VALLIS & HALL
CONSERVATION ARCHITECTS

HERITAGE STATEMENT

Proposed construction of two additional floors to provide 8no. residential dwellings above the Eastern roof slope of 31-35 Montague Street Worthing (amended scheme)



31-35 Montague Street
Worthing
West Sussex
BN11 3BE

for

ALRMS Properties Ltd.

Project No 803

April 2024

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Vallis & Hall Conservation Architects Middle Barn Oak Lane Apuldram Chichester
PO20 7FD 01243 767151/ 02393 190065

1. Introduction

1.1. This Heritage Statement has been prepared to inform application for Planning and Conservation Area Consent reference AWDM/1072/24 that has been submitted to Adur and Worthing Borough Councils by ALRMS Properties Ltd. for the creation of two additional floors to provide 8No. residential dwellings above the Eastern roof slope of 31-35 Montague Street, Worthing.

1.2. This development should be regarded separately to that consented by application reference AWDM/1018/20, but does represent the further transformation of this underused site.

1.3. Moreover, this application constitutes an amended scheme of the that which was permitted in November 2023 reference AWDM/0856/23, of which amounted to two additional floors to provide 5No. residential dwellings above the Eastern roof slope of 31-35 Montague Street.

1.4. 31-35 Montague Street is located on the south side of Montague Street, being positioned between Montague Place to the West and Bath Place to the East. Set within an established retail area, the overall building is neither Listed or a Designated Heritage Asset, but is located within the South Street Conservation area and therefore in proximity to a series of Listed buildings.

1.5. The statement assesses the potential setting impacts on a number of heritage assets located within the vicinity of the proposed development site, notably 22 Montague Street, 10 and 11-14 Montague Place and 4-8 Bath Place.

1.6. This statement should be considered in collaboration with the following supporting documents:

- EA Planning Design and Access Statement.
- Sub-Rosa Architecture drawings reference 1425/ 81-89, location plan and associated images that illustrate the proposals.
- Datum Survey Services Ltd. drawings of the existing situation reference DAT/9.2, 9.3, 9.4, 9.6, 9.7, 9.8 and 9.9 that show the existing situation.
- VIMS Engineering Services Ltd. ventilation strategy report.
- Crosby Transport Planning Ltd. Transport Statement.
- SRE Ltd. SAP calculations, thermal insulation report and Energy and Sustainability Statement.
- SRE Ltd. Daylight, Sunlight and Overshadowing Report.
- JM Enviro Limited Flood Risk Assessment and Drainage Strategy.



Location of the proposed development site, as taken from the Design and Access Statement by EA Planning. The wider site is shown in red, whilst the development location is outlined in yellow.

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2. Description of the Site

2.1. The development site is located in the centre of Worthing's commercial district, with Montague Place to the West, Bath Place to the East and Montague Street aligning the principle North elevation. The seafront is due South of the building, although is separated from Marine Parade by a series of earlier more historic properties that are now used as a mix of commercial and residential spaces.



The historic Marine Parade frontage that largely shields the development site from the prominade.

2.2. Effectively L-shaped, the overall building has a street frontage to the North and East, although that to the East (Bath Place) no longer serves as an entrance but instead a display window for retailer *H&M*.





Restricted views of the site from Bath Place and of the H&M frontage – April 2024.

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2.3. For many years the West elevation was effectively 'blind', taking the form of a blank facing brick wall with only a limited number of later penetrations within the slated mansard roofing, the balance being flat. Plans are however afoot to introduce a public art piece as part of the development consented by permission reference AWDM/1018/20. Traditionally the South of the building generally served as a secondary access or 'back of house' area jointly used by surrounding properties.



The North and West elevations and the ongoing separate development – April 2024.

2.4. Access to the ground floor is via the North entrances of both shops, although storage and fire escape routes are located to the South. Access to the upper floors is currently possible internally and private pedestrian access is possible from alleyways running from Bath Place to the East. A four storey extension to the South of the site that is currently under construction and permitted by AWDM/1018/20 shall provide pedestrian access from Montague Place to that development as well as that which this statement relates.

2.5. The main body of the building originally amounted to three stories, although a fourth rose partially at the Southern end of the site. Current development extends to five storeys, but critically the section of the building that this application relates to is on the Eastern side of the site and amounts to two stories complete with a vacant roof space above.

2.6. The separate scheme permitted by application reference AWDM/1018/20 is underway and sees the development of the upper floors to provide residential accommodation. Effectively consisting of the removal of two stories of existing flat and slated mansard roofs and in their place the introduction of two stories of residential accommodation, that development will include communal outside space, and an extension to the South to introduce residential access from Montague Place. That permitted scheme sets a precedent for the site, as does that which was permitted in November 2023, namely reference AWDM/0856/23.

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2.7. The ground floor is used for commercial purposes, currently being occupied by *H&M* and *Mountain Warehouse*. With changes in demand on high street shopping, remote management and just-in-time stock deliveries a proportion of the upper floors have effectively been without use, with customer access having been withdrawn well in advance of the closure of Woolworths approaching 15 years ago. The ground floor commercial activities will remain unchanged as a result of the proposals detailed within this application.

3. Historical Context

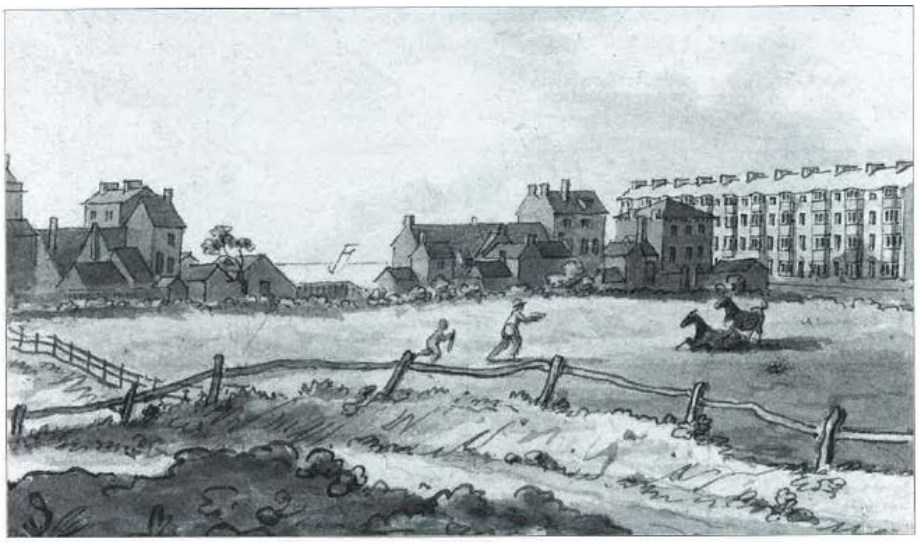
3.1. Like many of the resorts along the Sussex coast Worthing grew from a humble fishing village, albeit with surrounding farms and no doubt with smuggling connections. Market gardening was also prominent, albeit mostly to the West in areas such as Heene.

3.2. No doubt in response to the recommendations of Dr. Richard Russell in respect of the benefits of seawater and coastal air, Peter Wycke was reported to be the first visitor in 1759, with fellow Londoner John Luther building the first large house in the area at the Southern end of Worthing Street, or High Street as it is now known, between 1750-60.

3.3. That house was subsequently sold to the Earl of Warwick in 1789 and renamed Warwick House, of which prompted the construction of Summer House and Montague House – Montague Place and Street and Warwick Street subsequently taking their name.

3.4. 1798 proved to be a turning point for the town as it was when it received a Royal seal of approval through a visit by Amelia, George III's youngest daughter. Unwell and encouraged to visit to benefit from sea bathing, the King had requested that she stay within visiting distance of Windsor her brother Prince Regent who had taken court in Brighton, but sufficiently distanced from his influence. She would take residence in a property on Montague Place between August and December, celebrating her birthday at the beginning of that period – a residence that Prince Regent was reported to be far from enamoured with!

3.5. Having also visited but become resolved to address the lack of a visitors guide book, the Reverend John Evans wrote that by 1805 Worthing consisted of several rows of houses, of which Montague Place and Bedford Row were the longest.



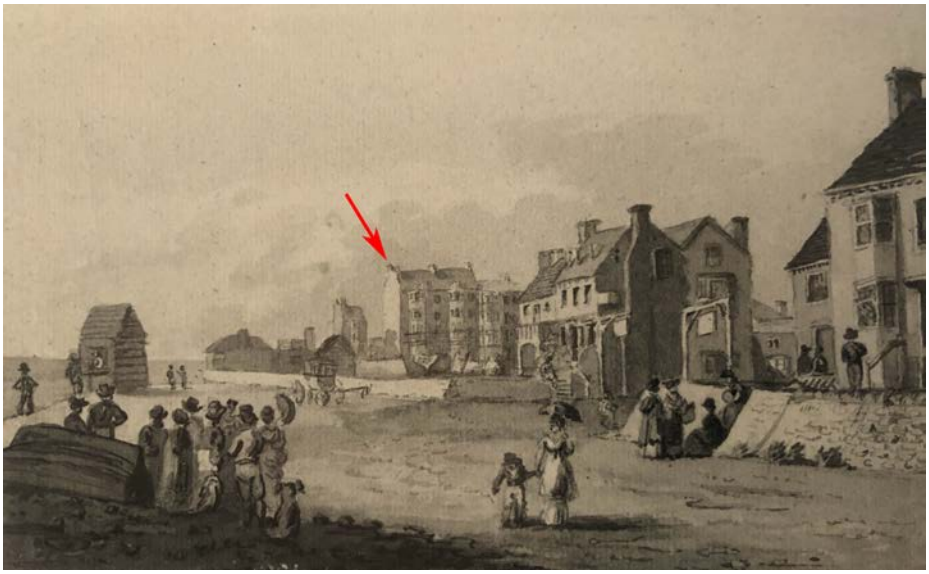
Montague Place looking towards the sea and as painted by Jacob Spornberg in 1807.

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3.6. By the start of the 19th Century the resident population of Worthing had grown to circa 2500, with it soon becoming clear that many of the settlement's facilities required updating if visitors were still to be attracted. The establishment of Worthing as a town through an 1803 Act of Parliament achieved this and resulted in the assembly of 72 commissioners to take responsibility for '*paving, lighting, cleaning, watching and improving the streets, passages and places, for establishing an effective police and purchasing an engine for extinguishing fires*'.

The Act empowered them to raise a rate not exceeding 2 shillings and sixpence in the pound, but also Cross Lane was established as a public highway and renamed Montague Street. An amendment in 1809 allowed the building of a market between Ann Street and Market Street (now the site of the Guildbourne Shopping Centre) and the beginning of the formalisation of a retail core within the town.

3.7. John Nixon painted the promenade in circa 1800, clearly depicting the sense of people walking for pleasure and Montague Place (arrowed):



3.8. The second edition of Evans guidebook dates from 1814 and commented upon improvements to the drainage, sanitation and roads and the formation of a market by the Town Commissioners. The following map from that guide clearly shows that as well as Montague Place, Montague Street and Bath Place had been established, as had the site where 31-35 Montague Street and therefore the subject of this statement is now located.

3.9. At that time a proportion of the site appears to have been occupied by South Lodge, potentially a private villa that may also have served as a lodging house for commercial and pleasure visitors to the town. It is identified within the 1814 map seen overleaf.

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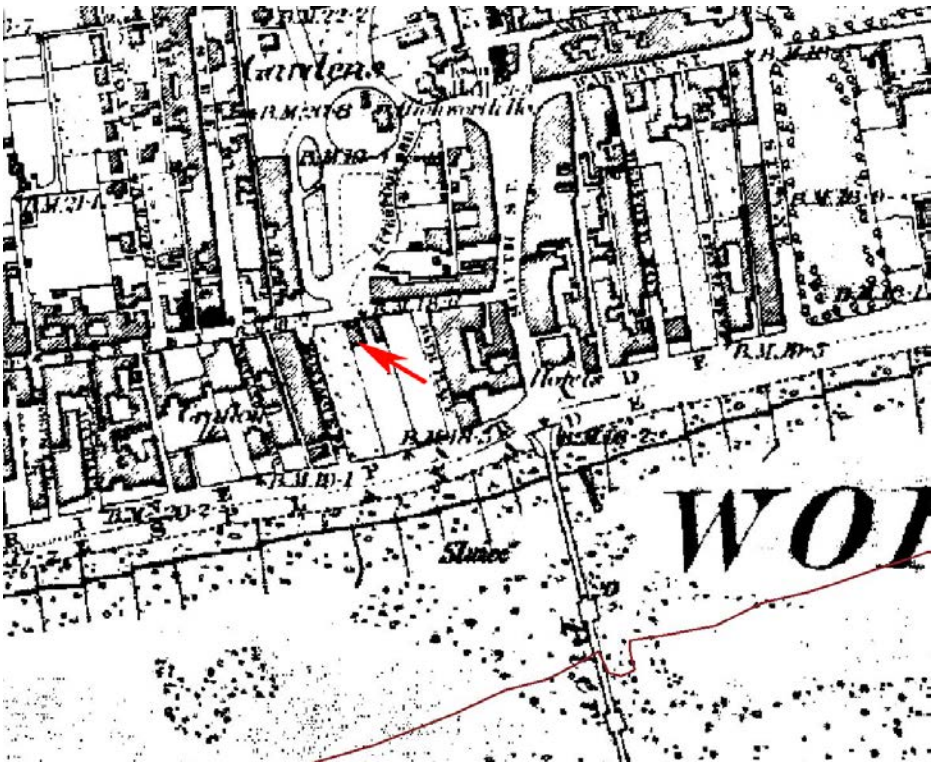
A map of Worthing as taken from Evans 1814 guide with the development site arrowed – London Fields to the North (right of page) is yet to be developed as Liverpool Gardens.

3.10. The following engraving by C.W. Wing shows that by the time of the construction of the Sea House Hotel at the Southern end of South Street in 1829, Marine Parade had developed substantially, albeit with farmland still dividing the town and much earlier settlements such as Broadwater to the North:



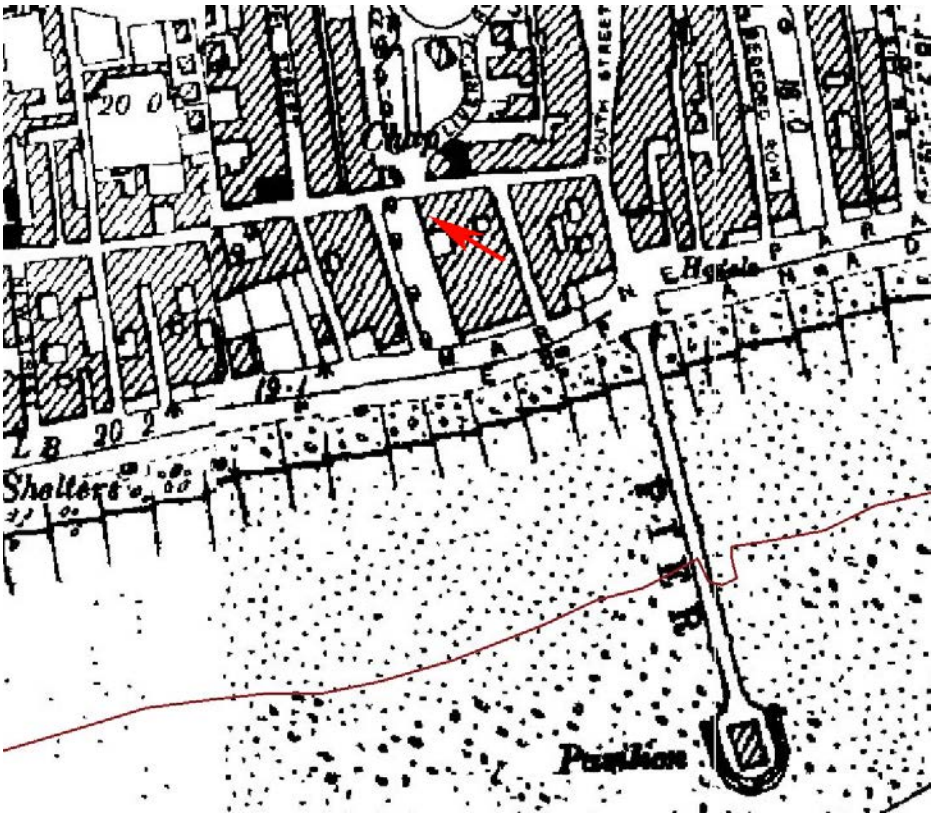
3.11. Like many seaside towns Worthing experienced a major recession between the 1820's and 1840's that was exacerbated by the commissioners mismanagement of finances, as well major issues with foul drainage that caused pollution of the beach to the extent that many seafront properties reduced in value. The rectification of drainage issues, the ability of Londoners to complete a day visit by 1817, and moreover the establishment of the first train service to Shoreham in November 1845 (and a direct train link to London from 1879) would, in short, transform the fortunes of the town going into the 20th Century.

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Covering the period 1843-1893, the development site is as arrowed.

The following map covers the period 1891-1912 and shows a greater level of development:

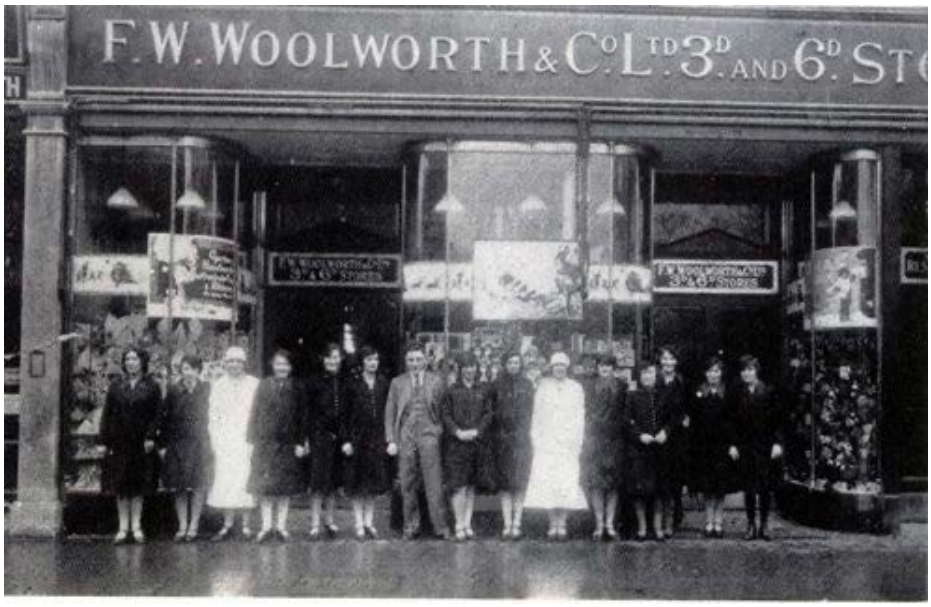


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Covering the period 1919-1939, the following map illustrates that little has changed up to the present day (current development site arrowed in red):



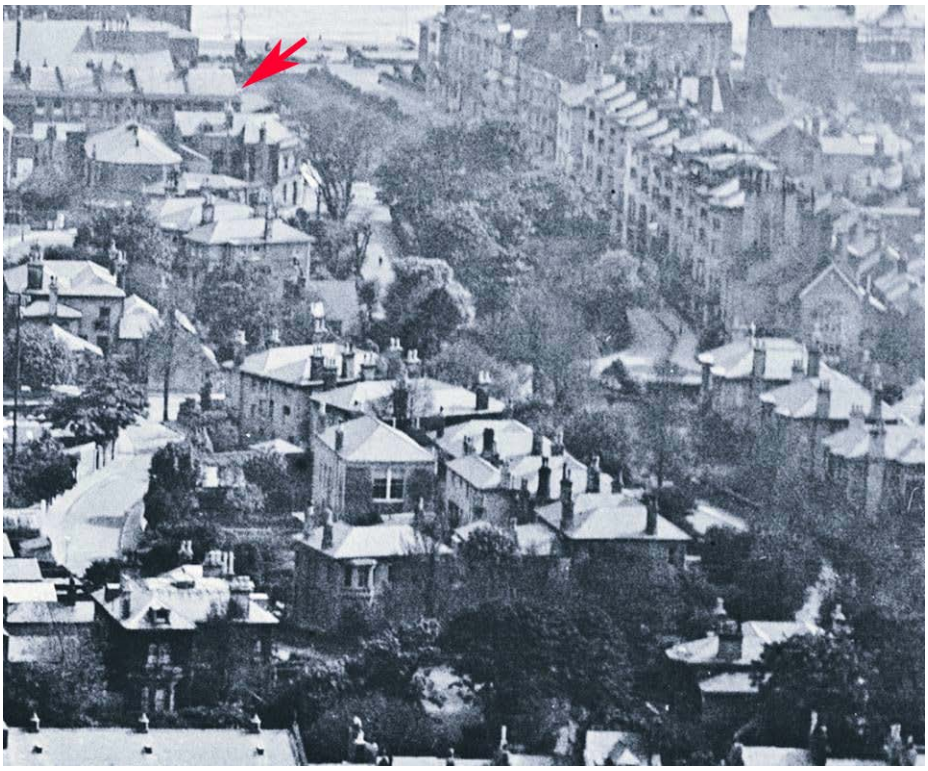
3.12. Reported to be store no. 89, Woolworths first opened on the site on 28th August 1920.



What is understood to be an early photograph of Worthing's first Woolworths store.

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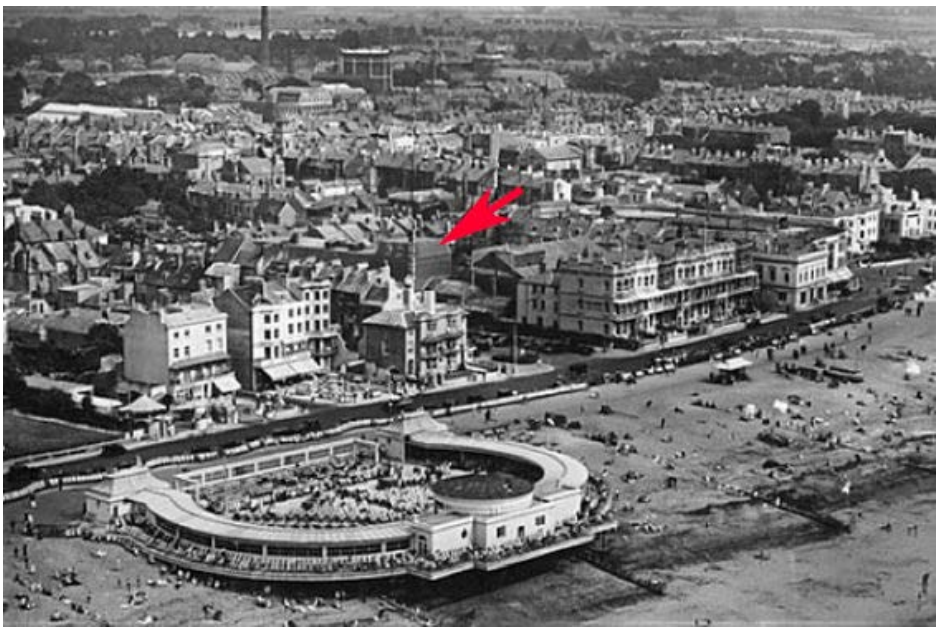
The date of the following photograph is not known, but the location of the development site is thought to be as arrowed:



3.13. The following photograph is thought to be of a comparable age to the above but is taken from the promenade. It provides useful evidence of the historic verticality of the building fabric located between Montague Street and Marine Parade, of which has to a degree been lost through the introduction of flat roofed structures:



3.14. 1930 saw the expansion of the building and the introduction of a horizontal modern Art Deco frontage that was favoured by the company in resort towns such as Brighton, Bournemouth and Bexhill – the company would continue to trade until the chain's closure in 2008.



Thought to date from the first half of the 20th Century, the larger building forming the development site is clearly visible - note however the absence of the 1960's development opposite the Lido.



The site viewed from the East in circa later 1970's / early 1980's.

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The Worthing branch of Woolworths just before closure in late 2008 / early 2009.



The main body of the sales floor following the closure of Woolworths.

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Scarring of the West wall masonry and hand painted signage relating to the previously removed customer access to the first floor, as discovered during the post-Woolworths strip-out/conversion.



The opening of H&M in 2009 – the retailer remains on this site to this day.

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British Bookshops & Stationers which would occupy part of the converted building until 2011.



The overall site as seen today when viewed from Holder's Corner to the North – April 2024

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The principal elevation of the wider site (Montague Street) – April 2024.



The section of the site to which this application relates, as seen from Bath Place.

3.15. Today the building retains its Art Deco inspired North elevation complete with Crittal style windows at first and second floor level, although 21st Century detailing of the ground level shop fronts lacks cohesion, particularly through vertical division.

3.16. Decisions relating to the positioning of high-level street furniture such as bunting and floodlighting have also not been sympathetic to the elevation. Today it's merits are purely in the form of social history rather than architectural significance, and it cannot be read in context with the part of the wider site to which this application relates.

3.17. The West elevation mainly takes the form of a blind wall of red facing brickwork, of which appears to have been re-faced (perhaps even as slips) during the second half of the 20th Century, this on account of the presence of vertical movement joints. A course of vertically applied slates can be seen at ground level, presumably having been introduced in an attempt to control rising dampness from adjacent plated borders. This elevation in particular is currently subject to ongoing development permitted by consent reference AWDM/1018/20, so should receive a piece of public art to complement the ongoing Montague Place public realm project, complementing the Conservation area. The development to which this statement relates will not be readable in the context of this elevation.

3.18. Sections of the overall site that were previously visible amounted to an elevation finished by modern concrete based hung tiles that were punctured by a series of openings such as fire escapes. – a relatively modern storage structure that is flat roofed and constructed from Fletton type bricks also extended to the South, with a small section of undeveloped land containing an electricity sub-station. Today the same view is being improved by the proposals consented by permission reference AWDM/1018/20.

3.19. New structures currently being built in accordance with permission reference AWDM/1018/20 will somewhat obscure any glancing views towards the section of the site to which this application relates. The Southern elevation of the proposed development site is obscured by adjacent structures, so it is considered that the proposals will not have any impact upon the streetscape.



The overerall site as seen from the South-West and Montague Place – April 2024.

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3.20. Extending from a brick-built chimney in the South-West corner of the site, remnants of Woolworths signage were once seen at high level on the Southern elevation however it had been over-painted. Works undertaken during the ongoing implementation of the development consented by permission reference AWDM/1018/20 resulted in the uncovering of further painted signage, however it has now been covered once more.



Uncovered Woolworths signage on the South elevation – photograph taken from The Argus, 28th April 2023.

3.21. Like the West elevation, the South elevation has a muted presence within the conservation area, but is being rationalised to it's benefit by the scheme permitted by permission AWDM/1018/20. As in the case of AWDM/0856/23 this application presents a further opportunity.

3.22. At upper level the short section of East elevation seen in Bath Place seen below retains much of it's 1930's character, being multi-stock facing brick with Portland cills supporting timber multi-pane casement windows. Soldier coursing serves the head but also produces a string course and finishes the parapet of a flat roof arrangement. The ground floor shop frontage was changed to simply a display area when the building was converted for the current occupier, H&M, but does to a degree retain some of its character and elements of earlier polished stainless steel fenestration.



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3.23. By comparison the adjacent section of this elevation that is not part of the application site now includes UPVC windows and elements of the brickwork are in a poor condition, and therefore do not reflect positively on the conservation area.



3.24. The roof area which this application relates to is flat, albeit with various add-on structures and pieces of mechanical plant. It does not benefit the character of the conservation area, but equally is little seen from Bath Place. Mansard roofs weathered by what appear to be synthetic slates are most visible from Montague Place, although are currently subject to development in accordance with permission reference AWDM/1018/20.



The vacant section of flat roof outlined in red that forms the proposed development site

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3.25. Unfortunately it has not been possible to collect any photographs of the current interiors.

3.26. Relevant planning history relating to 31-35 Montague Street is as follows:

1990 - 90/05437/FULL – Alterations to shopfront (33-35 Montague Street) – REFUSED

1990 – 90/05438/FULL - Alterations to shopfront (33-35 Montague Street) – PERMITTED

1992 – 92/05454ADV – signage (33-35 Montague Street) – PERMITTED

1992 – 92/05455/ADV – signage (33-35 Montague Street) – PERMITTED

2005 – 05/0104/FULL – street market outside of 31-35 Montague Street – PERMITTED

2006 – 06/0619/ADV – signage (31-35 Montague Street Montague Street) – REFUSED

2006 – 06/0843/FUL – new aluminium shopfront (33-35 Montague Street) – REFUSED

2006 – 06.1078/FULL – new shopfront (retrospective) (33-35 Montague Street) – PERMITTED

2006 – 06/1309/ADV – signage (33-35 Montague Street) – REFUSED

2007 – 07/0011/ADVERT – signage (33-35 Montague Street) – PERMITTED UPON APPEAL

2009 – 09/0210/FULL – external alterations (31-35 Montague Street) – PERMITTED

2009 – 09/0646/FUL – external alterations (35 Montague Street) – PERMITTED

2010 – 10/0404/ADV – signage (35 Montague Street) – SPLIT CONSENT

2013 – AWDM/1472/13 – signage (35 Montague Street) – APPEAL REFUSED

2018 – SWDM/0450/18 – signage (35 Montague Street) – PERMITTED

2020 – AWDM/1018/20 – development (31-35 Montague Street) – PERMITTED

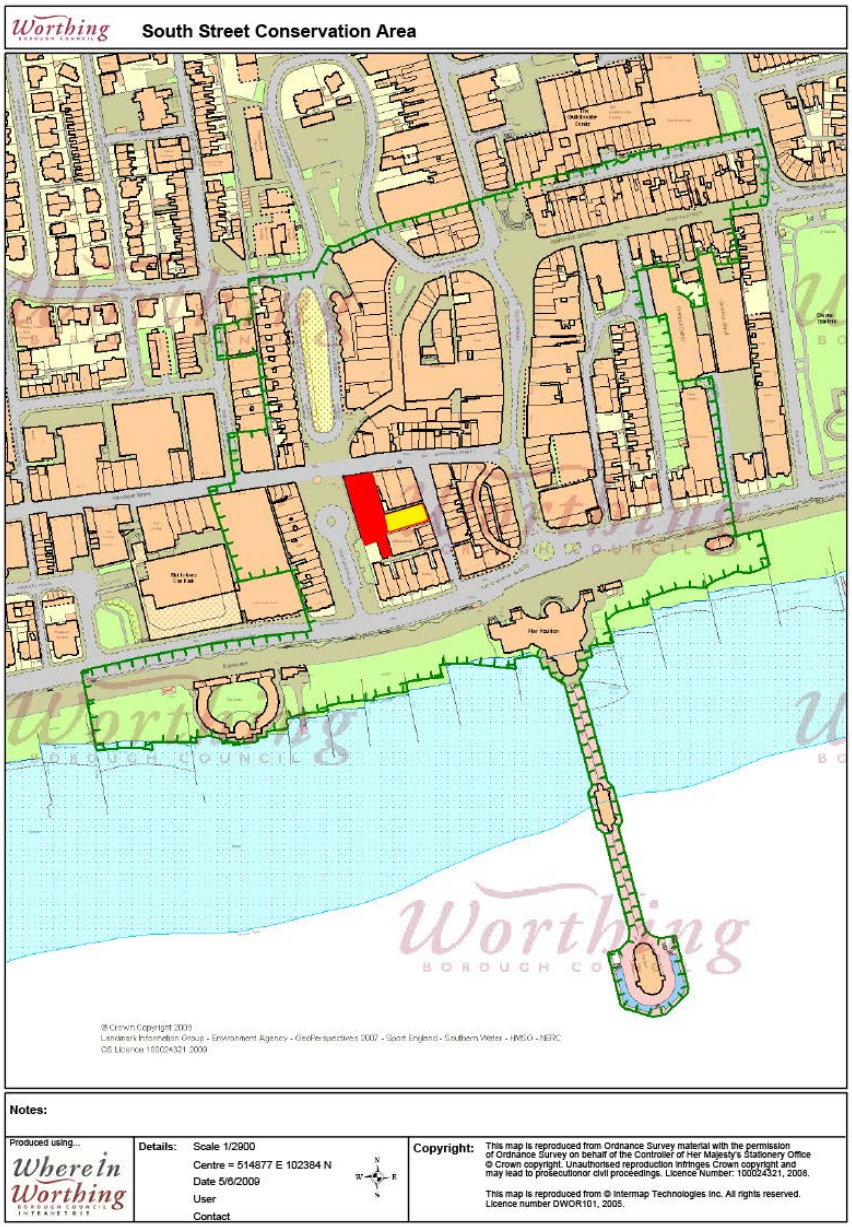
2023 – PREAPP/0003/23 – development (31-35 Montague Street) – ADVICE GIVEN

2023 - AWDM/0856/23 – development (31-35 Montague Street) – PERMITTED

4. South Street Conservation Area

4.1. The mapping data included overleaf identifies the outline of the South Street Conservation Area in green, with the overall site being hatched in red. The section of the overall site that this development relates to is marked in yellow.

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4.2. Whilst 31-35 Montague Street is not a Listed building a number of designated heritage assets have been identified within proximity of the development site, so consideration is required as to whether they might potentially be under threat due to the proposed development. A schedule of those assets is as follows:

- 10 Montague Place: List UID:1250464; Grade II; 26th May 1976

  Listing details as follows:

  MONTAGUE PLACE 1. 5406 (West Side) No 10 TQ 1402 SE 4/154 II GV 2. 1802-05, but considerably altered. Originally evidently uniform with Nos 12-14. 4 storeys. Stuccoed. Modillioned cornice with bow. Full-height 3-light sash window. Single right-hand sash window (except 1st floor), with door below, recessed under arch, within modern fluted pilaster strips, and up 5 steps, the 2 lowest having cast iron railings with decorated balusters. Former 1st floor balcony and canopy missing.

  Nos 10 to 14 (consec) form a group.

- 11, 12, 13 and 14 Montague Place: List UID:1250442; Grade II; 11th October 1949

  Listing details as follows:

  MONTAGUE PLACE (West Side) Nos 11, 12, 13 and 14

  11.10.49

  GV II 1802-1805. Four storeys (Nos.11 and 12 with attic and Nos. 12 and 13 with semi-basement). Stuccoed. Curved fronts with window of three lights. Nos. 11 and 12 have one additional window over the door. Cornice with modillions. No. 14 has a parapet and no modillions. Iron balconies on first floor (that from No. 14 missing). Nos 12 and 14 formerly had hoods to these balconies. Round-headed doorways. Glazing bars intact except on the ground floor. Modern shop fronts to Nos 11 and 14. No 12 has no shop front and therefore is as designed. The glazing bars are intact even on the ground floor. Hooded balcony with thin wooden columns supporting the hood. Recessed round-headed doorway up five steps with semi-circular fanlight and six panel moulded door, the top panels cut away and glazed. No.13 has lost some of its glazing bars on ground floor and has had this window slightly enlarged downwards. Its balcony has no hood. The doorway is similar and the door intact.

  Nos 10 to 14 (consec) form a group.

- 4 Bath Place: List UID:1025803; Grade II; 21st May 1976

  Listing details as follows:

  BATH PLACE 1. 5406 (East Side) No 4 TO 1402 SE 4/157 II GV 2. Early C19. 3 storeys and attic. Part of the scheme of Nos 5 to 8. 3-light bay window and right-hand blind window. Modern shopfront and right-hand door. Modillion eaves cornice below slate roof. Victorian balcony to let floor of bay, with decorated iron railings. One dormer window. Stuccoed.

  Nos 4 to 8 (consec) form a group.

- 5 Bath Place: List UID1354770; Grade II; 11th October 1949

  Listing details as follows:

  BATH PLACE 1. 5406 (East Side) No 5 TO 1402 SE 4/13 11.10.49. II GV 2. Early C19. 3 storeys and attic. One bow window of 3 lights. Stuccoed. Cornice with modillions. One dormer. Wooden balcony on 1st floor. Glazing bars intact. Round-headed doorway up 6 steps.

  Nos 4 to 8 (consec) form a group.

- 6-8 Bath Place: List UID 1025804; Grade II; 21st May 1976

  Listing details as follows:

  BATH PLACE 1. 5406 (East Side) Nos 6 to 8 (consec) TQ 1402 SE 4/156 II GV 2. Early C19. 3 terraced houses, forming part of scheme with Nos 4 and 5. 3 storeys and attic. A 3-light bay window to each house, alternately bowed (ie No 7). No 7 has glazing bars, but not original sashes. Elsewhere Victorian sashes or modern windows. No 8 has added decorative tiles between storeys of bays, and no right-hand door as the others have. All have modern shopfronts, and modillion eaves cornice below slate roofs, with one dormer (Nos 6 and 7 with sashes and glazing bars). Stucco front.

  Nos 4 to 8 (consec) form a group.

- 22 Montague Street: List UID 1263254; Grade II; 21st May 1976

  Listing details as follows:

  MONTAGUE STREET 1. 5406 (North Side) No 22 TQ 1402 SE 4/150 II 2. Early C19. 3 storeys. Stucco-fronted. 4 equally-spaced Ionic pilasters with vigorous finely moulded capitals on upper storeys, the bases masked by the top of the modern shopfront on the ground floor. 3 sash windows (those of the top floor with glazing bars). Parapet above cornice of the entablature. 2-span tiled roof.

- Alexander Terrace loggia with Dessert Quartet sculptures: List UID 1391960; Grade II*; 11th May 2007

  Listing details as follows (description only):

  *753/0/10053 LIVERPOOL GARDENS 11-MAY-07 That part of the Montague Shopping Centre which is the 'Desert Quartet' sculptures with supporting Loggia, Alexander Terrace II**

  'Desert Quartet' sculpture, 1989, by Dame Elisabeth Frink and associated contemporary loggia in a classical style by the architect Graham Excell. MATERIALS: Cast bronze sculpture. Stucco loggia.

  PLAN: Four monumental cast bronze male heads on square metal pedestals, supported on rectangular three-bay loggia.

  DESCRIPTION: 'Desert Quartet' comprises four cast bronze male heads of monumental scale, approximately 1 ½ metres high, each mounted on 2m high square bronze pedestals. There is a unity of form and design to the group although the treatment of each head and pedestal differs subtly from its neighbour; each head is unique in its features and expression. The heads have a textured surface, illustrative of Frink's method of carving and modelling a plaster former before casting in bronze. The neck or shoulder line of each sculpture projects beyond the pedestal line. Heads are bolted to their pedestals and the pedestals bolted onto the loggia beneath.

  The loggia is stuccoed and painted and of three bays divided by rectangular piers with moulded capitals; each bay is in turn tripartite, subdivided by baseless Doric columns. Moulded entablature below the flat roof on which the Desert Quartet is arranged. Banded rustication to rear (east) elevation and flat piers with similar mouldings. Ceiling decorated in recessed panels with moulded details. Yellow brick wall as first floor level behind the Desert Quartet: low string course, flat piers behind each head and slight projecting rectangular brick panels between the piers are arranged in groups of three between the heads.

- 1-12 Liverpool Gardens: List UID 1250439; Grade II; 11th October 1949

  Listing details as follows:

  LIVERPOOL TERRACE 1. 5406 Nos 1 to 12 (consec) TQ 1402 NE 3/20 TQ 1402 SE 4/20 11.10.49. II GV 2. 1830-1835. Possibly designed by Amon Henry Wilds of Brighton, but Edward Snewin's "Glimpses of Old Worthing" gives the Architect as Henry Cotton. 4 storeys and basement with area (an extra storey added to Nos 8 and 10), 4 windows each. Stuccoed, the ground floor rusticated. Curved bay of 3 windows each on all floors including the basement. Cornice and parapet. Stringcourse above 1st floor. Iron balconies on 1st floor (replaced at Nos 8, 11 and 12). Instead of an iron balcony No 10 has a narthex or colonnade of 5 large Doric columns over the pavement with a wide stuccoed balcony above having a balustrade supporting urns. Nearly all glazing bars intact. Rectangular fanlights to doorways and 8 panelled moulded doors. Railings to basement areas and front steps, with finials in form of spears impaling crescents. Nos 1 to 12 (consec) form a group.

The assets in question are highlighted on the following plan by a blue triangle, whilst the overall site is hatched in red and the proposed development site is hatched in yellow:



4.3. All of the assets are grouped within the South Street Conservation Area as designated in September 2001. The Conservation Area is made up of six distinct parts, extending Westwards from South Street (and Chapel Road) to the North and therefore the central axis of the town centre. Montague Street like South Street is a principle retail route and runs on an East-West axis and therefore parallel with the promenade. The relevance of the said six distinct areas of the Conservation Area to the proposed development site and resulting impact is considered within section 7 below.

4.4. Particular emphasis will be placed upon the potential impact the development could have on 4, 5 and 6-8 Bath Place, simply as they are the only Listed buildings that can be considered in immediate context.

5. Amount / Extent of Development Proposed

5.1. The proposed development amounts to the construction of two additional floors above the Eastern flat roof of 31-35 Montague Street Worthing in order to create 8No. residential units. This is in effect a modification of the five flat scheme permitted by permission reference AWDM/0856/23, albeit with the following modifications:

- Flat 1 and 5 which remain entirely the same as the previously approved scheme.
- Flat 2 has been split into 2 no. 1bedroom, 1 person studio flats (one on each floor).
- Flat 3 has been split into 2 no. 1bedroom, 1 person studio flats (one on each floor).
- Flat 4 has been split into 2 no. 1bedroom, 2 person flats (one on each floor).
- Each of the flats has been provided with its own private terraced porch area on the Southern façade of the building with an outlook towards the sea.
- The glazing and private terraced porches have been removed from the upper floors of the former duplex flats on the northern elevation of the proposed two storey extension.

- The fenestration arrangement on the Eastern elevation facing Bath Place has been slightly altered to reflect the revised internal arrangement of the flats.
- The revised proposal includes the installation of roof lights within the flat roof of the building to ensure adequate provision of natural daylight to each of the proposed flats.

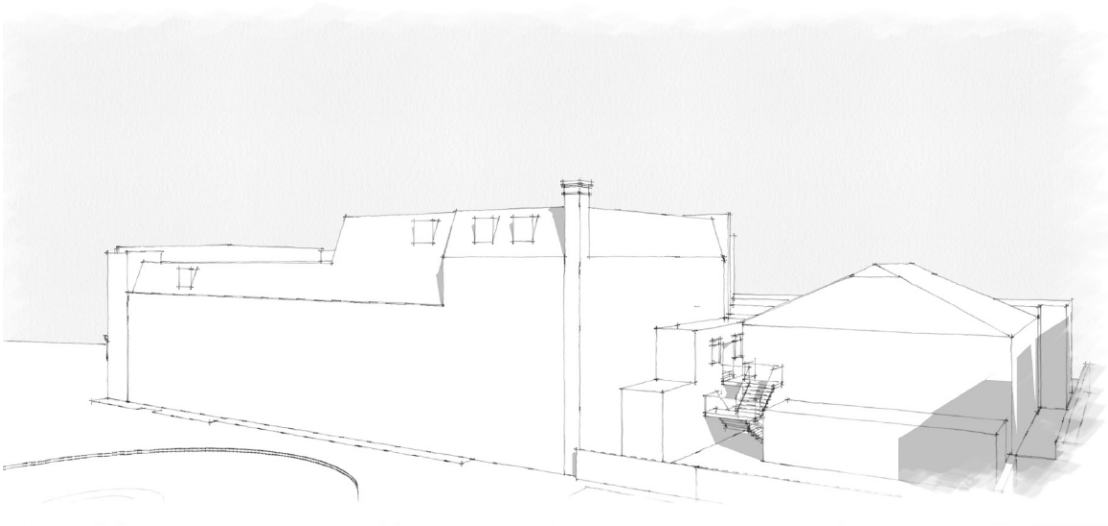
The proposed flats will therefore be composed of the following mix of units:
- 4 no. 1 bed, 1 person flats.
- 4 no. 1 bed, 2 person flats.

5.2. Albeit a separate development, the proposals build upon the precedent set by consented scheme reference AWDM/1018/20, whereby a total of 14 flats complete with their own amenity space are being created through the removal of the existing mansard roofs serving 31-35 Montague Street.

5.3. Consented proposals reference AWDM/1018/20 include the modest expansion of the footprint Southwards on undeveloped land that previously only accommodated a separate electricity sub-station. That extension creates a communal access point, of which will also serve the development to which this statement relates.

5.4. The proposal is informed by the need for a mixture of homes within the centre of the town, and is an opportunity to bring into use a redundant flat roof area. The ground floor commercial operation of the building will remain as existing.

5.5. Furthermore the proposed development could also be seen as being representative of the aspirations to improve the area surrounding Montague Place, expanding upon recent successes within nearby Portland Road.

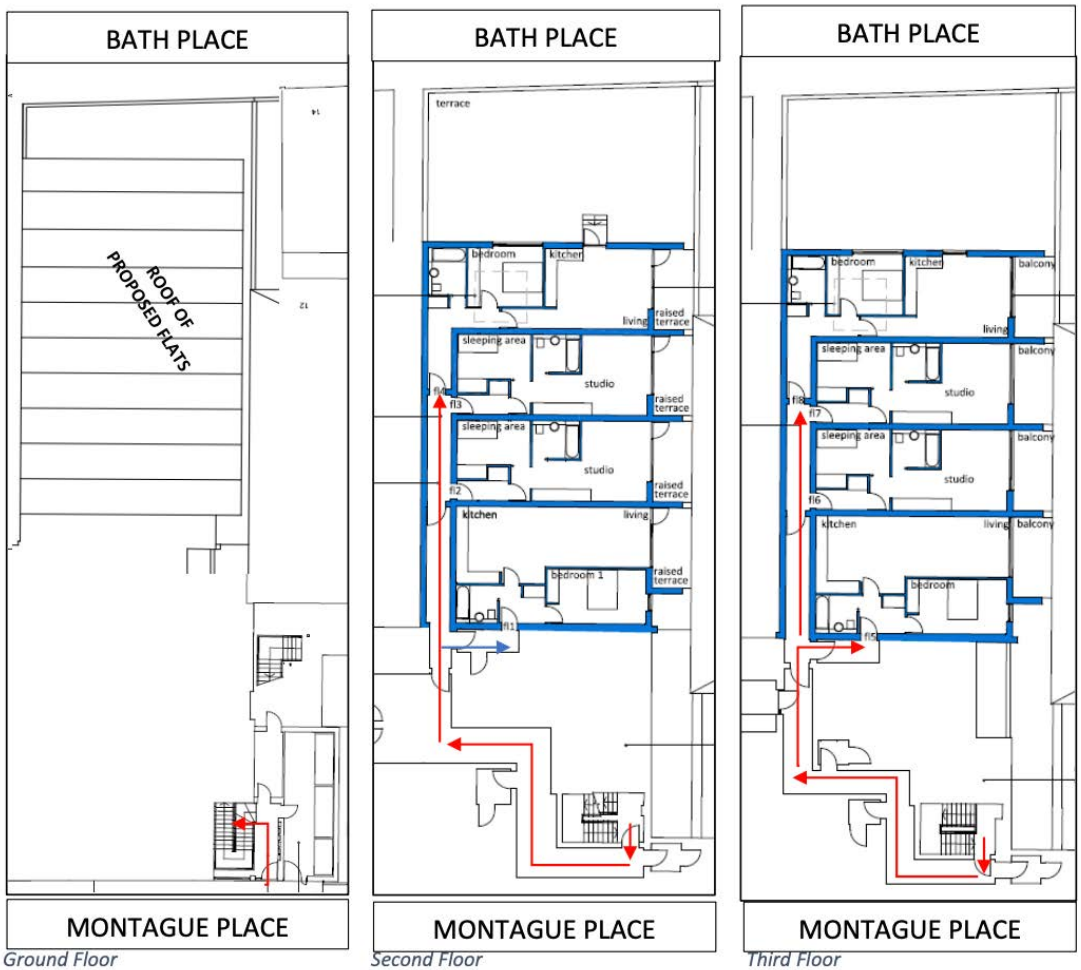


Axonometric of the pre-existing situation, as produced by Sub Rosa Architecture – note mansard roofs.

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Axonometric of the current development (permission reference AWDM/1018/20), as produced by Sub Rosa Architecture – note communal access point and obscured view of the proposed development site.



A summary of the proposed floor plans and access routes, as produced by Sub Rosa Architecture.



Axonometric of the proposed eight dwelling development, as produced by Sub Rosa Architecture – note relationship with current development (permission reference AWDM/1018/20).

5.6. A more detailed description of the proposals can be found within the Design and Access Statement, as produced by EA Planning.

6. Policy Context

6.1. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 sets out a statutory duty to protect the 'character and appearance' of a Conservation Area. As a designated heritage asset, the Conservation Area is also given 'great weight' in policy, namely under Section 16 of the NPPF (2023). In addition to the balancing exercise in regard of harm to the significance of assets (paras 195 – 214), the policy states that LPAs should look for opportunities with Conservation Areas and the setting of heritage assets to enhance or better reveal their significance.

6.2. In respect of structures on the National Heritage List for England (i.e. listed buildings), Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Listed Buildings Act) states: '*In considering whether to grant planning permission for development which affects a Listed Building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses*'.

6.3. Historic England's Good Practice Advice in Planning Note 3: Setting of Heritage Assets (GPAN3; 2nd Edition, 2017) advises that whilst consideration of the contribution of setting to the significance of heritage assets will almost always include the consideration of views, the way in which we experience an asset in its setting is also influenced by other environmental factors from other land uses in the vicinity and by our understanding of the historic relationship between places. In this way, economic, social and historical relationships are also relevant to setting. This is reiterated by the National Planning Practice Guidance (NPPG 18a-013) and reference within the May 2023 Worthing Borough Council Conservation and Heritage Guide.

6.4. Recently this has been reinforced by case law in 2018 Catesby Estates Ltd v. Steer [2018] EWCA Civ 1697, with the finding being that a variety of factors should be taken into account in assessing the setting of a Listed building and the impact of proposed development on that setting, and that it is not appropriate to concentrate on physical and visual factors to the exclusion of everything else.

6.5. The Worthing Local Plan was adopted on 28th March 2023, and supersedes the Worthing Core Strategy 2011. Sections DM23 and DM24 specifically relate to the historic environment and contain a number of relevant statements which relate to the historic built environment and therefore need to be considered in relation to this application.

6.6. DM24 (e) in particular states that *Development in Conservation Areas will be required to be of a high standard of design and materials so as to respect, preserve and enhance the character and appearance of that area, and preserve important features. Conservation Area Character Appraisals will be used to assess applications within designated Conservation Areas and opportunities will be taken to preserve and enhance these areas, and to implement the recommendations of Conservation Area Management Plans.*

6.7. Further, the 2023 Worthing Borough Council Conservation and Heritage Guide sets out the following objectives in respect of heritage:

New Development (paragraph 8.23):

Whilst Conservation Areas are important heritage assets and the Council is committed to a policy framework to ensure preservation or enhancement of them, these areas are living communities. The Council recognises that buildings and the spaces around them are not museum pieces to be preserved at a particular point in time.

This section is also important relative to this application as it makes reference to keeping conservation areas '*characteristic, unique, vital and prosperous*' – providing homes for young professionals is one way to achieve this. It continues by highlighting that '*uncontrolled change*' needs to be addressed, but the implementation of permission reference AWDM/1018/20 and granting of permission reference AWDM/0856/23 arguably qualifies that change is not uncontrolled.

6.8 The Worthing Local Interest Study 2004 does not include an entry for the development site, and furthermore it is not a site allocation within the 2023 adopted Local Plan. It should however be noted that in June 2023 the Montague Place consultation was lanuched by Worthing & Adur Councils, with specific reference being made to 'the wall', or in other words the West elevation of 31-35 Montague Street. Subsequently concented proposals for Montague Place are referrenced below.

6.9 Whilst not strictly a policy consideration, acknowlegement of social change in response to the Coronavirus pandemic, social attitudes and the current economic climate should be considered relative to the viability of retaining established commercial buidings and sites unchanged, all whilst housing of a suitable size and quality in not least urban areas is undersupplied.

6.10 From a heritage perspective consideration is also required in respect of not only occupation and upkeep of buildings that are either Listed or within a conservation area, but also how heritage is experienced by both occupants/residents and visitors alike.

7. Impact Assessment

7.1. The proposal which this statement considers does not physically impact upon Listed fabric or indeed a Designated Heritage Asset, although it must be considered that the siting of the development will mean that it can be read in the context of a conservation area, and in particular Bath Place.

7.2. The following section therefore seeks to consider the likely impact of the development proposals on the conservation area and immediately surrounding heritage assets.

7.3. As a consequence this section is split in accordance with the sections prescribed within the South Street Conservation Area Appraisal, beginning with the South Street area itself.

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7.4. Impact upon architectural townscape qualities as prescribed within the South Street Conservation Area Appraisal - South Street

A pedestrianised square at the Northern end of South Street marks the transition between it and Chapel Road and serves as a point of destination that links Warwick Street as well as the Montague Centre thoroughfares. Subject to gradual development and pedestrianisation through the introduction of various landscaping schemes, the appraisal states:

'Most of the buildings contribute significantly to the character and appearance of the area and many have considerable local historic or architectural interest'.

Particular reference is made to the façade of the former The Ship public house, the W.H. Smith building and Arcade Buildings which include the Royal Arcade, whilst now approaching 23 years old, the document encourages enhancement of the Guildbourne Centre site to the North and further improvement of street lighting.

Recent development on South Street such as the creation of housing within the former Beals department store and on the former Mothercare site has not strictly enhanced the conservation area, although do act as precedent of residential development of former commercial sites within it.

Proposals for the former Debenhams department store that is also on South Street that were permitted in September 2023 serve as a further local example of recognition that development and re-use of large retail sites in the centre of the town should be positively considered.



The former Beals department store (left) and Mothercare building (white building – right).

South Street is arguably linked to the development site by means of thoroughfare and general commerce and mixed usage, however owing to the visual and physical separation it is considered that the proposed development will have no negative impact on this section of the Conservation Area.

7.5. Impact upon architectural townscape qualities as prescribed within the South Street Conservation Area Appraisal – Warwick Street and Ann Street

Extending East from the Northern end of South Street, both extend the retail provision Eastwards towards Brighton Road but also help to link urban open spaces in the form of Steine Gardens, the area by the Gildbourne Centre and indeed Liverpool Gardens and Montague Place.

The appraisal highlights that in the case of Warwick Street '*the built environment combines with the predominantly retail use to produce a street of distinct character*', but also notes that despite the negative impact of the mid-20th Century construction of the Guildbourne Centre, Ann Street *'includes two listed buildings and several other buildings of considerable local or historic or architectural interest.'*

Owing to the even more distinct visual and physical separation it is considered that the proposed development will have no negative impact on this section of the Conservation Area. Instead, development that results in the introduction of quality residential accommodation will have a positive impact on the conservation area by introducing a population which demands a high standard of additions and amenities within it.



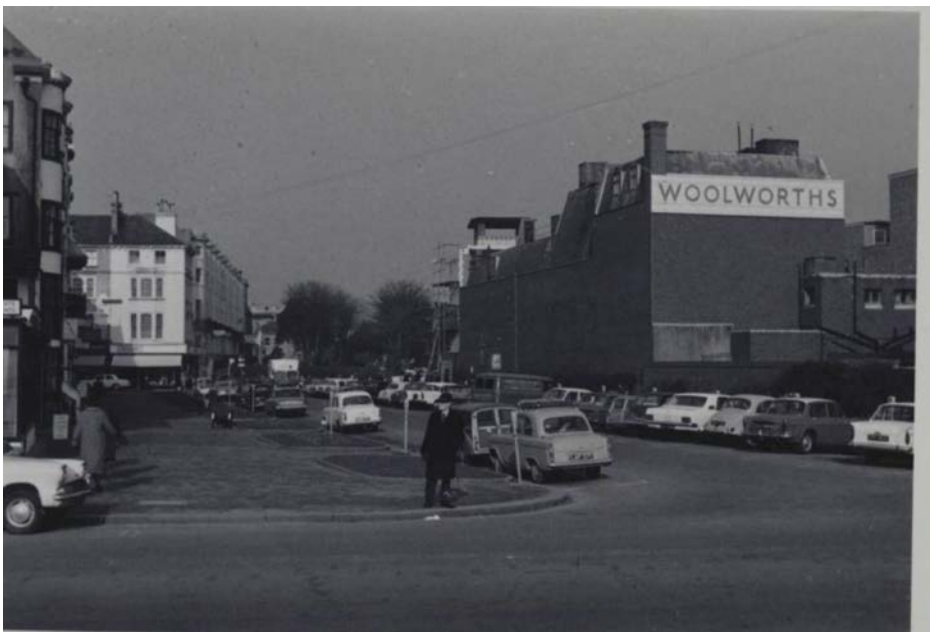
The ongoing separate development of 21-23 Montague Street – the recent addition of a Pre A Manger outlet is the first for the town and follows the closure of the former Topshop store – April 2024.

7.6. Impact upon architectural townscape qualities as prescribed within the South Street Conservation Area Appraisal – The seafront (Library Place to the Lido)

Extending East to West due South of the development site, much focus is placed upon the promenade and associated activities that are common to a traditional coastal resort. The Dome and indeed Bedford Row that are located at the Eastern end of this section are, like the pier and Lido, recorded as being significant elements of Worthing's social and built heritage.

Where the buildings directly opposite the pier are concerned it is noted within the appraisal that *'most are also individually of considerable local historic or architectural interest'*, but in the case of a series of post-1960's buildings located opposite to the Lido it is recorded that they *'detract considerably from the setting of the conservation area'.*

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View from Marine Parade thought to date from the mid-1960's – note prominent Woolworths signage.

The separate development of the Southern elements of 31-35 Montague Street is currently being constructed. It has unfortunately resulted in the loss of remnants of the Woolworths signage once seen at high level on the South elevation, but represents an opportunity to significantly improve the views from the promenade that include heritage assets within Liverpool Gardens and Montague Place.



The overall site as seen from Marine Parade / the South-West – April 2024.

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The proposed development site as seen from the South-East / Marine Parade – April 2024.

Ongoing construction of the separate scheme permitted by permission reference AWDM/1018/20 means that the proposed development site is effectively obscured from view from the South-West. Views from the South-East via Bath Place are further considered within the section below, but it is again considered that the visual relationship with the seafront is negligible, primarily due to the vertical scale of properties situated on Marine Parade. The historic photograph included at the foot of page 11 of this statement also suggests that the land between the rear of Marine Parade and the development site was previously more densely developed.

7.7. Impact upon architectural townscape qualities as prescribed within the South Street Conservation Area Appraisal – Bath Place and Montague Street

Located to the East of the development site, Bath Place serves as a thoroughfare between Montague Street and Marine Parade. Earlier development on the site has resulted in the loss of the side entrance to 31-35 Montague Street (or as colloquially known as the Woolworths side entrance) and the creation of a display window now forming part of the H&M store.

Specific heritage assets that fall within this section of the South Street Conservation Area and therefore Bath Place include numbers 4, 5 and 6-8.

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No. 8 (I Love Candy) to No. 4 on the East side of Bath place.

The Conservation Area appraisal notes in particular that *'some of the buildings are listed and most of those that are not have considerable local historic or architectural interest'*, although arguably elevations forming the Eastern fringe of 31-35 Montague Street (i.e. the development site) lack the elegance of the stuccoed elevations opposite.

The East elevation of 31-35 Montague Street instead represents early 20th Century development within the town and a typology typical of that period.

The ground floor fenestration has through time been subject to reasonable change (not least through the removal of the side entrance), although the current arrangement could be said to positively reflect the enhancement opportunities identified within the relevant section of the Area Appraisal, namely by being a shopfront that *'respect(s) the individual buildings and character and appearance of the street scene'.*





The East elevation of the proposed development site, as seen from Bath Place.

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The retention of what appear to be reasonably original timber casement windows and undecorated facing brickwork at first floor (albeit with some repair of mixed quality) is a reasonably positive contribution to the Conservation Area.

The proposed development amounts to the introduction of two further stories on top of the currently vacant flat roof section of the site. The site location and design by Sub Rosa Architecture can be seen within the following aerial view and axonometric:



The proposed development site outlined in red relative to Marine Parade to the South.



An axonometric view of the proposed development relative to existing buildings located to the South.

The retention of the existing elements of the East elevation coupled with the material selection of the proposed elevation, proximity of adjacent structures, and the elevated position of the development site mean that the intervention will have a modest visual presence relative to the Listed buildings located on Bath Place.

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The visual relationship between the proposed development and Bath Place as a whole is explored within the following photomontage that has been produced by Sub Rosa Architecture:



The proposed view within Bath Place from the East – note proposed third and fourth floors.

The Conservation Area Appraisal qualifies in respect of Bath Place and Montague Street, *'in townscape terms, these streets are corridor spaces unified by buildings of two or three storeys and common building lines which convey a sense of enclosure'.* The proposed development therefore reflects that typology to a greater extent than the existing situation.

Two thoroughfares accessed from Bath Place will continue to serve 31-35 Montague Street, although cycle storage associated with this development site is to be accessed from Montague Place (as per approved application reference AWDM/1018/20). Bins will be wheeled out onto Bath Place via the existing passage that runs behind the Marine Parade properties. The said storage arrangement also matches that detailed within permission reference AWDM/1018/20.

Increased use is likely to benefit the location through simply improved upkeep, otherwise the proposals will have no visual or physical impact upon Bath Place.





The Northern (left) and Southern alleyways, the latter currently serving properties located on Marine Parade. Bicycle storage will be accessed from Montague Place (as per the AWDM/1018/20 scheme).

At most a modest increase in the footfall within Bath Place may well expose more to the towns built heritage, whilst at the same time potentially benefiting local businesses.

In the case of Montague Street itself no. 22 is the only Listed heritage asset in proximity to the proposed development site, although some of the adjacent buildings should be regarded as offering a positive contribution to the Conservation Area.



No. 22 Montague Street in context (left) and seen individually (right).

The proposed development does seek to introduce additional massing on top of an unused flat roof, however on account of the stepping back of the plan relative to existing fabric and the general visual disconnection from Montague Street, it is considered that there will be no negative impact on Bath Place and Montague Street as a result of the development.

7.8. Impact upon architectural townscape qualities as prescribed within the South Street Conservation Area Appraisal – Liverpool Terrace, Liverpool Gardens and Montague Place

Montague Place

Specific heritage assets that fall within this section of the South Street Conservation Area include 10 Montague Place and 11-14 Montague Place, their listing entries being recorded earlier in this document.

As the South Street Conservation Area Appraisal highlights Montague Place is an urban space '*which extends from the north end of Liverpool Gardens south through Montague Place to Marine Parade is of major townscape significance*'. Whilst reference to the rotunda or bandstand is now somewhat out of date, the appraisal does in respect of seating and paving identify that it encourages people to '*dwell and relax*'.

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The fairly recent public realm landscaping project within Montague Place has sought to create a point of destination, with 31-35 Montague Street as the backdrop – April 2024.

The Appraisal continues by identifying that a proportion of the Regency terrace is listed but moreover that most of the buildings defining the spaces have *'considerable local historic interest'*.

The historic elements forming the West side of Montague Place adhere reasonably closely to the architectural historic and townscape elements that the South Street Conservation Area Appraisal of 2001 prescribes should be preserved.

When considering the local historic or architectural interest of this part of the South Street Conservation Area the appraisal identifies exceptions in the form of Beaulieu Court to the South and *'the large blank red brick wall which is at the side of Woolworth's on the east side of Montague Place'*.



The West side of Montague Place prior to recent / ongoing public realm works.

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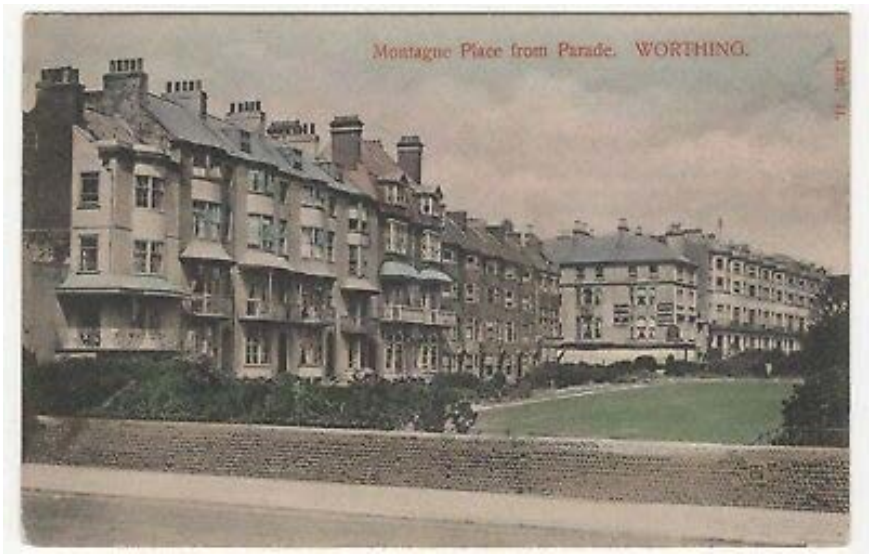
The latter element is subject to the development consented by permission reference AWDM/1018/20, of which includes the Southern extension of 31-35 Montague Street. This physical intervention (which is approaching completion) together with pre-existing structures essentially obscures any visual relationship with Montague Place, so it is considered that there is no possibility for negative impact as a result of the development to which this statement relates.

Liverpool Gardens

Elegantly executed to the designs of Henry Cotton and constructed between 1814 and 1826, the curved façade that is accentuated by bowed fronts framed by iron balconies (except on number 10, which has large Doric columns supporting a balustraded stone balcony) forming 1-12 Liverpool Gardens are perhaps the epitome of the '*considerable local historic or architectural interest*' the Appraisal seeks to preserve, although the gardens have themselves been the subject of recent landscape alterations.



The pleasure garden of Liverpool Gardens that included a Gothic rural bower, a bowling green and archery ground, having been constructed on ground formally known as London Fields.



A coloured photograph of Montague Place dating from 1903, with vehicular access only ascending along the Western edge allowing the continuation of the gardens to the promenade. The Bon Marche drapery can be seen on the corner of Montague Street and Liverpool Terrace.

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Arguably the greatest impact upon this fine terrace was the loss of Montague Place to the motorcar (see postcard image above), although more recent public landscaping projects as well as the development consented by permission reference AWDM/1018/20 has provided an opportunity to address some of the harm that is partly visible from the terrace and landscaped public gardens, as evidenced within the photograph seen below:



View from no. 4 Liverpool Terrace South towards 31-35 Montague Street – April 2024.

Plans to recreate the early 19th Century gardens of Montague Place have recently been approved and will serve to reinstate a green space that links Liverpool Gardens with the seafront (see overleaf).



Plans for the new Montague Garden – image taken from Sussex World dated 20th March 2024.

Listed Grade II* and therefore technically with a higher level of significance than Liverpool Terrace itself, The Dessert Quartet sculptures by Elisabeth Frink and associated loggia demonstrate how positive 'modern' intervention can present significant benefit where built heritage is concerned, in this case only having been introduced over 30 years ago.



The Desert Quartet and associated flat roofed loggia as seen from the South West – April 2024.

This area of the conservation area is entirely visually separated from the proposed development site, so no harm will occur as a result. Instead, as considered elsewhere within this statement, good quality development that increases residential occupation of this part of the town will serve to a) increase the possibility of residents experiencing Worthing's built heritage, and b) increase the expectation of positive development as well as protection of historic fabric within the Conservation Area.

7.9. Impact upon architectural townscape qualities as prescribed within the South Street Conservation Area Appraisal – <u>The Montague Centre</u>

The final element of the South Street Conservation Area Appraisal that requires consideration is the Montague Centre, a multi-use development designed by Graham Excell that today is being developed as the 'Montague Quarter' by New River Retail and includes Alexander Terrace – the Eastern side of Liverpool Gardens.

Previously the site had contained an Art Deco inspired Odeon cinema which dated from 1934 and included a prominent belvedere facing South. The 1,600-capacity building was Listed at Grade II on 26th March 1987 and therefore after its closure, but was subsequently removed from the statutory list on 27th July 1987.



The Odeon cinema belvedere, as seen from Montague Place in the early 1980's.



The Montague Centre from Montague Place relative to Liverpool Gardens – April 2024.

Architecturally the Appraisal quite rightly identifies that the materials and workmanship is 'notable' when compared to similar buildings of comparable age and use.

A new development containing 42 flats created by adding floors has recently been consented (AWDM/1624/22) and serves to act as precedent of further residential development within the South Street conservation area, as well as increases in vertical denisity. In this case the development has a much closer physical relationship with Listed buildings and structures.

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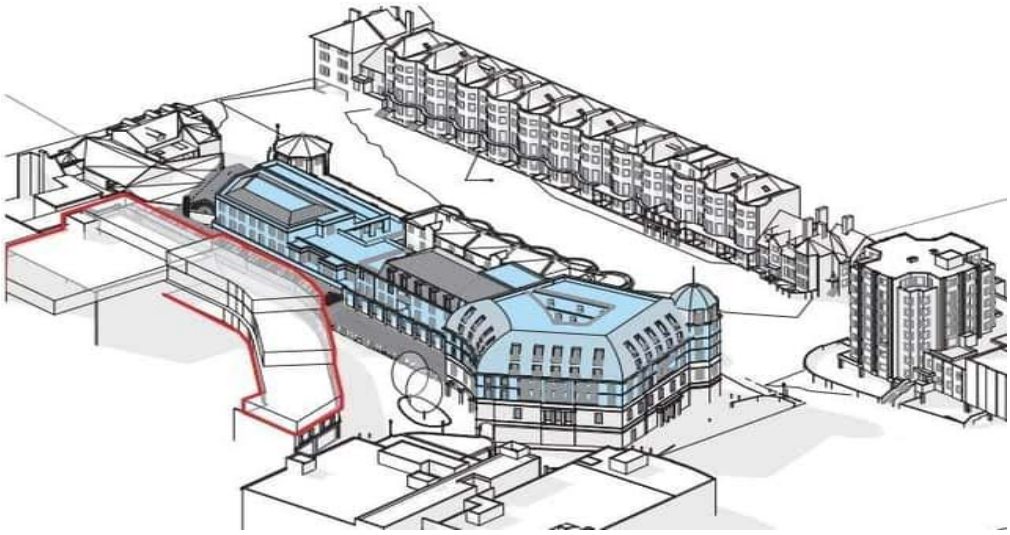


Image taken from the Worthing Herald dated 10th November 2022.

No direct view of the development site is possible from the Montague Centre, so the proposals detailed within this application will not introduce harm where the Centre is concerned, it itself being a comparatively 'modern' intervention within the conservation area.



The view from the Southern entrance of the Montague Centre towards Montague Place.

8. Summary and Conclusion

8.1. Firstly, the proposals do not relate to a Listed Building nor a locally designated heritage asset – this report therefore seeks to conclude upon the impact on the wider context.

8.2. The proposals will only be moderately identifiable within the Conservation Area, albeit not as an intervention at street level. Whilst the proposal may result in some peripheral change in views from the Conservation Area when approached from either ends of Both Place, the ensuing level of harm - if any - to the special qualities of the designated area and its constituent assets will be far below the threshold of *'less-than-substantial'*.

8.3. The proposals are therefore considered to be in accordance with the statutory duty imposed by Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990 and Section 16 of the NPPF, as well as local planning policy described above.

8.4. Within this context, it is considered that there will be no adverse impact on the character and appearance or significance of the South Street Conservation Area, or to the significance of its constituent heritage assets as derived from their settings as a result of development of this specific part of 31-35 Montague Street.

Julian Vallis RIBA SCA AABC
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