

Dear Sir/Madam,

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 29/07/2025 8:48 PM from Tim Higgins.

Application Summary

Address: 39 - 41 Brighton Road Shoreham-by-sea West Sussex BN43 6RE

Proposal: Outline application for the demolition of the existing building and the erection of a one to nine-storey block of residential apartments, a commercial unit (Class E), with associated cycle parking and car parking

Case Officer: Stephen Cantwell

[Click for further information](#)

Customer Details

Name: Tim Higgins

Email:

Address: 31 Buckingham Road Shoreham-by-sea West Sussex

Comments Details

Commenter Type: Member of the Public

Stance: Customer objects to the Planning Application

Reasons for comment: - Design

Comments: The Shoreham Society - COMMENT agreed at the Executive Meeting 22nd July 2025

INTRODUCTION

This further development of sites sharing the Western Harbour Arm, being quite a modest spread may be seen as of less strategic potential in terms of the greater street scene of the A259. However, we offer the following considerations which have potential positive impact upon the whole.

- Massing & Height

The current proposals repeat the massing and heights of neighbouring, approved, sites. This may be commended as by far the easiest and most obvious design route to take. However, we believe there is an opportunity for this site to make a statement that adds to the whole WHA.

o Page 54 of the Design & Access Statement shows how all the potential sites along that stretch of Brighton Road will look when completed. This presents an unmitigated train of six storey buildings facing Brighton Road. Alternatively an effective architectural language can be achieved with provision of horizontal and

vertical relief. Flat six storey facades stretching a length of 500m from the western end of Free Wharf to the old Parcel Force site imposes an oppressive and unhappy setting. The four storey corner building on Humphrey's gap provides the only much-needed respite from the proposed repetitive architectural forms). The impact is monotonous and uninspired both from a ground level perspective as well as a skyline one.

o Even this current more modest size site has the potential to contribute considerably in providing relief and variety. If the six storey plinth was reduced to three or four storeys and the tower increased to eleven storeys from ground level the proposals would actually look smaller as, physically as visually, we would have a close relationship to the 3-4 storey element and not the 11 storey one, because it is set back from view. This solution would mean a less oppressive outlook for pedestrians/cyclists. It would also reduce the tunnel effect when walking along that stretch of Brighton Road. The eleven storeys would be largely hidden by the initial four storey massing thus having no negative impact on passers-by. Lower plinths relate to the human form, whereas taller ones create oppression.

o From a skyline perspective, varying the heights, materiality and building profiles only adds interest and playfulness, when viewed from a distance. Design variety and height variation is what makes successful city/townscapes, not repetition in scale and design.

o The attached images illustrate how a lower plinth and a higher tower could make more architectural sense. The old civic centre site already has fourteen storeys under construction and is closer to St. Mary's Church. In fact, six storeys is the issue, and not the nine. Viewed from Buckingham Park and looking towards the site the presentation is depressing in the way as a consequence of seeing everything at the same height. By contrast an appropriate variety introduces scope for something more inspiring architectural form.

o Materials choice: The current proposal will be seen as a repetition of the white brick of Free Wharf. This new development may alternatively add a valuable variety to the presentation of WHA rather than a weak reference to the Art Deco.

- Commercial Unit

It maybe thought disappointing that another commercial unit goes from this site. However, it appears that Kwik Fit have found another site locally. The proposed size of the commercial space, 55sq.m, is realistically adequate only for office or café type use.

- Environment and green space

o Scope for creative and valuable design for green space and environmental asset is limited. The present proposal includes a residents only podium and opportunity for some green roofs. There may be options to specify some energy and net zero provision, for example, PV roof panels and energy source for heating.

In summary : while this site is by comparison modest, we believe that there is a valuable opportunity for creative design for positive impact on the WHA presentation and architectural vocabulary.
