

Application Number:	AWDM/0501/26
Location:	23 - 25 High Street Shoreham-by-sea West Sussex BN43 5EE
Proposal:	Listed Building Consent for removal of existing painted signage and replacement painted signage to front and side elevations.
Case Officer:	Eve Hearsey

	Further Information Required
	Design Review Required
✓	No objection - no harm
	No objection - harm is negligible or mitigated
	Objection - less than substantial harm
	Objection - substantial harm
	Objection – Total Loss

Site and Surroundings:	The building comprises a two-storey elevation with an attic, unified by a bracketed eaves parapet and a steep mansard roof punctuated by two large pediment-gabled dormers and end stacks. The façade is plastered, typical of mid-18th-century domestic architecture in Sussex, and features a mixture of glazing-bar sashes and later sash variants, reflecting incremental alterations over time. Its most striking architectural elements are the two irregularly placed early-19th-century, two-storey octagonal bay windows, one of which (to No. 25) has had its ground floor replaced by a full-width 19th-century glazed shopfront extension, complete with a half-glazed door framed by wooden pilasters. No. 23 retains a more traditional domestic entrance: a panelled door set within a wooden architrave and sheltered by a flat hood on brackets. These features collectively express the layered architectural history of the building, blending Georgian form with Victorian commercial adaptation. The building is currently in commercial use as a solicitors office with hand painted signage on the front elevation and the eastern gable end. In terms of setting, 23–25 High Street occupies a prominent position on the south side of Shoreham’s historic High Street, an area characterised by a dense mix of 18th- and 19th-century commercial and residential buildings forming the core of the old town. The High Street sits close to the River Adur and the medieval church of St Mary de Haura, giving the building a context shaped by Shoreham’s long maritime and market-town heritage. The immediate streetscape is defined by narrow frontages, varied rooflines, and a continuous street wall, into which 23–25 fits seamlessly despite its distinctive bays and later shopfront. Its location within the built-up conservation area of Shoreham-by-Sea reinforces its architectural significance, contributing to a cohesive historic environment where small-scale Georgian and Victorian structures line the principal commercial thoroughfare. The application seeks LBC for the removal of existing painted signage and replacement painted signage to front and side elevations.
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	Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 confers a statutory duty to LPAs when considering whether to grant listed building consent, to have special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses. The LPA's duties are reinforced within Section 16 of the NPPF, Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations. As such, when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. Other elements held within Section 16 will also be considered as will Local Policy.
Comments:	Both the existing and proposed relate to contemporary commercial signage. The existing and proposed signage is in the form of directly painted lettering/logo on to the surface finish of the building. It is assumed that handpainting will be employed to carry out the works and as such materials that could bring about harm to the conservation areas character will be avoided. It is considered that the proposed would preserve the character and appearance of the conservation area. Whilst not providing a clear enhancement, the proposed is a modern interpretation of traditional signwriting in terms of style, but the existing arrangement is also of a contemporary style. As such to harm can be apportioned to the proposed and its impact upon the conservation area subject to conditions. Having regard to Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990, it is considered that the proposed works, by virtue of materials and appearance would not cause detriment to the setting and special architectural and historic character and interest of the listed building as a designated heritage asset, and as such would comply with policies 17 of the Adur Local Plan and paragraph 135 of the NPPF.
Conditions Required: <i>[List the conditions you are requesting, if any]</i>	1. Notwithstanding the approved details the signage hereby approved shall be hand painted directly onto the building elevation. The use of stick on decals, lettering and similar is not authorised. Reason: To ensure the aesthetic value and architectural interest of the Listed Building is preserved and the scheme is compliant with Local Policy 17. 2. 3.

Conservation Officer Comments
Amended Plans or Further Details

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Date of Comment 8/5/26