Horsham District Council

DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:
DC/24/0262
21 Piries Place, Horsham, West Sussex, RH12 1EH

DESCRIPTION:
Installation of 1x non-illuminated fascia sign, vinyl gold decal applied to door window and 1x non-illuminated hanging sign.

RELEVANT PLANNING HISTORY:

DC/14/0296	Application for use of land currently forming part of pedestrian access to Piries Place to be used as smoking area ancillary to existing drinking establishment	Application 03.06.2014	Permitted on
DC/13/2431	Proposed hanging sign, fascia sign and awning (Advertisement Consent)	Application 13.02.2014	Permitted on
DC/13/2430	Proposed erection of barriers (Full Planning)	Application 22.05.2014	Permitted on
DC/13/1730	Proposed change of use from Class A1 (Shops) to Class A4 (Drinking Establishment)	Application 05.11.2013	Permitted on
HU/403/90	1 fascia sign Site: Piries Pl Unit 16 Carfax Horsham	Application 18.01.1991	Permitted on
HU/400/90	Shopfront Site: Piries Pl Unit 16 Horsham	Application 14.01.1991	Permitted on

RELEVANT PLANNING POLICIES
The National Planning Policy Framework (NPPF)

Horsham District Planning Framework (2015):
Policy 14- Shop Fronts and Advertisements
Policy 25- Strategic Policy: The Natural Environment and Landscape Character
Policy 26- Strategic Policy: Countryside Protection
Policy 32- Strategic Policy: The Quality of New Development
Policy 33- Development Principles
Policy 34- Cultural and Heritage Assets

Horsham Blueprint Business Neighbourhood Plan (HBBNP) 2019 - 2036:
Policy HB3 - Character of Development
Policy HB4 - Design of Development
Policy HB7 - A Welcoming Public Realm
Policy AIM2 - Conserving Heritage Assets

REPRESENTATIONS AND CONSULTATIONS RESPONSES
Where consultation responses have been summarised, it should be noted that Officers have had consideration of the full comments received, which are available to view on the public file at www.horsham.gov.uk

Consultations:

HDC Conservation Officer:
21 Piries Place is outside of but adjoins the Horsham Town Conservation Area. It is viewed within the context of the modern development of the cinema and hotel, and associated restaurant and shop units. The proposal seeks to replace the existing signage with those of the new occupier. No objection would be raised to the proposed fascia or gold decal as it is not considered that they would result in harm to the character of the adjoining conservation area. I note that the description refers to a hanging sign although I have only seen the plans for a new awning. Similarly, to the fascia sign I would raise no objection to the proposed awning.

Parish Comments:
Horsham Denne NC has no objection to the proposed signage and awning. However, HDNC notes that the proposed planters will extend 1.5m from the building and therefore we seek assurance that the new wine bar is entitled to use this area and that the planter nearest to the passageway will not create an obstruction for pedestrians.

We also query if the description for the application should be amended to include the proposed awning and planters, and the reference to a hanging sign removed. Therefore, HDNC objects to this application until this is clarified.

Representations:
None received

HUMAN RIGHTS AND EQUALITY:

The application has been considered having regard to Article 1 of the First Protocol of the Human Rights Act 1998, which sets out a person's rights to the peaceful enjoyment of property and Article 8 of the same Act, which sets out their rights in respect to private and family life and for the home. Officers consider that the proposal would not be contrary to the provisions of the above Articles.

The application has also been considered in accordance with Horsham District Council's public sector equality duty, which seeks to prevent unlawful discrimination, to promote equality of opportunity and to foster good relations between people in a diverse community, in accordance with Section 149 of the Equality Act 2010. In this case, the proposal is not anticipated to have any potential impact from an equality perspective.

PLANNING ASSESSMENT

This application is for the Installation of 1x non-illuminated fascia sign, vinyl gold decal applied to door windowat 21 Piries Place, Horsham, West Sussex . 21 Piries Place is retail unit located in Piries Place, Horsham.

The application has been assessed on the basis of the submitted details, together with the planning history of the site, available images and photographs. These details were considered sufficient to allow the application to be properly considered and determined.

Character and Appearance

Policy 14 of the HDPF details that applications for new and replacement shop fronts, including fascias, will be supported where the proposal appropriately respects the architectural style, character and form

of its setting in terms of materials, colours and illuminations. Within a Conservation Area or on a Listed building, development will be expected to retain existing traditional shop fronts and features or architectural/historic interest. The use of traditional materials, traditionally painted fascias, hanging signs and muted colours will be welcomed.

Policy 34 of the HDPF seeks to conserve, sustain and protect the cultural and heritage assets that are within the district. It ensures that development within conservation areas is consistent with the special character of buildings and areas of which they are located within. Areas and buildings that fall under conservation, Listed Building designations or are approximate to them will be protected from inappropriate development which will harm the character and setting of the area / building.

Policy HB3 and HB4 of the HBBNP cover the design and character of development within Horsham which is supported by the neighbourhood councils of Forest, Denne and Trafalgar. It advocates for high quality design and construction that integrates with its surroundings whilst minimising impact on natural environments. It should reflect the character and architectural forms of the area in order to protect against inappropriate design.

Policy HB7 of the HBBNP states that proposals that have the potential to provide public realm improvements should consider and address those opportunities as part of their scheme. In particular, proposals
should seek to:

- Reinforce the concept of legible “character areas” / “quarters” with distinct identities, as described in the Town Centre Vision;
- Within the Plan area, proposals for an advertisement and/or signage will be supported where it would not be obtrusive in appearance, cause visual clutter or lead to a proliferation of signs, appear dominant or overbearing in the street scene, or cause significant harm to the appearance of any building on which it would be displayed because of its siting, size, design, illumination, construction or materials.

AIM2 of the HBBNP is to protect and conserve the historical interest and character of Horsham. Horsham has many buildings of historic interest and conservation areas which purpose is to protect buildings from being harmed by development that is not in character to the area.

The proposed development is for Installation of 1x non-illuminated fascia sign, vinyl gold decal applied to door window

The site lies within Piries Place, a retail quarter which abuts the principal retail / town centre of Horsham. The proposed is for a non-illuminated fascia board sign spelling the wine bar’s name (D’Arcy’s) in RAL 1036 ‘Perigold’ on a RAL 9011 Graphite Black fascia board. RAL 9011 is used for the entirety of the shop face. Although a dark colour, it is judged to assimilate neatly into the existing building, Piries Place and should not look out of place, contrasting against the brickwork. The RAL 1036 gold lettering is judged to be a complimentary colour which would not adversely impact the area and sits neatly within darker fascia board colouring.

RAL 1036 is proposed to be used for the window signage which is limited to just the front door glass. This is a single ‘D’ in a style that echoes the fascia board. This is considered to be acceptable.

‘D’Arcy’s’ is also advertised on awning, again matching the colour and style of the fascia board advertisement. This is considered to be acceptable and one which would not detract from the design of the principle building or surrounding area. However, whilst the advert on the awning may well be considered acceptable, separate full planning consent would be required for the proposed physical works to the commercial unit.

The proposed installation of 1x non-illuminated fascia sign, vinyl gold decal applied to door window given the existing and prevailing street scene, would not harm the appearance of the building or wider

street scene, and would not result in hazard to public safety, in accordance with Policies 14, 25, 32, 33 & 34.

Other Matters

The Council acknowledges the Parish's objection. Reference to hanging signs have been removed from this application (the reference was intended for the awning). The purpose of this application is to consider the visual amenity and highway impacts of advertisements only. As the planters are not advertisements, they are not subject of consideration of this application. Similarly to the awning, separate permission may be required for any physical works to the land.

Recommendation: Application Permitted

Conditions:

2 **Standard Time Condition**: The development hereby permitted shall begin before the expiration of three years from the date of this permission.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990.

3 **Advert Condition**: No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
b) obscure, or hinder, the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
c) hinder the operation of any device used for purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In the interests of the visual amenities of the locality.

NOTE TO APPLICANT

This consent does not grant planning permission for the installation of an awning, for which separate permission is required under the Town & Country Planning Act 1990.

POSITIVE AND PROACTIVE STATEMENT

Statement pursuant to Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015. 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, in order to be able to, where possible, grant permission.

Plans list for: DC/24/0262
Schedule of plans/documents **approved**:

Plan Type	Description	Drawing Number	Received Date
Block plan		NONE	08.03.2024
Elevation plan	Proposed	FH106 REV 2	08.03.2024
Elevation plan	Proposed	FH105 REV 3	08.03.2024
Details plan	Proposed	FH106 REV 1	16.02.2024
Location plan		NONE	16.02.2024
Details plan	Proposed	FH105 REV 2	16.02.2024
Elevation plan	Existing	FH108 REV 1	13.05.2024
Elevation plan	Proposed Side Elevation		08.05.2024

DELEGATED

Case Officer sign/initial J.Burrowes Date: 20/05/2024

Authorising Officer sign/initial RHERMITAGE Date: 28.05.2024