

Development Management – Delegated Officer Report

Application Number: AWDM/0414/26 Recommendation: APPROVE

Site: 56-58 High Street, Shoreham-By-Sea, West Sussex

**Proposal: Advert consent for 1no. fascia signage, (illuminated letters only)
1no. projecting sign non illuminated) (unit 56)**

Date of Site Visit: 16th April 2026

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings

The application relates to a retail unit which is currently vacant within Shoreham Town Centre and the Conservation Area. The address for the unit is 56-58 High Street however the application only relates to no. 56. There is also an application for a new shopfront at the premises AWDM/0413/26. This application originally sought advertisement consent for illuminated signage both a fascia sign and a projecting sign. Both were shown to be internally illuminated at 450cd/m². The fascia sign is 1.12 metres high and 8 metres wide. The projecting sign has illuminated letters and is 0.6 metres high, 0.6 metres wide and 0.12 metres in depth it will project 0.7 metres from the face of the building.

Amended plans have been received to show improvements to the shopfront design and the signage to allow it to relate more sympathetically to the Conservation Area and also in the light of Adur District Council's Design Bulletin No. 1 Shopfront Design January 2019.

The amended plans show the proposed fascia sign to have illuminated letters only. The projecting sign has been repositioned and is now shown as non illuminated. A Heritage Statement has also been submitted to accompany the application.

Planning History

Installation of illuminated lettering and fascia – SU/11/87/TP

Replacement Fascia sign with individual Halo-illuminated letters - SU/211/05/TP

Consultations: -

Adur District Conservation Area Group: - APPROVE

Conservation Architect Richard Small: -

56-58 High Street, Shoreham-By-Sea is formed of two distinct buildings, the ground floors of which were combined into one retail unit, for many years occupied by

Woolworths, and more recently by The Original Factory Shop. The existing shopfront is typical of Woolworths shopfronts introduced in the 1950s, having sharp angles and deep entrance recesses, with slim unpainted metal frames.

The applications propose the subdivision of the existing retail unit, a new shopfront to the eastern unit, together with an illuminated box fascia sign and projecting sign.

This building is within the Shoreham-By-Sea Conservation Area. The appraisal and management document for this CA highlights that the Council has adopted a design bulletin relating to shopfronts, which provides design guidance for appropriate shop front alterations and signs in the Shoreham town centre, and these aim to conserve and enhance its unique historic and townscape heritage. This document was last revised in 2019.

A new shopfront should not be designed in isolation but conceived as part of the whole building into which it is fitted. Each shopfront should be seen in the context of the design of the whole façade and fenestration of the upper floors, as well as the street scene. This doesn't appear to be the case in this instance; the elevation drawings not showing any floors other than ground, and the entrance doors not relating to the building's facade.

Recessed doorways should be incorporated into new designs as they relieve flat and featureless designs. Looking at the plan, there will no longer be any recess, with the entrance doors flush with the rest of the shopfront.

Fully illuminated fascias will not normally be approved but, if illumination is required by the occupier, subtle lighting can be provided with carefully directed beams, internally individual lit letters (where the background is blacked out), or concealed fascia lighting. The illuminated box sign proposed is not considered to be appropriate on this building.

Projecting signs should not be mounted on pilasters, and fascias should not project beyond or across them. The proposed projecting sign is shown as being attached to the existing pilaster.

The current proposals would fail to preserve or enhance the character and appearance of the CA. The harm identified may be less than substantial, but would not be negligible or insignificant. There is no heritage statement with this application, and feels like a corporate design that has failed to consider the context.

Comments following amendments: -

I note recessed lobbies have now been added to the shopfronts. The position of the hanging sign has been moved from the existing pilaster, and halo illuminated letters will be used rather than a singular internally illuminated sign. Have we accepted other illuminated hanging signs in this locality?

Interestingly, recessed lobbies would normally help to avoid non-compliant ramps, avoiding a sudden change of level at the back edge of the pavement. Despite the upper floors of this particular building (46) creating a strong symmetry which would

be better acknowledged by central entrance doors, the layout and security demands of Savers are more likely to be the drivers of the proposed asymmetrical shopfront design. The approach taken relates more to the current use as one large unit rather than two new individual units. Overall the current changes do improve the application proposals and align more closely with the principles from the Council's adopted design bulletin relating to shopfronts, thus lessening the level of harm to the conservation area.

Representations: - None received.

Relevant Planning Policies

Adur Local Plan 2017 Policy 15, 17
National Planning Policy Framework (December 2024)
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
County Highways Internal Guidance Note Illuminated Adverts Standing Advice (March 2025)
Adur District Council Design Bulletin No.1 Shopfront Design. January 2019.

Planning Assessment

Principle

The site is within a town centre shopping area, therefore the principle of signage and advertisements is acceptable here. The main issues for consideration are amenity, highway, public safety and impact upon the Conservation Area.

A Local Planning Authority shall exercise its powers in the interests of amenity and public safety.

Policy 15 states that “express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety”.

The Council's Design Bulletin refers to applications for express consent to display advertisements being required for illuminated signs in the Conservation Area. “Fully illuminated fascias will not normally be approved but, if illumination is required by the occupier, subtle lighting can be provided with carefully directed beams, internally individual lit letters or concealed Fascia lighting.”

The amendments made comply with the Design Bulletin and seek to preserve the Conservation Area whilst being appropriate to this town centre location and main shopping street within Shoreham -By-Sea.

Amenity

The proposed fascia sign replaces existing signage. This is necessary as the retail unit is currently vacant and a new occupier will be taking on the retail unit. The signage will have illuminated lettering only. A new projecting sign will be added, this will be non illuminated. In this town centre location, there is much signage and many illuminated advertisements. There are many fascia signs and projecting signs are also visible. The levels and method of illumination are suitable here. The signage as amended is considered to be appropriate to the location and it will not be harmful to any adjacent residential properties or the character and appearance of the Conservation Area.

Public Safety

Within the context of the locality and what is being replaced the illuminated signage will not cause any potential hazard to highway users. The submitted application forms state that the illumination will be static, internally illuminated and 450 cd/m². This is considered to be reasonable within this location. County Highways Internal Guidance Note illuminated Adverts Standing Advice states that daytime luminance level should not exceed 5000 cd/m² well within these levels.

Recommendation

APPROVE

Subject to Conditions:-

01. 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.
02. 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 the purpose of security or surveillance or for measuring the speed of any vehicle.
03. 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.
04. 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.
05. 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.

06. This consent shall expire at the end of the period of 5 years beginning with whichever is the earlier of (a) the date of commencement of the display or (b) 6 months from the date of this consent.

Reason: To comply with Regulation 14 (7 & 8)

07. Approved plans

Is recommendation contrary to letter(s) of representation N

1. Proactive
2. The applicant is advised that this consent relates to the new signage only and other works shown on the application may require a separate permission.

Case Officer: Hannah Barker

Date: 11th June 2026

Authorised by: Peter Barnett

Date: 15 June 2026