Design & Access, Planning & Heritage Statement for:

Site Address: Piston Brooke Pub, 88 High Street, Shoreham-By-Sea, BN43 5DB

Applicant: Shoreham Pubs Ltd t/a Piston Brooke

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The Site and Surroundings



The property is situated in Shoreham High Street which has a varied mix of commercial uses including A1, A2, A3, A4, A5 and B1. The existing use of the ground floor premises is A4 (Drinking Establishment) and this use will continue.

The property is within the conservation area, but it is not a listed building.

The Proposal

There are two separate elements to the applications:

1. New illuminated signage to the facia of the building;
2. Replacement of front windows.

Accompanying combined plans and documents submitted with the

application are as follows:

- Existing and Proposed Plans and Elevations (Drawing No 01);
- Block and Location Plan (Drawing No 04);
- Manufacturers Window Specification;
- Combined Design & Access, Planning and Heritage Statements.

Use

The existing use of the ground floor premises is A4 (Drinking Establishment) and this will continue.

The business is that of a traditional freehouse pub. The applicant wishes to make the alterations to the front of the building as proposed to give it a more traditional pub appearance which will assist in attracting custom.

I set out below comments from the applicants:

"Our motivation for the changes are:-

Signage - existing signage has been there for nearly 6 years and was hastily produced at the time of handover. It's in need of renewing and freshening up. This time we would like to illuminate the sign with external trough lights as per the majority of the businesses in the high street. The lack of sign illumination makes the pub almost invisible at night when we should be attracting the steadiest footfall.

Windows - the windows were in poor condition at time of handover. We are on a full insuring and repairing lease and the existing windows have exhausted their lifespan requiring replacement. The appearance of the old windows (quite apart from their dilapidated state) did not give the correct ambience for a traditional pub. (The old windows were installed we believe when the conservative club vacated the premises, about the time it became

a wine bar).”

The proposal will therefore add to the viability of the existing business and the vitality of Shoreham High Street.

Amount and Scale

The alterations are within the area of the existing pub frontage facias.

Layout

As shown on the application plans no changes to the internal layout of the premises are proposed.

The changes to the front elevation are to replace the existing facia sign with an illuminated sign of more traditional appearance.

The existing front and side windows to the bay will be replaced with new toughened glass units with an arched top design with the arch being formed with white led and the corners sand blasted.

The window manufacturer’s window specification forms part of the application and gives full details of their construction.

Appearance

It is considered that the proposal will improve the appearance of the building within its setting in Shoreham High Street and the Conservation Area.

The changes as proposed will give the building a more traditional pub appearance and will integrate well within its setting.

The existing bay window is of a more modern style with small pane windows, some with bullseye glass. This will be replaced with new opening

glazed windows as shown on the drawing and manufacturer's specification.

These will be opening windows which will add to the ventilation within the bar area. Whilst the materials are modern for ease of maintenance the appearance is more traditional than existing.

The existing facia sign will also be replaced to a new design again to provide a more traditional pub appearance. This will be illuminated as shown on the application drawings which set out the proposed lighting specification.

The existing timber entrance door and fanlight over will be retained.

The applicants state as follows:

"We have been presented with photographs and images of these premises in the 1800's when it was a hardware store and agricultural merchants. The appearance in those old pictures is far more pleasing and in keeping with the high Street these days whilst maintaining, if not enhancing, its historical heritage. Our plans replicate as far as practicable that historical appearance."

Landscaping

Not applicable.

Access

There will be no change to the existing access point and fresh hold from the pavement to the bar area.

PLANNING STATEMENT

Context

The applicant wishes to promote his business as a traditional freehold pub, and it is considered that the alterations to the front elevation as proposed will reflect the business use.

The design has been considered in relation to the appearance of adjacent commercial properties which all have very different facias, signs and front elevation appearances with no particular distinctive architectural features.

The application has also been considered in relation to the property's setting within the conservation area.

It also has due regard to relevant local and national planning policies.

Local Planning Policies

The following policies in the Adur Local Plan are considered relevant to the application.

- Policy 4: Planning for Economic Growth;
- Policy 11: Shoreham-By-Sea;
- Policy 15: Quality of the Built Environment and Public Realm;
- Policy 17: The Historic Environment.

The property is situated within the conservation area and therefore a separate Heritage Statement section has been prepared as part of this statement.

The new facia sign will both in style and wording emphasise the applicant's wish to focus the business on providing a traditional free house pub.

The replacement windows are to a style that will mirror the original

character of the building whilst also providing a practical solution in terms of maintenance and ventilation.

The proposal seeks to assist with the ongoing viability of the business. The council's Design Bulletin 1 relating to shop fronts in Shoreham Town Centre states as follows:

"The High Street contains few buildings of architectural merit, but the visual quality of the street exists where small individual units of two and three stories remain".

It also states that new shop fronts should not be designed in isolation but conceived as part of the whole building for which it is fitted.

This proposal does not completely refit the shop front retaining the existing timber entrance door and fanlight above. This will retain the symmetry of the building as the door and fanlight are the same as adjacent No. 88A's entrance.

The replacement window respects the overall scale of the building replacing an existing bay window which is out of character with the existing building and the character of the area generally.

It is considered that the proposal will enhance the local venacular by way of its character and appearance and make a positive contribution to the local character and distinctiveness of the area as required under Policy 15.

Under Policy 11 (Shoreham-By-Sea) the property is situated in a Secondary Frontage Block 7 where the use as A4 (Drinking Establishment) is acceptable.

It is considered that the proposal is compliant with relevant Adur Local Plan Policies.

The National Planning Policy Framework

The Government's Revised NPPF was published on the 24th July 2018 and this now a material consideration in all planning applications.

At the heart of the NPPF is a presumption in favour of sustainable development.

Section 2: Achieving Sustainable Development

Under this section it sets out the three overarching objectives of achieving sustainable development which are:

- An economic objective;
- A social objective;
- An environmental objective

In this case the proposal will add to the viability of the business going forward and will contribute to the vitality of the High Street in general.

The proposals will have no adverse effect upon the local environment.

Overall it is considered that the proposals satisfy the economic, social and environmental objectives set out in the NPPF.

Section 6: Building a Strong, Competitive Economy

This states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt.

Section 7: Ensuring the Vitality of Town Centres

This states that planning policies and decisions should support the role that town centres play at the heart of local communities and allow them to grow and diversify in a way that can respond to changes in the retail and

leisure industries.

Section 16: Conserving and Enhancing the Historic Environment

The building is not a listed building or a designated heritage asset. It is within the Shoreham Town Centre Conservation Area and therefore a separate heritage statement section forms part of this statement.

It is considered that the proposals are compliant with the aims and guidelines contained in the Government's National Planning Policy Framework.

HERITAGE STATEMENT

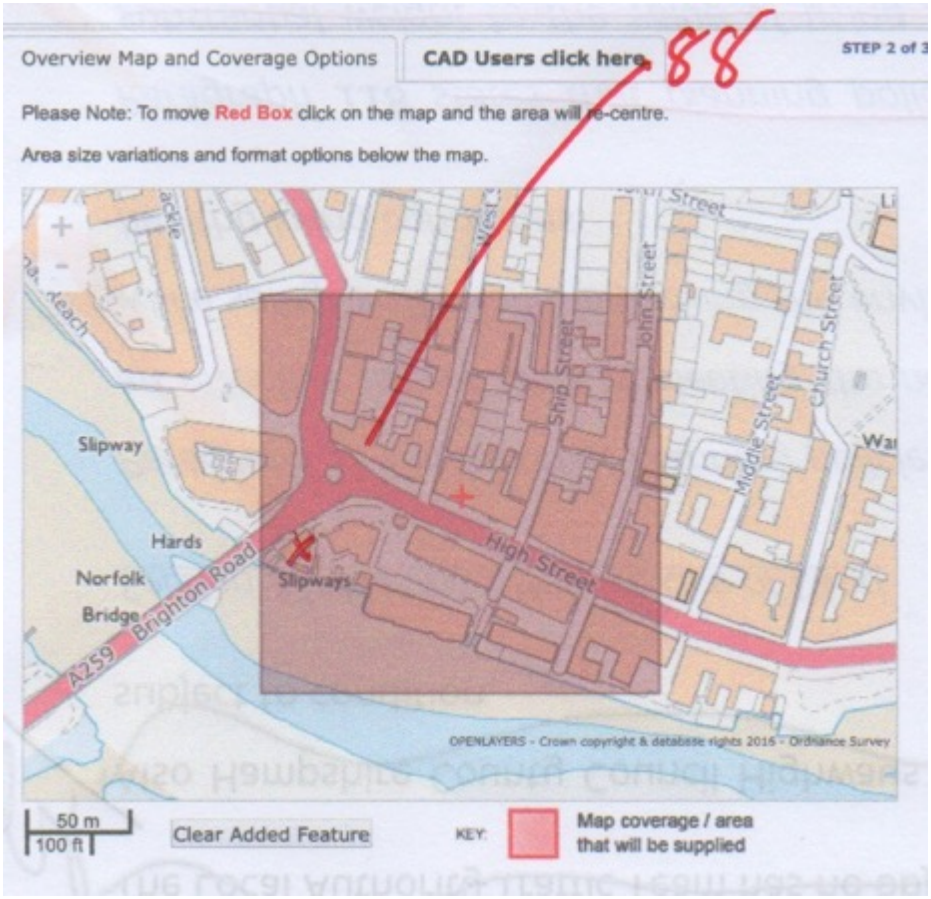
A heritage statement is required for all applications that affect listed buildings, designated heritage assets or conservation areas.

Listed Buildings

The property is not a listed building, and neither are any of the adjacent properties that form this particular terrace.

The nearest listed buildings are No's. 74-76 High Street which is situated in the next terrace to the east of the site. The Toll House which is a small building on the gateway to the bridge on the opposite side of the road to the application site.

These buildings are denoted in red on the following plan.



Heritage Assets

The property is not listed as a designated heritage asset and there are none in the immediate vicinity.

Conservation Areas

As the property is situated within the Shoreham Town Centre Conservation Area the applications for the new facia sign and replacement windows need to be assessed in relation to their impact/affect upon the conservation area.

As set out in the council's Design Bulletin Shoreham Town High Street contains few buildings of architectural merit and this can certainly be applied to the business façade within this particular terrace.

The proposals will not affect any original architectural features of the building and in fact it is considered that the proposals will greatly improve

the traditional appearance of this period building and make a positive contribution to the visual appearance and character of the conservation area.

Conclusion

The proposals for the new facia sign and replacement windows will help to revitalise the existing business and in turn it should add to the footfall and therefore the overall vitality of the High Street. It is hoped that the council will be able to support the applications for the improvements to this building.