual amenity of the area.

- 4) The illumination of the advertisements hereby approved shall not take place other than during the dark hours of the application site/business opening hours. Outside of these times, the lights should be turned off.

Reason: In the interests of visual amenity.

- 5) The advertisement hereby permitted shall include the provision of the street number for the property on the fascia.

Reason: To comply with the CDC Shopfront & Advertisement Guidance Note.

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 - EXTERNAL ELEVATION EXISTING | 1192/229 | | 14.08.2024 | Approved |
| PLAN - LOCATION PLAN | 1192/231 | | 14.08.2024 | Approved |
| PLAN - BLOCK PLAN | 1192/232 | | 14.08.2024 | Approved |
| PLAN - GENERAL ARRANGEMENT PLAN PROPOSED | 1192/201 | C | 27.09.2024 | Approved |
| PLAN - PROPOSED FASCIA SIGN AND AWNING SIGNAGE | | D | 11.11.2024 | Approved |
| PLAN - PROPOSED | | D | 11.11.2024 | Approved |

| | | | | |
|------------------------------------------|----------|---|------------|----------|
| HANGING SIGN, MENU BOX AND VINYL SIGNAGE | | | | |
| PLAN - PROPOSED EXTERNAL SHOPFRONT | 1192/230 | D | 11.11.2024 | 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.

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